



Under Construction!

FAQs

Why are we introducing a new brand (or rebrand)?

[Include market or research information]

When exactly are we launching, and is there a date?

[Include important dates and logic behind them such as financial reporting calendars]

What are the other dates relevant to the brand introduction?

[Date] – [Explanation]

[Date] – [Explanation]

[Date] – [Explanation]

What will change as a result of the change?

Is there a new name, and has it been decided?

How and why was the new name selected?

Will there be a logo change?

Will all logo items change?

[Provide timing and identification of items]

What if a customer or vendor asks me about the new brand/rebrand?

[Provide a statement that is clear and easy to use while still providing the appropriate information.]

If you are contacted by any press or analyst / consultant, please direct all inquiries to:

[Name & Contact Details]

How are we going to inform our customers and partners?

Where can I go to get the most up to date brand information?

[Include location of brand standard guides and the tools they will have available]

Does this branding change also mean a change in our business strategy?

[{Yes/No}. If the the overall business strategy of the company is changing, explain how and any impact they may experience.]

Who is working on the brand project?

[Include all departments so there is a clear message that this is an organizational change and not something just coming from marketing]

How quickly is the change happening?

[Include timing as well as anything they might start seeing and when]

When will I get my new business cards, id badges, stationery, etc?

[timing and what to do with existing supplies]

Will we get new uniforms?

Will my email address change?

[Include any information regarding redirects and existing addresses.]

When will signage be changed?

When will the website be updated?