

Checklist for Choosing a Design Partner

This checklist, featuring the **five most important qualities**, will help you decide which design partner is best for you and your company.



1. CREATIVITY

- Shows a range of design approaches.
- Possesses a distinct creative style.
- You felt the work was memorable and engaging.

2. SCOPE OF SERVICES

- Has the creative service(s) you currently need.
- Offers additional creative services.
- Has the appropriate amount of capacity.

3. FLEXIBILITY

- Change tolerance.
- Turnaround times.
- Project preference—simple, complex or both.

4. CULTURAL FIT

- Prioritizes open, honest communication.
- Shares information about their working style.
- Upholds clearly defined values.

5. ADDED VALUE

- Provides clear, transparent pricing.
- Ensures cost-effectiveness.
- Committed to adding value.



WHAT WORK STOOD OUT?

WHAT WOULD YOU LIKE TO LEARN MORE ABOUT?