



# RE BRANDING CHECKLIST

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A GUIDE TO CHANGING YOUR CORPORATE IDENTITY

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## Changing Your Corporate Identity

A company's corporate identity is the overall image it creates in the minds of its employees, customers, competitors, investors, and community.

### Legal Entity Name Change

- Reserve new corporate name
- Change legal entity
- File applications for federal trademark (USPTO)
- File applications for foreign trademark registration in all countries doing business in.
- Register related domain names
- Rename existing Social Media accounts (Linked In, IG, Twitter, Facebook, Tiktok) -or- reserve name for new accounts to be set up.
- If publicly traded, comply with any additional requirements of the SEC (securities and exchange Commission).
- After implementation – update ownership information to new legal entity for:
  - Copyrights with the US Copyright Office
  - Domain name registrars
  - Social media accounts
  - Other IP registered in foreign countries (if applicable)
  - Google My Business Accounts
  - Advertising Accounts
  - Mobile Apps
  - Corporate email accounts and email signatures
  - Corporate voicemail - including employee mobile lines

**To Notify:**

- Banks and financial Institutions
- Employees
- Secured parties that have financial statements filed
- Tax Authorities – Federal, State, Local
- Professional Service Firms – Accounting / Law
- Insurance Carriers / brokers
- Vendors
- Suppliers
- Distributors
- Customers
- Logistics providers
- Landlords
- Trade Associations and organizations
- Memberships
- Sponsorships
- Utilities – Internet / Phones / etc.
- Post Office

**To Update:**

- Insurance Policies
- Contracts
- Leases / deeds / mortgages / property records
- Directory listings

## Graphic Devices

- Logo
- Colors
- Typography
- Rules on how to use
- Create Identity Standards Book
- Send new Identity Standards to:
  - Employees involved in advertising
  - Public relations
  - Sales and marketing
  - Corporate communication
  - Human Resources
  - Product design and development
  
- Website design and meta-data
- Stationery and envelopes
- Invoices
- Letterhead
- Print materials – brochures, flyers, etc.
- Business cards
- Advertisements
- Sponsorships
- Memberships
- Websites
- Social media accounts

## **Product Labeling and/or Packaging**

- Vinyl
- Lettering
- Paint
- Wraps
- Name Emblems
- Product packaging

## **Representation in Signage**

- Headquarters Offices
- Sales Offices / Sales Departments
- Manufacturing Sites
- Show Rooms / Retail Locations
- Delivery Trucks
- Company Vehicles
- Service Vehicles
- Retail Kiosks and Customer Facing Displays
- Event displays
  - Flags
  - Banners
  - Tents
  - Backdrops
  - Event uniforms

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