

# your rebranding toolbox

Anita Brightman, principal of A Bright Idea, outlines eight factors CEOs should consider when undertaking a rebranding effort:



**ESSENCE.** At the core of every brand is one word or phrase that brand seeks to own in its constituents' minds.

**NAME.** A company needs a strong name with memorable qualities that refers to the product or service.

**TAGLINE.** This phrase captures the essence of the brand and provides a memorable line synonymous with the brand.

**POSITIONING.** This indicates where an organization falls in the marketplace.

**MESSAGING.** Key points that can vary by stakeholder group; all should serve to reinforce the brand essence, establish credibility and wherever possible, convey category leadership.

**LOGO/VISUAL IDENTITY.** The visual presentation of a brand image, which can include a logo, color palette and other graphic elements.

**STORIES/PEOPLE.** An important tool in bringing a brand to life is putting it in the context of real people an organization has benefitted. These people and their stories exemplify a brand.

**MARKETING COMMUNICATIONS.** Any marketing communications, from an email blast to a newsletter, need to reflect a brand and key messaging.