



# **A Guide to Successfully Revamping & Relaunching Your Brand**

STRATEGIES, CHECKLISTS & TEMPLATES FOR  
COLLABORATIVE BRAND DEVELOPMENT





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Learn how to revamp and relaunch your brand in a structured and strategic way that ensures company-wide adoption of your new standards and bolsters the long-term success of your brand's evolution. This guide includes templates and checklists to help streamline decision making and efficiently organize your workflow.

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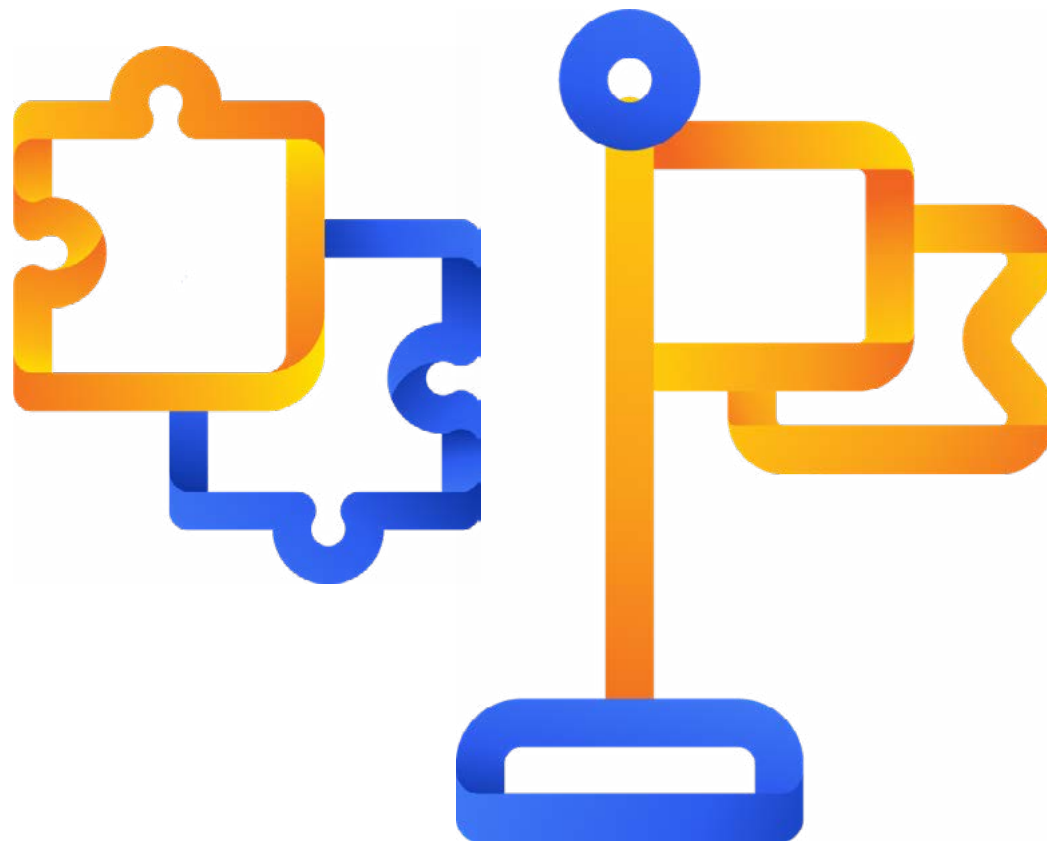
# Overview

The bearer of your first impression, your brand is your company's identity, serving as a trusted voice and delivering an ever-engaging experience that captivates your prospects and delights your customers.

Your brand is integral to the growth and success of your business, and the key to leveraging its power lies in your ability to continuously evolve it as your customers' needs change. While this practice involves a series of tasks and tight collaboration with team members across your organization, revamping and relaunching your brand is an investment in the future of your business.

In this guide, the Theorem team walks through the steps to successfully revamping and relaunching your brand. From pinpointing the signs that signal change is

needed to determining the moves that can make or break your brand initiative, these steps are critical to ensuring that the big ideas meant to drive your brand forward are executed with the care and collaboration required to make them stick.



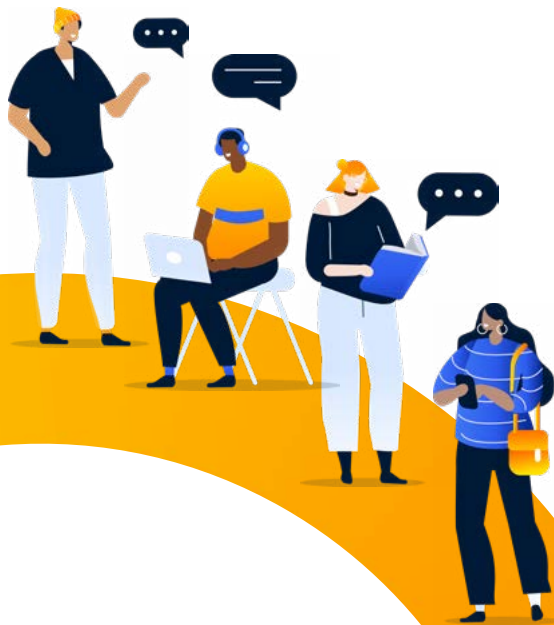


# 3 Signs It's Time for a Brand Revamp

Knowing when your brand needs an update can feel like a subjective exercise, which means convincing stakeholders to invest in a months-long project may present a challenge. Fortunately, there are specific signs you can point to that go beyond personal preferences and, instead, clearly demonstrate the value of revamping your brand to the health of your business.

## 1. Your brand isn't reflective of the customers you serve.

As technology continues to shape how we do just about everything, your customers' expectations and goals are developing at a rapid pace. Ignoring the ever-changing needs and aspirations of your customers limits the growth capacity of your business. Whether looking at your brand through a Diversity, Equity & Inclusion (DEI) lens or revamping your look, voice, and tone to better serve a growing segment of your customer base, your brand should always equip, inspire, and celebrate the customers who make your business possible.





## 2. Your closed-lost rate is rising due to competition in the market.

Your sales team can indicate the signs that a brand revamp is overdue by revealing why prospects choose a competitor. Most sales teams track their closed-lost reasons and note when prospects cite that a competing brand appears more modern or appealing. Find out if this is true for yours. If not, request that sales representatives start tracking this data to advise future branding decisions.

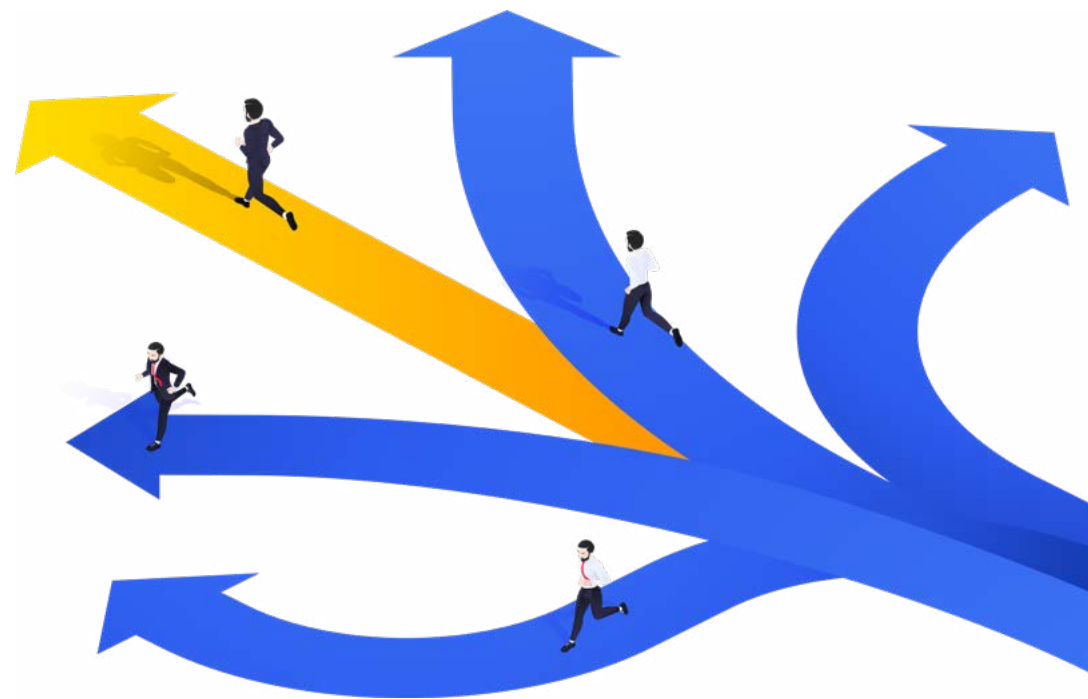
## 3. Your brand assets are outdated and inconsistent, leading to internal confusion and an external identity crisis.

One study revealed that brands with consistency in their presentation are three and four times more likely to achieve

increased visibility than those with inconsistent presentation.

A disjointed brand experience means that your current brand doesn't have the exciting energy or defined structure to be appreciated and adhered to in your internal culture. Worst of all, your prospects and customers are on the receiving end of the mixed messages and jumbled assets, which means they can't clearly and succinctly describe who your brand is and what it does.

The three signs it's time to think about revamping your brand all have something in common: **lack of evolution.** And while it may feel like a hefty investment, evolving your brand not only avoids pitfalls but it also produces tangible, long-term benefits for your company.







# THE MASSIVE Benefits of Brand Evolution

## Internal benefits

Your brand starts from within your company. If staff members aren't in tune with the look and feel, voice and tone, and values that make your brand unique, your business is missing out on the opportunity to nurture what could be its fiercest and most passionate advocates.

Equally important, an established brand that generates enthusiasm creates a culture of accountability when employees communicate outwardly as individual representatives of your brand and when they craft communications for your brand itself. By accountability, we mean speaking, writing, and posting about your brand with an appreciation for the standards you have set into place.

## External benefits

Revamping your brand affects every milestone in your customer journey. A successful brand relaunch can produce returns on your investment in the form of lead generation, new customers, customer retention, and referrals. Marketers predict a **10-20 percent growth increase** just by creating and maintaining a consistent brand.

An innovative take on your brand identity can also aid in the expansion of your marketing strategy. For example, by introducing an insightful and well-rounded content program, your new brand can position itself as a thought leader in your industry, increasing customers' trust and broadening your reach to acquire new prospects.



# Brand Revamp Checklist

If you identified the need to revamp your brand but aren't sure how to get started, lean on the following checklist. This series of steps is the same framework that our team here at Theorem created to plan and execute our recent revamp.

## 1. Identify your branding team and assign specific roles.

While it may be tempting to pull two staff members and expect them to work in silos, a collaborative team approach ensures that employees across departments can contribute to the success of your brand relaunch now and in the future. First, determine the roles you will need and tap team members to dedicate at least part of their time to the project.

### Here's what we did:

The Theorem team identified the following roles necessary to recreate our brand:

- Marketing Manager
- Creative Director
- Designer
- Copywriter
- Project Manager





## 2. Define your goals for revamping your brand.

In a project that can span months and bear its fair share of pivots, the goals you set for your new brand at the beginning of this initiative will be your guiding light. Again, collaboration is key in this step, as group goal-setting ensures that everyone is heard, which means buy-in for work down the road is much easier to obtain.

### Here's what we did:

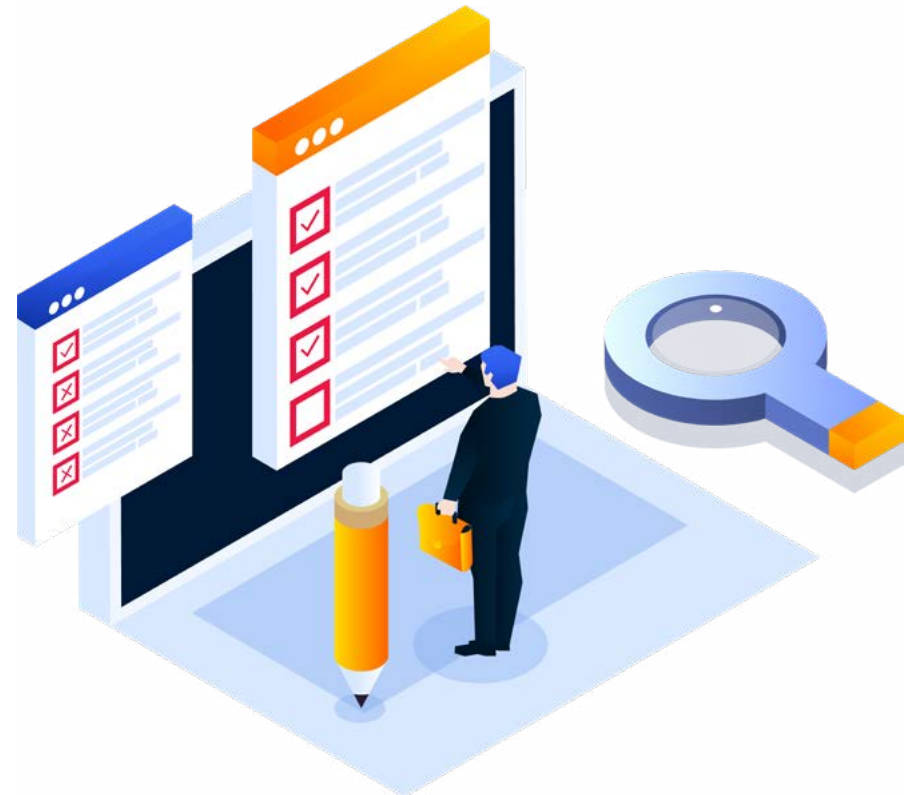
Our team took a twofold approach to goal-setting. First, we completed a comprehensive branding brief. This exploratory exercise prompted us to answer vital questions as we considered the future of our brand, including:

- Who are you? What do you do? Provide an overview of your brand and the products and/or services you offer.
- What is the scope of the project? What deliverables or elements do you need?

- What is your ultimate goal, and how will you measure it? What are your current pain points, if any, that you would like to address with this redesign? Do you have any specific needs or objectives?
- Who is your target audience or target market? Explain how the audience currently thinks, feels, and behaves in relation to the product category, the client's brand, and the client's specific product or service.

Get the rest of the questions in our branding brief template

[Download it now](#)





Next, we brought our brief to life in the form of three stylescapes. Stylescapes are curated collections of colors, images, illustrations, and typography that showcase the look and feel of a brand. When choosing a brand direction, stylescapes can provide designers with the platform to experiment pulling different elements together in ways that best support your brand goals.

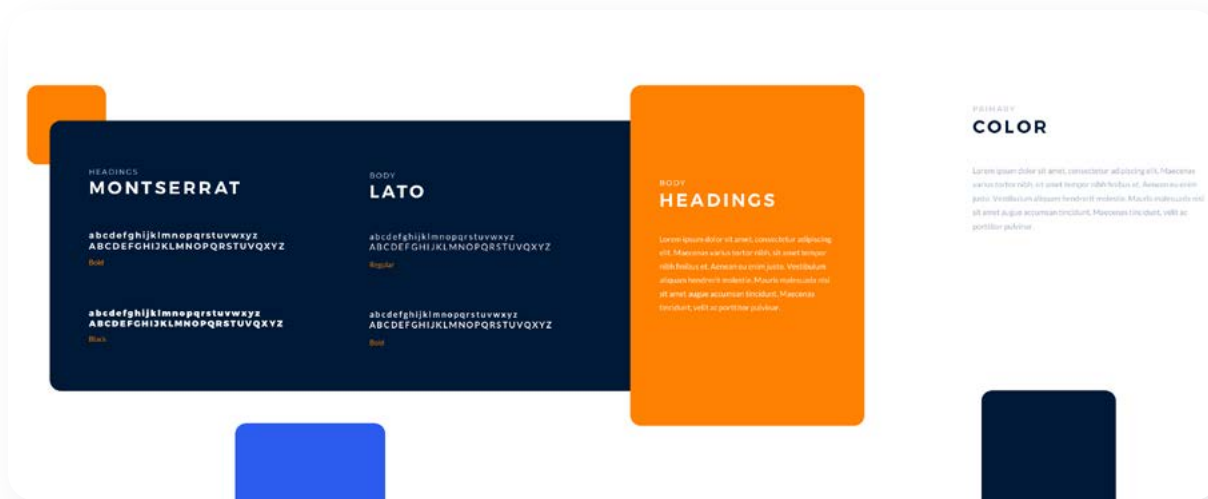
## Our Creative Director and Designer partnered to develop three distinct stylescapes:

**Concept A** stayed close to home. Derivative of the current Theorem brand, this stylescape harnessed the good in our existing brand assets and updated them with new and unique perspectives on iconography and photography choices. We kept our existing font choices, and gave our linear icons an updated color palette. To reflect the many relationships between Theorem and our customers, and our customers and their customers,

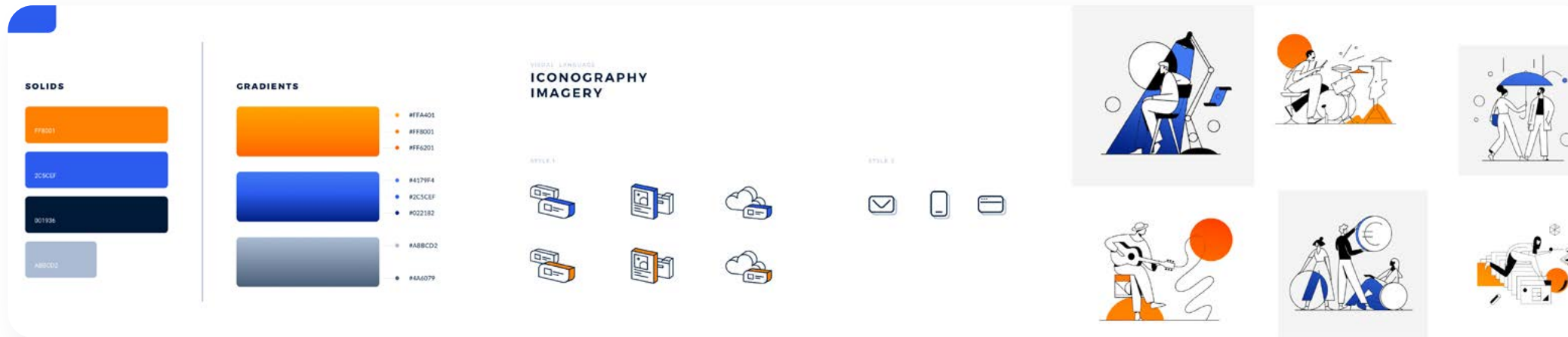
we carefully selected a range of lifestyle photography that represented B2B and B2C touchpoints.







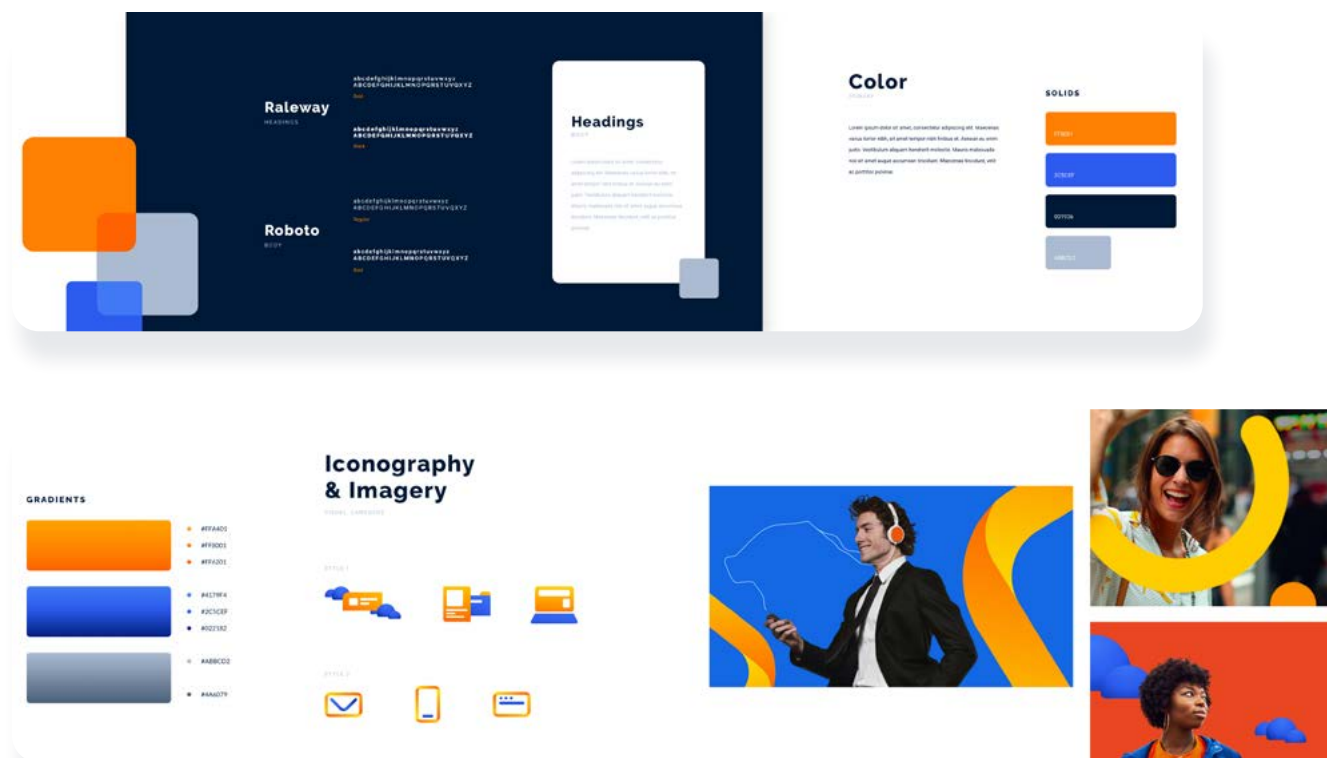
**Concept B** celebrated popular design trends, bringing in modern-looking line illustrations dotted with splashy pops of color and softening solid color blocks with tonal gradient hues. Sleek sans serif fonts replaced the existing ones and punchy colors defined a new set of icons. We also added versatility to our logo through a vertically aligned design. This enabled us to better display our logo throughout our social media channels.





With two strong stylescapes on deck, our team decided to experiment with our “wild card” **Concept C**. Marked by its boldness, this stylescape developed a design system around the Theorem logo, threading its well-defined lines and feel of movement throughout the rest of the brand assets. Pairing the gradient color treatments of Concept B with the motion of striking organic lines and shapes, Concept C brought a sense of originality and ownership to photo choices and iconography.

Building around the aspects of our current brand that connected with our customers gave our team a solid foundation upon which we could explore, experiment, and innovate. With the brand brief as our guide, we met with stakeholders at the company to gain consensus. In the end, Concept C’s completely new yet entirely cohesive brand experience best reflected not just where we are as a company today but where we are headed.



Create your own stylescape  
using our handy template

[Download it now](#)



### 3. Establish a sustainable workflow for revamping and relaunching your brand.

Brand overhauls require lots of people and moving parts. To work at peak efficiency, you must establish a workflow with the following elements:

#### Processes

Because your brand initiative brings together multiple people around each asset, having a repeatable process is a must. An agreed-upon, outlined process empowers you and your brand team to maintain consistency in your work and to hit deadlines set by the stakeholders who are allotting time for this project while regular business continues.

For example, when email headers are updated with the new branding, what comes first, copy or design? Who is setting the direction for the messaging and when? Where will that direction be

accessed? With a set process, anyone involved can answer these questions at any point in the project.

#### Project management tools

Like any large undertaking, it's easy to lose sight of the details, which is why your team should lean on a project management tool like [Trello](#) or [ClickUp](#). These tools keep every brief, asset, and comment exchange organized in one place.

In addition to helping us stay organized, our project management tool held each team member accountable to deliver their contributions on time, placing the progress of each asset front-and-center for everyone to see. Best of all, any time a team member left a comment or a deadline approached, relevant participants received an email prompting them to take action.





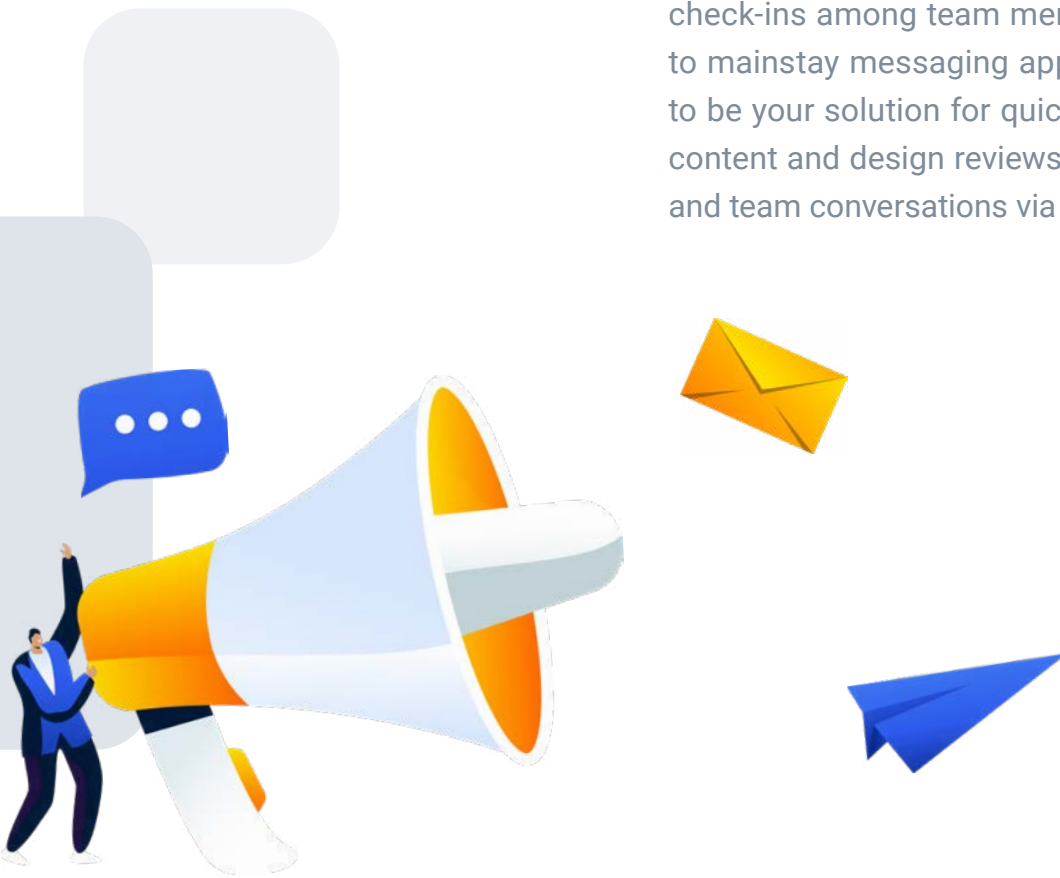
## Communication platforms

2020 forced all of us to learn new and better ways to communicate. Whether your team remains remote, opts for a hybrid model, or returns to the office, revamping and relaunching your brand demands regular conversations and check-ins among team members. Look to mainstay messaging apps like [Slack](#) to be your solution for quick questions, content and design reviews, video calls, and team conversations via channel.

## Here's what we did:

The brand team at Theorem complemented our workflow with a mindset that carried us through from conception to completion. We committed to our goals and trained ourselves to become endlessly agile. Pivots are bound to occur, but when we shifted direction with our goals in mind and continued to follow the processes in place, the flexibility we chose to maintain empowered us to produce better outcomes.

For example, we initially planned to solely use photographic imagery for the brand. As we continued to work through our process, we realized that the new imagery didn't fully represent our brand and our company message. The brand team regrouped and reworked their approach to the imagery, maintaining our unique brand style by adapting stock illustration to our color palette. By mixing in illustrative components, we could visually convey innovative concepts that Theorem specializes in, like marketing automation.



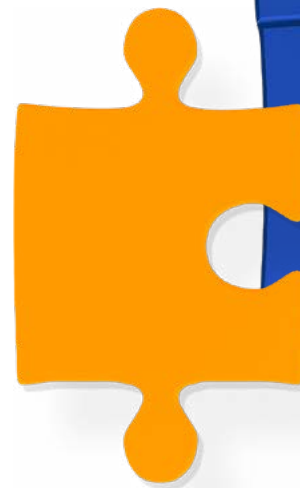


#### **4. Create your brand assets and socialize them throughout your organization.**

With a workflow in place, your team is ready to begin transforming your chosen stylescape into various assets that will communicate your brand. Equally important to creating the assets is communicating that these assets exist and providing everyone at your company — from your Marketing and Sales departments to your Customer Care team— full access to them.

##### **Here's what we did:**

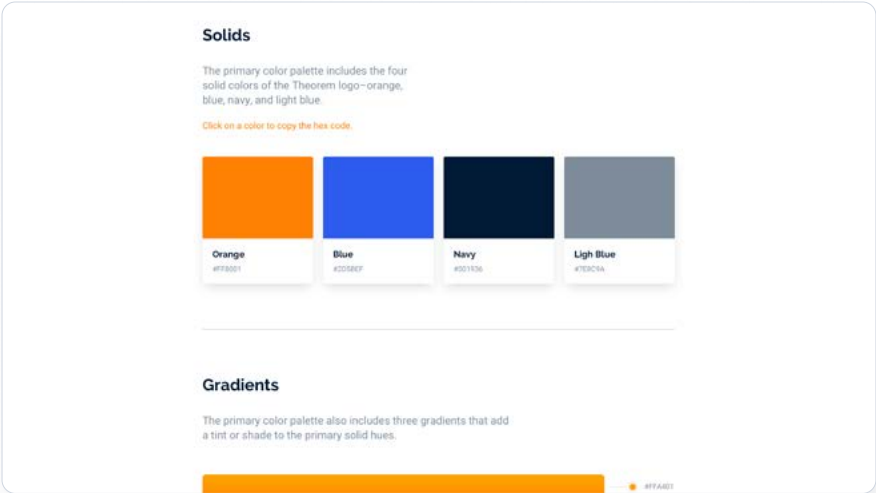
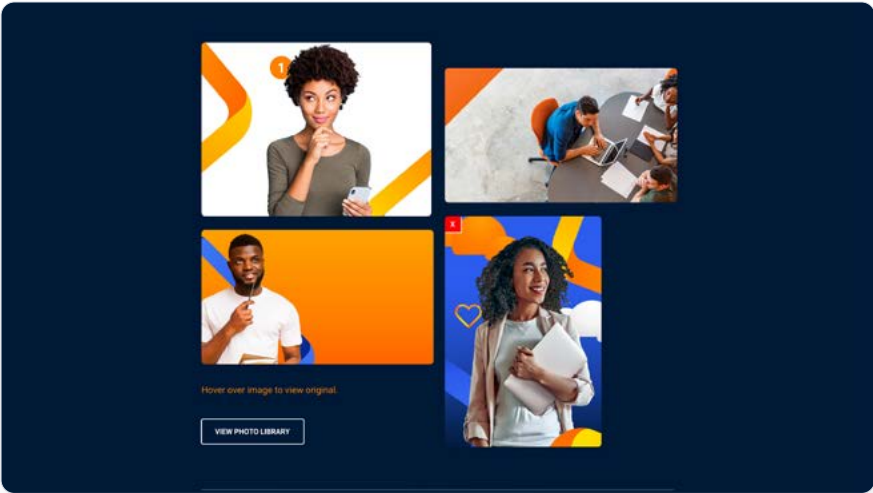
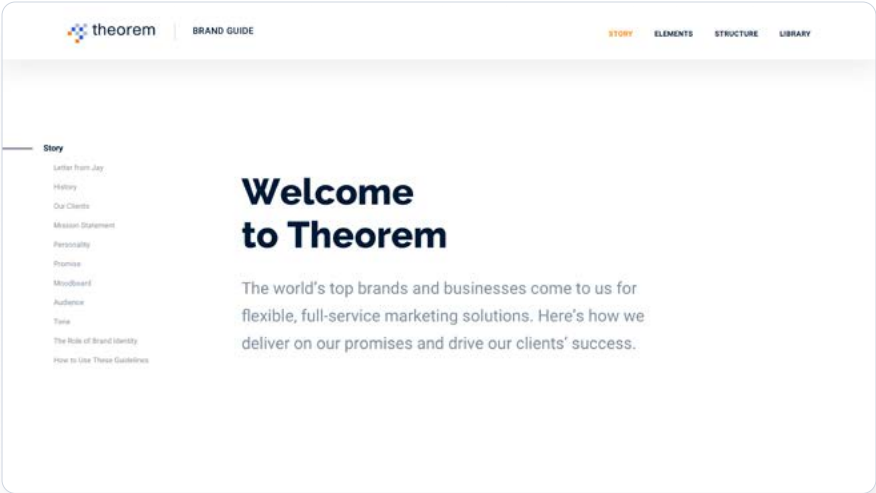
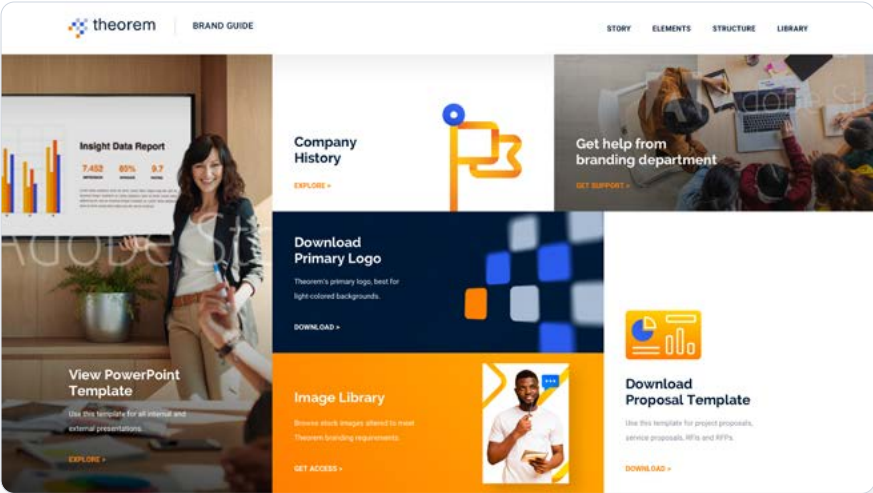
To ensure that our new brand was fully represented throughout the customer journey from the moment it launched, the Theorem team developed a comprehensive brand kit accessible to every employee.





# Our brand kit included:

## Brand guide

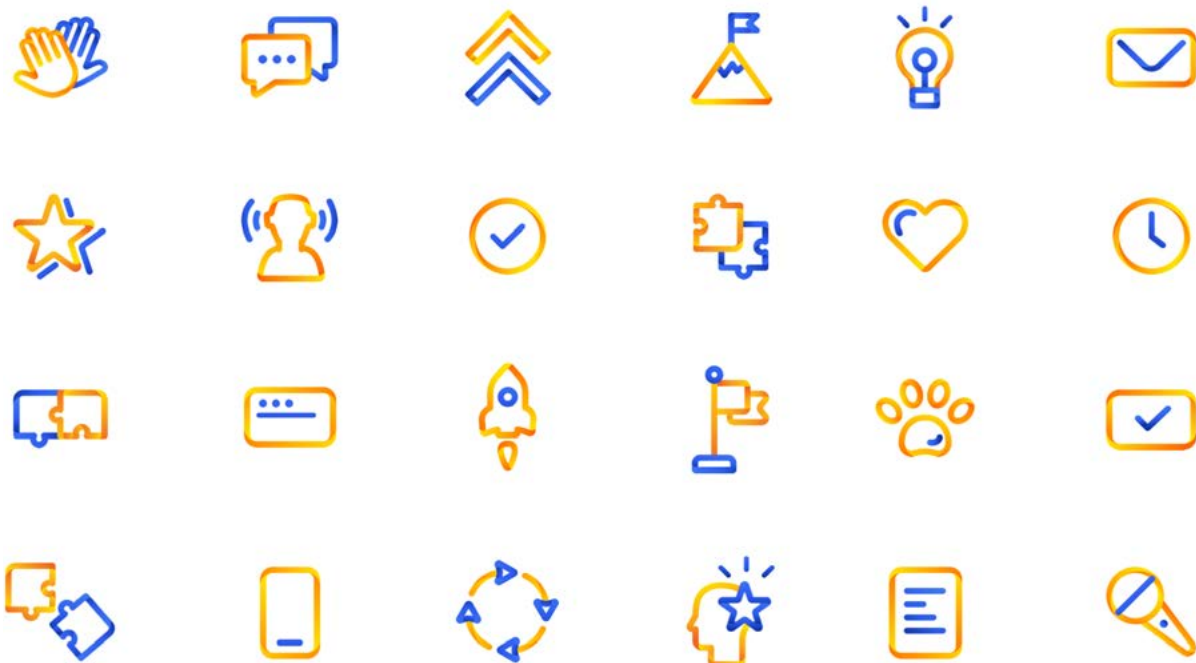




Iconography



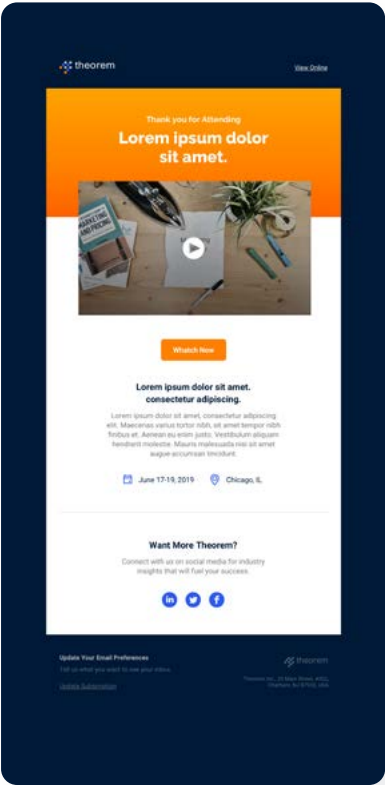
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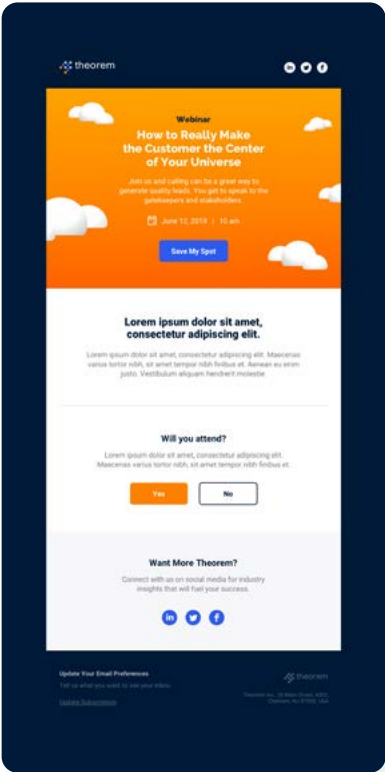
Secondary



# Email Templates



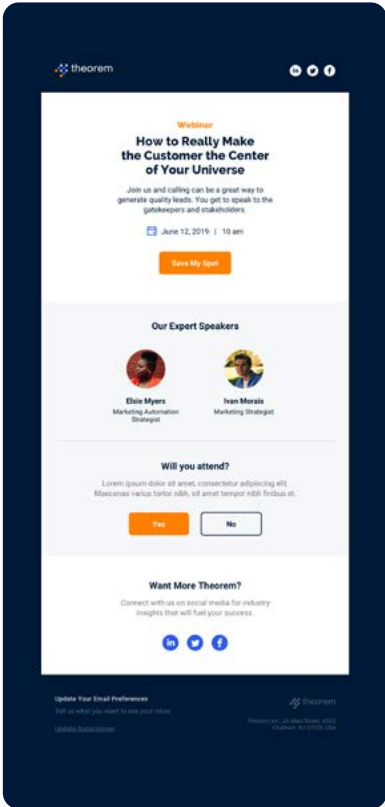
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Webinar - Invitation



Webinar - Invitation



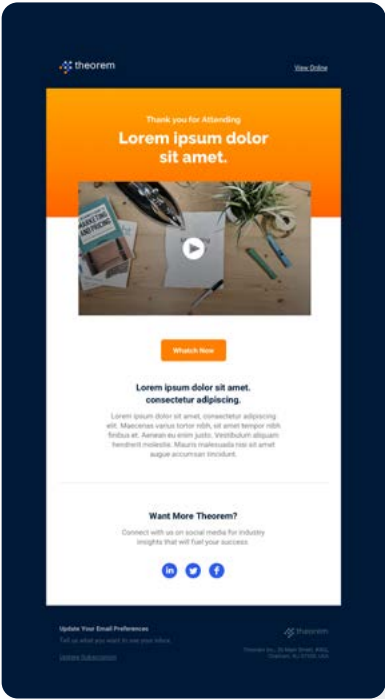
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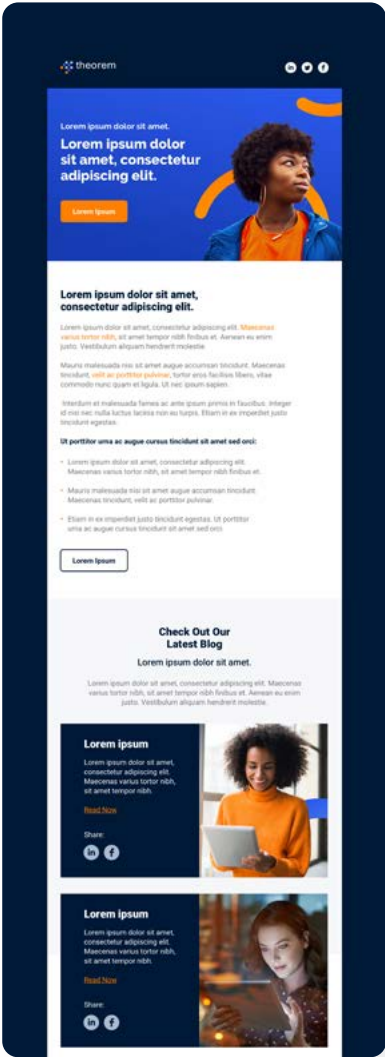
Email Templates



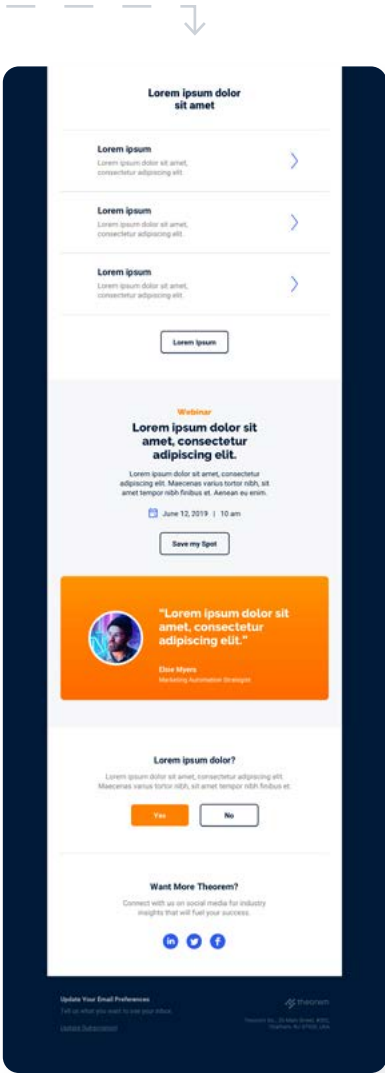
Campaign



Campaign




Newsletter






## Webinar Landing Page



### Boost Your Brand (and Your Holiday Sales) This Year

Build on the lessons learned last year to achieve holiday success in 2021.

[Watch the Webinar](#)



### Overview

As experts predict record-breaking online sales and shoppers return to in-store experiences for the first time in months, it's hard to know what a successful marketing strategy will look like in the 2021 holiday season.



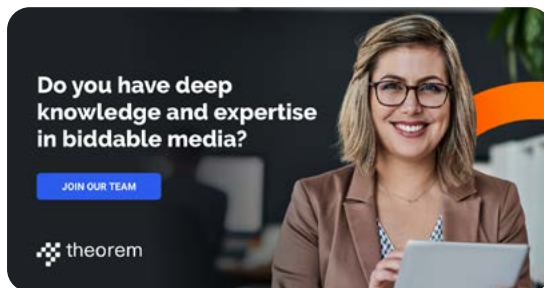
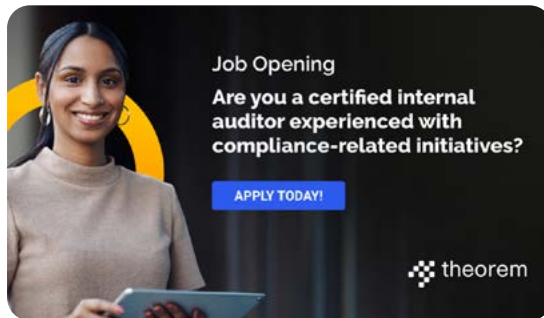
Whether you're looking for answers or just some cool, new marketing tactics to test this year, join Theorem, Sailthru and a panel of retail marketing mavens to hear secret tips, trends, and strategies for a successful holiday season.

[Watch Now](#)

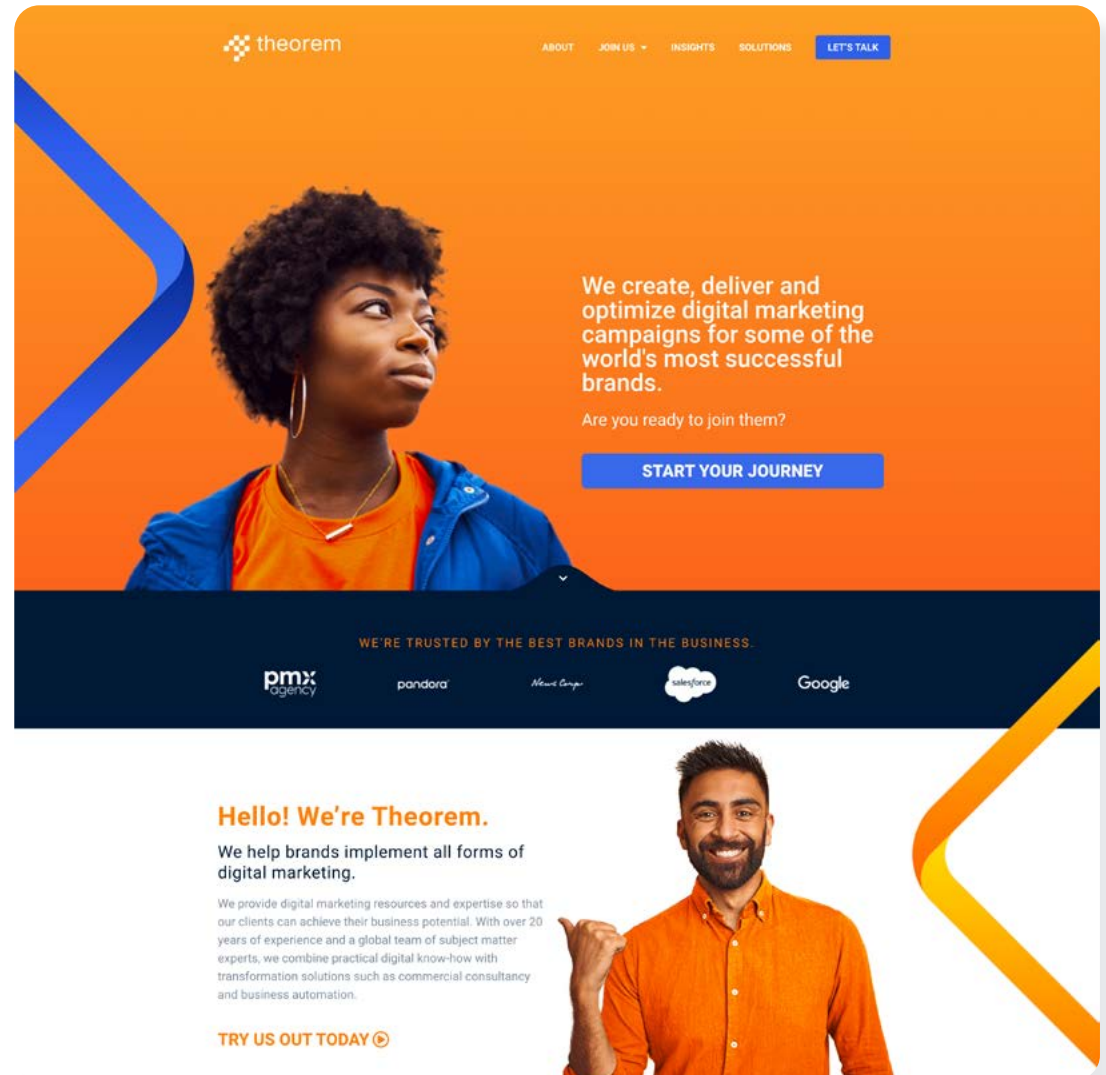
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## Social Media Posts



## Theorem Website



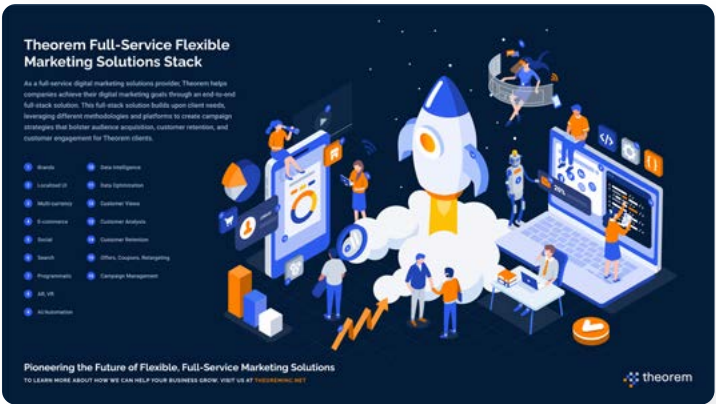
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E-books

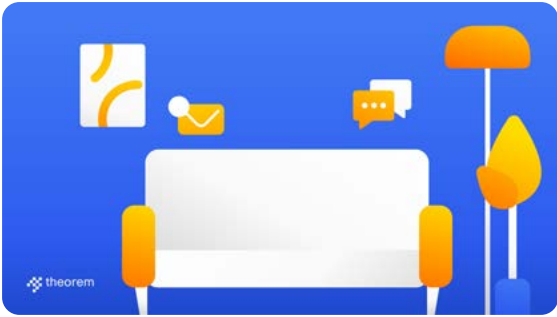
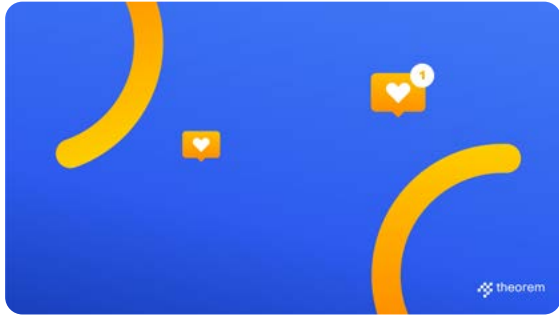
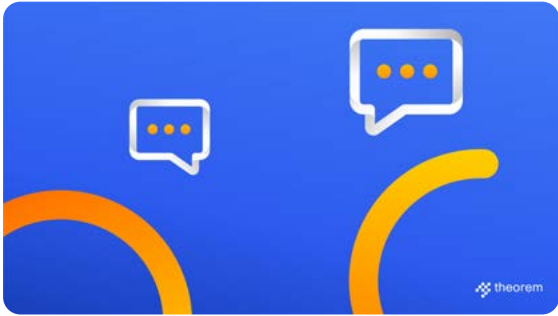
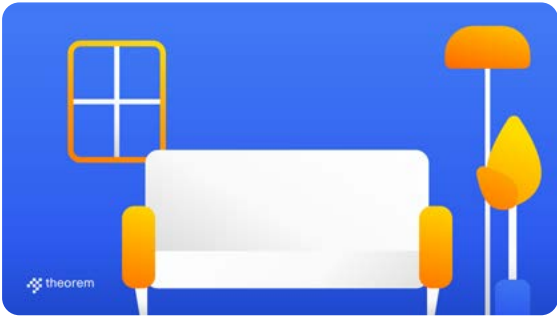
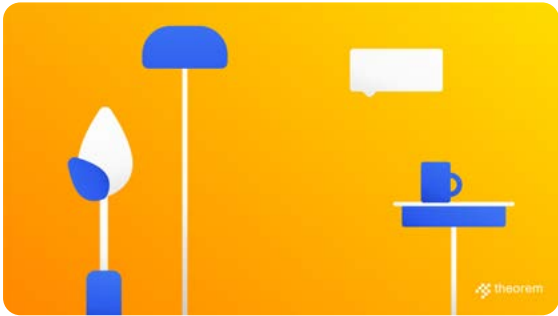


Infographics





Zoom Backgrounds

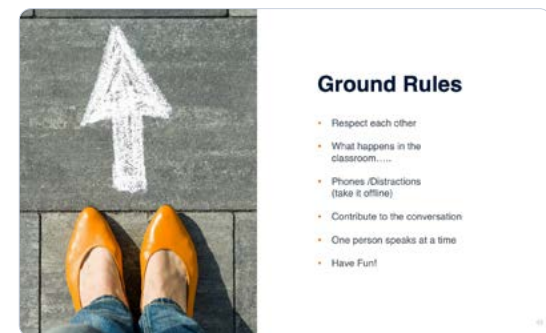
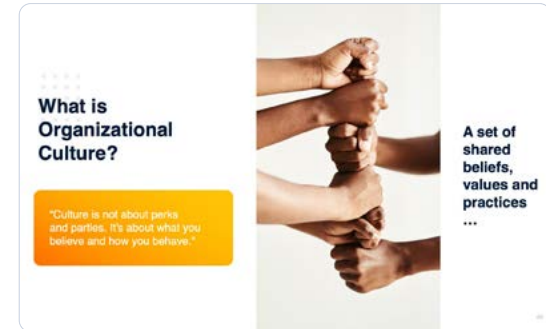
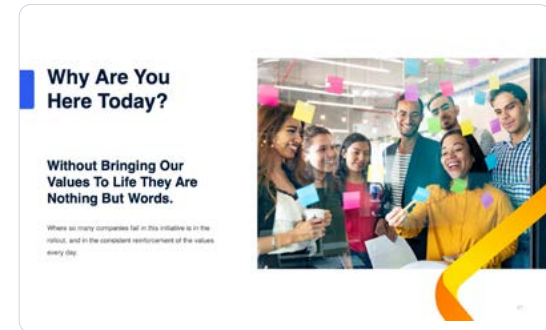




To land that crucial communication aspect of relaunching our brand, the Theorem team looked to [Templafy](#), a popular content enablement platform. We chose Templafy because it perfectly organizes brand assets for teams throughout our company, as it integrates with Microsoft Office programs for a seamless workflow experience.

This step is critical to maintaining consistency from Day One, because it turns your relaunch into a community exercise, one that can give every employee a sense of pride and ownership over your new brand.

## Microsoft Templates



## Powerpoint Presentation



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## 5. Develop a comprehensive launch plan.

As mentioned before, the success of your brand relaunch lies heavily in how much you invest in communicating your refreshed identity to customers and prospects alike. Fortunately, organizing your brand assets and socializing them often and early will provide your team with the foundation needed to effectively and efficiently execute your launch.

### Here's what we did:

The Theorem team led the internal launch of our new brand by highlighting our brand guide, which introduced our new brand with both color and emotion through the story of our company, mission, and core values. The brand guide earned the instant approval of employees, creating an air of enthusiasm that marked the start of an exciting new chapter at Theorem. In addition to generating excitement, the brand guide

provides access to assets and templates that empower all employees to create branded materials autonomously.

### We paired the brand guide with:

- Culture newsletters
- Team newsletters
- All-staff meetings
- Internal surveys

Our external brand relaunch began with a press release and a full transformation of our digital brand landscape, including our website, emails, social media channels, and display ads. Once published, we sent our customers a survey to gain a pulse on how they perceived our new brand. The data generated by the survey validated our work and gave us ideas and inspiration for how we can continue to evolve our new brand as the Theorem community grows.





# MEASURING the Success of Your New Brand

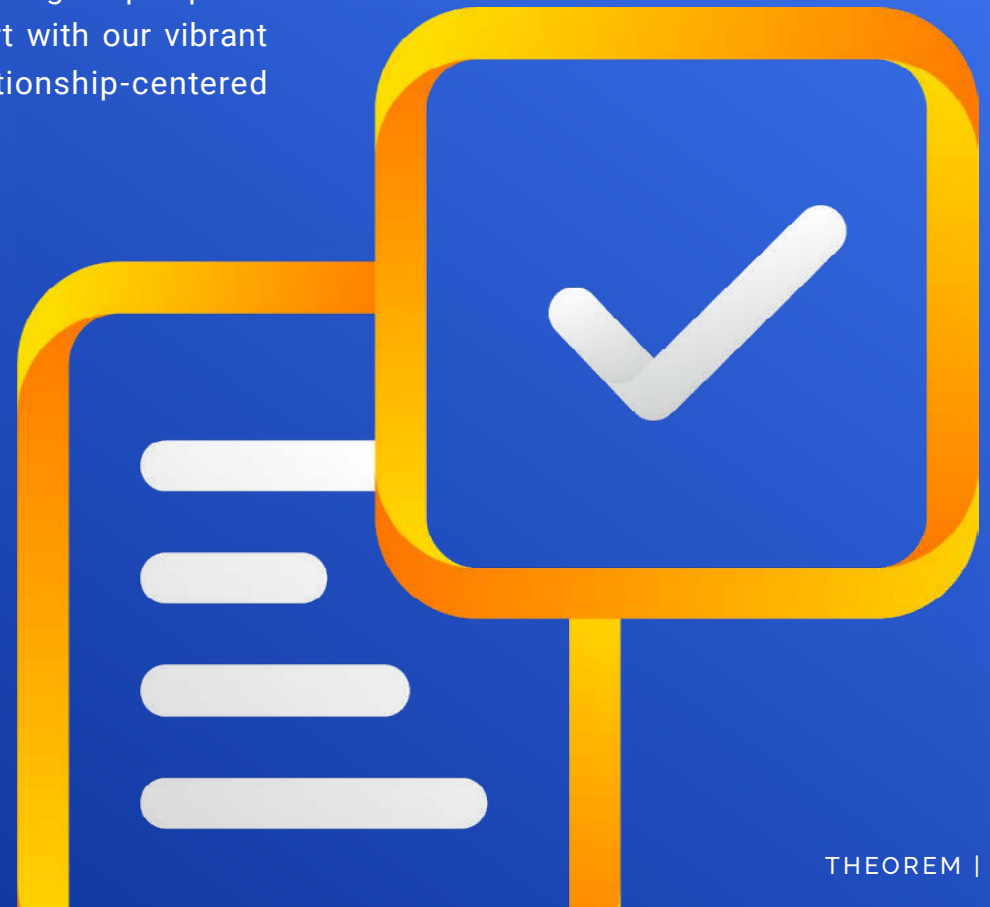
An investment like revamping and relaunching your brand requires a retrospective to determine if you achieved your goals. Revisiting your brief, reviewing your goals, and recording initial results can provide data that supports the time and resources needed to continuously evolve your brand in the future. Beyond the brief, your team can identify additional indicators that show the impact of your brand.

## Here's what we did:

There are several ways we measured the success of our rebranding initiative, both short and long term. Follow the lead of the Theorem team by considering the following factors:

## Goals

First, we looked at our goals and asked: *Did we achieve them? Based on initial results, can we predict that we will?* We immediately began tracking leads to see if Theorem was attracting the prospects we aimed to convert with our vibrant new look and relationship-centered messaging.





## Next, we noted instant indicators of success and developed plans that would continue to grow our new brand and its reach in the year to come:

### Internal reception

The Theorem team started internally by gauging reactions from our employees. We wanted to see if they were proud of our new brand, if there was an uptick of employees sharing our content on their social media feeds, and if they felt that our brand champions diversity, equity, and inclusion in the way that our company culture does.

### Customer feedback

Through our customer satisfaction survey, we asked if our messaging is clear, and if customers understand the

services we offer, and listed the many ways we can partner with them.

### Future state

Our new brand empowered us to move from task-takers to thought leaders, so we drafted plans to leverage its buzz and invest in expanding our content marketing program.

**Get brand-building feedback faster with surveys for your team and customers**

[Download Surveys](#)







**Your brand should be ever-evolving, just like your customer. Identify the right team members to help you get the job done and put your trust in them and the process. Allowing creative freedom, with the right guidance, is what brought us serendipitously to our new visual identity.**

**— Kara Degeorgis**  
Art Director, Theorem





# Discover the Relationship-Boosting Benefits of Revamping & Relaunching Your Brand

Transforming your brand reaches far beyond look and feel. It ignites a forward-looking shift in your company culture and grows your customer community in ways that champion your mission and lead to your long-term success. Consider this guide a blueprint to your brand initiative.





# Engage with a Partner in Your Brand Evolution Set Up:

Theorem offers proven expertise and award-winning professional services that can help you accelerate the growth of your brand.

## Digital Consultancy

- Audit and Analysis
- Performance Benchmarking
- Landscape Analysis
- Market Trends
- Operational Workflow
- Automation Strategy
- Commercial Strategy

## Creative Production

- Ideation and Strategy
- Design and Identity
- Copy and Content
- Technology Selection
- Production and Build
- Deployment and QA
- Performance Optimization

Learn more about these services and our end-to-end digital marketing solutions on our [website](#) or [reach out to our team](#) and let us know how we can serve you as a trusted growth partner.



# Get All of Your Brand Revamp Resources Here

From a comprehensive brief to stylescape templates primed for exploring new designs, you can find the branding resources we used in our process right here.

## Templates



Download Brief



Download Stylescape



Download Surveys

## Sources

[https://www.lucidpress.com/blog/  
brand-consistency-competitive-advantage?source=blog](https://www.lucidpress.com/blog/brand-consistency-competitive-advantage?source=blog)

[https://d2slcw3kip6qmk.cloudfront.net/marketing/press/webinar/  
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