

# REBRAND QUESTIONNAIRE

Now that you've gone through the above, use this template to clarify the state of your existing brand, the extent of a rebrand, and anything you'd like to change going forward.

**Set on running a rebrand but need more than in-house support? GO! run cost-free searches for brands looking for an agency that can partner with them in the right way.**



# YOUR CURRENT BRAND

**Organisation name**

**What you do (2 sentences max.)**

**What are your strongest brand pillars? (3 max.)**

**What is your current brand heart?**

**How are you currently described by key audiences and clients?**

# YOUR CURRENT BRAND

**How has your brand changed over time? What's evolved?**

**Who are your target audiences? (3 max.)**

**How do you differentiate against competitors?**

**How would you currently describe your brand personality? Tick those that apply.**

Friendly  
Professional  
Formal  
Brave  
Calm  
Dynamic  
Complex  
Simple

Serious  
Fun  
Exclusive  
Accessible  
Luxurious  
Traditional  
Progressive  
Realistic

Understated  
Corporate  
Familiar  
Disruptive  
Busy  
Bespoke  
Steady  
Trustworthy

# CURRENT VISUAL BRAND

**What does your current visual brand communicate?**

**Does this align with your values/brand heart? Why/Why not?**

**What do you not like about your current visual identity?**

**How has your current visual identity evolved?**

# CURRENT VISUAL BRAND

**Do you want a new logo? What objectives does it fit?**

**Where will you use a new visual identity?**

**Should a new visual identity be 'evolutionary' or 'revolutionary'?**

**What 3 words should describe your new visual identity?**

"Produce a tight brief including 'why' you are doing this. What are you looking to achieve with the rebrand? What does your brand stand for and what will make you stand out? Keep it simple. Don't bring in too many stakeholders."

*Rebecca Cox - Account Director, Harrison Carloss*

# CURRENT WRITTEN BRAND

What makes you different? ("Our \* \* \* is the only \* \* \* that \* \* \*")

What's your current tagline?

What's your current value proposition?

What are your 3 primary selling points?

# CURRENT WRITTEN BRAND

What's your current brand personality?

What's your current brand tone of voice?

What types of content/comms do you currently use for sharing your brand story?

The GO! Network works cost-free with brands to connect them to agencies that fit more than just the filters. To have an initial confidential chat with the team, click below.

**GET IN TOUCH**

# CURRENT WRITTEN BRAND

**What would you change about your brand voice?**

**How do you want people to feel when they read your content?**

**What do you not like about your current written brand?**

**What do you need to communicate differently to hit your goals?**



# WHAT'S NEXT?

Now that you've completed the workbook, the next steps are flexible.

Whether it's gaining stakeholder buy-in, kicking off a rebrand project, or following up with more research, here's some final advice:

- **KEEP IT SIMPLE.**
- **DON'T BE AFRAID TO DRILL DOWN AND TIGHTEN UP.**
- **ENSURE YOU HAVE BUY-IN BEFORE MOVING FORWARD.**
- **TALK TO TRUSTED CUSTOMERS ABOUT THE PROJECT AND GET THEIR FEEDBACK WHEN YOU CAN.**

If you need any more resources, you can explore our additional resources and events for marketing professionals [here](#).

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**GET STARTED NOW**

**#every  
day  
counts**

