



The Rebranding Checklist

Use this checklist to ensure a smooth and successful rebrand so that nothing goes missed.



Brand Identity

Define how your business is perceived and differentiate yourself from competitors.

- New name
- Taglines and messaging
- Target customer profile
- Brand positioning
- Brand mission
- Brand values
- Brand personality

The Legalities

Cover all legal aspects to protect your new brand once it's launched.

- Do your competitors have a similar name?
- Can you find the right domain?
- Are there existing trademarks and copyrights?
- Are there any potential legal conflicts in international markets?



Brand Guidelines

Ensure consistency across all marketing materials and communications to make an impact.

- Colour palette
- Imagery
- Logo usage
- Typography
- Tone of voice
- Spacing and layout
- Patterns and textures

Digital Materials

Update any resources to reflect your new brand to avoid any confusion.

- eBooks/guides/templates
- Business cards
- Invoices
- Letterheads
- Email footers



Your Website

Update any resources to reflect your new brand to avoid any confusion.

- Update typography, iconography, and imagery
- Revise website messaging
- Update logos across web pages
- Set up 301 redirects from old URLs to new pages
- Review and update all active landing pages
- Check navigation and internal links
- Ensure consistency in design elements and language

Marketing & Advertising Channels

Refresh your marketing channels to reflect your new identity to remain cohesive.

- Paid advertising creative (Google, social media, etc.)
- Social media profile images, banners, and bios
- Listings in business directories or review platforms



SEO & Analytics

Maintain good SEO and online visibility following your re-brand.

- Update SEO keywords
- Set up tracking for brand search terms in Google Analytics
- Update metadata (titles, descriptions) for web pages and images

Internal Updates

Update internal assets to support external communication of the new brand.

- Email signatures
- Intranet communities
- Employee training and onboarding materials
- Internal forms, guides, and slide decks





Want the best start to your rebranding journey?

We've worked with lots of clients, helping them transform their company to achieve better growth and better results. Get in touch to find out how we can help.

Get in touch

