



REBRANDING CHECKLIST



PLANNING



- Brainstorm on the new name but check availability with the U.S. Patent and Trademark Office database first.



Make sure URLs and social media handles are available!

- Notify clients, partners and employees in advance that you plan to change the name.
- Identify who you will tap for input and feedback (e.g., long-term clients, strategic partners and senior employees) and share the name.
- Review search engine results (15 pages or more) to prevent surprises later.
- Tweak the name as appropriate based on feedback and research.

IMPLEMENTING



- Plan how and when you will announce the change.
- Consider a press release that you can post on your website and an email campaign with a link to the press release.



Can you generate attention from the media and/or customers with an event or celebration?

- Purchase the new domain and reserve the old one so you can redirect traffic.
- File trademark paperwork to protect the name.

LOGO



- Design a new logo.



Consider tapping experts — this is harder than you think to get right!

- Create a brand book to ensure anyone using the logo knows the fonts, colors, restrictions, etc.
- Produce the logo in different file formats, including JPG, PNG, and EPS.

PRINT



- Update marketing materials like brochures and trade show handouts.



Conserve funds by rolling out materials in priority order or request a volume discount from your printer.

- Order new business cards, letterhead and envelopes.
- Check invoices and other forms; update them.

EMAIL



- Revise email addresses for all the old company addresses.
- Set up an auto-response for the old email addresses and forward them to the new addresses.
- Change auto signatures to the new name and logo.



Make sure all employees have properly implemented the new name and logo.

ONLINE PRESENCE



- Update the website with the new logo and contact details.



Do this during a non-peak timeframe so if there are issues, they can be fixed before traffic picks up.

- Switch the name, logo and URL on social media profiles.
- Update the name and URL on all sites where your business is listed such as online directories.
- Monitor the old company name online so you know when it is mentioned and can make updates.

OTHER ITEMS



- Update service providers and partners about the new name.



Use the occasion to negotiate new agreements and/or rates!

- Change the name on legal documents and bank accounts.
- Order promotional products with the new logo and URL; hand them out to good customers and new prospects.
- Update any coupons and offers you have for the company.