

# Nomadic graphics evaluator

We developed this checklist to help you evaluate whether your graphic designs are working for you. Use it yourself and ask your colleagues to complete it. Then share the resulting scores. You may not always agree but this checklist will help you build consensus internally and help you to communicate any concerns with your graphic designers. Good luck!

## Brand and Corporate Image

Consistent with other brand messages in advertising, web site and collateral the audience may have seen.

- Extremely Effective     Effective
- Not Effective

Reinforces/reflects/expresses the brand in terms of image and quality.

- Extremely Effective     Effective
- Not Effective

Has a look and feel consistent with the brand image.

- Extremely Effective     Effective
- Not Effective

Does not distract from product or other messaging.

- Extremely Effective     Effective
- Not Effective

## Noticeability

Quickly grabs the attendee's eye.

- Extremely Effective     Effective
- Not Effective

Is attractive in the eyes of the attendee.

- Extremely Effective     Effective
- Not Effective

## Simplicity

Has brief, clear copy.

- Extremely Effective     Effective
- Not Effective

Visuals are easy to understand.

- Extremely Effective     Effective
- Not Effective

Visuals make the message easier to understand.

- Extremely Effective     Effective
- Not Effective

Message can be understood almost instantaneously.

- Extremely Effective     Effective
- Not Effective

## Visibility

Attendees can see the graphic (placed at the right height, no part of the message too high or low or blocked from view).

- Extremely Effective     Effective
- Not Effective

Easy to read/understand from its functional distance (size, font, colors, copy amount, etc.)

- Extremely Effective
- Effective
- Not Effective

## Relevance of Messaging

Message speaks to the target audience.

- Extremely Effective
- Effective
- Not Effective

## Communicate Company Name

Highly visible from outside the exhibit.

- Extremely Effective
- Effective
- Not Effective

Is easy to read/boldy visual/uncluttered

- Extremely Effective
- Effective
- Not Effective

Fits appropriately in the messaging hierarchy.

- Extremely Effective
- Effective
- Not Effective

## Direction/Product Groupings

Easy to locate.

- Extremely Effective
- Effective
- Not Effective

Readable at an appropriate distance.

- Extremely Effective
- Effective
- Not Effective

Clear in purpose.

- Extremely Effective
- Effective
- Not Effective

Does not distract from other graphics/displays.

- Extremely Effective
- Effective
- Not Effective

Fits appropriately in the messaging hierarchy.

- Extremely Effective
- Effective
- Not Effective

## Provide Product Specific Information

Easily seen and read at the appropriate distance.

- Extremely Effective
- Effective
- Not Effective

Does not distract from products or other messaging.

- Extremely Effective
- Effective
- Not Effective

Fits appropriately in the messaging hierarchy.

- Extremely Effective
- Effective
- Not Effective

Visuals are simple and support the copy.

- Extremely Effective
- Effective
- Not Effective

Minimal copy.

- Extremely Effective
- Effective
- Not Effective

## Overall

The graphic work/ fit in with the other messaging and booth elements.

- Extremely Effective
- Effective
- Not Effective