



TAMKUS
art&design
tamkusartdesign.com

LOGO SELF AUDIT

Take a few minutes to honestly assess your current logo using the criteria below. This will help you identify areas of strength and opportunities for improvement.

1. CLARITY & SIMPLICITY

Is your logo easy to understand at a glance? Does it avoid unnecessary clutter or visual noise?

☐ Needs Work

☐ Good

☐ Great

Comments:

2. CRAFTSMANSHIP

Are the lines clean, shapes intentional, and the design professionally built?

☐ Needs Work

☐ Good

☐ Great

Comments:

3. RELEVANCE

Does your logo reflect your industry, values, and target audience?

☐ Needs Work

☐ Good

☐ Great

Comments:

4. VERSATILITY

Can your logo be used across different mediums (print, social, web, signage)?

☐ Needs Work

☐ Good

☐ Great

Comments:

5. MEMORABILITY

Can someone recognize or describe your logo after seeing it once?

☐ Needs Work

☐ Good

☐ Great

Comments:



TAMKUS
art&design
tamkusartdesign.com

BEFORE YOU HIRE A DESIGNER

Logo File Types Explained

1. EPS (.eps) – “The Master File”

Best for: Professional printing, large-scale signs, and editing

Key Features: Vector-based, infinitely scalable without losing quality

You Need This: If you’re working with designers, printers, or vendors

2. SVG (.svg) – “The Web-Friendly Vector”

Best for: Websites, digital applications, and responsive design

Key Features: Scalable like EPS, but optimized for screens and code

You Need This: For developers or if your logo is used online often

3. PDF (.pdf) – “The All-Purpose File”

Best for: Sharing, previewing, and some forms of printing

Key Features: Can include vector data; easy to view across devices

You Need This: For general use with clients, printers, or presentations

4. PNG (.png) – “The Web Graphic”

Best for: Websites, social media, email signatures

Key Features: Transparent background, crisp at small sizes

You Need This: For online use where your logo overlays other graphics

5. JPG (.jpg or .jpeg) – “The Photo-Like Format”

Best for: Photos or basic web use with white/light backgrounds

Key Features: Not scalable, no transparency, may look fuzzy if resized

You Need This: As a fallback image format, but not ideal for logos

Bonus: AI (.ai) – “The Adobe Illustrator File”

Best for: Original design source files (editable)

Key Features: Full control over every part of the logo

You Need This: If you or your designer are editing the logo directly

Are you ready to rebrand or refine your visual identity?

Use this checklist to make sure you’re prepared to work with a designer:

- ☐ Do you have access to your current logo files (EPS, PNG, JPG)?
- ☐ Do you know your brand’s colors and fonts?
- ☐ Have you clearly defined your target audience?
- ☐ Can you describe your brand’s personality in 3 words?
- ☐ Do you need a logo refresh or a full rebrand?
- ☐ Do you have a website or marketing materials that need to align?
- ☐ Are you open to professional guidance and collaboration?



TAMKUS
art&design
tamkusartdesign.com

BRANDING SCORECARD

Check all that apply to your current branding:

- ☐ My logo is used consistently across all platforms
- ☐ Our brand colors are always applied the same way
- ☐ Fonts are consistent in all printed and digital materials
- ☐ Our website visually aligns with our social media and print
- ☐ Employees use our logo and assets correctly
- ☐ We have a brand guide or reference for design standards
- ☐ Email signatures reflect our visual brand
- ☐ Business cards, brochures, and signage look cohesive
- ☐ Our packaging (if applicable) fits our brand image
- ☐ Social media content uses branded templates or styling

Common Branding Mistakes

- Using too many fonts or mismatched styles
- Stretching, warping, or distorting the logo
- Switching colors randomly between materials
- Using low-resolution or pixelated images
- Mixing brand voice or tone inconsistently
- Using DIY logos without scalability (no vector files)
- No clear visual style or brand guide
- Different looks across web, print, and social
- Overusing Canva templates with no customization
- Forgetting to test how your brand feels to others



TAMKUS
art&design
tamkusartdesign.com

NEED HELP?

Whether you're starting fresh or need to clean up what you already have, I'm here to help make sure your brand looks as professional as your business. Reach out anytime—I'd be happy to chat.



TAMKUS
art&design

Dave Tamkus
Owner/Artist

phone: 570-274-5479
tamkusartdesign@gmail.com
tamkusartdesign.com



Tamkus Art & Design



TamkusArtDesign