

Design Feedback



Design Feedback Tips Sheet



Key Topics:

Downloadable PDF

Design Feedback Worksheet

Created by A2dd Academy | A2dd Branding & Digital Marketing

This worksheet is designed to help private practice therapists give constructive, helpful, and efficient feedback when working with a logo or web designer. Clear communication can save time, avoid frustration, and lead to a stronger final design that truly represents your brand.

Before You Give Feedback
Tips for Giving Helpful Feedback
Feedback Template You Can Use
Final Thoughts



Design Feedback



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Before You Give Feedback

Take a moment to reflect on the concept before reacting. Ask yourself:

- What was the goal of this design? (Ex: calm, modern, accessible, bold?)
- Does it match my target client's expectations or needs?
- Is my reaction based on personal taste, or does it affect my brand's message?



Design Feedback



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Tips for Giving Helpful Feedback

1. Be Specific

Instead of “I don’t like it,” try:
“I think the font feels too bold for the soft tone I’m going for.”

2. Focus on the Why

Try: “This color feels too bright—it might overwhelm a client who’s seeking calm.”

3. Use Visual References

Provide inspiration or examples when possible.
You can say: “I love the color palette in this example—it feels more grounded.”

4. Prioritize What Matters Most

Are you more concerned about colors? Layout? Message clarity? Rank your top priorities so your designer knows what to focus on.

5. Keep the End-User in Mind

Your design isn’t just for you—it’s for your potential clients. Ask yourself:
“Would a person struggling with anxiety feel safe and encouraged by this design?”



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Feedback Template You Can Use

Use this format to send feedback to your designer:

Hi [Designer Name],
Thanks so much for sending the latest design!
Here's my feedback:

What's working well:
[Example: I love the calming colors and the layout feels clean.]

What might need adjusting:
[Example: The logo font feels a little harsh for my audience.
Maybe something softer?]

Suggestions or ideas to try:
[Example: Could we explore a more handwritten-style font,
similar to this sample? (link)]

Let me know your thoughts!



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Final Thoughts

Remember:

Designers are collaborators, not mind-readers.

It's okay not to have all the answers, ask questions.

Kindness and clarity go a long way in creative partnerships.

Closing Line:

Good communication builds better brands. The more intentional your feedback, the more your visual identity will reflect the heart of your practice.

Need a starting point for gathering inspiration before giving feedback? Try moodboarding on Pinterest, Canva, or Milanote.



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KEEP GROWING WITH US!

Save this worksheet! Use it to guide your web design, social media messaging, service descriptions, email marketing, and more. If you work with a marketing consultant (like us!), this will be one of the first things we'll ask to see

Don't forget, your journey doesn't stop here. Join our weekly conversations inside the A2dd Facebook Group and check out fresh tips on our blog to keep refining your brand, marketing, and digital strategy. Your ideal clients are out there, let's help them find you!

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