

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

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|---|--|--|
| <input type="checkbox"/> Letterheads | <input type="checkbox"/> Signage / Outdoor Signage | <input type="checkbox"/> Onboarding Packets |
| <input type="checkbox"/> Business Cards | <input type="checkbox"/> Banners | <input type="checkbox"/> Employee Apparel / Uniforms |
| <input type="checkbox"/> Envelopes | <input type="checkbox"/> Tradeshow Backdrops | <input type="checkbox"/> Employee Handbook |
| <input type="checkbox"/> Contracts / Invoices | <input type="checkbox"/> Any Merch (Pens, Mugs) | <input type="checkbox"/> Tax Documents |
| <input type="checkbox"/> Print Advertisements | <input type="checkbox"/> Billboards | <input type="checkbox"/> Kvk / Chamber of Commerce |
| <input type="checkbox"/> Flyers, Brochures, Postcards | <input type="checkbox"/> Vehicle Wraps | <input type="checkbox"/> Customer-facing Training Materials or Manuals |

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Digital

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

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