

# Ready to Rebrand?

## A Quick Guide to Understanding the Rebranding Process

Over the years, SullivanPerkins has overseen multiple corporate rebranding projects for clients ranging from Fortune 500 enterprises to small boutique businesses.

No matter the size of your company, rebranding it is a major endeavor, involving deep strategic thinking, multiple phases and numerous deliverables.

Every client is unique, but understanding the overall process is key to achieving a successful result. That's why we've put together this Quick Guide.

First, we'll give you an overview of what is typically involved in the rebranding process.

Then, to illustrate what the process might look like in the real world, we'll share examples of our rebranding campaign for one of our clients, Kosmos Energy.

We'll end with an overview of our experience and how SullivanPerkins is here to help you when you're ready to rebrand.

### Reasons for Rebranding

**Major Expansion or Change of Products/Services**

**Negative Publicity for Existing Brand**

**Existing Brand Tied to Obsolete Ideas/Perceptions**

**Shift in Industry Perception by Customers**

**It's Just Time for Something Fresh**

### The Rebranding Process

#### PHASE I: DEVELOPING YOUR NEW CORPORATE IDENTITY

##### Major Deliverables: Logo & Tagline

Your new logo and tagline are at the forefront of your rebranding efforts. They must clearly communicate that your company has changed and suggest the nature of that change. For many, this will be the first and lasting impression of your new identity.

Additional Phase I deliverables often include:

- Brand Standards Guide
- Corporate Anthem
- Positioning Statement
- Elevator Pitch

### The Process

This is an intensive process that involves taking a deep look at what your company represents today and what you want it to represent in the future. The work here informs not just a new logo and tagline, but underpins every other element of your rebranding campaign as well.

Our Phase I process typically includes:

**Interviewing up to 8 stakeholders** at your company, typically including CEO, CMO and key department heads, to determine leadership's understanding of the company's new direction.

**Analyzing existing corporate materials**, including website, collateral, advertising and social media to understand how your company presents itself and the areas where changes of emphasis are needed.

**Analyzing competitors' corporate materials**, to determine elements common to everyone in your field and better understand what makes your company unique.

**Logo design**, which culminates with the presentation of 15-20 potential directions, refinement of chosen directions and color studies leading to a final logo provided in all necessary file types.

**Brand Standards development**, creating a guide for basic logo usage rules and variations, color palette, recommended fonts and written specs, etc.

**Tagline & message development** using our Word Cloud and Givens/Separators methodology to isolate key language in creating a tagline that may be "locked up" with the new logo, plus additional messaging elements including:

Anthem  
Positioning Statement  
Elevator Pitch

### Sample Timeline

Task	Month 1				Month 2				Month 3			
Stakeholder Interviews and Competitor Research												
Logo Design												
Tagline Creation												
Brand Standards Development												
Message Development												

### A Sampling of Logos



## A Selection of Taglines



A passion to explore,  
a drive to produce.



Exploring differently.



That's how we roll.



Resourceful investing,  
technical depth,  
proven track record.



Tubular products,  
total solutions.



The convenience you need,  
the care your deserve.

## PHASE II: COMMUNICATING YOUR NEW CORPORATE IDENTITY

### Major Deliverables: Communications Plan

A strategic communications and engagement plan includes measurable objectives, strategies and tactics to deliver the brand messaging and grow brand recognition in operating areas through various channels and communications platforms.

The aim is to develop a customer communications and engagement strategy that is performance-based, developed from stakeholder understanding and truly connects with stakeholders by enabling the company to be more recognized and relevant.

### The Process

SullivanPerkins has produced marketing plans, tactical calendars and other consultative documents that include recommended tactics, specific timing and budgets. An experienced senior-level planner will lead the development of planning.

Media plans and budgets will be included in the plan. Initial press releases can be written by SullivanPerkins and placed through appropriate distribution channels. If a comprehensive public relations campaign is judged to be a focus of marketing activity, SullivanPerkins may outsource to a public relations partner firm.

### Selected Communication Plan Clients

SullivanPerkins has developed marketing and communications plans for clients including:



### Sample Timeline

Task	Month 1				Month 2				Month 3			
Stakeholder Interviews and Competitor Research												
Task, Rollout Plan, Initiating Marketing Plan												
Comprehensive Communications Plan												

## PHASE III: ROLLING OUT YOUR NEW CORPORATE IDENTITY

### Major Deliverable: Website

Quite possibly the most prominent platform for communicating your new identity will be your corporate website, which should be one of the first elements revamped to reflect your new visual identity and messaging.

Additional Phase III deliverables often include:

- Social Media
- Collateral Materials
- PowerPoint Templates
- Stationery
- Virtual Backgrounds
- Office/Worksite Signage
- Identity Announcement Items

### The Process

SullivanPerkins will design, write and program the website; we can arrange hosting if that is required. Our standard website questionnaire will help initiate this project. We will present home page and drilldown alternates as part of the process of producing a final design using content from the current website and extend selection to completion. We will integrate to Wordpress CMS and provide up to 4 hours of training sessions and deliver written instructions for uploading and editing content. Includes SEO development. Not included: ongoing site maintenance or SEO optimization.

Our Phase III process also typically includes:

**Social media set-up**, establishing the new identity on relevant social media platforms such as Facebook and LinkedIn, with branded content that reflects the message development.

**Collateral materials development**, updating materials such as corporate brochures, folders and sales sheets with the new identity and messaging.

**PowerPoint template development**, with two creative options for updated presentations, including cover, section pages, content pages, chart styles and recommended color palettes and fonts.

**Stationery suite**, with two options for letterhead, #10 envelope, mailing label, business card template and e-mail signature template.

**Virtual backgrounds**, with multiple options to serve as branded backgrounds for virtual meetings on Zoom, Microsoft Teams and other platforms.

**Office/worksite signage creation**, with options using the new identity that are specific to your corporate office exterior and interior signage needs; we can supervise fabrication/installation as needed.

**Identity announcement items developed** as needed for internal and external audiences, including t-shirts, posters, branded merchandise and email announcements.

### Sample Timeline

Task	Month 3				Month 4				Month 5			
Website												
Social Media												
Collateral Materials												
PowerPoint Template												
Stationery												
Virtual Backgrounds												
Office/Worksite Signage												
Identity Announcement Items												

## Rebranding Process Examples: Kosmos Energy

To give you an idea of how the rebranding process is realized, here are examples from a rebranding project done for an energy industry client based in Texas.

### Phase I Example: Kosmos Logo Presentation



### Phase I Example: Kosmos Tagline Presentation

Discovery on the frontier.

Visionary. Disciplined.

Visionary and disciplined in discovery and delivery.

A passion to explore, a drive to produce.

Empowering expertise.

Advancing progress, enhancing lives.

Deeply expert.

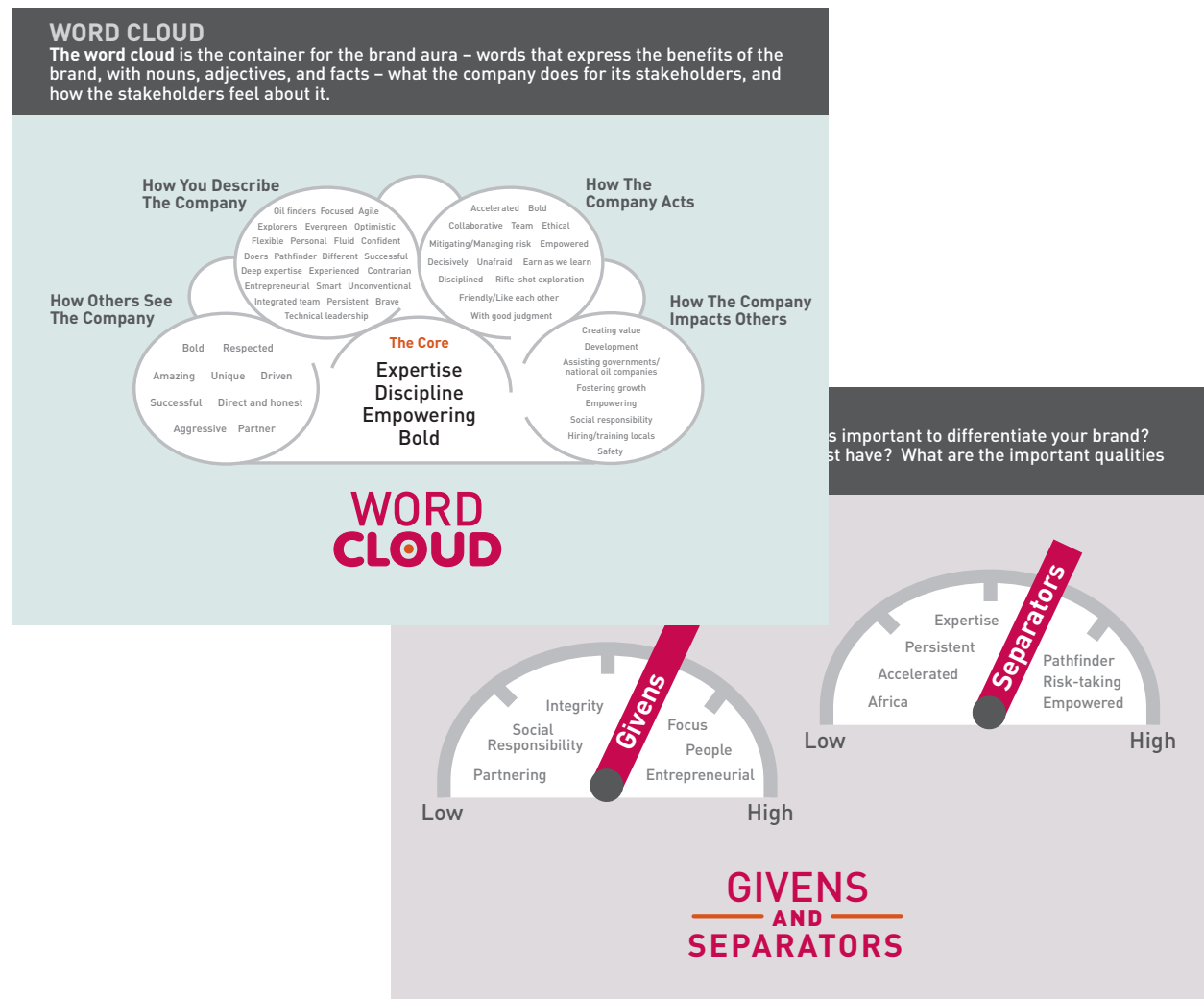
Creative in finding oil.

Technically excellent, operationally safe.

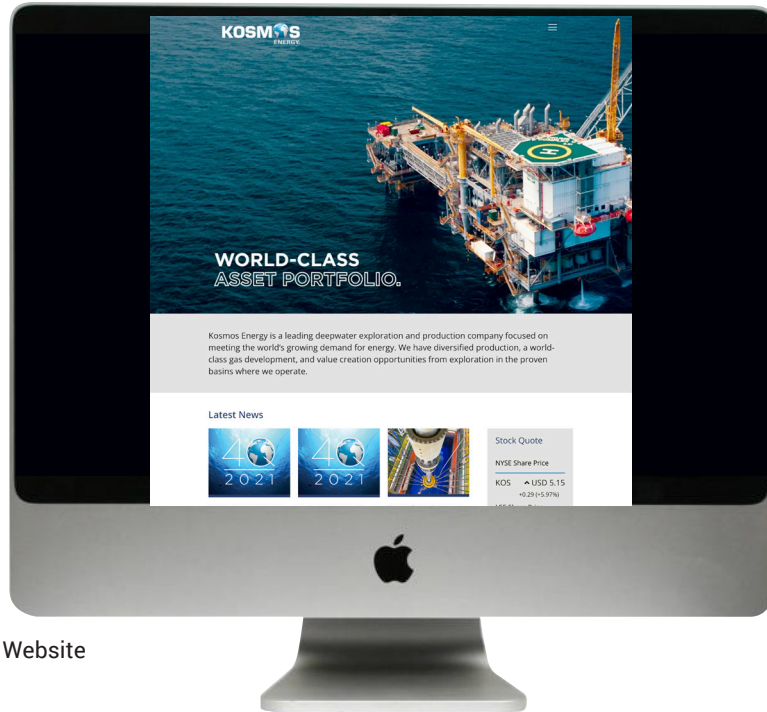
Creative and disciplined in finding and delivering oil.

Deep expertise, contrarian spirit.

### Phase I Example: Kosmos Word Cloud and Givens & Separators



## Phase III Examples: Website & Other Materials



Website

Pocket Folder

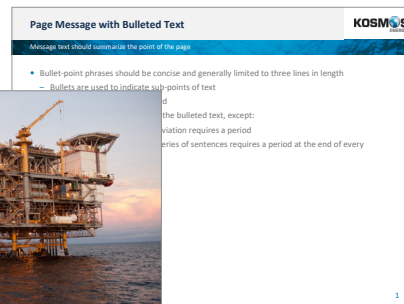
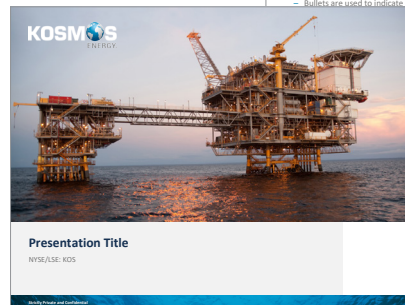


Virtual Backgrounds



Business Card

## PowerPoint Template



## Rely on the Rebranding Experience of SullivanPerkins

Over the course of nearly 40 years, SullivanPerkins has worked on hundreds of corporate identities, including:

- BNSF Railway
- Boy Scouts of America
- Hotwire
- Kosmos Energy
- Lake Austin Spa Resort
- Southern Methodist University
- Stronghold Resource Partners
- Travelocity

We have developed messaging platforms, including “anthems,” positioning statements, Word Clouds, and Givens/Separators charts, as part of crafting approved, consistent and difference-making messaging.

This work has been done for a long list of clients, in different verticals, including energy, financial services, healthcare, telecom, education, travel, real estate, hospitality and nonprofits.

# ADWEEK

**ADWEEK named SullivanPerkins one of six top creative service firms nationwide, and our work has been exhibited in the most reputable creative journals and awards books. No one in our market has a more distinguished long-term record for serving clients with outstanding work.**

*If you're ready to rebrand, we're ready to help. Contact Brett Baridon at 214.922.9080 or [info@sullivanperkins.com](mailto:info@sullivanperkins.com).*