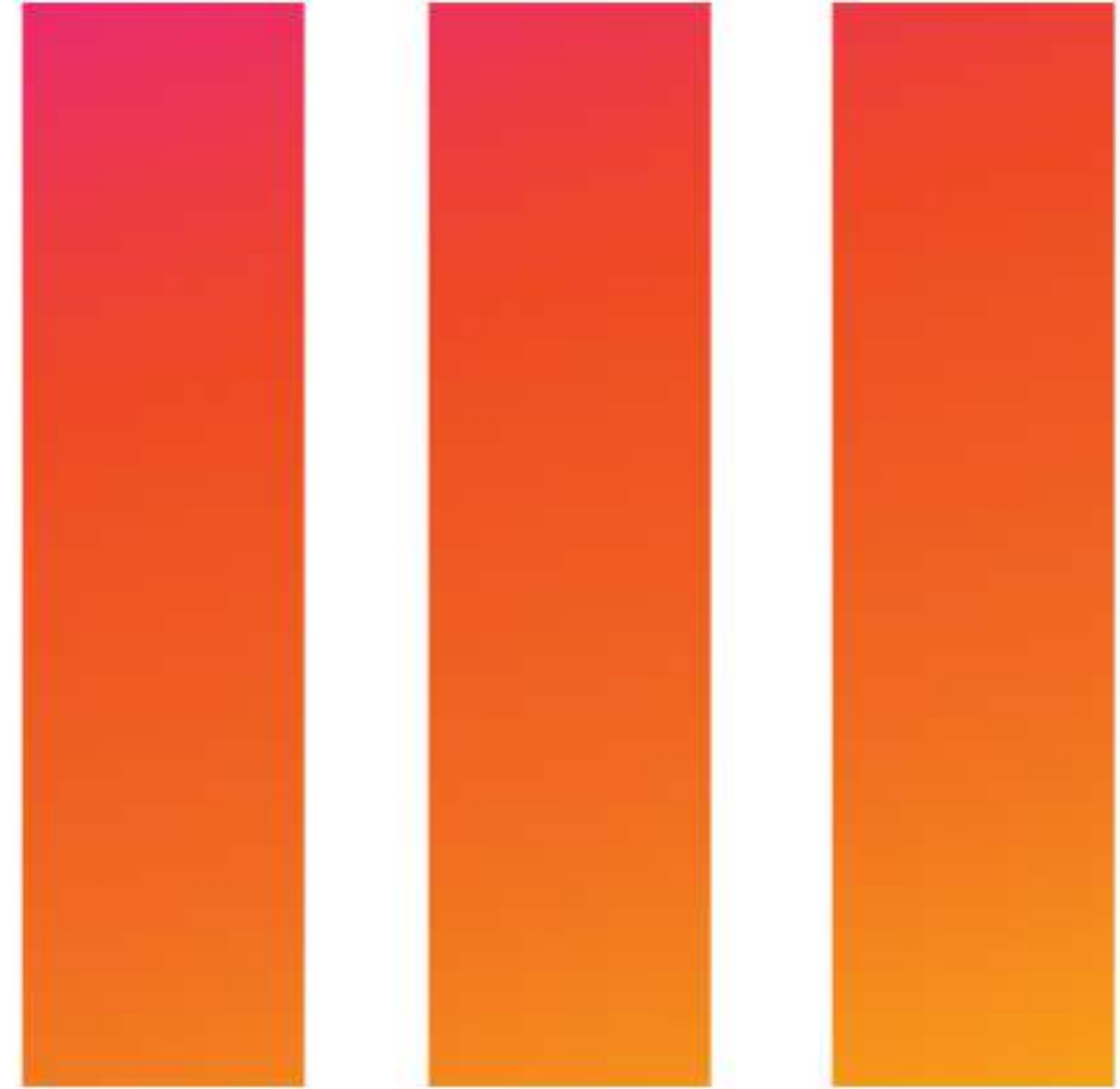


**WHEN
SHOULD
YOUR
BUSINESS
DO A
REBRAND?**



**PMF
CREATIVE**



Wondering if your business needs a fresh look? Check out these checklist questions to see if your business needs just a REFRESH or a REBRAND.

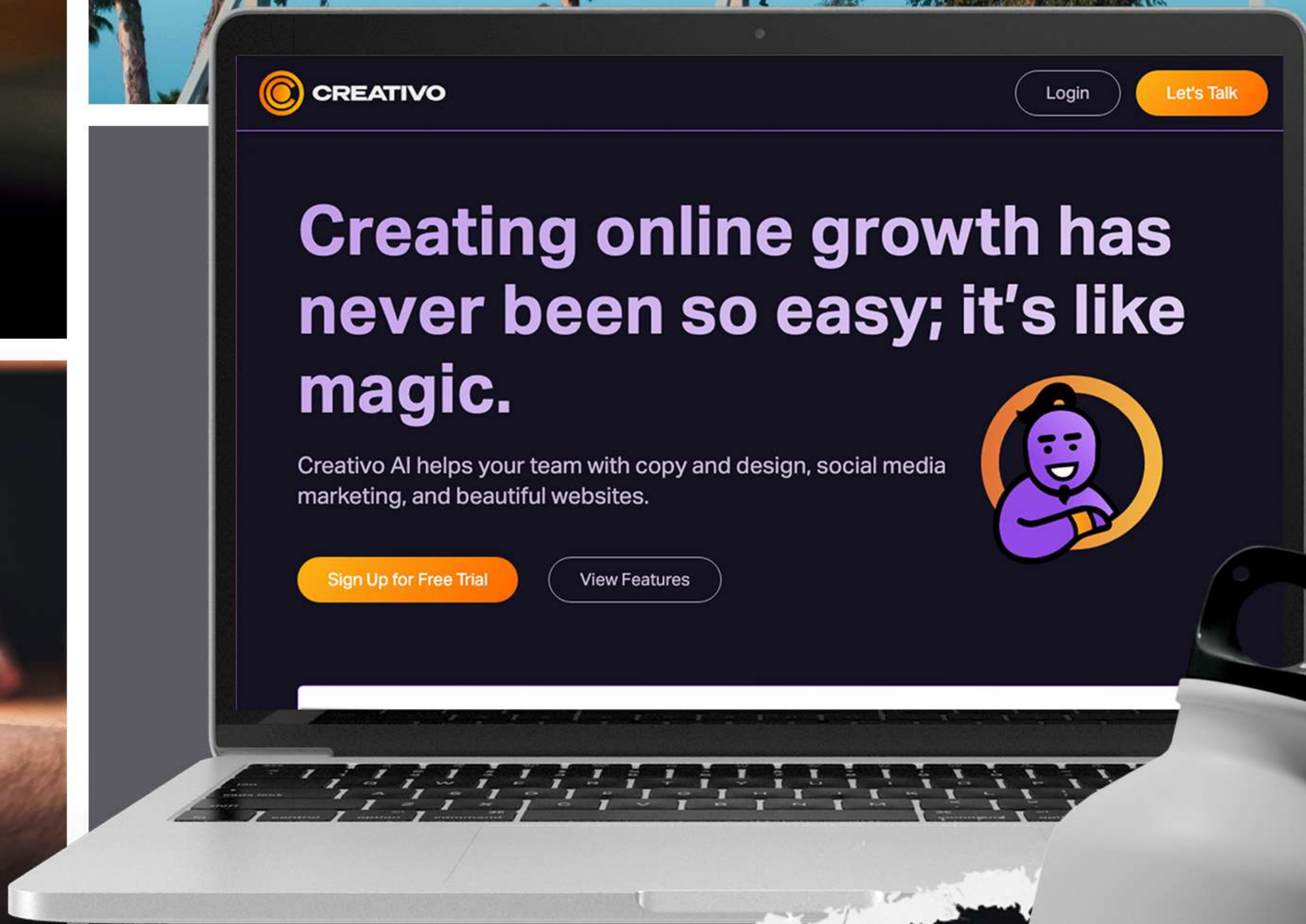
(Check all that apply!)

- ☐ We want to appeal to a different target audience
- ☐ We think our brand looks outdated
- ☐ We think our brand looks boring
- ☐ We know our logo/brand "needs something"
- ☐ We find our website and social content clunky and "behind the times"
- ☐ We need NEW assets for our website/social media
- ☐ We need better quality digital assets for social media/web
- ☐ We don't have any brand guideline on how to use our fonts/colors/photos/etc.
- ☐ The name of our organization has slightly changed
- ☐ Our name feels too long
- ☐ People don't use our organization's full, official name (they shorten it)
- ☐ We are starting fresh and don't have a logo
- ☐ We only have a small logo, but we don't have the files for it
- ☐ The logo feels ancient and doesn't look good anymore
- ☐ We don't like the colors or the fonts anymore
- ☐ We are fine with our brand but we might want to "touch it up"



If you checked off any of these boxes, then you're ready for a brand update! We'd love to chat with you about your brand. Connect with us today at pmfcreative.com

The logo for 'THE ABBEY' features the word 'THE' in a small, light blue, sans-serif font above the word 'ABBEY' in a large, white, serif font. The entire logo is set against a dark blue rectangular background.The logo for 'JUST BUSBY LAW INJURY LAWYERS' includes a circular red icon with a white stylized 'J' and 'L' on the left. To the right, the words 'JUST BUSBY LAW' are in a bold, red, sans-serif font, with 'INJURY LAWYERS' in a smaller, black, sans-serif font below it.The logo for 'Community Counseling' features a stylized 'X' icon made of four colored arrows (blue, green, yellow, and orange) pointing outwards. To the right, the words 'Community Counseling' are written in a blue, sans-serif font.The logo for 'Christian International CANADA' features a white and red graphic of a stylized 'C' or a signal tower on the left. To the right, the words 'Christian International' are in a white, sans-serif font, with 'CANADA' in a smaller, red, sans-serif font below it.The logo for 'Rogers Ministries' features a large, gold-colored 'M' with a globe inside the loop on the left. To the right, the words 'Rogers Ministries' are written in a white, serif font.The logo for 'elevat' features the word 'elevat' in a bold, black, sans-serif font, followed by a stylized icon of three horizontal bars of increasing height.The logo for 'CREATIVO' features a circular orange icon with a white 'C' inside on the left. To the right, the word 'CREATIVO' is written in a bold, black, sans-serif font.The logo for 'ReSale Heaven THRIFT STORE' features the words 'ReSale Heaven' in a white, serif font, with 'THRIFT STORE' in a smaller, white, sans-serif font below it. The entire logo is set against a dark blue rectangular background.



Don't need branding, but other things?

**Our team at PMF Creative is
ready to help you with:**

- ✓ Your graphic design needs, including promo graphics, event graphics, and more!
- ✓ Your video needs, including event recap videos, announcement videos, and more!
- ✓ Your social media needs, including social media graphics, photo editing, reels, strategy and account management (posting/engagement).
- ✓ Your website needs, including website building and maintenance.



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