

Rebranding Committee Checklist

Before forging ahead with rebranding your organization, stop and consider what this exercise really means: A rebrand is NOT a bandage intended to give your brand a temporary lift. Rather, a rebrand is a long-term commitment to shaping your company in a way that has enduring value to a group of people.

Keep this simple truth in mind as you guide your organization through the following phases of the rebranding process. Being thorough and thoughtful in your approach will lead you to a truly authentic, enduring result.

Pre-Rebrand:

- Clearly identify your reason to rebrand.
(i.e. What problem are you trying to solve?)
- Create a timeline to guide you from research to launch.

Phase One - Research Thoroughly

- Interview Leadership and Key Stakeholders
Purpose: Bring clarity to the vision for the company.
- Engage Team Members
Give everyone a voice using surveys, interviews or focus groups.
- Interview Current Customers
Clarify what your current brand is.
- Interview Desired Customers
Discover what's holding this audience back.
- Audit Competitors
Know their story, personality and core messaging.
- Audit Existing Brand/Marketing Elements
Look for weaknesses and strengths in your current brand.

Phase Two - Create a Brand Brief

- Clarify Your Vision
Help leadership approve a single direction.
- Clarify Your Purpose
Beyond economics, why does your company exist?
- Clarify Values
What philosophies and behaviors drive your business?
- Identify Your Onliness
Is there something only your organization can provide?
- Simplify Your Brand Promise
Why should your audience care?
- Create Positioning that includes Onliness and Promise
Establish where your company belongs and why it matters in your market.
- Identify Existing Brand Equity
Are there pieces of your brand that need to stay?
- Create Persona(s) of Primary/Secondary Audience(s)
Describe, in detail, your ideal tribe.
- Identify Brand Personality
List 4-6 human attributes your company possesses.

Phase Three - Build Strategies

- Outline Your Naming Strategy
Complex brands may have sub-brands, or acquisitions could result in a new name.
- Create a Visual Identity System and test it in basic applications
Develop logos, color palettes, typefaces, patterns or other visual expressions.
- Create a Distinct Voice, Tone and Key Brand Messages
These should complement your visual identity system to bring your brand story to life.
- Test Trademark Opportunities
Assure long-term viability of your brand.
- Create Internal Launch Plan
Your internal team is your biggest advocate, as long as you keep them engaged.
- Create External Launch Plan
Consider your audience and create meaningful ways to introduce them to your new brand.
- Create a Brand Management Plan
Whether this is an online toolkit or traditional brand book, define rules and guidelines for effectively carrying your new brand forward.

Phase Four - Help Your Brand Endure

- Develop an Internal-Facing Plan
Build in periodic audits to support your internal ambassadors.
- Develop an External-Facing Plan
Include audits to engage, heighten awareness and build loyalty.

Think of your brand as a living organism that needs constant attention and care. In order to guide how people feel about your company, your brand must be nurtured through every point of contact with internal and external audiences.

Considering a rebrand?

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