

Rebranding WORK BOOK

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Intro

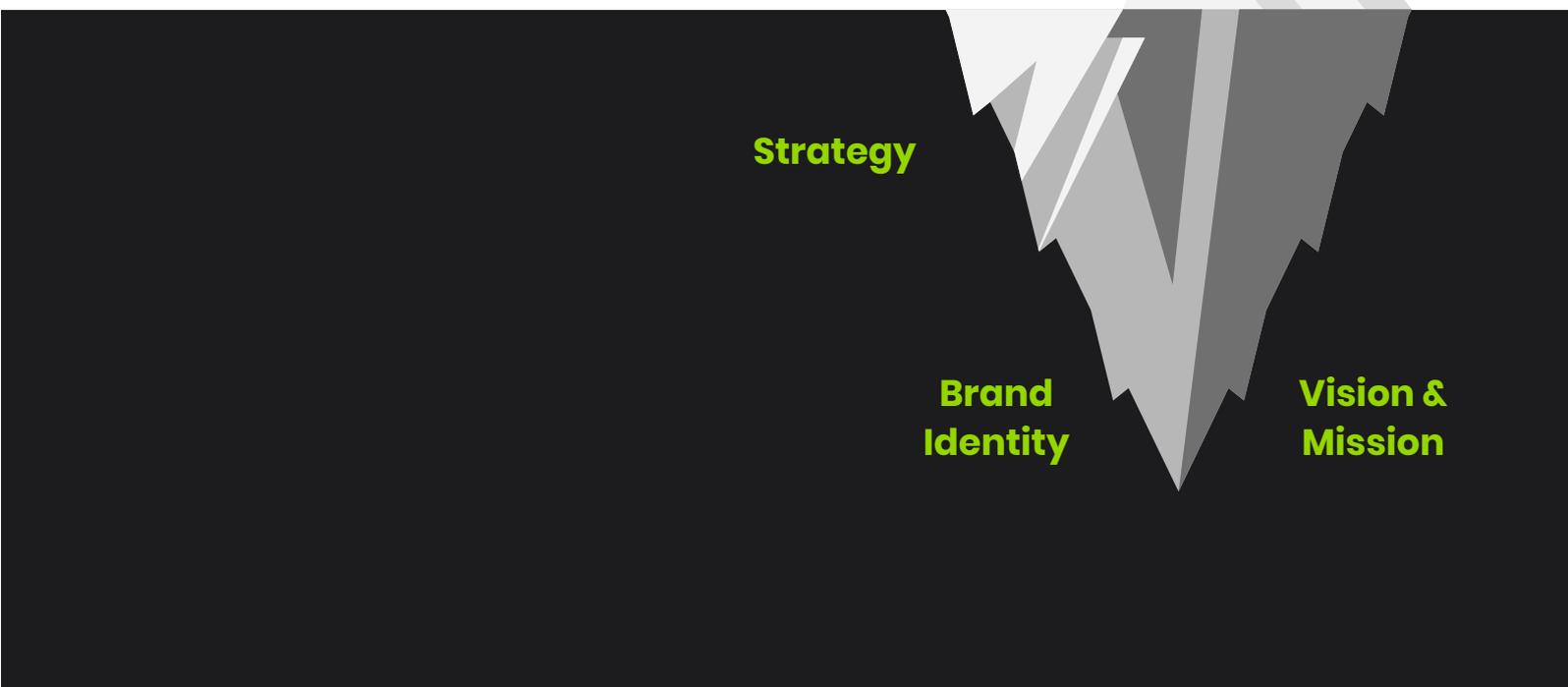


Everything visual:
Logo, Fonts, Colors

Strategy

**Brand
Identity**

**Vision &
Mission**



Welcome to Our Canvas Strategy

We will take you on a journey through everything that you need to know in order to take the first steps towards rebranding your business. We will walk you through topics ranging from **branding guidelines**, **branding stories**, to the practical actions necessary to fill in the gaps of your rebranding strategy. You will learn how to better communicate your brand's values and gain a clear understanding about the steps you can take moving forward.

But why would you look into rebranding your business? By differentiating yourself from your competitors, you build a brand identity. The communication of this brand identity is called branding. Many perceive branding as simply a 'logo, name, and colors' but this is just the top of the iceberg. Branding also stands for the story, identity, and vision your brand portrays. Sometimes the brands that we

have created in the past are in need of change; to better resonate with the target audience or to upgrade the brand identity to a more modern one.

The aim of a rebranding strategy could be to create more recognition amongst your target audience and to create more consistency within the visuals and tone of voice that your brand is sending out. In this canvas you will look at many facets that come into play when it comes to rebranding your business. We believe that in order to be on-point and to send out a consistent message to your audience in the rebranding phase, you have to put on the productivity hat and get to work.

This canvas helps you to ask all the right questions that will help you to transform your brand. On top of that, by walking through this canvas and by creating a

rebranding strategy, you will find out the best ways to communicate changes within your organisation to your audience. We believe it is important to clearly communicate these changes, in order to take your customers and/or clients from the current to the desired state together with you.

This canvas is written for the designers/communication specialists/marketing managers of your company, and will guide you through a rebranding checklist, an interactive canvas, and will provide you with further information on rebranding. Afterwards, we are happy to help fill in the questions that still remain. Before that, please enjoy the process of walking through the topics below. We can't wait to see what kind of insights you will gain from it. If you need any help or if you have any questions along the way, feel free to contact us [here](#). Let's get started!

- the Mowgli team

Note:

- In this canvas we assume that the name of your brand will not be changed. However, if you do need help with this you can always **contact** us for help.
- How do you know if you need help from a specialist in a marketing team? - Let's say that if you are in need of new ideas, a specialised team that will help with storytelling, or you just want to focus on running your business then always feel free to **contact** us!

Meet the **team:**



**Gianpaolo
Faccini**

Meet Gianpaolo (otherwise known as GP), the **Co-Founder of Mowgli**. As a digital strategist, it is GP's goal to find sustainable solutions to make small businesses grow large and become more human centric. Oh, and did you know he is also learning to DJ?



**Jonathan
Kahan**

Meet Jonathan, also known as Misha, **Co-Founder and strategist for Mowgli**. As a senior management consultant with a passion for innovation, Misha specialises in strategy and product management, marketing and operations. And did you know that it is his dream to sail across the Atlantic with a boat built with his own hands?



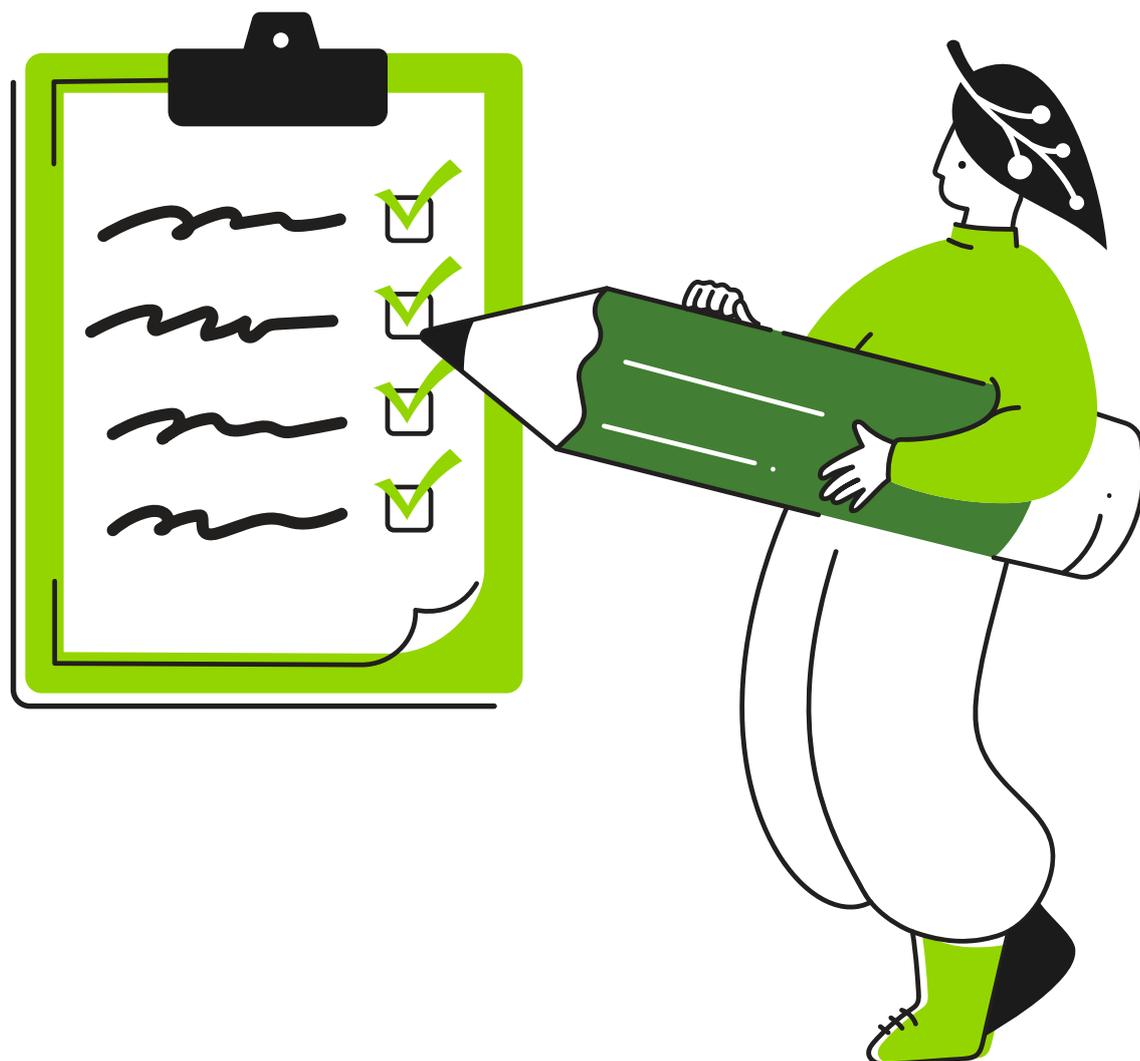
**Hannah
Kepplinger**

Our **project manager** Hannah stands for inclusivity and diversity and loves working with an international team. With a background in digital marketing, consultancy, and project management for companies such as Lufthansa Group, DM, and Deutsche Bank. Hannah is there to lead all our projects into the right direction. Oh, and she is also a volunteer in a German cooking program that brings together locals and refugees.



**Ellen
Stofmeel**

Our **copywriter** Ellen loves all things branding, words, and storytelling. Besides writing articles and branding workbooks, she also has a passion for marketing consultancy. Especially for brands that do something good for this world. Besides her business in marketing, you can find her working from a co-working space finishing her own book.



— Checklist

Before diving into what kind of change you would like to see within your brand, it is important to see where your brand is currently standing. In other words: **what assets does your brand already possess and is there room for growth and change?**

Below you can find a checklist of brand essentials. This is a warming-up-exercise in which you will get a better understanding of where you are and where you want to go. You can find a strategy and visual canvas in which you can fill in some of the components described below. This will give a clear overview that you can use in a further stage.



Branding Guidelines

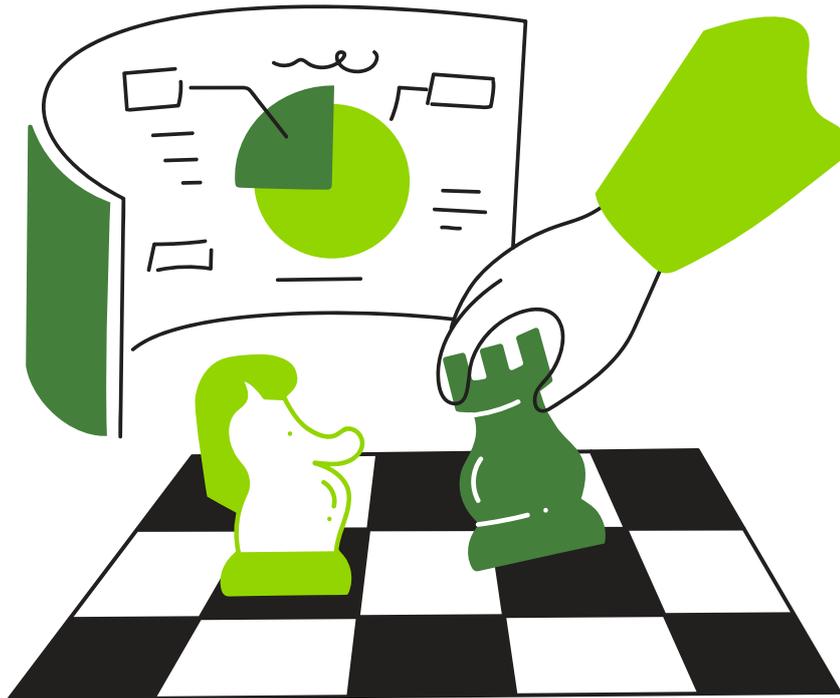
Must Haves

Read more about branding guides [here](#).

- Logo
- Color palette (primary and secondary colors)
- Typography
- Imagery guidelines
- Tone of voice
- Dos and don'ts for writing
- Words that describe your business
- Tagline

Bonus

- Dos and don'ts for usage of logo
- Guidelines on when and how to use your logo
- Templates for powerpoint, word, and newsletters
- Web vs. print guidelines (color and paper usage)
- Fallback font (part of typography)
- Social media guidelines
- Special usage related to your niche, branch, or industry (eg. product design)
- Icons



Strategy

Must Haves

Brand story including your vision, mission, and values.

Read more about brand stories [here](#).

- A competitors analysis
- A target audience analysis
- Niche statement
- Goals statement
- Understanding of pain points of customer

Bonus

- Persona
- Customer journey
- Elevator pitch
- SWOT analysis
- Brand architecture
- Outline of (potential) partners
- Company culture



Time for Your Own **Insights**

You are currently looking into the possibilities of rebranding your business. **What made you dive into this? What kind of challenges are you facing?** Write them down below, so you have a clear understanding of the problems you would like to solve. Let's also look at three goals you want to set in this process.

Challenges and Pain Points

What are the challenges and pain points that your company is currently facing? Write them down below.

3 Goals

Which three goals does your company has in this rebranding phase? Be specific when writing them down below.

1

2

3



Canvas Strategy

The questions in this canvas are going to help you in the rebranding phase and will guide you in improving visuals, copy, and strategy. You can use the following questions to help you understand where you are currently standing and in which direction your brand is heading. Good luck and remember that working through this canvas is a process, you don't need to have all the answers in your first try!

Vision and Mission Statement

When thinking about rebranding your business, what better way than to start at the beginning. Are your vision and mission statements still representing the direction your business wants to grow into? Write down your current vision and mission statement and then ask yourself the questions below. See where you can alter, change, or edit your statements and where you would like to keep them the same.

Vision:

Your vision statement is a short description of your company's aspirations and which impact you would want to create. You can answer questions such as: **What do we do? Why do we do that? For who do we do that?**

Mission:

Your mission statement is a short description of your company's focus, purpose, and aims. You can answer questions such as: **What is our goal? When do we want to achieve this goal? How do we want to achieve this goal? What values do we create?**

Brand Identity

A brand identity represents what you stand for as a brand and how others perceive you. During a rebranding process you can see if the 'character' of your brand still tells the story that you want to portray. Which words describe your brand and what advice would the people that inspire you give you about your brand? Fill in the questions below to get to know more.

Which 3 words describe your brand?

Try to come up with three words that describe your brand. If you can't find the right words, try to come up with three words that definitely do not describe your brand. Once you find these words that don't describe your brand, use a contradicting word to describe your brand with.

The consultancy hat

Which people inspire you? Which people have amazing ideas that you want to adopt in your business? What could these people teach you? What advice would they give you? Write it all down.

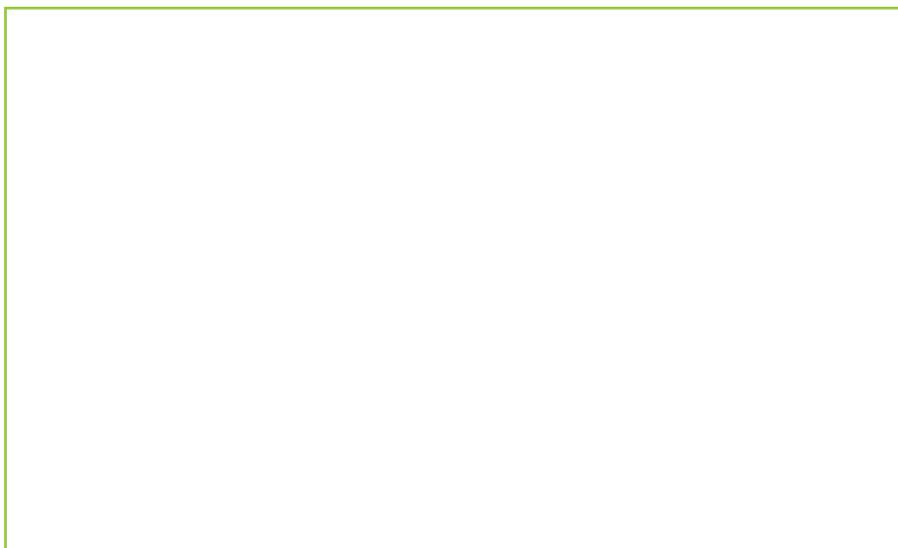
Target Audience

Knowing your target audience might be one of the most important things when it comes to rebranding your business. This is because you need to know what resonates with them and which pain-points and challenges you can help them overcome. You don't want to target 'everyone,' you just want to target 'the right ones.' Let's figure that out.

Who is your target audience?

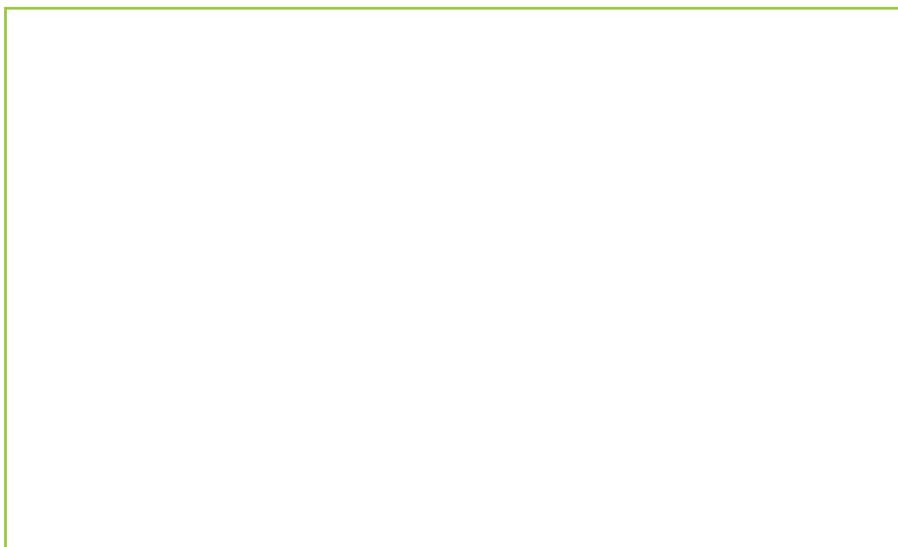
B2C:

Write out a detailed description of the age, gender, income, education, and job of your target audience.



B2B:

Write down the company size, industry, and job positions of your target audience.



Pain Points:

What is your target audience's biggest problem? Where do they struggle?

Needs:

What does your target audience consume? What are their (unmet) needs? How can you fulfill those needs? Try to really step into your target audience's shoes when answering these questions.

Followers:

Who are your current followers? On which social media channels do you have the most followers and engagement?

Competitors

Now you have revisited your mission and vision statement, your brand identity, and your target audience, you can revisit who your competitors are. Are they still the same as when you analyzed them in the past? Did new competitors enter the market? Getting more knowledge on your (current) competitors will help you to position yourself better in the market that you're both operating in.

Who are your competitors?

Find a list of your top 5 competitors, what kind of products or services do they sell, what is their Unique Selling Point (USP), and what are their strengths and weaknesses?

Competitor	Products/Service	Unique Selling Point
1		
2		
3		
4		
5		

SWOT analysis

A SWOT analysis dives into the **Strengths, Weaknesses, Opportunities, and Threats** of your competitors. This will help you find out where they are lacking and where you can outgrow them. You can fill in the components below.

Strengths	Weaknesses	Opportunities	Threats
1			
2			
3			
4			
5			

Niche

Did you know that when choosing a niche, you can get quite specific? One of the exercises in this section is to make your niche even smaller. Of course, you have to do your research to see if there will be enough people to serve if you're making your niche smaller. A benefit of making your niche smaller is to have a more specialised offer, which will create more credibility and trust amongst your target audience.

What can your brand offer?

What is your brand specialised in? What does your brand portray and which message is it sending out? What kind of skills do people have that resonate with your brand? What is that one thing that your brand can help solve for your clients or customers? Write it down below.

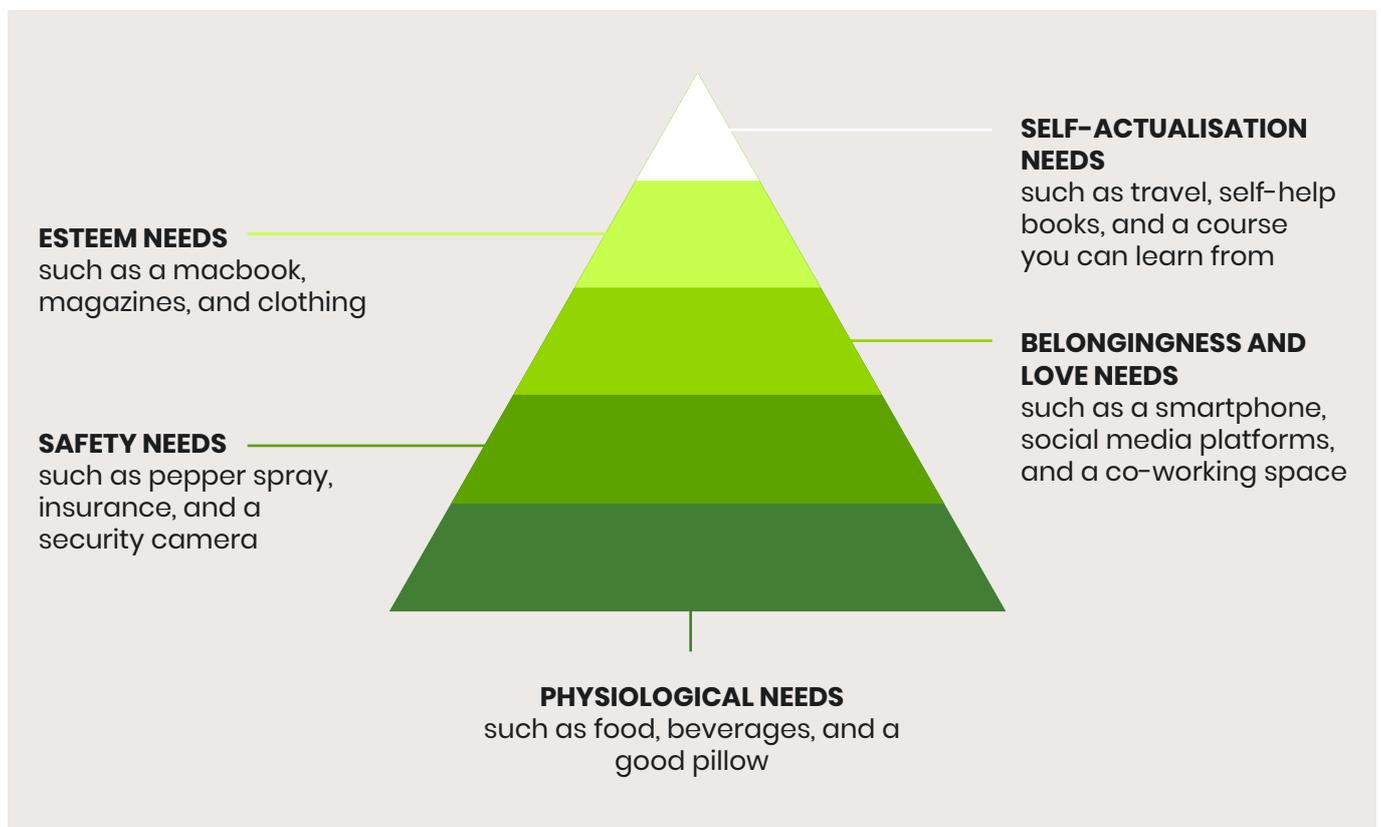
Make it smaller

Oftentimes we operate in a 'niche' without realising we can get more specific. For example: you are a wedding photographer and you want to make your niche even smaller. You can then become, for example, a LGBTQ+ friendly wedding photographer. **Try to see if you can make your niche even smaller.** Write it down below.

Reasons to Buy

What are people's reasons to buy something? You can figure this out by looking at the Maslow's hierarchy of needs. This hierarchy shows into the wants and needs that people can have. Knowing these different kinds of needs will help you to understand the reason people may have to buy your products.

The 5 needs that Maslow is describing are:



The Maslow's hierarchy of needs is based on the concepts of self-actualisation, esteem, belongingness & love, safety, and physiological needs. We filled them in with examples that could be related to your business. On the next page you can fill in your target audiences primary and secondary needs. Do you know which ones these are?

Write down the primary need and secondary need of your target audience. Write down WHY this is their need.

Primary:

Secondary:

Communication Style

What is the communication style that you would like to use when sending out both visual and textual messages towards your target audience? There is a difference between emotion-based and rational communication styles. Let's look into that. When you are basing your communication style on emotions, everything that you do is with the aim to make people 'feel' something. Using emotions in

marketing allows people to connect and identify with your brand. On the other hand, you can also base your communication on your target audience's rationale. This means talking about prices, benefits, and superiority instead of focusing on emotions. Let's look into what communication style suits your brand best.

What is your desired communication style?

Write down exactly what you offer your target audience. Besides the service or product that you are selling, you also offer a set of values that are linked to your brand. What are those values? (You already looked at this in the brand identity part). Do these values link best with an emotional or a rational way of communicating? Or is a mix of both ideal for you? Write it down below.



TIP:

Where is your target audience mainly located? Cultures differ in their tendencies to lean towards an emotion-based or rational way of communicating. You should take this into account when creating a strategy.

Emotion-Based Communication

If your brand had a personality, which human characteristics would it portray?

Look at this [list](#) that shows over 600 personality traits that you can choose from. Choose five of them and then write down how you can communicate these emotions. Which words and what kind of visuals would you use?

--

Rational Communication

Is your communication style more based on rationale? Then try to find out what you would like to communicate. With this way of communicating you try to prove why people should buy your product or service. Here you can mention price perks, benefits, or why people will improve their lifestyle or overall appearance when buying your product or service. **Write down five rational reasons you could communicate with your target audience.**

1
2
3
4
5

Product and Brand Architecture

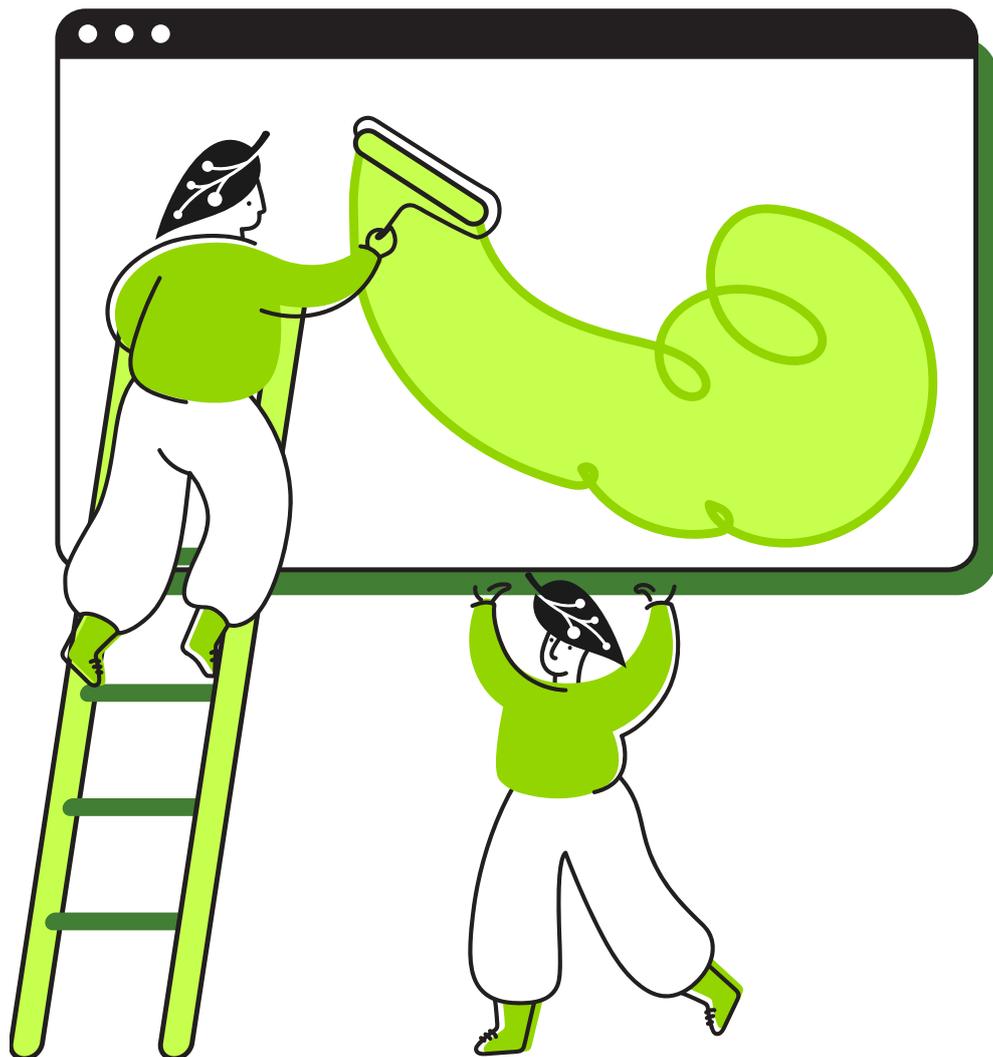
Looking into brand architecture can be interesting when you have multiple brands that are related to each other. For example if you have a main brand as well as sub-brands, then you can put everything on the table and see how you can position these brands together. You can do this

by looking at the product and brand architecture of your brands. Read more about what to do when the product you sell is more famous than your brand [here](#). If you would like to get to know more about business mapping, you can read about it [here](#).



TIP:

If you need any help with your product and brand architecture, we are there to help!



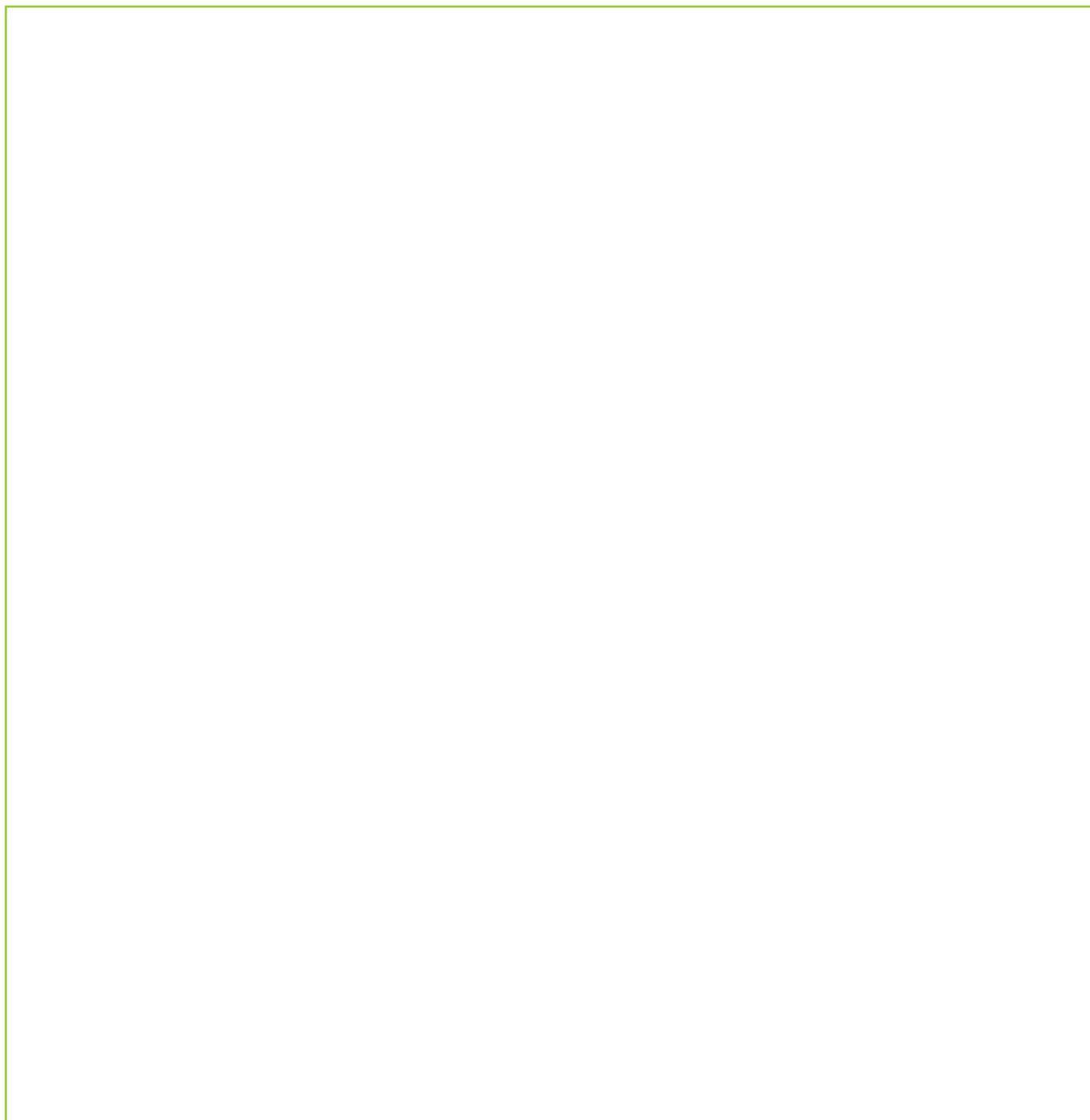
Canvas Visual

Now it's time to get creative! Below you can fill in some of the elements that you need in order to get more insights on where you are currently standing with your brand and where you would like to see your brand going. We understand that this is a work in process. Just fill in as much as you can or like and you are always welcome to send us a message to discuss your findings. Good luck, and above all: have fun with the rebranding of your business!

Visuals

Moodboard

Create a moodboard with images, colors, and shapes that suit your brand.



Design system

A design system is a collection of the visual aspects of your brand. There are many components you can add to a design system such as typography, colors you use, icons that fit your brand, and many more. Let's create a basic design system to start with.

Fonts

headline

body
copy

Colors

				
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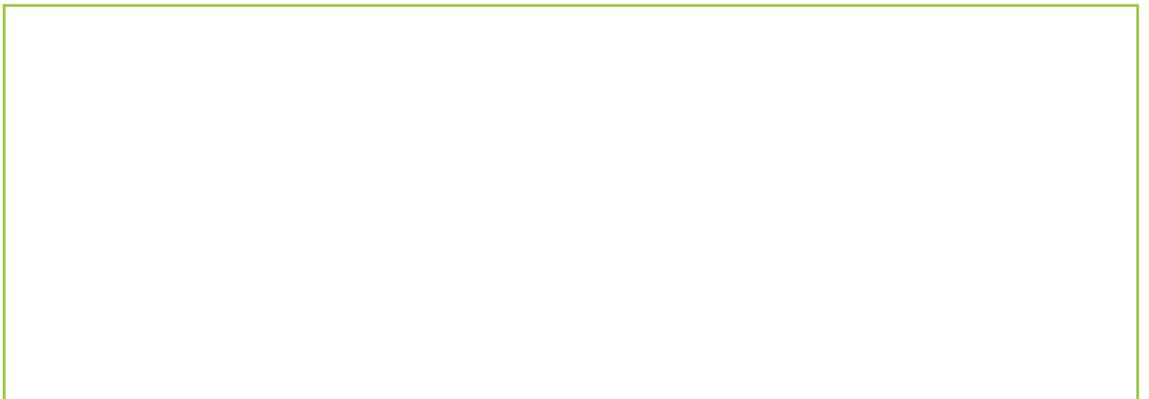
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#

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Icons



Logo

Think about where your logo will be used. Is it a wordmark, visual, or symbol? Will it be abstract or will it show exactly what you stand for?



TIP:

You can create a www.canva.com account and play around with logos there.

Copy

Onliness Statement

What makes your brand the 'Only' in its niche? Let's look at the Onliness Statement: Fill in the following statement:

_____ **is the only** _____ **that**
 [company name] [category]

_____ **for** _____ **in**
 [differentiation characteristic] [customer]

_____ **who** _____
 [market geography] [need state]

during _____
 [underlined trend]

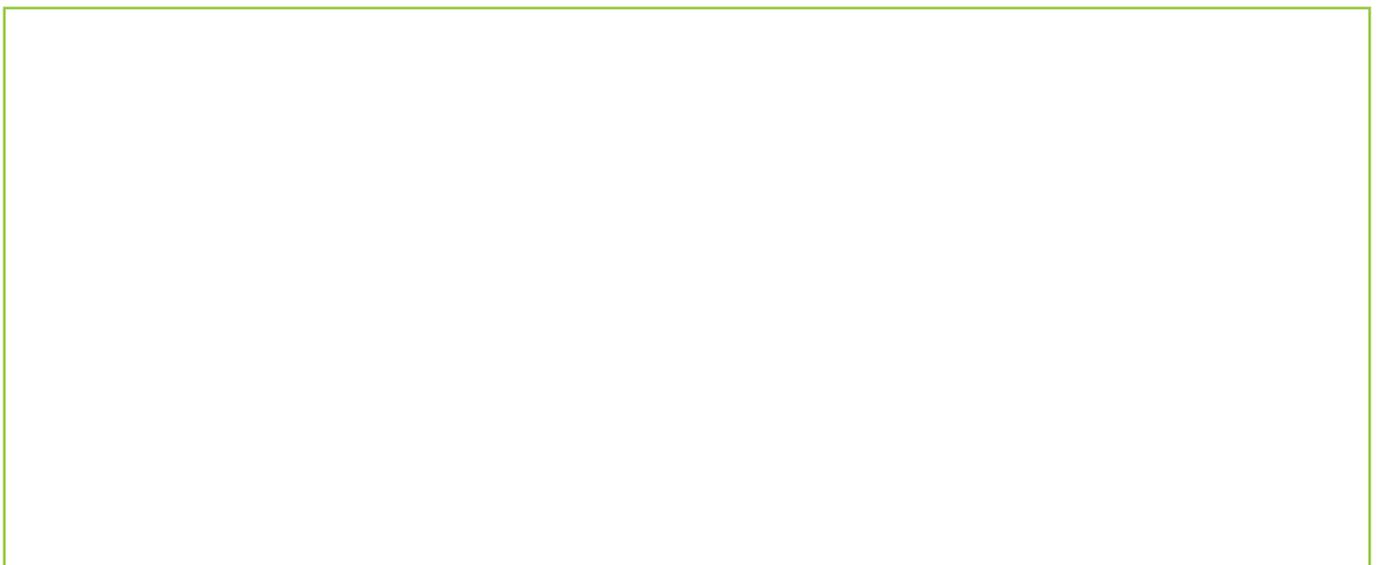
Tagline

How would your brand be described in one short sentence? Or just a couple of words? Write it down into a tagline.



Tone of voice

What language is your customer using to describe your brand? If your brand was a person how would they speak to their friends and how would they speak to their boss? Write down some sentences to gain an understanding of the tone of voice you can use in your online communication.





You made it!

You made it to the end of our canvas strategy, congratulations! We would love to get to know more about how you perceived the canvas and what you've gained from it. You can always contact us with any remaining questions.

**You can get
in contact [here.](#)**

We are happy to help!