

How to go about rebranding

1. Identify the main purpose of the rebranding

For example, to make the design more modern, or rebuild the company's reputation after a scandal

2. Assign measurable indicators of the rebranding

For example, to increase profits by 5%

3. Conduct a brand audit

Independently, with the help of a marketer, branding agency or design studio

4. Make a list of exactly what needs to be changed

Logo, identity, fonts, or everything at once

5. Hire a team or use tools to rebrand by yourself

Choose a designer, agency or service to develop your new identity

6. Spread the word about the change

On social networks or through an advertising campaign