



# Rebrand Checklist:

## What to Update After a Company Rebrand



Your business has just undergone a rebrand—congrats! The next step is updating every piece of business collateral from the past several years to the new brand you've just created—yikes! Don't worry, we've created a rebrand checklist to ensure your company rebrand has a smooth transition. This checklist includes all of the collateral and content that will need to be updated with your company's new design and messaging.

### Business

- Mission, Vision, and Values
- Business Cards
- Letterhead
- Envelopes
- Powerpoint Template
- Sales Slide Deck
- Sales Collateral
- Client Collateral
- Telephone Greeting
- Training Materials
- Employee Handbook

### Marketing Collateral

- Resource Content
- Resource Imagery and Design
- Brand Guide
- Boilerplate
- Buyer Personas
- Videos and Product
- Demos
- Paid Media Ads

### Email

- Email Template Design
- Email Signatures
- Email Addresses

### Blog

- Blog Content
- Blog Header Images
- Blog CTAs

### Social Media

- Banner Graphics
- Post Graphics
- Profile Pictures
- Bios
- Handles

### Event Materials

- Blog Content
- Blog Header Images
- Blog CTAs

### Website

- Webpages
- Landing Pages
- Thank You Pages
- Gated Forms
- URLs
- Keywords
- Meta Titles
- Meta Descriptions

### Other

- Employee Uniforms
- Listings on Review Sites (Google, Yelp, Facebook etc.)



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