GRAPHICIO LABS

The five-minute logo check.

Before you approve a logo, try these checks.

- [ ] **Shrink it.**
  At phone-icon size, can you still recognise the shape?

- [ ] **Remove the colour.**
  Does it still work in a single solid colour?

- [ ] **Read the name.**
  Check the spelling, letter spacing and legibility.

- [ ] **Give it space.**
  Keep text and edges away from the mark.

- [ ] **Try real uses.**
  Compare a profile icon, a card and a sign.

- [ ] **Check the files.**
  Ask for a vector master and useful export sizes.

A practical review aid, not a legal trademark clearance.

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