

# REBRANDING

Knowing when and how



**WHY** do companies make the decision to REBRAND?

## REPOSITIONING

It's important to speak to your target audience.

Does your brand speak to who you want to work with?

## MERGE

Companies often partner with other companies to grow and/or become more efficient.

Does your brand represent the merge?

## CHANGE

Companies often undergo change. Do you have a new team? Are you offering new products/services?

Does your brand represent that change?

## MISSION

As companies grow and times change our missions often evolve.

Does your brand represent where your company is NOW?

# PROCESS

**WHAT** does the visual side of rebranding entail and how does the **MAGIC HAPPEN?**



## BRAINSTORM

Inspire, communicate and evaluate the company mission while keeping the target market in mind.



## CONCEPTS

Time to get that sketchbook out and begin prototypes!



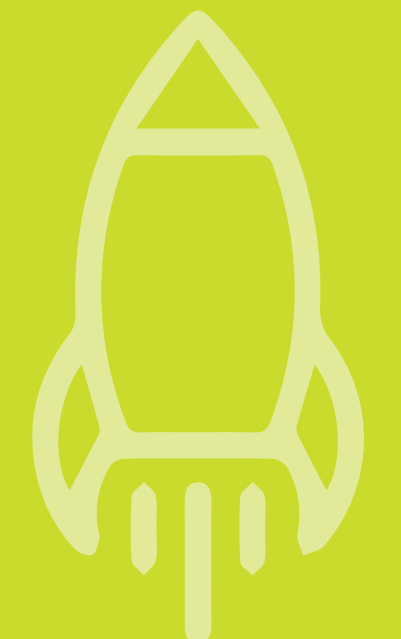
## INTERNAL REVIEW

Present the initial concepts and direction vision. Use constructive criticism so the best outcome is reachable.



## FINALIZE

Hash out the final details and rework the remaining versions to meet your internal team's standards.



## CLIENT PRESENTATION

Time to present the new brand and show the client their brand is properly visually represented.

## APPROVAL

Well, this is a lovely feeling. Everyone's pumped and ready to move forward!

## ROLL OUT

Present the new logo to your internal team and begin rebranding all company collateral. New marketing materials will be consistent with the new branding.