

The Canny Rebrand Checklist

Rebrand Phase 1: Considering a Rebrand

- I have considered why I am rebranding
- I have the budget and resource to commit to a full rebrand
- A rebrand will not harm my brand at all, or if it will, it'll be better in the long run
- I have filled out The Rebranding Brief Template fully

Rebrand Phase 2: Picking a Rebrand Direction

- I have a fully realised rebrand strategy
- I have a clear vision of what I want from the rebrand
- I have a clear vision of who my audience is
- I have a clear vision of what my audience wants from a brand
- I am building a new brand that will survive the test of time
- My new brand is telling an engaging story

Rebrand Phase 3: Picking a rebranding agency

- I have researched design agencies
- I know exactly what I want from a design agency
- I know exactly what my chosen agencies have produced previously
- I have made initial contact with the agencies
- I have realised Canny Creative is the best choice

Rebrand Phase 4: Rebranding Your Business Internally

- I have informed everyone in my business of the new rebrand well in advance of any changes
- I have collected, collated and considered any and all feedback from anywhere within my organisation
- I have ensured buy-in from all of my employees, and they are happy, supportive and engaged with the rebrand

Rebranding Phase 5: Rebranding Your Marketing Collaterals

- I have rebranded my logo
- I have rebranded my tagline/slogan
- I have rebranded my stationery
- I have rebranded my employee uniforms
- I have rebranded my van wraps
- I have rebranded my branded live event resources
- I have rebranded my forms
- I have rebranded my invoices
- I have rebranded my sales decks
- I have rebranded my presentations
- I have rebranded my forms
- I have rebranded my invoices
- I have rebranded my letters
- I have rebranded my shipping notes and invoices
- I have rebranded my video content
- I have rebranded my website
- I have rebranded my email signature
- I have rebranded my advertorial collateral

Rebrand Phase 6: Launching your rebrand

- I have teased my new brand (in advance of full launch) on relevant social channels
- I have announced my new brand on Facebook, Instagram, LinkedIn, and Twitter, on both corporate and personal channels
- I have announced my new brand on any other relevant social channels, both corporate and personal
- I have reached out to relevant industry websites to feature my rebrand on their site
- I have emailed my mailing list, as well as mailing existing clients, and followed the Canny RESET framework to ensure they are happy and involved in the rebrand.

And there you have it- this list is by no means exhaustive but if you tick off everything on the list, you'll have put yourself in really good stead for going ahead with a rebrand.



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For a more detailed version of the checklist, be sure to check out our [blog post Canny Rebrand Checklist, From Idea to Implementation.](#)

If you'd like to discuss your rebranding project and see how Canny Creative can work with you and your business, get in touch by emailing hello@canny-creative.com.

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