

Logo Design Must-Haves

If you're having a logo designed (or redesigned), be sure your designer provides these things.

MULTIPLE VERSIONS

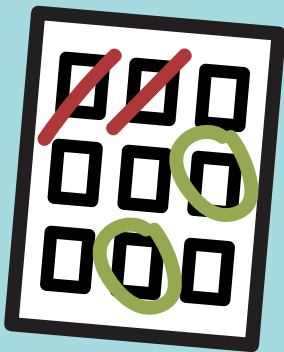
Different versions of your logo provide flexibility. You'll want a horizontal version and a stacked version in color, in addition to a one-color version of each.



MULTIPLE FILES

To use your logo on t-shirts or for large-format printing, you'll need a vector file.

You'll also want to be prepared to use your logo online and in print, and that means separate files for each.



REVISIONS

A designer shouldn't just send you a finished logo. You should see a number of ideas and provide your

feedback. The designer should take that into account and return with updated options. The number of revisions will vary.

STYLE SHEET

A logo style sheet is a document that outlines logo specs. It includes the fonts used, the logo color palette, and usage guidelines.

