

Corporate Rebrand Planning Guide

Prepare the evidence, governance, scope and rollout decisions required for a consequential corporate rebrand.

Prepare individually. Align together.

HOW TO USE THIS RESOURCE

A structured working document

Complete the relevant sections before a shared review. Distinguish observed evidence from assumptions, identify the decision owner and record what must be resolved before work begins.

01 / REASON FOR CHANGE

Reason for change

Evidence, decisions, owners and unresolved questions

NOTES

02 / STAKEHOLDER MAP

Stakeholder map

Evidence, decisions, owners and unresolved questions

NOTES

03 / BRAND ARCHITECTURE

Brand architecture

Evidence, decisions, owners and unresolved questions

NOTES

04 / RESEARCH PLAN

Research plan

Evidence, decisions, owners and unresolved questions

NOTES

05 / DECISION GOVERNANCE

Decision governance

Evidence, decisions, owners and unresolved questions

NOTES

06 / ROLLOUT DEPENDENCIES

Rollout dependencies

Evidence, decisions, owners and unresolved questions

NOTES

07 / LAUNCH AND MEASUREMENT

Launch and measurement

Evidence, decisions, owners and unresolved questions

NOTES

NEXT STEPS

Turn preparation into an accountable brief

Review the completed resource with the people responsible for the decision and delivery. Agree the priority question, evidence gaps, approval pathway and immediate next step.

This resource provides general planning guidance. It is not legal, financial, regulatory or accessibility advice.

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