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SIGNS IT'S TIME FOR A REBRAND

1. YOUR BRAND WAS TRENDY, NOT TIMELESS

You can start to look outdated and irrelevant, really quickly. If you're looking at your brand identity and thinking it looks 'dated' that is a sign you're ready for a rebrand- preferably to one that is timeless and can grow as you grow. Trendy brands tend to only do well for as long as that trend is around.

2. YOU ONLY HAVE ONE VERSION OF YOUR LOGO (AND NOT MUCH ELSE)

An incomplete brand doesn't help you scale your business. If you only have a single logo in the form of a circle, two to three fonts you aren't sure about, and colors that do not have exact hex codes. This is a recipe for brand chaos, not cohesion. Ask yourself: Can my logo be printed on a pen? Can it be manipulated to fit appropriately in a long skinny sign? Or is it so long an skinny, that it can't be stacked to better fill out a social media profile picture. As much as the visuals are essential, so is the strategy you use to connect with your audience. If having a complete brand with every possible file type so you can launch on your platforms with consistency sounds like the dream, then it's time for a rebrand.

3. LOSS OF EXCITEMENT

In the same way a new haircut or outfit can ignite a "pep in your step", or give you new confidence to carry yourself a different way, a new brand can do the same for a business, and on multiple levels. A new brand can create excitement for the owner, the team, and the community.

4. YOU DO NOT STAND OUT FROM YOUR COMPETITORS

A brand should be unmistakable. One of the best ways to make sure this happens is by identifying your brand story so you can illustrate brand identity. People need something they can relate to and identifying your unique brand personality can set a solid foundation for your brand to grow because you stand out from your competitors.

5. YOU MOVED OR EXPANDED

If you have changed locations or expanded your team it might be time for a rebrand. For example, if you named your business something related to your geographical location (First Street Barbershop or Lufkin Breads) but you've since moved or expanded. Or maybe you named your company after your own name (Crystal & Emily's Marketing Agency) but you're expanding and bringing on a team, so you might be ready to rebrand in order to encompass an agency and not just an individual.

6. YOU HAVE PIVOTED YOUR BUSINESS

If your business recently took a turn in a new direction, this might be a sign you're ready for a rebrand. Pivots could be a change in the services you offer or a significant rate change. Are you a high end, luxurious brand, or known for having very affordable options. Both of these will affect the way clients interact with your brand, and you may need new visuals to help clarify your pivot and appeal to your target demographic.

7. YOU'RE A LITTLE EMBARRASSED BY YOUR VISUALS

If you're not proud to hand out your business card or send an email with your signature graphic at the bottom you might be ready for a rebrand. Your visuals, including your logo and website, should be something you love and are proud of. If you find yourself telling people to 'only look at my Facebook' and not your website, then it is definitely time to invest some money into your rebrand and website redesign to ensure you're keeping your client traffic and not handing it off to another platform.

8. YOU'RE UNSURE ABOUT RAISING YOUR PRICES

Raising your rates is a major decision and your brand might be holding you back. If you feel like your business doesn't 'look' as luxurious or high end as the rates you want to charge, then it is time for a rebrand. Your brand says so much about you including the type of client you want to work with. If you want a client with a bigger budget, we can rebrand to help get you one.

