



STEP ONE

MISSION STATEMENT

The embodiment of your company's purpose.

What end result does your company produce?

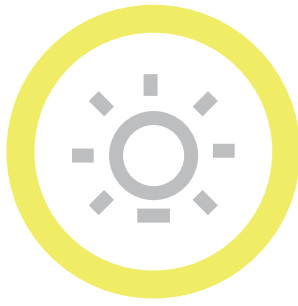
What are your objectives and how do you reach them?

What does your company do on a day-to-day basis and how does it affect people in a positive way?

How are you helping people with your business?

How does your company have a meaningful connection with your audience or user?

How can you turn this meaningful connection into an emotional appeal?



STEP TWO

VISION STATEMENT

The embodiment of your company's future.

What other things would you like your company to be involved in?

How do you want your customers/users to see your company?

How do you want your employees to see your company?

What are some inspiring features about your company?

How can you inspire customers?

How can you inspire your employees?



STEP THREE

NAMING RESEARCH

Brainstorming and keywords.

In your opinion, what could improve your current company name?

What do you want people to think or remember about your company?

List some descriptive key words that resonate with your new company vision. Use a thesaurus and dictionary for variances of the same words.

List some words that **DO NOT** describe your business. This will help you set boundary lines.



STEP FOUR

DESIGN RESEARCH

The visual design of your new brand.
Attaching a separate sheet with images is encouraged!

What marketing materials will need to be created or redesigned? Think of all print, digital and website needs.

Take some key words from your naming research page and relate them to your brand visuals. Which words can represent your visual brand elements?

Take the keywords you wrote down and use them to look at examples of all the print, digital and website needs you have. Save images and write down why you like them for the new brand image.

Example:
If your keyword is playful, look up "playful business cards" online.

Look up the term color psychology online and write down some color meanings that resonate with your brand feel and audience.



STEP FIVE

BRAND GUIDE

The collection of your new brand's elements for visual cohesiveness. Take the brand guide that your designer created for you and check it against this checklist.

GENERAL

- Cover Page
- Table of Contents
- Introduction - What is this guide for?

LOGO USAGE

- Logo Elements - Parts of your logo and what they represent.
- Logo Usage - How to use and how not to use the logo.
- Logo Alternates - If you have these, it should show when to use them.
- Logo Safespace and Sizing - The sizing requirements and maintained space around your logo.

COLOR PALETTE

- Brand Colors - Digital color codes (HEX, RGB and CMYK) and Pantone color coordinates.
- Brand Color Explanation - Why were these colors chosen?

BRAND FONTS

- Brand Font Names
- Brand Font Visual Representation - When to use each font and what it should look like.

BRAND VOICE

- Personality keywords for your brand
- Explanation of what they mean
- Common phrases used for marketing

MARKETING EXAMPLES

- Visual examples of what each marketing element should look like.

Examples: Business cards, icons, proposals, social media graphics, letterheads, etc.



STEP SIX

INTERNAL SESSIONS

Helping your employees feel comfortable with change.

What would make your employees nervous about the brand change?

What are some ways you can comfort them? Incorporate these into your meetings.

How can you explain your process and end result to them?

What group size should you consider for better interaction?

Write down some discussion points that you need to cover:

Write down some questions they might ask. Try to incorporate the answers into your presentation.



STEP SEVEN

MARKETING

Getting the word out about your brand change.

How do you currently communicate with your customers and is it fairly effective?

Write down some creative ways you could tell your customers about the brand change.

Now that you've changed your company's brand, what are you most excited about for your company in the foreseeable future?

How can you share this excitement with your customers to create a positive reaction?

Is there any way to get your customers involved?
