

Pre-assessment

A logo fulfils the Rules of application listed on our website:

<https://ncfhe.gov.mt/en/research/Pages/Launching-the-MQF-impact-assessment-study.aspx?fbclid=IwAR2rIh2E4SsQjTddjsXauQtcUPNrrpjfLV5quhHWd9-Bna2qyOECZhyIpk0>

Yes / No

Assessment

1. Relevance

A logo should be relevant to your practice. It has to have meaning that relates to the work we are doing.

Mark: ____/5

2. Scalability

A logo should be simple enough to be able to be scaled down or up and still look good.

Mark: ____/5

3. Simplicity

Simple logos are the ones people can recognize as soon as they see them. The simplest logos are the ones people remember the most.

Mark: ____/5

4. Memorability / Impact

A great logo should be impactful. You want to capture your viewer's attentions and leave a positive impression.

Mark: ____/5

5. Versatility

A logo should look equally good on any web device and on any kind of print material.

Mark: ____/5