

A step-by-step guide to managing your rebrand from first conversation to full launch — so nothing gets missed and your community stays with you through the process.

Before You Start

- Identify the primary reason you're considering a rebrand
- Determine whether you need a visual update, brand refresh, or full rebrand
- Secure board alignment and approval
- Set a realistic budget and timeline
- Identify your internal project lead
- Gather stakeholder input (staff, key donors, community partners)

Phase 1 — Clarify

- Update or confirm mission, vision, and values
- Develop core messaging framework (positioning, one-liner, tagline, brand voice)
- Define the target audience clearly
- Identify key differentiators
- Complete messaging review with key stakeholders

Phase 2 — Design

- Complete logo design and variations
- Establish color palette and typography
- Create brand style guide
- Design key collateral (letterhead, business cards, social profile graphics)
- Update or redesign website

Phase 3 — Activate

- Train staff on brand usage and guidelines
- Update all digital profiles (website, social, email signatures)
- Communicate the rebrand to the board and key donors before the public launch
- Launch publicly with a clear announcement
- Update templates: email, grant proposals, annual report, slide decks
- Establish a plan for ongoing brand consistency

Ready to start your rebrand?

We help justice- and equity-focused nonprofits clarify their message, elevate their design, and show up in the world the way their work deserves. Let's talk about what your organization needs.

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