

Design Effectiveness Checklist

Consider each statement below for no more than two to three seconds. Place a check in the box if the statement is true for your marketing collateral.

LOGO | IDENTITY

- >>> Our company's logo makes sense in relation to the industry it is in
- >>> Our company's logo is compatible with different formats
- >>> Our company's logo is easy to see and not difficult to read or understand when being viewed by an outside party
- >>> Our company's logo has colors and fonts that fit the industry and the company's brand
- >>> Our company's logo looks professional
- >>> Our company's logo looks amazing and people have commented on how dynamic it is

If you have checked the majority of the boxes, then your marketing materials are effective. To improve effectiveness, focus only on the specific issues identified by the few boxes you did not check by calling Top Shelf Design.

If you checked only a few boxes, then your marketing collateral effectiveness may need significant improvement. Call Top Shelf Design today for a free 30 minute consultation.