

Logo Use Checklist

Make sure your logo is never misused

A logo without guidelines is a logo waiting to be misused. Use this checklist to make sure you have everything in order and that anyone working with your brand knows exactly how to use your logo correctly.

File checklist

Tick each item once you have the file saved, named clearly, and stored in an accessible location.

Master files

- ☐ Primary logo – vector file (.ai or .eps)
- ☐ Primary logo – SVG version for web
- ☐ Primary logo – PNG with transparent background (high resolution)
- ☐ Primary logo – JPG on white background

Colour variations

- ☐ Full colour version (RGB) – for digital use
- ☐ Full colour version (CMYK) – for print use
- ☐ Reversed version – white logo for dark backgrounds
- ☐ Mono version – single colour, typically black
- ☐ Mono reversed version – single colour on dark background



Additional formats (if applicable)

- ☐ Stacked / portrait version of the logo
- ☐ Horizontal / landscape version of the logo
- ☐ Icon or mark only (without wordmark)
- ☐ Favicon version (.ico or small PNG)

Usage guidelines

Record your logo rules here so anyone creating materials for your brand is working from the same reference.

Minimum size (print)	
Minimum size (digital)	
Clear space rule (breathing space)	
Primary background colour	
Approved background colours	

Do and do not

Do	Do not
✓ Use the master vector file for all print and large format work ✓ Use the correct version for the background (light or dark) ✓ Keep clear space around the logo at all times	✗ Stretch or squash the logo to fit a space ✗ Place the logo on a clashing or busy background ✗ Add effects, shadows, or outlines ✗ Recreate or redraw any part of the logo ✗ Use an old or outdated version



- ✓ Use the mono version when colour is not available
- ✓ Always use the approved colour values

File naming convention

Consistent file names save everyone time. Note your naming system here. Example:
BrandName_Logo_FullColour_RGB_2024

Where files are stored

Storage location and access details

Share this checklist with anyone who creates materials for your brand. Guidelines only work if people can find them.