The Ultimate Rebranding Checklist

Rebranding is a complex process, so we created a checklist of branded pieces that you should consider updating when implementing your new brand identity, from print to digital.

Print

- Letterheads
- Business Cards
- Envelopes
- Contracts / Invoices
- Print Advertisements
- Flyers, Brochures, Postcards
- Signage
- Banners
- Tradeshow Backdrops
- Any Merch (Pens, Mugs)
- Billboards
- Vehicle Wraps
- Onboarding Packets
- Employee Apparel / Uniforms
- Employee Handbook
- Tax Documents
- Kvk / Chamber of Commerce
- Customer-facing Training Materials

NOTES:


Digital

- Company Website
- Website Urls
- Trademarks
- Google Slides / Powerpoint
- Google Docs / Word Docs
- Company Email Templates
- Automated Emails
- Personal Email Signatures
- Ppc Advertisements
- Seo Terms and Keywords
- Videos / Video Channels
- Commercials
- Mobile Apps
- Case Studies
- Search Directory Listings
- Telephone Greetings / Messages
- Logos on Partner Websites
- Recruitment Sites (Indeed, Glassdoor)
- Digital Content (White Papers, Guides, Spec Sheets)
- Social Channel Profile / Banner Photos
- Social Media Handles
- Computer Screensavers / Backgrounds

NOTES:

