

REBRANDING

CHECKLIST





INTRODUCTION



Your company's brand is the foundation on which all of your marketing activity - whether that's emails, social media, direct marketing campaigns, your website, brochures - is built on. Without a strong concept, sense of identity and consistent tone, your message will be about as clear as mud. If your brand is in a muddle internally, this will show externally.



When we talk about "branding", we're talking about so much more than just a company's logo or colour scheme - although this does come into it! Branding is about the look and feel, sure. This is how you come to be recognised, how customers make associations between products, collateral and your company. If you get it right, people might want to own your products BECAUSE they carry your brand, as a statement of identity, or affiliation, or loyalty - think Apple, or Nike, or Supreme. But branding is also about how you position yourself in your market, and how you communicate this to your audience. To get a brand that's up there with the likes of Apple and Nike, you need to nail both the visual and communicative elements to really chime with your market.

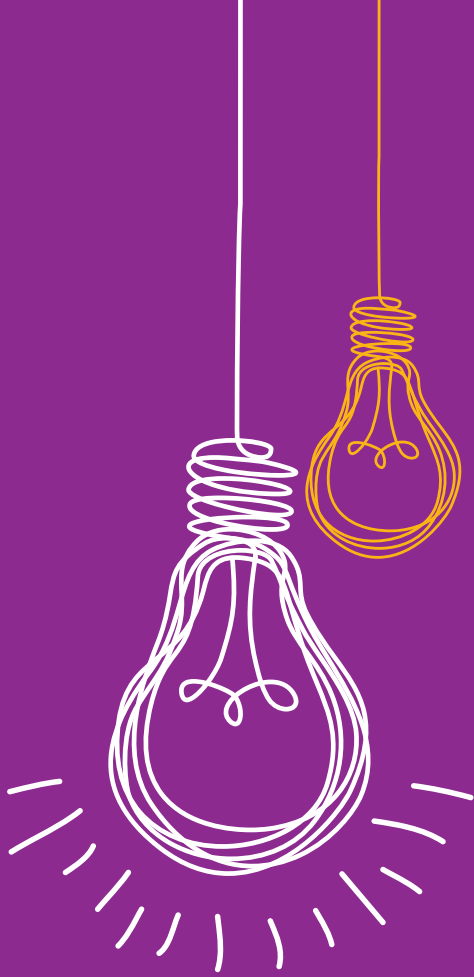
With all that in mind, many of the projects we embark on with customers start with a rebranding exercise. Before we can write great content for them, produce great looking printed assets or support them with social media, everyone involved has to be clear on the brand. To save you valuable time when it comes to this sort of project, we've put together this rebranding checklist to help you make sure you've got all the information and assets you need to hit the ground running.

We hope you find it helpful, and that it's a significant step on your journey to become a great brand!

Antonia Robinson



Head of Creative



DECIDING ON AN APPROACH

More often than not, the building blocks of a brilliant brand will already exist within your current one. That's why it's important to take a critical look at what you've already got, and take stock of not just what you dislike and desperately want to change, but also things you think are worth keeping. As the old cliché goes - don't fix what ain't broken!

To decide whether you need a **brand evolution** or a **brand revolution** (we'll get to those later!), you should ask yourself the following questions.

List your target audience(s)?



Which elements from the current logo do you like?

For example:

- Colour
- Font
- Sizing and positioning
- Alignment
- Other (Please describe)



Which elements from the current wider brand do you like?

For example:

- Colour scheme
- Font
- Tone of voice
- Icons and/or imagery
- Brand name
- Other (Please describe)



Which elements from the current logo do you dislike?

For example:

- Colour
- Font
- Sizing and positioning
- Alignment
- Other (Please describe)



Which elements from the current wider brand do you dislike?

For example:

- Colour scheme
- Font
- Tone of voice
- Icons and/or imagery
- Brand name
- Other (Please describe)



Total likes: _____



Total dislikes: _____



Now - tot up the number of "likes" you've got, and then the number of "dislikes" you've got - if you've got more likes, you're looking at a **brand evolution**.
If you've got more dislikes, you want a **brand revolution**.

Let's unpack those a bit!

BRAND EVOLUTION




This is what you might call “a bit of a refresh”. Think about Coca Cola, for example – their logo hasn’t changed much since 1900. The font is the same, and the colour scheme has largely stayed the same. They’ve got a highly recognisable brand and colour palette which they’ve quite rightly identified as an asset. Is this you? If it is, you need to think at this point about what’s going, what’s staying, and what’s changing a bit.

BRAND REVOLUTION



This is a bold and brave move – proceed with caution! On the subject of sugary carbonated drinks, think Pepsi – they almost completely reinvented their logo a few years ago, to a very mixed response. If you are someone who craves change and is tempted by the revolution path, think about the reasons for doing so. What will the change in brand help you achieve? Will the change in logo or visual identity help you overcome a specific problem?



That leads us nicely on
to the **next section**.



YOUR LOGO

APPLICATIONS

ALTERCATIONS

ADAPTATIONS

Though your brand is so much more than your logo – it’s a big part of your visual identity. It’s what helps your brand be instantly recognised. People see it, and immediately they know that piece of communication, or trade show stand, or product, is associated with your company (hopefully!). There’s a bit of nitty gritty with logos that some organisations miss, which can cause problems – or on the flipside – present opportunities.

When it comes to **your logo**, here are some design/detail oriented **questions** to ask yourself.



Is your logo replicable across all media types?

- Yes
- No

The best logos are easily and accurately recreated whatever the medium - whether it's web, print, or on a t-shirt. Some logo elements can cause problems in this arena.



Does your logo have a drop shadow?

- Yes
- No

Drop shadows can be problematic when it comes to print, depending on the print process and substrate being used. In some instances, it may not be possible to replicate a drop shadow - for example, on an embroidered t-shirt. This could mean that you may need two different versions of your logo, depending on when and where it's being used. This can be inconsistent for the brand. You may consider removing the drop shadow to eliminate this potential pitfall further down the line!



Does your logo use lines of 1mm thickness or less?

- Yes
- No

Thin lines can be a printer's nightmare, and important detailing can also be lost on screen! If the printer needs to thicken up the line, this again may lead to brand inconsistency as the logo will appear visually different to your digital one.



Does your logo use 4 or more colours?

Yes

No

Consider printing costs! Anything printed outside of the digital print process - you will be charged per colour, which can be very costly! Limiting your colour palette can also be very liberating. It gives you a bit more creative by allowing you to create contrasts between the logo and design artwork. You can do some interesting stuff to stand out!

Can you clearly read what the logo says?

Yes

No

If the answer is no, think about why:

- Is the font too “fussy”?
- Is the style of the font suitable for your brand name?
- Are the letters spaced out enough?
- Are the characters too thin?
- Is the text too small for some media?

Is the style of your logo appropriate for your audience?

Yes

No

For example, are you trying to position yourself as a serious consultancy business, but using a “fun” font for your logo? Does the colour scheme fit with your audience?



Is your logo too visually similar to another logo?

- Yes
- No

If the other brand is more or as established and recognised as yours, customers may associate your brands together which can lead to confusion, even if they are in completely different fields. If you think your logo is too similar to someone else's, consider making a few adjustments to colour and fonts - it doesn't necessarily have to mean a whole redesign.



Does your logo use icons?

- Yes
- No

For example; the Android robot, the Spotify sound-wave circle thing, the Apple, erm, apple. If you do use an icon, consider the following:

- Is the size, position and alignment of the icon appropriately balanced with the brand name?
- Does the icon work stand-alone without the brand name? (i.e as a icon on a website etc.)



Do you have a copy of your logo in vector format?

- Yes
- No

If no - definitely consider creating it in vector format. This is very handy because it allows you to scale it as big or small as needed while avoiding distortion. From business cards to billboards, the same version of the logo can be used for both.

MESSAGING AND TONE

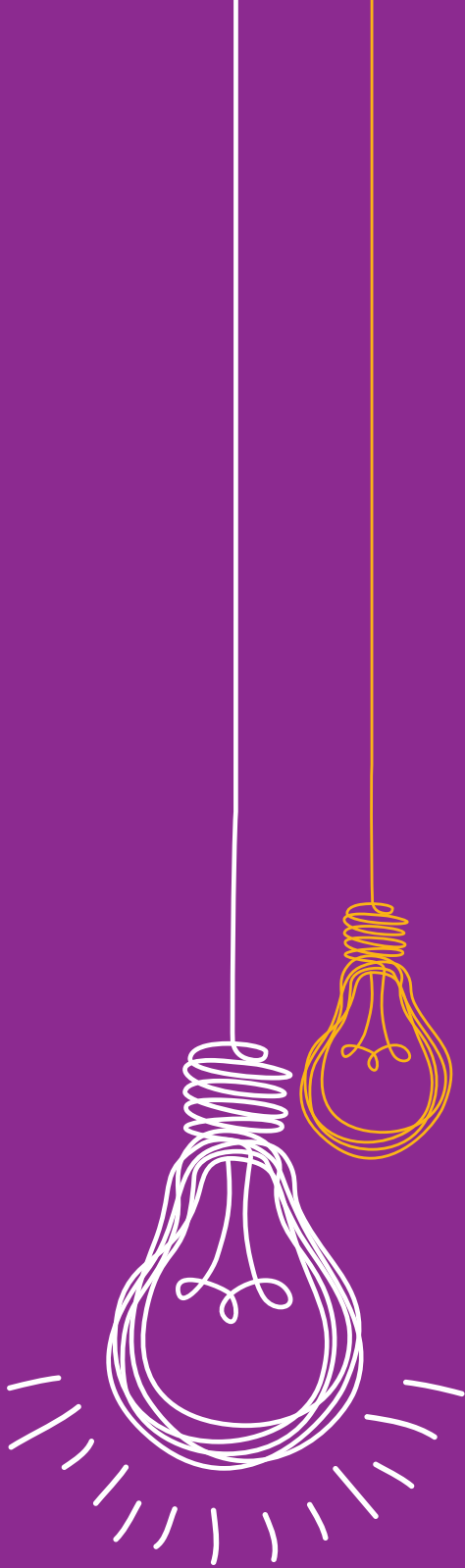
Coupled with your visual identity and strong brand identifiers like your logo, this is where your brand starts to come alive. You can have the best looking logo in the world, win all sorts of design awards for your perfect font selection and icon placement, but if you can't back it up with cracking copy and clear communication, you ain't gonna be closing any deals.

When it comes to your messaging, you should aim for the 3 C's - clear, consistent, cohesive. You also want it to be relevant and appropriate for your target audience, but that didn't fit into the nice alliterative thing we had going on there.

To assess your messaging and tone and whether it fits with how you want to represent your brand, examine a few key assets and analyse and compare the content. Some good examples to gather:

- **Your mission statement**
- **Key pages from your website**
- **An email or piece of direct marketing**
- **A brochure or other printed collateral**

Once you've gathered these, have a few read throughs and **ask yourself** the following **questions**.





Is it clear what the company does?

- Yes
- No

This may seem like a bit of an obvious one, but you'd be surprised how many businesses struggle to articulate what it is that's on offer. Think about it this way - could you explain to someone who doesn't know anything about you, or your industry, what the product or business is and get them to understand? If there's any confusion here, it needs addressing - you want people to get instantly what you do and why.



Do you use a lot of jargon?

- Yes
- No

Jargon and industry-specific terms are unavoidable - but use too many and it can become a bit off-putting. Try and speak like a human in all of your communications - it makes it so much easier for people to engage with what you're doing, and also to get to the bottom of the all important question "what do you do?"



Is your tone of voice appropriate for your target audience?

- Yes
- No

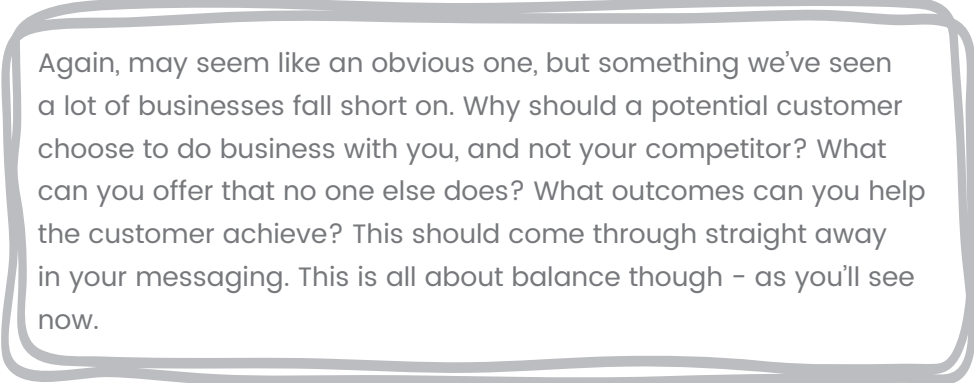
Pitching your tone of voice just right can be tricky - but it's important. Are you a bit too formal? Too informal? What do you think will resonate most with your audience?



Is it clear why someone should do business with you?

Yes

No

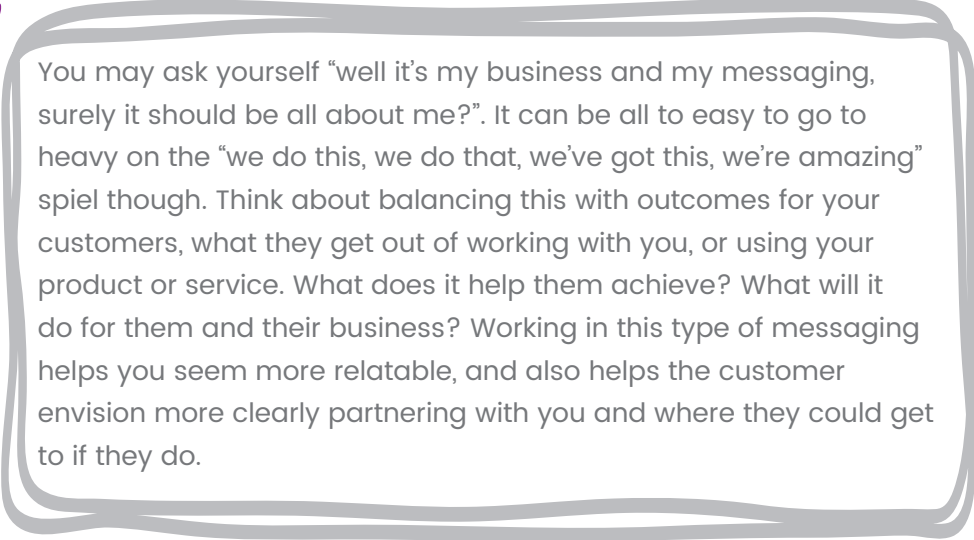


Again, may seem like an obvious one, but something we've seen a lot of businesses fall short on. Why should a potential customer choose to do business with you, and not your competitor? What can you offer that no one else does? What outcomes can you help the customer achieve? This should come through straight away in your messaging. This is all about balance though - as you'll see now.

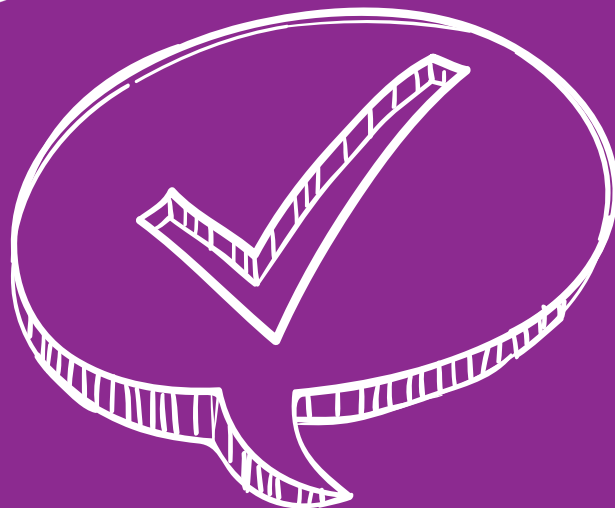
Is it all about you?

Yes

No



You may ask yourself "well it's my business and my messaging, surely it should be all about me?". It can be all too easy to go to heavy on the "we do this, we do that, we've got this, we're amazing" spiel though. Think about balancing this with outcomes for your customers, what they get out of working with you, or using your product or service. What does it help them achieve? What will it do for them and their business? Working in this type of messaging helps you seem more relatable, and also helps the customer envision more clearly partnering with you and where they could get to if they do.



GET IN TOUCH

If you need help developing your brand, or are looking for someone to develop it for you then **get in touch**. It's our bag.



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