

REBRAND CHECKLIST

#1 RESEARCH, DISCOVERY & STRATEGY

Before changing a single pixel, you need an airtight strategy built on market reality.



Conduct competitor audits:

Analyse the market landscape to identify gaps and distinct positioning opportunities.



Engage key stakeholders:

Gather internal insights to uncover the underlying unique value of your company.



Perform a brand equity analysis:

Identify your core visual assets so you protect what your current clients already trust.



Establish your positioning roadmap:

Define a clear strategy designed to secure a long term competitive advantage.

#2 NARRATIVE & VISUAL IDENTITY SYSTEMS

This is where your strategy transforms into a living identity designed for real-world performance.



Craft your brand narrative:

Update your core story to give your business a genuine soul and a clear sense of purpose.



Build a messaging matrix

Define your distinct corporate voice and tailor specific messaging to your target audiences.



Construct a comprehensive brand world system:

Recognize that a standalone logo and a colour palette are just a small part of the equation. You need to build the cohesive visual tools and ecosystem that dictate how your brand will actually function and look to customers across every real-world application.



Design responsive logos:

Create a flexible primary and secondary logo system that functions perfectly on small screens or large formats.



Map a two-type typography hierarchy:

Establish clear type rules built specifically for high-converting digital CTAs and high impact print layouts.



Calibrate color palettes:

Define exact color specifications for digital screens and physical print materials to keep your look perfectly unified across all channels.

#3 IMPLEMENTATION & LAUNCH

A successful rollout turns your new identity into a seamless, high-performance asset toolkit.



Compile your brand playbook:

Package your assets, typography rules and color systems into a definitive brand guidelines manual.



Build an asset rollout plan:

Map out the exact transition timeline for active platforms so your day to day operations remain completely unaffected.



Develop in staging environments:

Design and test your new visual assets inside offline or staging areas to protect your live website.



Deploy production ready assets:

Execute a clean, coordinated launch across all your digital and print marketing channels.