



DO I REALLY NEED
to rebrand?



Um... I think so... kinda... **maybe...**

A big part of being in business is learning to listen and follow your intuition, that gut instinct. Chances are, you know something is missing in your branding but you just can't put your finger on EXACTLY what it is.

Which is why you downloaded this document.

It will help you to focus in on how you feel about your brand across its many different facets and to hone in on where your marketing dollars would be best spent to have the biggest impact.



LOGO

- I have my logo in all the colour ways and formats (JPG, PNG, EPS) that I need.
- I have a logo style guide with a breakdown of my logos colours, fonts and usage.
- People recognise my logo and I often get comments from people about how much they like it.

BRAND

- My branding, messaging and content is consistent across all of my platforms, both on- and off-line.
- I have a comprehensive brand style guide that clearly outlines how to maintain brand consistency.
- I love my business branding and have 0% brand shame.
- My branding has been created to attract my target audience and frequently does so.
- My brand has a unique style that stands out against my competitors across all platforms.
- My branding has a defined personality that consistently connects with my target audience.

PRINT

- I am proud when I handover any of my printed collateral.
- My printed material is a part of my customer experience and adds value to my clients.

ONLINE

- My website is up-to-date and customised to provide the best user experience.
- I use my website to collect email addresses and ultimately convert visitors to paying clients.
- I post regularly to my social media platforms to attract and build my tribe through engaging content.
- My social media platforms are on brand and consistent with the rest of my online presence.
- I am excited to direct people to my online presences and never apologise for any aspect.
- My target audience frequently engages with me through my online presence.

CONTENT & COPY

- I have clear messaging and tone of voice through all of my content.
- I have engaged a professional to develop content guidelines for my business.
- My target audience is reading and positively engaging with my content.

IF YOU HAVE:

0-8 TICKS,
consider a
rebrand.

9-13 TICKS,
consider a brand
review and
refresh.

NO TICKS
in one section,
this should
be an area of
investment.

