

Rebrand & Refresh Guide



Yay, I'm so happy you're here!

Branding is better when done intentionally.

Schedule time in your calendar + move
mindfully as you realign your brand foundation.

Let's take it from the top...

The first thing I want you to think about is whether you even need a rebranding in the first place.

Why do you want a rebrand?

Are there internal factors or external factors influencing you? Get clear:

What's driving you to rebrand or refresh? What has changed in your business?

Audience feedback, insights or notes – what's sticking and what's sinking?

What's the goal for this rebrand/refresh?

The plan

Now that you have clarity, follow these 4 steps to get your brand refreshed without the overwhelm.

STEP 1 . REVIEW

Review your current brand: values, beliefs, mission statement

Your target audience - what's the same, what's changed?

Brand's current voice and look-and-feel -what worked well and what needs to go

STEP 2 . REDEFINE

Get clear on your current business & goals

Get Your Brand Together • [Watch this training!](#)

Set your key attributes, target audience and style

VERÔ'S PRO TIP

If you're branding, refreshing or rebranding, the process is the same - it's all about doing it intentionally and with purpose.

STEP 3 . CREATE

Design your logo, color palette and pick your fonts

Make a brand guide for consistency (grab the free template in the training!)

Validate: play with your new brand kit on a template to make sure all elements work together.

STEP 4 . GO ALL OUT

Create launch promo graphics (like Instagram graphics)

Design an email signature • [Here's an easy tutorial](#)

Build your website • Check out [Get Your Website Together](#)

The relaunch

So, you have rebranded and you're now ready to announce your brand makeover on social media. Here's a step-by-step to help you plan:

WHILE YOU REBRAND

Step 1

Give a sneak peek!

Offer a sneak peek of your rebranding in your Instagram stories and encourage your followers to engage with the posts.

You could even ask for feedback from your closest fans, past customers, or trusted partners. Feedback is essential in creating something that connects instantly with your tribe!

WHILE YOU REBRAND

Step 2

Tweak as needed

Your audience is your brand ambassador. Trust their feedback and tweak your rebranding as necessary.

Always take feedback with a grain of salt and choose the ones that make sense to you!

AFTER YOU'RE DONE

Step 3

Build excitement

Create some pre-announcement posts telling your followers that you will be rebranding soon and to save the date.

Add a countdown on your Instagram stories and asking them to tap the countdown so they are notified of the Big Day!

REBRAND ANNOUNCEMENT

Step 4

Go all out!

And the time has come! Go all out with your rebranding. Don't hold back.

Think about sharing your announcement on Instagram posts, stories, videos, Reels, and lives.

Your followers will also be curious about why you rebranded in the first place.

After the official announcement is the best time to tell your story and explain your reasoning behind the rebranding.

Measure your impact

How much engagement are you getting? Are you attracting the right crowd?

AFTER YOUR RELAUNCH

Don't let yourself fall for vanity metrics such as likes and comments. Dig deeper and measure how well your rebranding is working by going through your analytics and seeing how well each post performed.

Use analytical tools on social media tools like Later or Buffer to find trends and conversions.

For instance, how many posts have lead a follower to like, visit your profile and click on your website? Make notes and try to find out if there is anything successful posts are sharing in common that you can now use as a guide for future content!

Keep doing	Stop doing	Consider doing

YAY, YOU MADE IT ALL THE WAY TO THE END!

Now what?

Get Your Brand Together (Free)

Design your brand kit using strategy, psychology and Verô's intentional framework.

[Watch how](#)

Get Your Website Together

Make your website's user experience the best and captivate potential clients all the way through.

[Download now](#)

Work With Verô

Feel like you got the overview but still have no idea how to build a clear and cohesive brand? Get pro-level support.

[Work With Verô](#)