

REBRANDING CHECKLIST

loveadmin

If you have just finished your logo redesign / rebranding process, you can use this checklist to make sure you update your branding effectively and efficiently across your whole organisation:

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|---------------------------------|--------------------------|---|--------------------------|------------------|--------------------------|
| Letterheads | <input type="checkbox"/> | Any partner websites you might appear on | <input type="checkbox"/> | Signage | <input type="checkbox"/> |
| Invoices | <input type="checkbox"/> | Google My Business profile | <input type="checkbox"/> | Mouse mats | <input type="checkbox"/> |
| Compliment slips | <input type="checkbox"/> | Social channel profile pictures, bios and tone of voice | <input type="checkbox"/> | Uniforms | <input type="checkbox"/> |
| Business cards | <input type="checkbox"/> | Email signatures | <input type="checkbox"/> | Note pads | <input type="checkbox"/> |
| Envelopes | <input type="checkbox"/> | SERP results, page titles and meta descriptions | <input type="checkbox"/> | Stationery | <input type="checkbox"/> |
| Staff handbooks | <input type="checkbox"/> | All brand assets on shared drives | <input type="checkbox"/> | Flyers | <input type="checkbox"/> |
| Job contracts | <input type="checkbox"/> | Videos | <input type="checkbox"/> | Mugs | <input type="checkbox"/> |
| New starter/staff welcome packs | <input type="checkbox"/> | Domain name | <input type="checkbox"/> | Lanyards | <input type="checkbox"/> |
| Brand guidelines | <input type="checkbox"/> | Venue furniture to match rebrand colours | <input type="checkbox"/> | Drawstring bags | <input type="checkbox"/> |
| Brochures | <input type="checkbox"/> | Computer screensavers/ backgrounds | <input type="checkbox"/> | Tracksuits | <input type="checkbox"/> |
| Payslips | <input type="checkbox"/> | | | Hats | <input type="checkbox"/> |
| Certificates | <input type="checkbox"/> | | | Merchandise | <input type="checkbox"/> |
| Website | <input type="checkbox"/> | | | Additional items | <input type="checkbox"/> |
| PPC and Google adverts | <input type="checkbox"/> | | | ----- | <input type="checkbox"/> |
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