

Branding Review For _____

STRATEGY: Understand the client and the audience Grading range: 1-4

You want to give this score based on your peer's understanding of the business, service or individual they are branding, as well as their audience/market/users and the competitive field.

(1) Not Clear

There isn't a clear understanding of the client's USP and how they will reach their audience.

(2) Still working on it...

There is an understanding of the USP, but no clear strategy for reaching the audience.

(3) Got it

The designer knows the USP and has a good strategy to reach the audience.

(4) Nailed it!

The designer knows the USP and they have developed a good, clear approach to reaching the audience and in standing apart from the competition.

Score _____

DESIGN: Application Grading range: 1-4

You want to give this score based on the visual (design) decisions the designer has made. Are the visuals appropriate to the strategy? Does the designer show how the decisions will be used in practice?

(1) Not Consistent

The type, colors and layout decisions don't match the strategic analysis above OR they are not thought out and considered. Nothing is shown in application.

(2) Still working on it...

Some elements are strong, but are poorly applied or not shown in enough applications.

(3) Got it

Type, color, and optional mark are all well thought-out and are shown in a variety of strong applications.

(4) Nailed it!

The identity elements are all very strong and are already shown in a wide variety of applications.

Score _____

Help your peer: How can you fix the problems in the identity?