

REBRAND RECKONING

DOES YOUR BRAND IDENTITY SURVIVE THE RECKONING OR DOES IT NEED A REVIVAL?



UNDERSTAND BRAND CLARITY - INCREASE ACTION - BETTER DECISION MAKING

This is for independent business owners and marketing heads of small to medium-sized businesses who struggle with or are currently struggling to decide if now is the time to invest in a new brand identity.

WHY THIS IDEA EXISTS

I have had several former clients or those who have hired me for projects that aren't brand identity focused and have asked me what one would need for a brand that helps instead of hinders their overall perception. I have had an unofficial "checklist" for a while but I have since made an official version that people can use to help them understand for themselves what they need and what changes can do for them.

WHAT THE DOCUMENT INCLUDES

- Logo Breakdown
- Visual Identity Breakdown
- Visual Identity Explanation
- Online Presence Overview
- Outside Perception Breakdown
- Target Audience Perception
- Basic Brand Reasoning

QUESTIONS FOR FEEDBACK

- Would you download and fill this out?
- Does the questions make sense to you and do they read as helpful?
- Does this document read as helpful or pretentious?
- After filling this out form would you reach out and feel as if you could reach out to me for help with a project or with advise?



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In this exercise, answer to the best of your ability. Answer the questions on a company wide level. Be honest with yourself, if it your brand survives the reckoning, then great. If not, then reach out and we can help you through understanding what you truly need.

VISUAL IDENTITY

- Y N
- ☐ ☐ Does your company have all the necessary logo lockups? (Vertical, Stacked, Horizontal, etc.)
Could anyone on your team grab the right logo file for the project?
 - ☐ ☐ Is your company's Logo understood at a variety of sizes and in all approved color ways?
Does your company's Logo read easy enough on Shirts, Advertisements, Social Media Icons?
 - ☐ ☐ Does your company feel like the same everywhere a potential customer could interact with it?
Your website, instagram, storefront, and advertisements, do they look like the same company?
 - ☐ ☐ Are colors and fonts consistent across all digital and printed materials? If not, are there set exceptions?
Canva makes things easy, but are we getting too creative to accurately communicate who we are?
 - ☐ ☐ Are your printed materials (Business Cards, Handouts, Brochures, Advertisements) up to date?
Does everything leaving your business speak to who you are now or are you misrepresenting yourself?

ONLINE PRESENCE

- Y N
- ☐ ☐ Does your website sound like your instagram? Are they representing the same company?
Would anyone be confused about who you are by seeing your website and your socials together?
 - ☐ ☐ Does your target audience recognize you regardless of the platform?
Do you use the same handle, bio, and imagery across all platforms?
 - ☐ ☐ If you have a Brand Guideline, is it accurate and followed? Do your Email Signatures Match?
Do vendors and printers follow them, or do they improvise?

OUTSIDE PERCEPTION

- Y N
- ☐ ☐ If you asked a customer familiar with your brand to draw your logo (without looking), could they?
Is your logo memorable? Does it come to mind when people think of your company?
 - ☐ ☐ Would a first-time visitor trust your brand enough to buy from you?
If you were a part of your company's target audience, would you trust your brand at first glance?
 - ☐ ☐ When set next to your Top 2 Competitors, could someone less familiar with you tell you apart?
Does your brand stand on it's own? Does your brand require specific knowledge to understand?
 - ☐ ☐ If they were just shown your logo, no words, could someone recognize you?
Even if your logo isn't an exact representation of what you do or sell, is it memorable?

___/12 NOW YOU KNOW WHAT'S MISSING. SO, LET'S MAKE IT WORK.



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