

Rebrand *checklist*

THOUGHTFUL REBRANDING:
DESIGNING A BRAND THAT
TELLS YOUR STORY



sunshine and bo

Rebrand *checklist*

Website

- Header and footer
- Graphics, banners, or icons
- Contact information
- Navigation menu
- Call to action buttons
- Favicon
- Social media icons
- Contact information
- Photography

Honeybook | Slack | Asana

- Company name
- Logo and branding
- Email templates
- Workflow processes
- Reports and dashboards
- Email signatures
- Photography

Social Media

- Profile picture and banners
- Instagram highlight covers
- Bios
- Pinterest pin cover photos
- Username or handle
- Links
- Hashtags
- Sponsored ads
- Instagram templates
- Branded gifs
- Messaging or brand tone
- LTK templates
- Instagram templates

Marketing | Communication

- Email signature
- Business card
- Printed materials like brochures, flyers, etc.
- Vehicle signage
- Store front signage
- Presentations
- Hashtags
- Ad campaigns
- Instagram templates
- Branded gifs
- Messaging or brand tone
- Merchandise
- Blog posts
- Podcast
- Youtube
- Canva Brand Kit
- Company uniform
- Mobile Apps