

HIRING A GRAPHIC DESIGNER, LOGO DESIGNER OR BRAND DESIGN AGENCY WITH THE BENEFIT OF HINDSIGHT:

A 12-POINT PERFORMANCE SCORECARD for CMO's, Marketing Directors, Small Business Owners & Startups



THE RIGHT DESIGNER FOR YOU

When you hire a freelance graphic designer or logo designer, it pays to think through how you'll evaluate the finished work. By time-traveling, as it were, and projecting yourself into the future, you can reverse-engineer your selection process. If you assume the project you are now sitting on is done, asking yourself why you are satisfied, disappointed or over-the-moon ecstatic helps you tailor your management approach from the get-go. While this graphic designer checklist is by no means exhaustive, it should help you identify where many graphic design and logo design projects go astray. It should also help equip you for the vast differences in experience, service and graphic design talent available to you on the marketplace today.

		YEP! 😊	NOT SO MUCH 😞
PROCESS	1: Did your freelance graphic designer or brand design agency begin the process by presenting prior work that spoke to brains over beauty?	<input type="checkbox"/>	<input type="checkbox"/>
	2: Did your logo designer or brand identity designer seek to first understand your world, listening to your objectives and preferences and then immersing into a thoughtful study of the industry, your targets, the competitive landscape and the existing company, brand or culture? Did he/she embody the design principle that more narrowly defined marketing parameters results in work for which the strategic value transcends simple aesthetics?	<input type="checkbox"/>	<input type="checkbox"/>
	3: Did your freelance graphic designer, logo designer or design agency keep you abreast of progress and proactively troubleshoot for issues which might impact quality, time or cost?	<input type="checkbox"/>	<input type="checkbox"/>
	4: Did your graphic designer or logo designer breathe new life into your unique value proposition by presenting initial design explorations which were original yet "true to brief?" Was your designer willing to refine the executions so that your ultimate logo or brand identity could speak even more clearly to your targets?	<input type="checkbox"/>	<input type="checkbox"/>
PEOPLE	5: Did your freelance graphic designer or design team possess the requisite experience in: visual storytelling, emotional and imaginative brief interpretations, marketing problem-solving, differentiation, organization and detail management?	<input type="checkbox"/>	<input type="checkbox"/>
	6: Did the person responsible for your graphic design demonstrate integrity and leadership when advising you on the resources required to achieve your primary and secondary objectives?	<input type="checkbox"/>	<input type="checkbox"/>
	7: Did your freelance logo designer or brand identity designer demonstrate character and responsibility by working to ensure final designs captured as much uniqueness, authenticity, resonance and relevance as the project would allow?	<input type="checkbox"/>	<input type="checkbox"/>
	8: Did your graphic designer exhibit a business-mindfulness and a professionalism that helped alchemize initial "good chemistry" into design gold?	<input type="checkbox"/>	<input type="checkbox"/>
PRODUCT	9: Did the graphic design introduce a distinctly memorable visual language for addressing the marketplace opportunity and the motivations of your targets?	<input type="checkbox"/>	<input type="checkbox"/>
	10: Did the final designs ultimately display a thoroughness of discovery, an extreme attention to strategy and detail, and a cleverness to help you optimize your budget?	<input type="checkbox"/>	<input type="checkbox"/>
	11: Did the new logo, brand identity or other graphic design powerfully extol not just the virtues of the company but of design itself? The ultimate design product should be a living, breathing demonstration of how design increases desire and perceptions of value while eschewing laundry lists and decreasing the need to "say everything."	<input type="checkbox"/>	<input type="checkbox"/>
	12: Did the resultant graphic designs prove to be more effective at connecting you with your targets? Did the work help establish a new internal benchmark for how the organization can more fully leverage the tools of strategic design in the future?	<input type="checkbox"/>	<input type="checkbox"/>