



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.)

