



Lamphills' Logo Design Checklist

This Lamphills logo design checklist is particularly for people who intend to brand their business.

- Define Your Brand Identity:** Clearly outline your brand's mission, values, and target audience.
- Research Competitors:** This checklist is not compulsory, but analyzing competitors' logos to identify trends and opportunities for differentiation.
- Choose a Design Style:** Decide on a design style that aligns with your brand's personality. This can be modern, classic, artistic, or playful.
- Incorporate Symbolism:** Use elements that reflect your brand's core values and mission.
- Simplicity:** Ensure the design is simple and versatile, working well across different mediums.
- Feedback:** Gather feedback from stakeholders and potential customers.
- Refinement:** Revise the design based on feedback and ensure it meets all technical requirements.