

CORPORATE IMAGE AND RE-BRANDING CHECKLIST

Corporate Image Working Group:

To facilitate the creation of a new corporate identity (refer to [Marketing and Communications Strategy Framework attachment](#)) and the re-branding process, a working group should be established to oversee and drive the project. Corporate image and re-branding is a significant task that needs to be undertaken in line with the key milestones of the reform stages. Establishing the Working Group as soon as possible with clear terms of reference (TOR) is essential. Key tasks for inclusion in the TOR could include (not exhaustive list):

- Time lines
- Project scope
- Budget
- Procurement of service providers (to develop new image and for re-branding e.g. uniforms, signage)
- Consultation with community and employees
- Marketing and PR plan for new image launch
- Schedule for roll-out of re-branding corporate assets

Inventory for re-branding:

Below is a checklist of corporate assets that carry your corporate identity. The checklist is not exhaustive, but it's a good starting point. Don't forget to meet with team members from across the organisation to ensure that all relevant collateral is identified for re-branding. The changeover process will be lengthy so expect to have some of the original branding still in place after the Commencement Day. To assist in managing the workload and prioritising the inventory, develop a staged implementation plan for re-branding so that key customer touch points and internal collateral are addressed first.

CHECKLIST

Inventory for re-branding:

Staff:

Uniforms and all complementary items

Media:

Launch: Develop a re-branding campaign
(Marketing Dept will manage this)

Intranet:

Content, images

Social Media:

Accounts (Twitter, Facebook, LinkedIn, YouTube)
New graphics
Notify all your friends and followers
Advertising

Marketing Materials:

PowerPoint templates and presentations that are still in use
Word templates
Brochures, flyers, education materials, other print
Trade show booth
Poster presentations
Case studies, white papers, customer testimonials, etc.
TV and radio spots if applicable
Digital banner ads if applicable
Newsletter/e-newsletter templates
Videos and product demos
Customer-facing training materials
Promotional items (pens, notepads, etc.)

Website:

Content
Images
On-page search engine optimisation (SEO):
Titles, Keywords, Meta Descriptions
Cross browser checks
Web feed (RSS) links
Business directories
Web directories
Partner listings
Update your listings in applicable online directories.
Send updated logo and name/descriptions to any partners, networks etc.

Signage:

Administration building signage
Trades show signage
Building signage
Street signage
Welcome statements
Vehicles
Public notice boards etc

Email:

New email addresses
New email signatures
Email template
Launch email notifying customers

Print and Collateral

Name badges
Business cards, email signatures and addresses
Info sheets
Letterhead, envelopes, labels, folders, coversheets
Mail-outs, posters
Telephone greetings and messages, including:

- Outgoing voicemail greetings
- Standardised greeting when answering live calls
- “on-hold” messaging
- Answering service/after-hours call centre greeting
- Outgoing caller ID

Business Units:

Prepare inventory specific to each business unit
Customer Service: Prepare an inventory of all customer information