

rcp marketing REBRANDING CHECKLIST

Rebranding your company can boost your reputation, further motivate employees, and attract new customers. While undertaking a rebrand for your company can seem intimidating, it also provides the opportunity to reflect on your growth and progress to date. It will mean changing the outward facing identity of who you are & even the way you describe what you do. There are three basic things that will need to change: graphic design materials, marketing materials and your website. Simply follow all of the items in this checklist, and you'll be ready to deploy your new, refreshed brand!

1. RESEARCH

- Survey existing customers and establish a new brand strategy
- Create a competitive positioning chart for the new brand
- Create moodboards for inspiration
- Perform tagline & naming studies
- Check available domain name and social media handles
- Check trademarks

2. GRAPHIC DESIGN

- Redesign logo
- Update color palette, brand guide, fonts
- Update stationery (business cards, letterhead, etc.)
- Update print collateral
- Update signage
- Apparel and promotional items

3. WEBSITE

- Update colors, fonts, and graphic elements to match new branding
- Update content to fit new brand strategy
- Update name in the footer (if name changes)
- Update title tags and meta descriptions with new brand tagline and keywords
- Add rebranding announcement to the homepage
- Update favicon

4. MARKETING

- Update social media pages and schedule posts to announce rebrand
- Update directory listings
- Update display and remarketing advertisements
- Create and schedule an email announcement about the rebranding
- Create a blog post announcing the rebrand
- Create a video about the new direction and post to Youtube
- Draft a press release and contact local business publications
- Invite staff, key clients, and vendors to a party to unveil the new brand

5. ADMIN

- Update email signatures with the new logo
- Update invoices with the new logo
- Update legal documents with the new logo
- Update incorporation documents (if name changes)
- Register trademarks