

REBRANDING

THE FREEDOM OF A FRESH START



A WHITE PAPER

Contents

- 1 Rebranding: The Freedom of a Fresh Start
- 2 Executive Summary
- 2 Strategic Plan of Action
- 3 When to Rebrand
- 4 How Long Does this Take?
- 6 New Brand? Use It Well
- 7 The Path to Rebranding
- 12 Culture: What My Brand Says About Me
- 13 Closing Thoughts
- 14 About Your Sponsor

1

Rebranding: The Freedom of a Fresh Start



Origo.ca

2

Executive Summary

There is nothing more important than picking a team you can trust and then truly trusting them to deliver.

You may have been thinking about rebranding for a while now, wondering if it's the right time, if it's a good investment, and perhaps, just how long it will take. With a great plan, great partners to help you, and enough brainstorming, rebranding really can be a painless process and a worthy investment.

Strategic Plan of Action

Reintroducing yourself to the world through a new branding campaign is both an exciting time and a frightening time. Lay your worries to rest by giving yourself enough time to plan your move thoroughly. Put your thoughts together in a way that allows you to clearly communicate with your rebranding team, and pick your team well.

Communication

More than anything, communication is the key. Remember that the individuals in your creative team are professionals. They take criticism. If you don't like something - say something. Even if you can't put your finger on it, say so. In the end, all the parts fit together. If one part isn't just right, then the whole result isn't right.

Creative Team

There is nothing more important than picking a team you can trust and then truly trusting them to deliver. Do your homework, and whenever possible, pick a team that has all the pieces in one place. Printers have great graphics personnel and digital creation resources, in addition to their print services. This is one place to have all of your creative needs met together with clear knowledge of each element's purpose. This is an instant team communication solution where everyone understands the end result perfectly.

Shout It Out Loud

Announce, announce, announce! You will have just done an incredible amount of work preparing and implementing your new brand, so make a big deal about it. Get excited and your customers will feel excited, too. Use the launch to create buzz and new opportunities to get your name and product out there. Your creative team will have ideas about this, from print to social media. This is the time to go big!

3

When to Rebrand

Creating a game-changing new product sometimes demands a new look to emerge with it.



When is it the right time to go through the process of rebranding your business?

Old as the Hills

Companies that have been around a while may find that the logo that they created 30 years ago is just not standing up against the test of time. Perhaps the colors and fonts are outdated or the overall shape and texture of the logo is a throwback to another era. One thing that can sometimes make a brand look dated is color choice. Remember, orange and brown were a great color combo in the disco era, but current tastes might not find it so appetizing.

Merger or Acquisition

Companies joining forces can be a perfect time to rebrand - assuming that one company is not simply swallowing up the other. There is a reason they're merging and that reason can be the blueprint for a new identity. Sometimes merging two company logos will naturally fit as a sort of hybrid, but most of the time, a whole new logo is a good start for this type of new brand identity.

New Product Line

Creating a game-changing new product sometimes demands a new look to emerge with it. Whether it's new to the industry, or just new to your company, a brand that matches a new product's appearance is always a sure bet.

New Personnel

Hiring a new go-getter CEO can merit a change in your look. New personnel often bring a whole new culture to your company, which means your company could be ripe for a new identity.

New Location

Since moving into a new building can be filled with many opportunities to build new signs and print new marketing materials, it's a perfect time to rebrand your business. The same goes if you're moving into a new product or service area as your business expands into a new market.

Reputation Reboot

Let's face it; one bad employee or one bad decision has the potential to damage many years worth of hard work. Worse than that, one angry customer, who you didn't even know was angry, could upset the entire apple cart. An unfortunate reason for a branding redo is to fix a reputation debacle.

No matter the reason for rebranding, planning is the key.

4

Pace: How Long Does This Take?

How fast or how gradual your transition to a new look takes is different for every business. There are some businesses that take years of planning for this transition, and some that require an almost overnight change. The majority fall somewhere in between, with the ability to take a few months to a year to plan and implement a change.

To figure out what is right for you depends on your style of decision making. If you like to get opinions from others, you may take longer to transition. If you are a one-person shop, your transition might not take as long. No matter the situation, count on dealing with other people who are designers or writers, as well as implementers like print shops and web firms.

Plan

A smooth transition takes a well-thought-out plan. Planning includes figuring out the who, what, where, when and why questions. It includes communication between all parties involved. The right hand has to know what the left is doing and vice versa.

If you take enough time to plan, then all the parts and pieces involved will fit together properly.

People

Picking the right people for the critical pieces of the process will ensure a successful transition. It doesn't need to be said that picking the wrong people can railroad the whole process. Do your homework. Look at portfolios. Ask a lot of questions. Talk to their customers and figure out if they're the right fit for your working and decision-making style. This should be more work than just liking their portfolio.

Products

For your transition to a new look and feel, consider what pieces need to be created for the process. Where you get these products fulfilled can make a difference in picking your team. A print shop that has designers on staff with both digital and print capabilities can often help with correctly designing for the products that you know you are going to use.

5

TIMELINE

Ask yourself how much time you think you want to take and then add 30% more. There are always surprises along the way that you should be ready for.

⌚ Brainstorming Time

Never underestimate the time that you should take coming up with and working through ideas. Any designer you work with will want to understand fully what you want. If you don't understand what you want - there's no way they will. Being prepared with examples that are well-thought-out, or being able to articulate your thoughts about your brand are the key to receiving a well done rebrand.

⌚ Design Time

Designers are not magicians. If you haven't prepared to give your designer a great roadmap to your new brand ideas, it may take more time for the designer to come up with tangible ideas.

⌚ Redesign Time

If you give designers great insight into what you want at the beginning, you'll lessen the amount of redesigning they need to do. You'll waste a lot of time redesigning if your initial instructions were "be creative." That is the death knell to your timeline. Don't assume your designer can read your mind.

⌚ Construction, Printing, Coding Time

Give the experts time to do their work. Every shop is different and works under different time constraints. However, without any last minute changes that you add to the process, the timeline they tell you is going to be pretty accurate. This is, after all, what they do.

⌚ Regroup

Often, if you're using multiple businesses to create all of your individual pieces from design, to print, to video, to web, you may need some time to let all the work come in. Then, you may need some time to make sure everyone that you outsourced to is all coordinated.

⌚ Unveil

How do you want to make the big reveal? Grand re-opening party? Or do you want to be stealthy about it and not make it a big to-do? This is a great marketing opportunity and a chance to attract many new customers.

6

New Brand? Use It Well

It may seem simple to transition your logo from print to web, but not all logos can make the journey seamlessly.

The modern uses of logos, slogans, and overall brands make certain parameters necessary. Digital marketing has created new norms that have changed traditional marketing techniques and opened up a whole new Pandora's box of possibilities. When older brands don't fit the mold of modern uses for marketing and promotion, a rebrand becomes a smart option.

Print

Digital printing has made it possible to put your logo on pretty much anything. It has also fiercely reduced the overall cost of print materials that are full color. Back in the day when you needed some quick flyers made up for your kid's school play, a black-and-white flyer was about all that was in the budget. Now, it is no problem to have full-color flyers printed for about the same relative cost as the black-and-white flyers were 30 years ago.

The printing options available to you today for even a reasonable budget allow you to present your brand in every hue known to man. Put a full-color photo on your business cards. Add a gradient to your letterhead. Put a life-sized image on your window cling. The possibilities are endless.

Next, imagine your logo on top of your colorful images. If it looks blah, it's time to think about reworking your brand. When the rest of your printing is full of lively, colorful possibilities, then your brand should match.

Web/Mobile

It may seem simple to transition your logo from print to web, but not all logos can make the journey seamlessly.

Consider the trends in social media. Most social sites will reduce your profile image to a square. If your logo was created before mobile devices and social media, it probably doesn't do "square" very well.

Video

A large part of brand awareness happens through video. How well does your logo fit in the corner of a video? Are there too many words in your logo/company name that it doesn't look natural in a micro size on a YouTube video?



7

The Path to Rebranding

No matter your reason, the process you take to rebrand your business and identity is unique to your needs and your reasons. There are many factors to consider, from the visual reasons to the cultural changes; they all need to fit together. Time is the common element. It takes time to discover, design, and implement anything new. You may have the luxury of taking your time to get it right, or you may need it all to happen as soon as humanly possible.

Logo - Simply Say It Visually

Deciding on the visual representation of your company can be the most difficult decision. Do you go with what is trending right now for color and shape? Do you pick an image from your industry or use only words? There are so many things to keep in mind that often logos become too cluttered with trying to say too much.

Try to keep the visual representation of your business simple. Simple prints better. Simple keeps digital clutter at bay. Simple is successful. Some of the most successful companies in the marketplace today have very simple logos. Disney, for example, is six letters. Nothing else. There's no need to include any other representation of their business but the word. Disney has so many parts to their business that if they tried to represent what they did, it would have to include so much clutter that the logo would get completely lost.

A Picture Paints a Thousand Words

Including an image of what your business does is usually the first idea when developing a logo. It's the most common logo design route, although keep in mind that it does not always have the greatest impact. Creating an image of your industry as your logo can sometimes backfire as your brand starts to blend in with the crowd.

A better way to stand out is to come up with something that may create the feeling of your industry without being a rubber stamp of it. For example, NBC's logo is a peacock with a rainbow for tail feathers. The peacock has nothing to do with television, however, in 1956, when a peacock first appeared in the logo, the colorful tail feathers represented the fact that NBC broadcast in full color.

Tips for using a symbol in your logo:

Abstract

Don't be afraid to stray away from reality a little bit. Symbols should evoke a feeling or an emotion. What do you want people to feel when they think of your business? An abstract representation of that feeling can help you stand out of the crowd.

Simple

Keep the symbol simple and clean. Don't try to say too much with it. A cluttered logo cannot elicit the positive emotions you want to convey to your customers.

Opposites Attract

Look what symbols are common in your industry and try to do the exact opposite - with style.

Use Your Words

Using your business name as your wordmark logo is sometimes a better fit than trying to design the right symbol. Name recognition is easier to do with this style. The key is to make sure that your logo is clearly readable and has some unique qualities that will make it recognizable. There are some very successful examples that use word-only logos that are known the world over. Take Coca-Cola, which is the most recognized logo in the world. Even new companies like eBay or Facebook are great examples of using a wordmark that stays simple, readable, and recognizable.

blurain

Fresh Water Systems



blurain

FRESH WATER SYSTEMS

blurain



blurain

Fresh Water Systems



blurain

FRESH WATER SYSTEMS

Tips for using wordmark logos:

Font

Make sure your font is readable. Script fonts are fun, but they can be very hard to read. If you must use a scrolling, fancy script font, find the balance between using the first letter with a wild font, and the rest of the words as something recognizable, like Coca-Cola. Don't make your audience work hard to read your name.

Small Symbols

There is often room in a wordmark logo to add a unique twist to a single letter. Disney dots the "i" with a unique swirl. Pinterest uses a unique "P" that looks like a pin tack that transitions well for digital uses.

Slogan - Your Business in a Nutshell

Achieving unforgettable taglines or slogans are any marketer's dream for their brand. They can add immeasurable value and dollar signs to your bottom line. It is surprising how many businesses struggle to get this one right. Your slogan is something that can help people remember your product or service, which in turn helps people share your brand with each other. Think of it like commercial jingles. There are some jingles that you will never forget as long as you live. Wouldn't it be amazing to have a slogan with the same power?

Steps to Create a Great Slogan

1. It's all about action.

Think of great action words that represent your work, product, culture, or philosophy. Action equals doing. "We know we're the best at what we do" is not action. "Know" is not something that a person can "do." Some great action words are: deliver, transform, repair, acquire, boost, and unite, as well as many more great words to choose from.

2. It's not about you.

Slogans are about the customer. Yes, they are about what you do, but if you focus on the "we" and not on what your customer is going to get, then you're missing the power of a slogan. One of the most famous and extremely successful slogans is Nike's "Just Do It." They don't say "my shoes will help you just do it." Eliminate all references to "I" or "we" or "my" in any of your slogans.

3. Keep it short.

Some of the best slogans are less than 5 words.

- Lego - "Play On"
- Apple - "Think Different"
- LG - "Life's Good"
- Panasonic - "Ideas for Life"
- Walmart - "Save Money, Live Better"
- McDonalds - "I'm Lovin' It"

Just remember that when it comes to creating a slogan, you're really going for excitement, in addition to short and precise. Some of the examples above are effective at getting customers excited about the brand just by how it makes you feel when you say the words out loud. Without being attached to the brand, any one of those phrases, if said aloud, incites an emotional response. They are meant to make people feel, or remember a feeling. Does your slogan elicit a feeling just by the phrase itself? If it does, you know you're on the right track!

Evangelize with print.

What to do with your slogan.

Just like placing your logo on everything you print, your slogan should also be everywhere. It goes without saying that you would want to put your slogan on everything from business cards and brochures to letterhead and postcards.

Evangelize with print.

✓ **Banners** - The perfect place to emphasize your slogan, as there is not much room on a banner. It's not an appropriate place to write a novel. Your slogan is a precise way to evangelize your business.

✓ **Invoices** - With the powerful, positive emotions your slogan elicits, remind customers of how great you've made their life when they're paying the bill!

✓ **Notepads** - Paper has a nostalgic quality, and receiving a notepad with your slogan on it will reinforce your customer's positive emotions when they write a note and think of you.

✓ **Coupons** - Who doesn't want to save money? Here's another example of the combination of a positive, powerful slogan being paired with another positive reminder of your business - saving money!

✓ **Magnets** - Not only will your slogan look great, your business will stick in your customer's memory as your magnet sticks on their fridge.

✓ **Window Clings** - Whether it's on your vehicle windows or your business windows, this space is screaming out for some dressing up. Your slogan is a perfect adornment to that plain, glass surface.

GO DIGITAL

Every digital marketing endeavor must also include your slogan. Creating your cover image for social media sites should include your slogan, as well as your email signature, and even your video splash screen is a perfect place for your awesome new slogan!



Social Media Cover Images

Make sure that all of the social media sites you use to spread your brand awareness also include your slogan on your cover image.



Website

Make sure you not only include your slogan on your website but also include a story of what it means to you and why it embodies your company.



Email Signature

This is the perfect opportunity to remind everyone that corresponds with you exactly what you do or what you stand for. Think of how many emails you or your employees send every day. Capitalize on each and every one of them with your slogan as part of your signature line.



E-newsletter

This is a perfect location to include your slogan. The people who have subscribed to your newsletter are the most likely to be your brand evangelists.



Video Splash Screen

Every video view is in front of a captive audience who chose to click play. Make sure to include your slogan on every video.

Culture: What My Brand Says About Me

Your brand is your culture and your culture is your brand. There should be at least a hint of your company spirit in the visual representation of your brand. You can tell people things until your face turns blue, but if people can “see” it in your branding, you will have struck gold.

Culture is so important to get right. You strive to have the right people working for you and with you. You try every day to make sure you’re attracting the right customers, and when people look at your brand, you want them to instantly know they want to do business with you.

This is not a pipe dream!

Visually, you tell people what you represent ALL THE TIME. It is the simple difference between printing your postcards on your home printer versus having them printed at a print shop. It is the difference between taking photos of your products with your phone versus bringing in a photographer who understands visual composition and storytelling with images.

You tell people how much effort you put into your product and service by how much effort you put into your brand representations.

A well-known orthodontics practice in a west coast town transitioned ownership from father to daughter after the father’s retirement. The business was doing well before he retired, but the daughter wanted to make some branding changes. The business first opened in the early 80s, and though the decor had changed a few times, the branding hadn’t really gotten much attention. Now, with a new owner, the name had to change slightly. The daughter took her father’s first name off the title and kept just the last name in place. She felt that this change both honored the practice her father had built and opened the branding up for the changes she wanted to make, while still keeping their name recognition in place.

Her first step in rebranding was to include a nurturing feel to the color scheme of her logo. She chose a modern gray and sea blue combination that matched the ocean not far from her office, as contrast to the brilliant blue her father had used previously. She hired her local printer to help her rebrand, including her website, ensuring continuity of brand and making sure the site was mobile friendly. She made sure her social media also matched the new brand. It wasn’t long before her practice started seeing new faces. Her new branding efforts inspired some new paint in the office, new seating, and inspired a new outlook in the office. Sometimes, that is all that is needed to attract new clients.

New customers remarked that they knew her father was retiring and wondered if the business would also close. They saw the new look she had created and were happy she was going to carry on the legacy. By taking the time to create a new look and feel, her community understood that she was going to be here to put braces on their kids for a long time to come. It held the power of trust and reassurance for their community.

Closing Thoughts

This is not a task to be taken lightly, nor is it something so sacred that you must be rigid in the process of development.

Rebranding is a strategic part of your advancement as a company and in making you a recognizable member of your community. This is not a task to be taken lightly, nor is it something so sacred that you must be rigid in the process of development. Flexibility and communication are the key.

Remember, you're working with real people – from designers and print providers to your actual customers who make decisions about where to spend their dollars. All the postcards, business cards, flyers, window clings, websites, and videos are reflections of the effort you give to creating your brand. It all matters.

Picking colors is the easy part. Picking the right team, the right symbol or font, the right slogan and the right delivery method take work, planning, and communication. Let this guide help you sort through the process to come up with a working plan to create the new you - a brand that stands the test of time and trends.



About Your Sponsor

We created this white paper on rebranding to help you through the process every step of the way on your rebranding journey. Our creative team is here to offer everything you need to reintroduce yourself to the world.

When you come to us for help with rebranding, we have creative people who work to bring your ideas to life. We are a one-stop-shop for all of your marketing needs. We understand how all the pieces fit together, from logo to slogan to the final marketing pieces. We are great at branding services and will help make this incredible process as painless as possible.

When you are ready to rebrand or create your next marketing campaign, look to us for expert service, expert advice, and great ideas for your print materials. We are here to serve you and help you build your brand. Contact us today.

Contact Us

Origo Communications
20-4480 Chesswood Dr
Toronto, ON M3J 2B9

416.398.7678
Origo.ca