



Logo Mistakes & Fixes

Simple improvements that make your brand look more professional. A logo is often the first visual symbol of your business — but it doesn't need to be complex. It needs to be **clear, readable, and consistent** with your brand identity.

5 Common Logo Mistakes



Too Many Colours

Overloading your logo with colour makes it visually noisy and hard to reproduce. **Stick to 2–3 colours** from your brand palette for clarity and flexibility.



Hard-to-Read Fonts

Stylish fonts that sacrifice legibility hurt your brand. Choose fonts that are **clear and readable** even at small sizes on a phone screen.



Overly Complex Design

Too many elements — icons, shapes, patterns — make a logo difficult to recognise and scale. **Simpler is almost always stronger.**



Following Trends Too Closely

Trend-driven logos age quickly and weaken long-term identity. Focus on **timeless simplicity** — relevant today, still effective tomorrow.



Inconsistent Logo Use

Even a great logo loses impact when colours vary, proportions are distorted, or placement is poor.

Consistency across every touchpoint builds recognition.



Is Your Logo Doing Its Job?

The Simple Logo Test

Ask yourself — can your logo pass all four checks?

1

Easily Recognised

2

Clearly Readable

3

**Works Across
Formats**

4

**Consistent With Your
Brand**

What a Logo Is (and Is Not)

A logo is a **symbol of your brand** — not your entire brand identity. Your message, visuals, tone, and consistency are what truly build the brand. The logo simply helps represent it.

A strong logo doesn't try to be complicated. It helps people recognise your brand quickly and easily.