

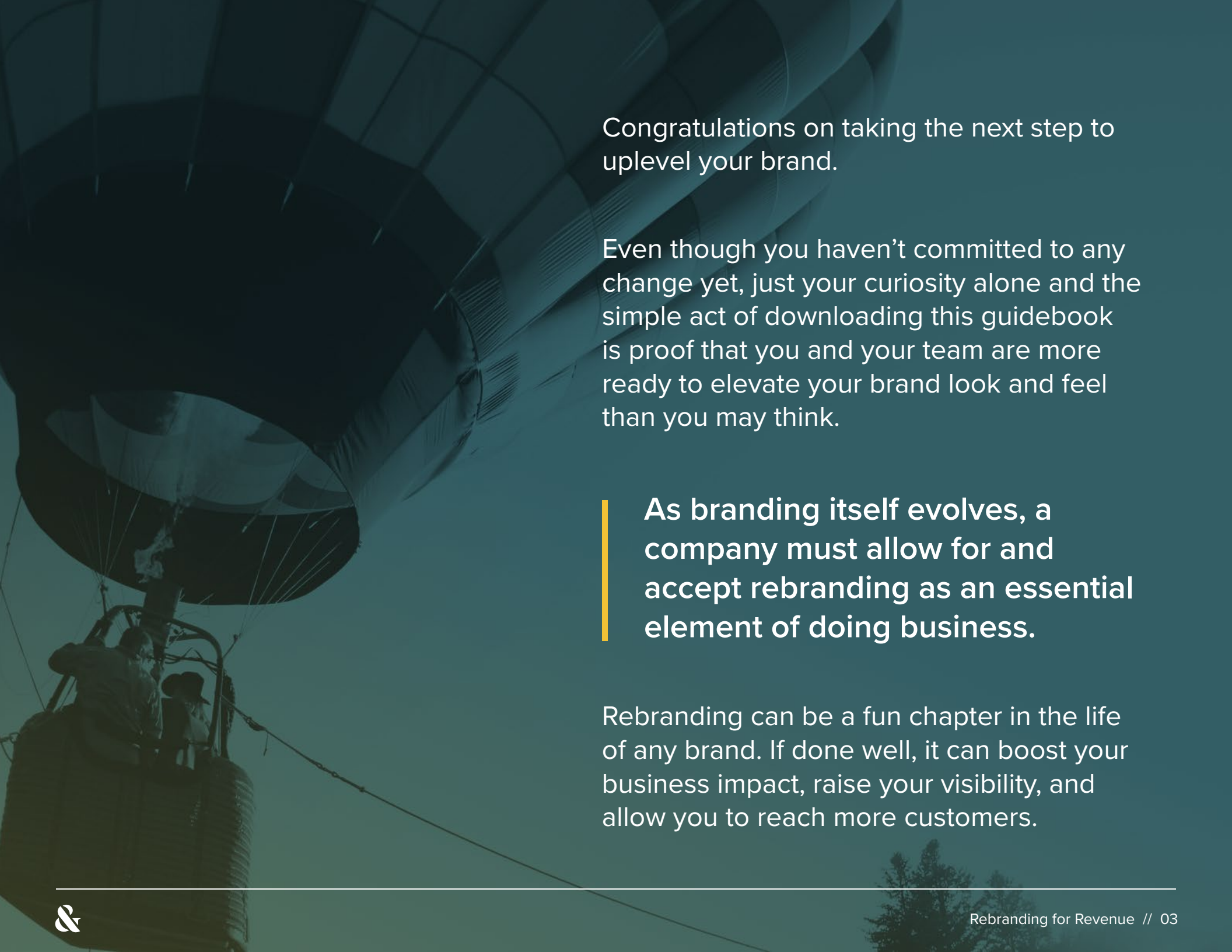


Rebranding for Revenue:

a strategy guide to refine your brand look
and feel and increase your bottom line

What's Included in this Guidebook:

Introduction	03
Why // Why is rebranding important?.....	04
What // What is rebranding?.....	05
When // When do you know if you're ready to rebrand?	06
How // How can you get started rebranding?.....	09
Imagine // How can rebranding grow your business?.....	11
Closing // Take your brand to the next level with a branding partner!.....	14



Congratulations on taking the next step to uplevel your brand.

Even though you haven't committed to any change yet, just your curiosity alone and the simple act of downloading this guidebook is proof that you and your team are more ready to elevate your brand look and feel than you may think.

As branding itself evolves, a company must allow for and accept rebranding as an essential element of doing business.

Rebranding can be a fun chapter in the life of any brand. If done well, it can boost your business impact, raise your visibility, and allow you to reach more customers.

Why is rebranding important?

Rebranding is a natural part of brand management—it's an opportunity to revisit and revise the look and feel of your brand. When a company rebrands, it's committing to upleveling and refining how it presents itself to its audience and how it positions itself within its industry.

If done well, the rebranding process builds upon the foundation of your brand and helps it evolve as your business evolves.

Rebranding is the continuation of your brand story. A successful rebrand breathes fresh life into your business, which prevents brand stagnation and irrelevance.



What is Rebranding?

Rebranding can include anything from an entire company-wide change to the simple refresh of a logo and tagline to revisiting your brand voice, tone, and messaging.

To better understand rebranding, it's important to have a firm grasp of the concept of a brand.

Seth Godin defines a brand in this way:

“A brand is the set of expectations, memories, stories, and relationships that, taken together, account for a consumer’s decision to choose one product or service over another.”

A brand is multidimensional; it requires intentional and strategic creative work to ensure it continues to be both resonant and relevant for its target audience.

When is a brand ready for rebranding?

There can be many reasons why and when a company wants to consider rebranding.

However, on average, most companies change their branding or update their brand look and feel every 7-10 years. By updating the look and feel of a brand, a company can continue to stay relevant and stand out among long-standing and emerging brands in a particular industry.

There are some key indicators that it may be time to consider rebranding.



You might be ready for a rebrand if:

You don't feel confident when handing out your business card or sharing your URL.

- ▶ You should feel proud of your brand look and feel. If you don't feel confident in what you're putting out in the world, your customers will pick up on that and your messaging will suffer.

It's difficult for people to remember your business name or website URL, and/or your logo is hard to recognize.

- ▶ It takes at least 5-7 engagements with your brand before a customer will take notice—your logo *must* be memorable.

You aren't attracting the right customers.

- ▶ Is your brand overly complicated?
- ▶ Do you offer too many disjointed services that don't share a common thread and/or don't align with your overall brand story?
- ▶ Is it difficult to explain what it is you do and for whom?

Your business has changed and evolved since its inception.

- ▶ Are you shifting towards a different audience?
- ▶ Has your business grown? Have you acquired or merged with another brand?
- ▶ Have you changed management?
- ▶ One of the most famous rebrands came in 1997 when Steve Jobs returned to Apple and overhauled the brand.

Your branding assets such as a logo, image, name, or slogan is outdated and/or exclusive.

- ▶ Does your brand show its age? It shouldn't. A brand should honor a company's history without looking like it's gathering cobwebs.
- ▶ Is your brand look and feel out of touch and/or is it offensive to marginalized populations? If so, it's time to go back to the drawing board and discover a better way to reach your audience without coming across as tone-deaf.

Your look and feel is too similar to other brands.

- ▶ If your logo or your name and slogan are too similar to another brand, you'll need to revisit your brand to ensure you differentiate. Once you have your updated look and feel, we recommend trademarking yours to avoid any copycats in the future.

You are repositioning in the market.

- ▶ Are you gaining competitors? Has your service or product gotten lost in the shuffle? If so, a rebrand could help you get in front of a new audience and meet the evolving demands of your current customer audience.

Not every rebrand is a full overhaul. A partial rebrand is an update to an existing brand identity, while a total rebrand is a complete makeover.

Get Started...

Rebranding can be fun, exciting, and fruitful. Take this time to reflect on your brand vision and then take the necessary steps to elevate your brand to better align with your vision and better serve your customers.



Purpose

Revisit your reasons for wanting to rebrand. Are you meeting your goals? Is your audience responsive to your current brand look and feel? What about your ideal audience? Review your current brand identity (logo, name, tagline, colors, typography, voice, tone) and reflect on your brand vision and goals. Do these brand assets align with your vision, mission, and values? Is the story your brand is telling still true?

Think critically about whether or not your brand requires a full facelift or a more simple update. A partial rebrand can help a long-standing brand retain loyal customers while also gaining new customers and a fresh look in the industry.



Vision

Identify the key stakeholders and decision makers that need to be involved in your rebranding process. Choose wisely—think quality over quantity here; a small team of dedicated decision-makers is better than a large group of people who are only marginally involved. Together, solidify your goals for rebranding—what do you hope to achieve? What problems do you hope to solve? What new growth opportunities do you envision?



Timeline

Clarify what the are highest priority items on which to focus, and identify your goals for when to accomplish each significant point in the rebranding process (start, review, launch).

Branding is an investment in the success and sustainability of your business—it's important to invest well and with intention so that it pays off. A brand should never feel disjointed, and a professional branding team will build a cohesive and consistent brand to ensure your message is communicated clearly and effectively. Ensure your team is aware of the value of branding before you solicit proposals or embark on a rebrand.

Good branding pays off in ways that go beyond the bottom line.

Investing in a rebrand is an investment in the long-term success and survival of your business.

**Rebranding is a *tool*.
It's not an outcome.**

—Brandly

Presenting a brand consistently across all platforms can increase revenue by up to 23%.

(Forbes)

Having a great brand can bring the expenses related to hiring and training down by as much as 50%.

(LyfeMarketing)

Gather the Experts

Once you have your internal team in place, a shared vision and goal, and a determined timeline and budget, you can search for a professional branding agency to guide you through the rest of the process. In the event you and your team aren't entirely clear on your vision or your timeline, a professional agency can help you nail down the appropriate timeline for your needs and clarify your vision to help you achieve your rebranding goals.

“This is the secret to brands that discover sustainable success: they begin on the inside.”

—Jim Hume

Great branding starts from the inside and then expands outward. To build a brand with impact and momentum, it's crucial to distill the essence of your brand. Your look and feel should build on your brand's essence so that your message is appealing and attractive to your ideal customer audience. The process begins with getting clear on what makes what you offer your audience so intriguing and important.

Throughout the rebranding process, focus on exploring what you do well and for what purpose, and how you want your customers to feel when engaging with your brand.

If you do this, you'll create a brand that's more than just a logo—it's the connective tissue between your company and your customer.

Final Thoughts...

When you embark on a rebranding project, it's essential that you choose a partner to effectively guide you along the way. The agency you select will work closely with you and your team to build a brand that is relevant to your audience, distinctive enough to stand out among competitors, and fully dimensional to capture the essence of your brand strengths.

If you'd like to learn more about The Look & The Feel® branding methodology, please reach out to speak with one of our branding experts.

We would be honored to serve as your creative branding partner.

BOOK A CALL





lookandfeelbranding.com

team@lookandfeelbranding.com

   [@lookandfeelbranding](https://www.instagram.com/lookandfeelbranding)