

Strategy & Design Call

CHECKLIST

0-10 MINUTES

Brand Foundations

Purpose: Uncover the heart, purpose, and personality of the brand.

Why this matters: This becomes the foundation of your visual direction, ensuring every design choice feels authentic and intentional.

- ☐ What inspired you to start your business?
- ☐ What's your brand's mission or overall purpose?
- ☐ What values define your brand?
- ☐ How do you want people to feel when they experience your brand?
- ☐ What 3-5 words describe your brand's personality?
- ☐ What makes your brand unique or different from others?

10-20 MINUTES

Target Audience

Purpose: Understand who the brand is speaking to and designing for.

Why this matters: Design is communication, knowing the audience ensures your visuals attract the right people and reflect their values and lifestyle.

- ☐ Who is your ideal client or customer?
- ☐ What are their biggest goals, challenges, or desires?
- ☐ Are you hoping to attract a new or different audience with this branding?
- ☐ How do you want this audience to see and feel about your brand?

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20 - 30 MINUTES

Brand Goals & Direction

Purpose: Identify what the client wants to achieve through branding.

Why this matters: Aligning the visual identity with business goals ensures your design supports both growth and long-term positioning.

- ☐ What are your goals for this project?
- ☐ What problem do you want your new branding to solve?
- ☐ How do you want your brand to be positioned in your market?
- ☐ Which brands or competitors do you admire and why?
- ☐ Are there any competitors whose branding doesn't appeal to you and why?

30 - 45 MINUTES

Visual Direction & Design Style

Purpose: Explore creative style, mood, and design preferences.

Why this matters: Understanding their design taste ensures your concepts align with their vision and feel cohesive from the start.

- ☐ How would you describe your desired visual style? (e.g., modern, minimal, feminine, bold, luxury, earthy)
- ☐ Are there any colours you're drawn to or colours to avoid?
- ☐ Do you have specific font or typography preferences?
- ☐ Do you have a Pinterest or mood board with inspiration to share?
- ☐ Which brands (inside or outside your industry) inspire you visually and why?

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45 - 55 MINUTES

Brand Voice & Application

Purpose: Define how the brand looks and sounds in real-world use.

Why this matters: Ensures the visual and verbal identity work together for a consistent, memorable brand experience.

- ☐ How would you describe your brand's tone or voice?
- ☐ What emotions should your branding evoke?
- ☐ Where will your brand identity be used most? (social, packaging, website, print)
- ☐ Which brand touchpoints are most important for your business?

55 - 60 MINUTES

Wrap-Up & Next Steps

Purpose: Recap direction and confirm deliverables, timelines, and expectations.

Why this matters: Leaves the client confident in your process and ensures you have everything needed to start the design phase smoothly.

- ☐ Is there anything we haven't covered that feels important?
- ☐ Summarise next steps: strategy foundation → mood board → initial design concepts.
- ☐ Confirm deliverables, timeline, and communication preferences.
- ☐ Thank them for their time and collaboration.