

# REBRANDING PROJECT

## OBJECTIVE

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To revitalize the brand identity for an existing company or organization.

## ASSIGNMENT #1.0: Research

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1. **Research many, but select FOUR companies or organizations (profit or non-profit) with outdated brand identities.**
  - a. Email me the names of the entities along with website URLs and a one-line description explaining why they need a brand identity revitalization.
    - List your favorite choices as options 1 + 2.
    - I will email you back recommending two options from your list that have the most potential.

*A few tips:*

- **Do not select a well-known entity.** Instead, please select one that desperately needs a refreshed look and one that has a lot going for it. For example, a student selected a hi-end umbrella company in China with limited exposure, created a luxury brand identity, and launched it in the United States.
  - **Do not select a local company** such as a cafe, pizza shop, or pet store. Think globally.
2. **Learn more about the selected entities and develop a SWOT analysis.** Read about the companies or organizations in the news and on social media. Find out what they do well (S = strengths) and not so well (W = weaknesses). Identify opportunities in their industry (O = opportunities) and foreseeable threats (T = threats) in their businesses.
  3. **Identify insights about the entity.** Once you have researched the company and its brand identities, articulate, “why does the entity need a brand identity revitalization?”
  4. **Be prepared to present your company choices.** Add a few images for each company and the SWOT analysis/insights on one page. Your presentation should be four pages—two for each entity. (See ID&INFO\_REBRAND\_Layout.pdf.) Combine the pages in one file and post as a PDF.

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## ASSIGNMENT #1.1: Analyze

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1. **Identify the reason(s) to rebrand the entity.** Based on the class lecture, what is the strategic business reason(s) for revitalizing the company's brand identity or organization?
2. **Locate the values of the organization.** Add them to the Analyze page. Make sure to use these principles to guide you when revising the brand identity design.
3. **Write a brief description of your brand identity strategy.** What elements of the brand identity still work? What do you propose to keep or revitalize yet still maintain brand equity? What do you plan on changing and why? (You will add this to the mood board in project 1.2.)
4. **Determine the target audience.** In the brand revitalization, who will be marketing it to? (You will add this to the mood board in project 1.2.)

## ASSIGNMENT #1.2: Ideate

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1. **Build a mood board for the revitalized brand identity.** Be prepared to orally justify why you are keeping existing or creating new elements for the identity.
  - a. [Top of page]
    1. [Entity name]
    2. Brand Identity Strategy (two to three concise sentences)
    3. Target Audience (based on revitalized brand identity strategy)
    4. Values (existing from the company)
    5. Attributes (characteristics of revitalized identity)
  - b. Images (conceptual and style direction)
  - c. Colors (primary + secondary)
  - d. Typefaces (primary + secondary)

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## ASSIGNMENT #1.3: Execute

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1. **Sketch logo concepts.** In your sketchbook or on paper, create a word map and several pages of thumbnails for a revised logo design. Develop sketches over three or more sittings (20-30 minutes each period). DO NOT include sketches on your mood board. Be prepared to share them in class.
2. **Select the three most effective options** from your sketches. Vectorize them. Display them in black/white/halftone and add to the bottom of your mood board.
3. **Explore a color study.** Select the one logotype that best meets your brand identity strategy and create a color study of 6 to 9 options. Then, add all of them to the bottom of your mood board.

## ASSIGNMENT #1.4: Execute

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1. **Select two touchpoints from original brand identity and revitalize them.**
  - a. One major touchpoint
  - b. Two minor touchpoints (supplied mock-ups; “stickering” approved)

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## BRAND REVITALIZATION CASE STUDIES

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[Understanding 2021's Rebranding Spree: Pfizer, Kia, Burger King and GM](#)

[The 14 Most Powerful Logo Redesigns of 2021 \(So Far\)](#)

[Robinhood](#)

[Campbell's](#)

[Dunkin' \(2018\)](#)

[Dunkin' \(2021\)](#)

[Visa \(2021\)](#)

[Cleveland Guardians](#)

[General Motors](#)