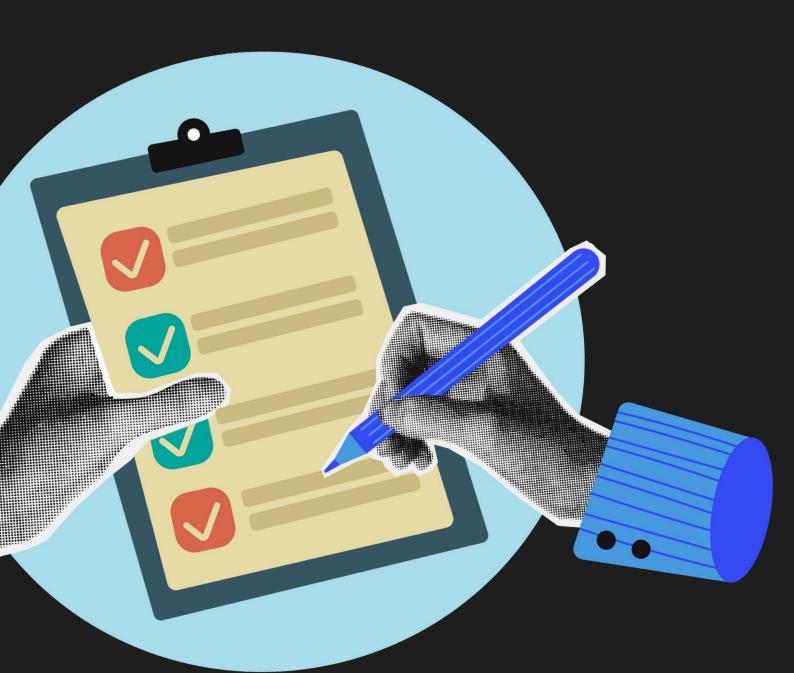


# The Rebranding Checklist

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		Colour	palette
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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

P.V

- 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 rebrand.

- 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.





