

**A somewhat comprehensive list*
of considerations for your organization's rebrand.**

Messaging

Mission
Vision
Values
Voice
Elevator speech
Tagline
Marketing plan

Visual Assets

Style manual, including:
- logo suite
- avatars
- favicon
- color palettes
- photographic treatment
- typographic treatment

Social Platforms

Profile picture
Handle
Name
Description
URL

Physical Materials

Business cards
Letterhead + envelopes
Thank-you notes + envelopes
Address labels
Wearables
Direct mail
Promotional materials:
- pop-up banners
- brochures
- sell sheets
- pocket folders
- tradeshow materials

Digital Assets

Website overhaul
Redirect legacy URLs
E-newsletter template
Slide deck
Video
Sonic branding
Templates:
- proposals
- reports
- memos
- agendas
- fax cover sheet
- press release
Email addresses
Email signatures
Voicemail messages

**Partnerships and
Sponsorships**

New logos, names, sonic
branding to any partners

Intellectual Property

Update brand on downloadable
PDFs or other published works
as applicable

Physical Location

Signage
Swag
Packaging

Business Assets

Legal name changes
Trademarks
Copyrights
Print new checks
Merchant accounts
Business listings
Software as a service
Employee manual

*** Every business is different, of course. Some of these items will only apply if you are changing your business name. Others might spur you to consider your industry-specific needs. Regardless, plan ample time to get it right.**