

# makeover madness

## HELPFUL TIPS FOR ACHIEVING AN EFFECTIVE REBRANDING

Rebranding—changing an agency’s visual identity—means more than just replacing an outdated logo. Because rebranding affects a wide variety of printed and electronic materials, agencies preparing to rebrand should consider how the new logo, colors and typefaces will affect all of their publications before making a final decision. Some logos work well on letterhead, but poorly on standard-shaped brochures; some colors are attractive in small areas but are garish when used extensively or flat when used as a tint. Truly successful rebranding considers all the needs of an agency, including desired agency image, size of the rebranding budget, typical publications, printing costs, and staff needs. Poorly conceived rebranding tends to be partially or wholly abandoned within a short period of time, diluting the agency’s visual message and often requiring a new rebranding campaign much sooner than anticipated.

### why an effective brand is important

Your logo and printed materials have a lot more power than you think. They are your identity and a representation of your organization. A logo allows people to recognize your agency immediately the next time they come upon one of your publications. And the publications themselves speak volumes about the personality of the organization and whether or not it appears established and professional. Just as you form an impression when you meet someone face to face, people will form an impression of your organization based on your logo and your materials.

### practical questions to ask when rebranding

Rebranding naturally tends to focus on big-picture questions, but often lost in the creative process are practical considerations of whether the new design will be flexible, attractive in a variety of publications, and affordable. Before reaching the final round of design, be sure to ask these questions:

- > What message does our new identity present to our clients/customers?
- > Does our new logo fit easily onto the various publications we typically produce?
- > Can we afford to reprint our materials with the number of inks in our logo?
- > Are our Pantone colors dark enough to use for text, or do we always need to factor in another ink?
- > How do our proposed colors look on uncoated and coated stock? In various tints?
- > Will our logo still function well in black and white for purposes such as advertising and low-cost printing?

### protecting your new brand

All the time you’ve put into developing your new brand will be wasted if it’s not used consistently on external publications. Your rebranding consultant should prepare a style sheet for all staff to consult when using the brand. The style sheet may outline the colors to be used, how the logo should be placed on certain publications, its relative size on the page, etc.

### THE NEW LOOK

Rebranding is more than just a logo on a piece of letterhead. Rebranding affects the visual look of the following materials:

STATIONERY  
letterhead  
envelopes  
business cards  
labels  
fax sheets

BROCHURES

FOLDERS AND BINDERS

ANNUAL REPORTS

FUNDRAISING

NEWSLETTERS

PUBLIC RELATIONS

ADVERTISING

FLYERS

ANNOUNCEMENTS

SIGNAGE

WEB SITES AND E-BULLETINS