



IS IT TIME FOR A REBRAND?

Use This Checklist to Find Out.

Brands don't break overnight but they do quietly lose relevance, clarity, and consistency over time.

Most mid-sized teams wait too long to act. They tweak their logo or update their website and call it a “**refresh**” but deep down, they know it's no longer working.

This checklist helps you find out where your brand's holding strong... and where it's costing you leads, growth, and clarity.

Over 80 teams have already used it to uncover blind spots, fix what matters, and move forward with purpose. Because brands should evolve, not erode.

The 2025 Rebrand Readiness Checklist

Assess your brand across 4 key areas:

Brand Clarity



- ☐ Our team can clearly explain what we do and why it matters
- ☐ We have a purpose, mission, and values that guide real decisions
- ☐ Our value proposition is clear to both our team and our customers
- ☐ We know our ideal customer and our messaging reflects that
- ☐ Our tone of voice is consistent, confident, and documented



Visual Identity



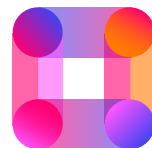
- ☐ Our logo, colours, and fonts are used consistently everywhere
- ☐ Our brand feels modern and relevant for today's audience
- ☐ We have templates that look polished and on-brand
- ☐ Our images, icons, and visuals support our story
- ☐ We have a style guide that the team actually uses
- ☐ Our social posts and emails reflect our visual identity



Website Performance



- ☐ The site is easy to use and matches the customer journey
- ☐ It explains what we do and why it matters right at the top
- ☐ There are strong CTAs that drive real action
- ☐ We feature case studies, testimonials, and proof points
- ☐ The site works seamlessly on mobile and loads fast
- ☐ We can update key pages without a developer



Marketing Systems



- ☐ Our CRM and marketing tools are fully integrated
- ☐ We're using email automations or nurture journeys effectively
- ☐ We know what's working based on clear performance data
- ☐ There's a smooth handoff between marketing and sales
- ☐ Our content supports our goals and is planned in advance

