

Rebrand Rollout Checklist

A non-exhaustive list of everything that needs to be updated before launch day.

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WEBSITE & SOCIAL MEDIA

- Header logo & favicon
 - Internal portal
 - Social icons & banners
 - On-page search engine optimization (SEO): Titles, Keywords, Meta Descriptions, URLs, alt text, etc.
 - Business directories & web directories
 - Partner listings
 - PPC ads

INTERNAL MATERIALS

- Email signatures & template
- Name badges
- Business cards
- Any labeling on company-owned property
- Interior design
- Pens, t-shirts, and other swag items

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MARKETING & SALES

- Sales sheets
 - Presentation templates (PowerPoint, Keynote)
 - Press release boilerplate
 - Word templates
 - Brochures, flyers, education materials, other print
 - Packaging materials
 - Trade show booth
 - Case studies & white papers
 - Newsletter/e-newsletter templates
 - Videos and product demos
 - Info sheets
 - Letterhead, envelopes, labels, folders, coversheets
 - Telephone greetings and messages
 - Media kit
 - Signage

HR & LEGAL

- Hiring, onboarding & training materials
 - Employee handbook
 - Job descriptions
 - Employee agreements
 - Tax documents, pay stubs & accounting software
 - KVK / chamber of commerce
 - Contracts
 - Statements
 - Invoices
 - Trademarks

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