

# THE 6 CONSIDERATIONS YOU NEED FOR A COMPANY REBRAND



There may come a time in the life of your business when you need to rebrand. Maybe you're entering a new market, repositioning your brand to appeal to a new customer, or your vision for your business has changed – follow these tips for your company rebrand.

Keep in mind that rebranding carries risks. Proceed carefully to avoid alienating your current customers, incorporating short-term trends at the expense of long-term business, and losing brand recognition. Feeling overwhelmed already? Consult the [BIG DEAL](#) team for your [small business marketing](#) needs.

## Do it for the right reasons

We've already listed some of the right reasons to rebrand. Ultimately, if your brand values, business offerings, or target market have changed, a rebrand is appropriate. We don't recommend rebranding to appeal to short-term trends in your industry, to "shake things up," or to cover up a brand crisis.

## Reevaluate your brand's identity

If your brand's identity has changed – if you are offering significantly different products or services than you did in the past and/or looking for a new type of customer – don't jump into a rebrand. Redefining your brand's identity takes consideration, time, and careful planning behind the scenes. This means revisiting your brand's vision, mission, and values.

Think about what your company does and why. Brand mission encompasses how your company plans to achieve its goals. How is your company providing the best version of the product or service you're offering? What makes your brand unique compared with competitors?

You should be able to answer all of these questions, and have a plan for updating your digital and print business materials accordingly, before making your rebrand public. Read more about brand vision, mission, and values on our blog: [Let's Talk About VALUES](#).

## Rename – carefully

A new identity can mean your brand has outgrown its name. A name change is a big undertaking which affects brand recognition and website search traffic. You can have a



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successful rebrand without a name change, but if your company name no longer reflects your business offerings, renaming is a smart move.

A new name should reflect your company's identity and support your mission, not just sound good. Your goal should be to select a name that best reflects your identity now and in the future, so you won't need to rename again. A new slogan and new visuals should accompany your new brand name.

## **Create a new look**

There are lots of elements to consider in creating a new look for your brand. Fonts, colors, logos, website and advertisement imagery, email templates, business cards, all need to have a comprehensive look that reflects your brand identity.

Frequent color and logo changes will give your customers whiplash, so choose designs that will stand the test of time with minimal adjustments. Besides your company's name, these visuals are the most important element of brand recognition. Establish brand guidelines (instructions for use of your logo, fonts, and colors) to maintain consistency.

## **Get feedback**

It is important to check in with your existing customers during a rebrand. Welcome feedback, and be ready for questions and concerns – even better, try to anticipate questions and concerns so you can address them in your rebranding communications.

Interactive platforms like social media give you the opportunity to track customers' feelings about brand changes. Existing customers must understand the reasons for your rebrand. Reassurance and clarity are necessary for customers to buy into your new brand.

## **Publicize your rebrand**

While you want to prepare your existing customers for a rebrand, you should be proud of – and celebrate – your business's growth. Talk about your rebrand, transparently, as publicly as possible. Social media and press releases are excellent avenues for communicating your rebrand to current and prospective clients.

To create more excitement (and potential new business), consider creating advertisements and/or hosting an open house or launch party to introduce your new brand.

For assistance with your rebrand, logo re-design or BIG announcement, reach out to BIG DEAL Company!



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