HELPFUL TIPS FOR

Giving Great Feedback

MRC

7 Tips for Great Feedback

1. **Project Goals are Key**

2. **Describe the Problem**

3. **The More Details, The Better**

4. **Ask Any & All Questions**

5. **Be Honest**

6. **Reflect in a Timely Manner**

7. **Lean on Us**

1 **Project Goals are Key**

Does the feedback align with the brand's goals, audience and/or project strategy?
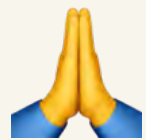
1 **Project Goals are Key**

😧 ~~"I personally think that font is ugly."~~

🙏 "The font seems a touch too playful for our older audience. Is there another font we can use instead?"

👏 "Even though I don't like purple myself, the color will reasonate with my customers. Can we try a darker shade?"

2 **Describe the Problem**

Let us know <u>why</u> & <u>how</u> something isn't working, and we'll work to solve it.

2 Describe the Problem

🤯 ~~"Can you make the logo bigger."~~

🥰 "As a new company with little brand recognition, what can we do to make our branding stand out more?"

🤗 "Is there a way to make the call to action button more accessible?"
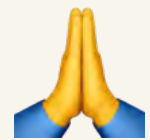
3 **The More Details, The Better**

We love details. Let us know what concept you're referencing, what works & what doesn't work. Screenshots are great!

③ The More Details, The Better

🎉 "Concept 01 from page 4 is the winner."
attaches screenshot

🙏 *organizes all feedback with
screenshots & notes in one email*

4 **Ask Any & All Questions**

We love to talk, especially about the work. If you're unsure about anything we presented, want more clarity, or need help deciding, ask away.

4   **Ask Any & All Questions**

🤙 "You had a great explanation behind the meaning of the logo in concept 03, but I can't remember what it was. What was it again?"

👍 "The XYZ logo came to mind when I saw this concept. What do you all think? Are the similarities too great or am I over thinking it?"

🤗 "I just cant decide, they're all so great. If you had to pick, which one would you choose?"

👌 "What was the reasoning behind the color choice?"

5 **Be Honest**

Don't worry about hurting our feelings with your feedback. The best work comes from honest feedback.

5 Be Honest

💯 "Here me out, this may be weird, but I see a bird and moon within the logo. Is there any way to make that even more evident?"
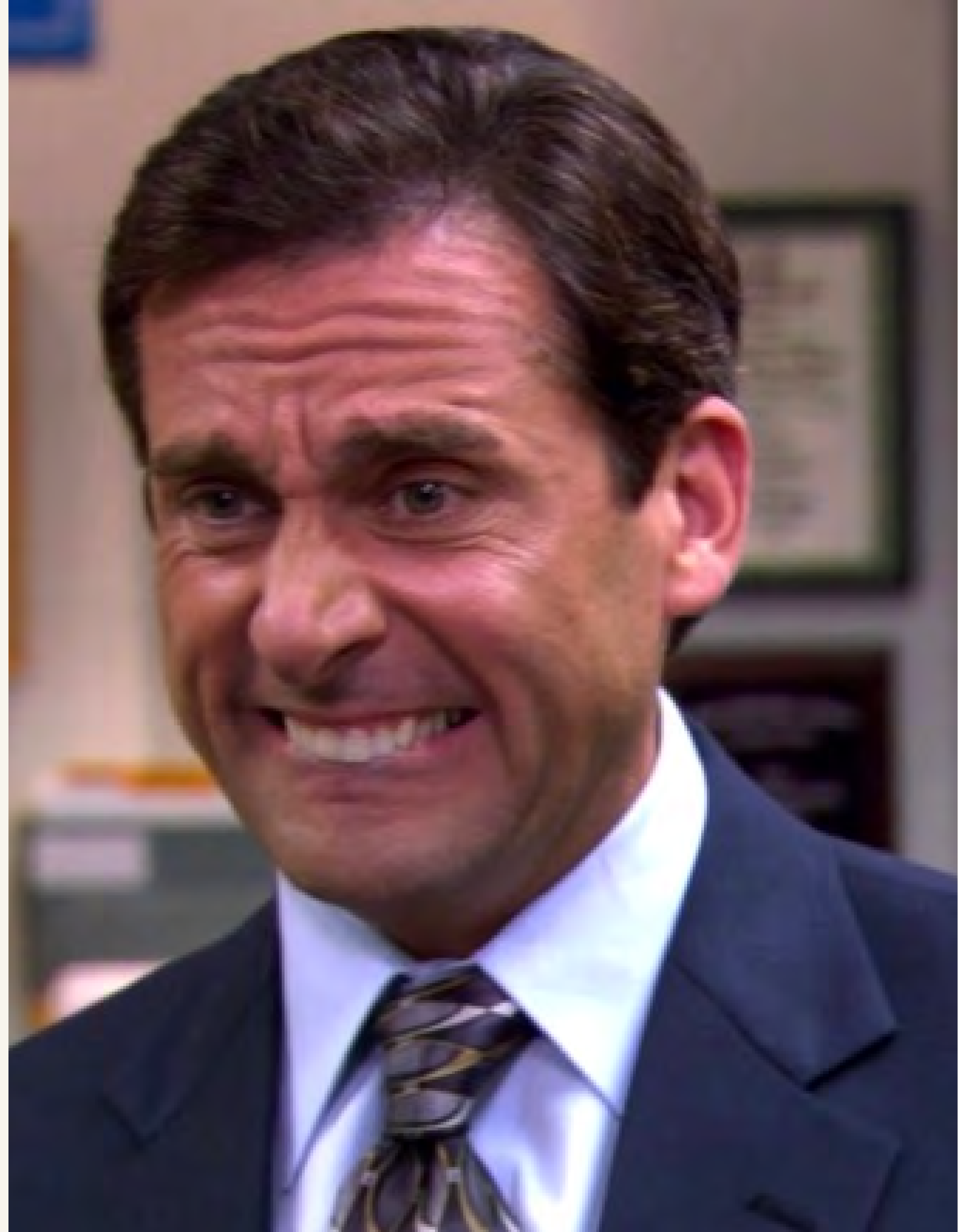
👍 "We're having a hard time rallying behind the idea of the mascot. As cool as it is, let's leave it out and move forward with all of the other elements."

👏 "The tagline feels too separated from the logo. Is there a way to rework it so the elements work better together?"

🙌 "The primary and secondary logos are perfect, but let's drop the alternates."

6 **Reflect in a Timely Manner**

Offering timely feedback helps keep the project on track. However, if you need more time or foresee missing a deadline, just let us know.

6 **Reflect in a Timely Manner**

👌 "I love the work you did and want to give it the time it deserves but I am swamped this week. I know it'll push the schedule, but can I followup Monday?"

💯 "Love where this is heading, but it is a lot to process. Is it okay if we break the schedule and spend an extra week to sit with the concepts?"

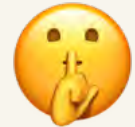**7** **Lean on Us**

Our process and care for the work is all to ensure that your brand is a success. You're in good hands!

7 **Lean on Us**

🤫 "I know I said I wanted a complete rebrand but now I am having second thoughts. Will our clients recognize us?"

🤝 Change takes time and that's completely normal. If you embrace the change and trust that it will be successful, your audience will too.

THAT'S IT! HOPEFULLY THAT WASN'T TOO BORING.

In the spirit of creative collaboration, please let us know if you have any questions or feedback for us on this guide.

MICHELE SERRANO

Connector & PM