

## **Branding Agency Selection Checklist**

### **1. Portfolio Review**

- **Does the agency have a strong portfolio that matches your brand's style?**
- **Have they worked with brands in your industry**

### **2. Expertise & Services**

- **Do they specialize in branding or offer full-service solutions?**
- **Can they handle brand strategy, logo design, messaging, and digital presence?**

### **3. Reputation & Reviews**

- **Check reviews, case studies, and client testimonials.**
- **Are they known for delivering results on time?**

### **4. Team & Communication**

- **Is the team experienced and collaborative?**
- **How often will they communicate project updates?**

### **5. Process & Strategy**

- **Do they have a clear branding process and timelines?**
- **Will they involve you in key stages of decision-making?**

### **6. Budget & Costs**

- **Are their costs transparent and within your budget?**
- **Do they offer flexible pricing options?**

## **7. Cultural Fit**

- **Does the agency align with your brand's values and vision?**
- **Are they easy to work with and open to feedback?**