

REBRANDING CHECKLIST



ACCOUNTING & SALES

- Contracts
- Invoices
- Receipts
- AR/AP applications
- Checks
- Customer Relationship Software

HUMAN RESOURCES

- Breakroom branding
- HR notifications
- Employee newsletter
- HR forms
- Employee handbook
- Intranet

EMPLOYEE UNIFORM/ACCESSORIES

- Badges/ID Cards
- Key cards
- Lanyards
- Uniforms
- Shirts
- Hats

INTERIOR SIGNAGE

- Architectural signage
- Breakroom branding
- Conference room signage
- Wayfinding
- Motivational posters

EXTERIOR SIGNAGE

- Exterior building logo
- Window clings
- Exterior doors
- Delivery entrance
- Business park
- Reserved parking
- Other directional signs

VEHICLES

- Vehicle wraps and magnets

DIGITAL ASSETS

- Email signatures
- Email templates
- Website
- Icons
- Social media platforms
- Key leader social media pages
- Google My Business page
- Partner websites
- Presentation decks

PRINT ASSETS

- Business Cards
- Letterhead
- Envelopes
- Brochures
- Catalogs
- Sales kits
- Sell sheets

SHIPPING & RECEIVING

- Shipping labels
- Bill of lading
- Shipping forms
- Boxes or packaging

PRODUCT ASSETS

- Packaging
- Labels
- Product inserts
- Instruction sheets

PROMOTIONAL MERCHANDISE

- T-shirts
- Stickers
- Hats
- Mugs

OTHER IDEAS

- _____
- _____
- _____