



Creating a Logo

Accessibility Considerations

- Does it work in color AND black/white?
- Does it work for electronic, screen and print formats?
- Can it be photocopied without losing some of its appearance in color and black/white?
- Is it legible at small scales (< 1 inch)?
- Is the font legible when scaled down?
- Is it legible from a distance?
- Is it legible under various light conditions including dusk and with shadows?
- Is it simple? Are there unnecessary elements (graphics, lines, text) that can be omitted and still convey the same meaning? It should convey a clear message or representation, without being too complicated.
- Will it co-exist with another logo/mark? If so, is it consistent and complimentary?
- Are italic and serif fonts avoided as they are not as legible/accessible in print and electronically?
- Are gradations within the logo or supporting text avoided? (Most file types do not support gradients.)