

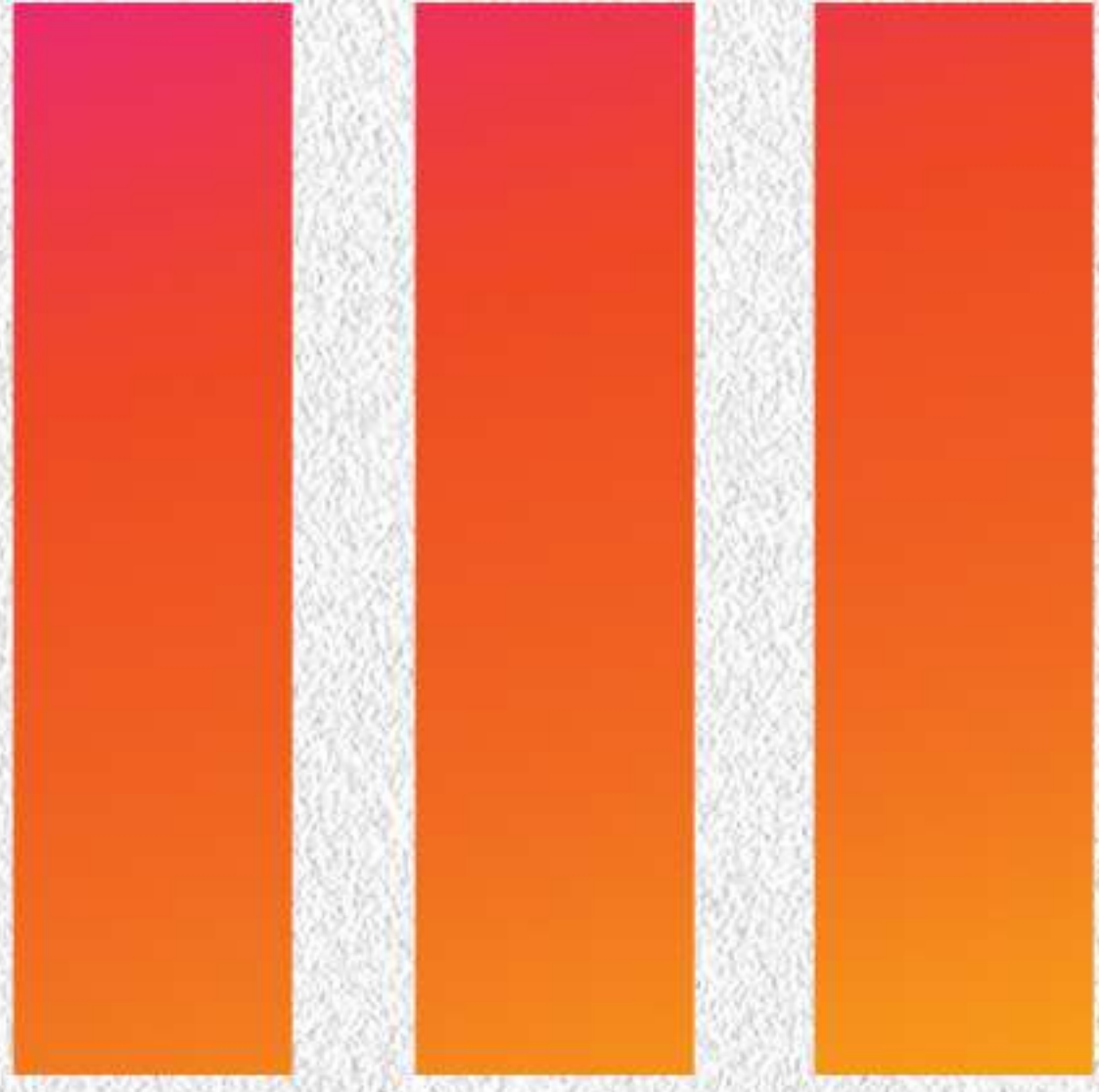
WHEN SHOULD YOUR

NONPROFIT DO A

REBRAND?



PMF
CREATIVE



Wondering if your nonprofit needs a fresh look? Check out these checklist questions to see if your nonprofit 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- ☐ We think our brand looks outdated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
ABBHEY

 **JUST**BUSBYLAW
INJURY LAWYERS

 **Community
Counseling**

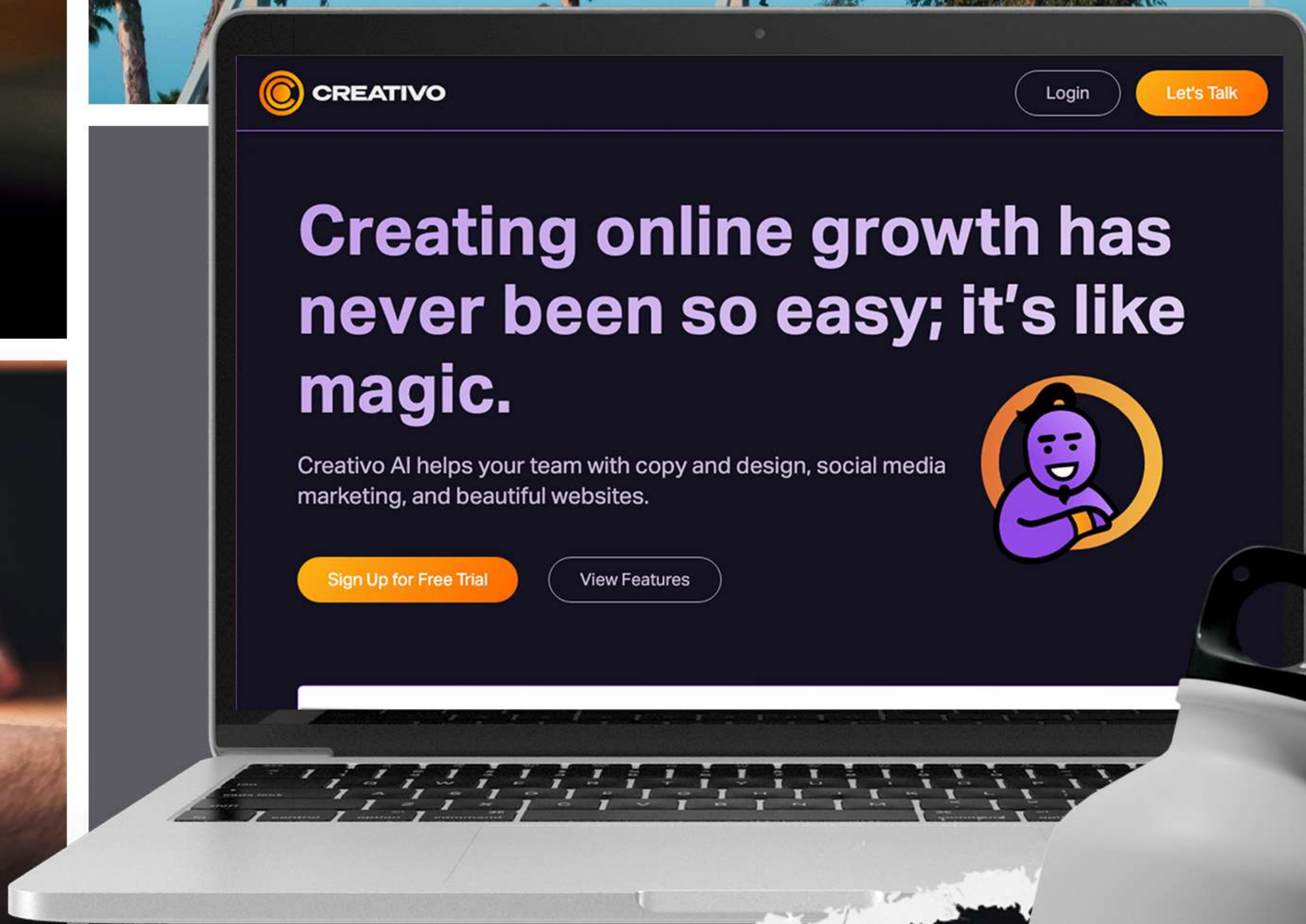
 **Christian
International**
CANADA

 **Rogers
Ministries**

elevat₃

 **CREATIVO**

**ReSale
Heaven**
THRIFT STORE



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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