



7 Key Questions to Guide Your Rebrand



1. What is the **core** message behind your new brand position?

2. Who is your target audience, and how has it **changed**?

3. How will your new logo be applied across **different** mediums?

4. Are your promotional products in sync with the **new** brand identity?

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5. What role will color and typography play in **reinforcing** your brand?

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6. How will your internal team **embody** the rebrand?

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7. How will you **communicate** the rebrand to your existing customers?

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