Logo Preparation Checklist

Business cards · Websites · Signs · Apparel

Business cards & print

- [ ] Vector PDF or EPS
- [ ] CMYK colors (Pantone if specified)
- [ ] Smallest text legible at actual size
- [ ] Bleed and safe area confirmed with printer

Website & social

- [ ] SVG header logo (where supported)
- [ ] Transparent PNG fallback at 2x display size
- [ ] Square profile icon and small favicon
- [ ] RGB / HEX colors

Signs & vehicles

- [ ] AI, EPS or PDF with outlined text
- [ ] One-color version for vinyl
- [ ] Sized proof approved
- [ ] Readable at expected viewing distance

Apparel & embroidery

- [ ] Simplified vector artwork
- [ ] Limited solid colors / thread references
- [ ] Garment and placement size confirmed
- [ ] Sew-out sample approved for large orders

Always

- [ ] Editable vector master stored safely
- [ ] Color, one-color and reversed versions
- [ ] Clear space around the logo
- [ ] Vendor artwork specs requested first