

Rebrand or Refresh Checklist

In a nutshell, brand is perception. It's how a company, product or service is perceived by others. When the overall perception of a brand does not align with a company's business objectives and hinders meaningful forward motion, it's time to consider making comprehensive branding changes through a refresh or rebrand.

Brand Refresh Indicators

A brand refresh is about strategic shifts. Your core brand identity remains strong, but certain elements need updating to stay current and relevant. Consider a refresh if:

- ☐ Your visual identity (logo, colors, typography) feels outdated or misaligned with current trends.
- ☐ Your brand messaging is inconsistent across platforms or lacks clarity.
- ☐ Your audience's preferences have evolved and require brand adjustments.
- ☐ You're making small strategic shifts (e.g., new offerings) that call for brand tweaks.
- ☐ Your competitors have updated their branding and your brand now feels behind.

If you check at least 3 of these, a brand refresh may be the right step.

Full Rebrand Indicators

A full rebrand is necessary foundational change, when your current brand no longer aligns with your business objectives, positioning, or market relevance. Consider a full rebrand if:

- ☐ Your business has undergone major changes (e.g., mergers, new ownership, new markets).
- ☐ Your brand has a negative reputation or public perception.
- ☐ You are targeting an entirely new audience or demographic.
- ☐ Your brand mission, vision, or values have significantly changed.
- ☐ Your current brand identity causes confusion or lacks meaning to stakeholders.
- ☐ You face legal, trademark, or compliance issues that affect your brand identity.

Checking even just one of these may be enough cause for a rebrand.