



Rebrand Checklist

- **New Logo** (*Include multiple versions for various media needs.)
- **New Colors**
- **New Font**
- **New Voice**
- **Rebranded Company Equipment & Uniforms**
 - Building Signs
 - Business Cards
 - Letter Head
 - Vehicle Wraps
 - Email Signatures & Templates
- **Branding Announcements**
 - Press Release
 - Letter to Clients
 - Emails to Clients
- **New Website**
- **Google My Business Updates**
- **Update Company Listings**
 - Suppliers
 - Vendor Listings
 - Partner Pages
 - Government Links
- **Updated Social Pages/Channels**
 - Facebook Page
 - Instagram Page
 - Twitter Page
 - YouTube Channel
 - LinkedIn Page
 - TikTok
- **Marketing Campaign for Rebranding/Name Change Awareness**
- **Updated Brand Marketing** *Ensure Campaigns Align with Updated Goals