

Logo Refresh Checklist



Prepare

**Once you receive your logo:
Save the ZIP file!**

- ☐ Apply your new color palette and fonts to Templates - think PPT, Canva, etc (use the Brand Styles for this!)
- ☐ Finalize all government/state paperwork (*if name changed*)
- ☐ Option to patent and trademark name/logo

Update!

**Replace any identity with your
previous logo such as:**

- ☐ Email Signature
- ☐ Social Media Profiles & Covers - Facebook, Instagram, LinkedIn, Twitter X, TikTok, YouTube, Google My Business Profile, etc
- ☐ Website & favicon
- ☐ Email Platform
- ☐ Print & Digital Materials: Business Cards, Flyers, Letterhead, Email Campaigns, Presentations, etc.
- ☐ Proposals, Contracts, Invoices,
- ☐ Building Sign, Doors, Vehicles
- ☐ Clothing, Promo Items

Communicate

**Don't forget to promote and
communicate:**

- ☐ Teasers/Coming Soon on social media - think reels, posts and a carousel style post since they all have different reach
- ☐ Blog to share the deeper meaning
- ☐ Logo drop on social profiles
- ☐ Email Announcement
- ☐ Email to Vendors/Other
- ☐ Press Release (*optional*)
- ☐ Post to Personal Social Channels
- ☐ Forward old emails to new (*optional*)

Project Timeline

