



PHOENIXFIRE
Design & Consulting

THE REBRANDING GUIDE

The What, How, & Why of a Rebrand



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START HERE



More and more our customers' understanding is being determined by our media-centric lives. The adage that perception is reality has never been more true. Because of this, your brand is your company's most valuable asset. Why? It's how your organization is perceived by your customers, and the larger community. One way to think about your brand is this — What do your customers say about you when you're not in the room?

Branding allows you to help shape that conversation and the customer's perspective reality. It influences the way they interact with you, the way they refer you, and your bottom line.

Rebranding is especially important when your organization is experiencing rapid growth or adding locations and service lines. It is one of the soundest investments you can make in the future of your organization.

In the following pages, we will walk you through the process that Phoenixfire Design & Consulting uses for rebranding projects.

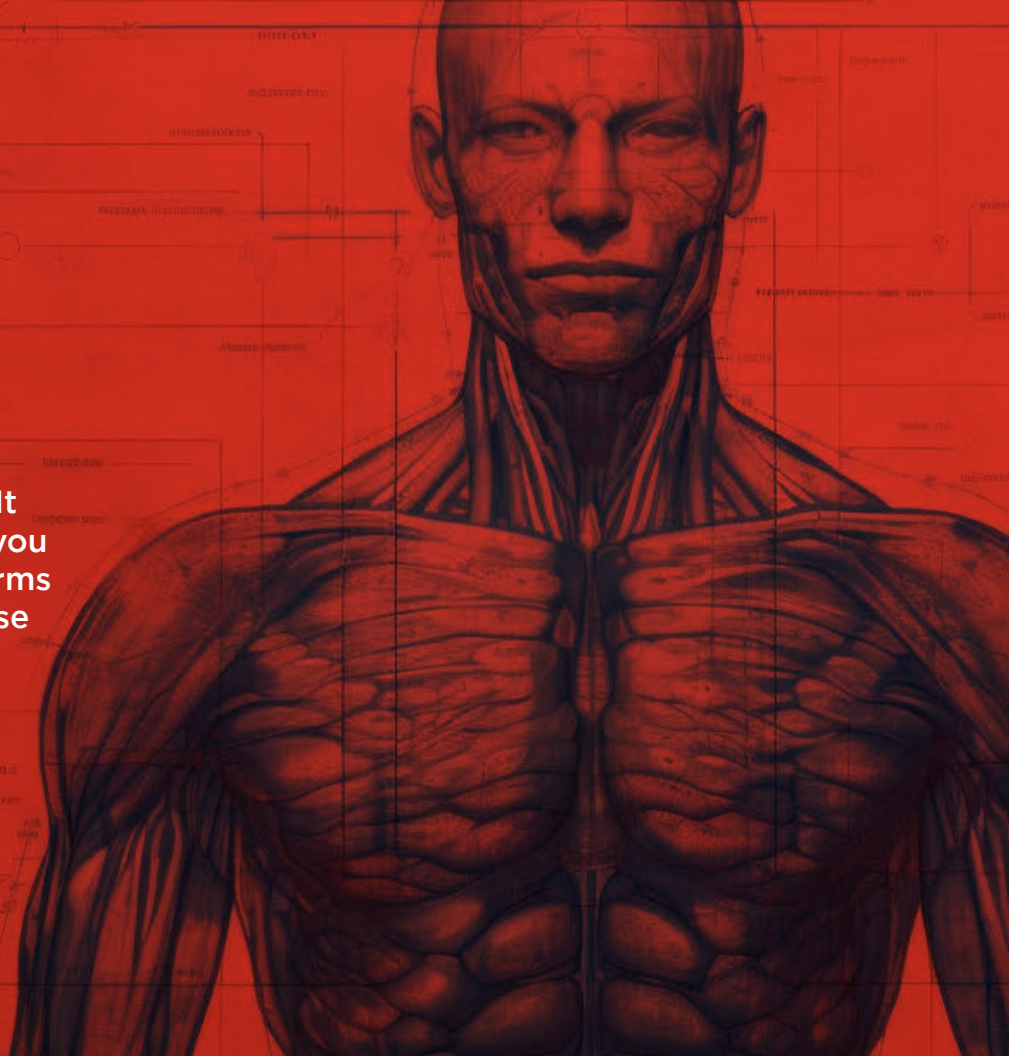
We'll Cover:

What is a Brand | Why Rebrand Now | Rebranding Levels | How Long & How Much | Return on Investment | Process Phases | Brand Team & Decision Makers | The Right Partner is Paramount | Next Steps | Other Services | We Believe

Let's get started.

What is a Brand

A brand is the total of the experiences and connections people have with your business. It covers everything from the way you talk about a service, to the uniforms that staff wear. The colors you use and the community partners you work with can affect your brand, even if people don't realize it.



Your Living Brand

One of the most useful ways to think about a brand is as a person, with their own personality, values, & actions. People are attracted to brands in the same way they are other people.

Do you like their personality?

Do you think they are attractive?

Do they hold the same values as you?

Great companies realize this & build brands that connect on a human level, brands that emotionally connect with the customers they are trying to attract.

Why Rebrand Now

- ✓ Lack of Consistency
- ✓ Lack of Differentiation
- ✓ Your Story Is Not Being Told Well
- ✓ Outdated Image
- ✓ Expanding Markets, Products or Services
- ✓ Maximizing Market Opportunities



Rebranding Levels

We offer three primary levels of rebranding. **Brand Refresh** | **Brand Reboot** | **Brand Overhaul**.

Each project is different, just like each business is different. These levels are a starting point to give you an idea of what all things a rebrand can (and should) include.



Brand Refresh

Basic branding, good for small or new companies that need a good foundation but funds are limited. Most companies that start here, do so as a stepping stone till they are at a place to do a larger project.

- Brand Discovery
- Visual Identity
- Marketing Collateral
- Website
- Base Messaging
- Brand Guidelines

Brand Reboot

Best suited for a small to medium-sized company. You're an established growing organization but have issues that are impacting your brand. The issues/opportunities lie beyond that of just an outdated logo.

- Brand Discovery
- Internal Research
- Brand Audit
- Brand Positioning
- Visual Identity
- Marketing Collateral
- Website
- Messaging
- Photography / Video
- Brand Guidelines

Brand Overhaul

Best suited for a medium-to-large sized company. You're an established business. Brand needs are complicated by the size and complexity of your business model.

- Brand Discovery
- Internal Research
- Customer Research
- Brand Audit
- Brand Positioning
- Brand Architecture
- Visual Identity
- Marketing Collateral
- Website
- Messaging
- Photography / Video
- Brand Guidelines
- Brand Roll-out



How Long & How Much

It Is The Question Everyone Has & The One With The Most Unsatisfying Answer.

A lot goes into pricing and timing on a rebrand. There are a couple of things that factor highly into the final price and timing though.

First, how established is your brand? Does your company have a wide customer base, a recognizable logo, and widespread brand awareness? Or, are you a newer company still building your reputation and market presence? The difference between the two is huge, but not necessarily in the way you might think. Obviously, with a larger company, there are significantly more elements to consider, and this affects both the scope and timeline of the rebranding process.

More importantly though is factoring in risk. The risk difference between the two is

massive. The first company requires much more strategy, planning, and implementation to get it right. In addition to that the cost of getting it wrong is significantly higher.

Just like a good rebrand has a return on investment, a bad rebrand has a cost. Those costs can come from a lot of places like reputation harm, customer distrust, direct financial losses, opportunity costs, not to mention the development costs of the new brand that isn't working, and even potentially lawsuits. It is why working with the right team is so important, and why prices are all over the map. If someone can give you a rebranding price without knowing about your company they shouldn't be a serious contender for the project.

**IT DEPENDS
ON THE
MAKE
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& WHAT
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IF IT ISN'T
RIGHT.**



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Return on Investment

A “*ROI of Rebranding*” study by Landor & Fitch concluded that a well-executed rebrand can be a valuable investment for businesses of all sizes.

A well-executed rebrand can increase -

- **Brand awareness by up to 20%**
- **Customer loyalty by up to 10%**
- **Boost sales by up to 15%**
- **New customers by up to 5%**
- **Employee morale by up to 10%**

A powerful rebrand gives you the foundation for confident expansion and growth in every aspect of your business.



Branding Phases

1 Research

Audience Segmentation, Internal Brand Research, Persona Development, Empathy Mapping, Brand Audit

2 Strategy

Strategy, Positioning, Brand Architecture, Messaging, Tagline Development

3 Identity

Logo System, Color Palette, Typography, Iconography

4 Expression

Websites, Copywriting, Photography, Video, Collateral Development, Packaging, Signage

5 Alignment

Brand Guidelines, Training, Management, Activation, Roll-out



Brand Team & Decision Makers

Workshop Team

Team members from multiple departments that would be part of the workshop and discovery processes (Generally 5-10 people)

Branding Team*

Internal team who can, on a day-to-day basis, work with the Agency to be the company's voice in the branding process (Max 3)

Final Decision Maker(s)

Person who can give final sign off and approval when required. (Ideally 1). This person should be comfortable saying this is what we are going with. Too many viewpoints will compromise the process.

***It is absolutely necessary to have someone with final decision making power to be part of the Branding Team.**



The Right Partner is Paramount



Working with the right partners is exceptionally important in a rebrand. Deep understanding of branding as well as your company can help mitigate the risks of the project.

Top things to keep in mind -

- **Do your values & culture align?**
- **Are you working with senior level talent?**
- **Do they have a deliberate & methodical strategy?**
- **Do they excel at creative execution in a variety of media?**
- **Do they have the ability to leverage advanced technology & design?**
- **Are they nimble & adaptable to change?**
- **Are they able to see the bigger picture?**

**LET'S BUILD
SOMETHING
BEAUTIFUL
TOGETHER**



Other Services

GRAPHIC DESIGN

We are committed to delivering graphic design services that go beyond just aesthetics. We believe that great design should not only look beautiful, but also serve a purpose and elevate your business in meaningful ways.

DESIGN SPRINTS

A design sprint is a methodology that helps teams to solve complex problems through a rapid prototyping session. The process is based on the principles of innovation and iteration, and it involves a structured approach to problem-solving.

INNOVATION

Innovation as a service provides businesses with a unique combination of expertise, collaboration, focus, flexibility, and speed that can help achieve long-term goals. It can be a high differentiation point between you and your competitors and should be part of any truly holistic design plan.

STRATEGY WORKSHOPS

Design strategy workshops are powerful tools to help businesses grow and thrive. These workshops help you define your goals and identify your ideal customers and unique selling positions. Additionally, they are also great at creating a road map to help keep you on track.



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WE BELIEVE

"These are the core beliefs that guide each and every project we work on. They allow us to always strive for a better outcome, for new ways of doing things, and to use design to make things better for everyone."

WE BELIEVE IN THE POWER OF DESIGN

Good design is problem solving. At our core we believe in the transformative power of design. It is more than a mere visual element. A design-driven company expresses itself succinctly, benefits from its investment in all aspects of the business, and experiences a sea change within the organization.

WE BELIEVE IN FORM AND FUNCTION

Louis Sullivan once said that "form ever follows function" and that rang true for the last century, but today form is part of function. A technically superior product, or company, can easily play second fiddle to a competitor who has a better handle on their design. Function without form is unsuccessful, the same is true of form without function.

WE ARE VALUABLE

Unlike most professional firms, we don't track our time when we work with you. The simple reason is that time tracking takes the focus off the quality of the final product, and lays higher importance on the amount of time it takes. Would you prefer a piece that took longer to produce, but hit all of the design elements you wanted, or a piece that was only half baked because you ran out of hours? It's a flawed system where one party always loses. We believe our customers want us to offer

real value... whether we spent 3 hours on your work, or completed a 10 month long project with you. We know creative investment, not a time sheet, makes a project successful. So our fees will be based on the mutual understanding of what that value is to each of us. From there we bring our expertise, raw talent, ideas, and knowledgeable experience to every project.

WE ARE NOT FOR EVERYONE

We are not the right firm for some. While we truly believe in the way we have chosen to serve our customers, we acknowledge that it may not be the right fit for everyone. It doesn't mean that someone is right or wrong, it just means that we are different. We approach our projects from a unique perspective because we feel that produces our best work for each and every client. So we'll take the time to measure for fit before we enter into a relationship. We think you will ultimately

benefit from that, and find value in this belief. We love customers who will join us in conversation to achieve our mutual goals. Are we for you? The easiest way to find out is for us to sit down and have a conversation about what you are trying to achieve, and how we can help.

WE ARE EXPERIMENTAL

We are a firm that is deeply committed to learning. As we learn, we grow. This learning drives experimentation in tools, styles, and processes. We want to explore and discover new values we can bring to the world, and new ways to leverage the power of design.



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