fluostudio

TEST

Does your brand need a rebrand yet?

The board looks at the logo every day, so they're the first to tire of it. Customers see it less often and are often only just starting to remember it. This test separates logo fatigue from signs that the company has genuinely outgrown its brand.

TIME	WHO IT'S FOR	INSIDE
20 minutes	Board, marketing and sales	29 statements in 5 sections

Online version that adds up the score for you: fluo.studio/knowledge-base/tools/does-your-brand-need-a-rebrand/

Before you start

A rebrand costs more than designing a logo. Most of the time and money goes on replacing everything the old brand sits on: the website, sales documents, packaging, signage, email signatures. So before you ask an agency for a quote, check what the company actually needs.

The first four sections gather signals: what has changed in the company, how the logo performs, what happens to the brand in day-to-day work and how the market sees the company. The fifth doesn't count towards the score. It shows what could stall the change halfway.

The result rests on one distinction: a logo facelift improves the logo, a refresh changes everything around it, and a rebrand starts with strategy.

HOW TO USE IT

1. Have the test filled in separately, ideally by three people from different departments. Each of them sees the brand from a different angle.
2. Tick a statement only if it fits the company today. If you're unsure, leave it blank.
3. Add up the points and read what your score means. Wherever your answers differ, you have the agenda for your first meeting.

01 The company has outgrown its brand

Signs that more than the look has changed. Each tick counts three times.

Ticks _____ of 6

COUNTS ×3

- [ ] The company sells in markets or to customers nobody had in mind when the logo was created.
- [ ] What the company sells has changed so much that the name or tagline now covers only part of it.
- [ ] The company bids in tenders and talks to large clients, but its materials still look like they did in the early days.
- [ ] After a merger, acquisition or spin-off, the company has several brands and nobody knows which is the main one.
- [ ] The company wants to charge more, but its image tells customers “cheap and local”.
- [ ] Ask the board what sets the company apart from the competition, and each member gives a different answer.

FROM 3 TICKS

The company has changed more than its brand. Start the conversation with strategy, meaning what the company promises and to whom. A new logo without that answer just gives you a nicer-looking version of the old problem.

02

The logo has stopped working

Problems with the logo itself, its files and its rules.

Ticks _____ of 6

- [ ] The logo becomes hard to read at small sizes: as a website icon, in an email signature, on a pen.
- [ ] The logo looks bad in a square or round frame, such as a LinkedIn profile picture.
- [ ] The company has no vector logo, or each department has a different version of the file.
- [ ] The brand colour comes out differently in print and on screen, and nobody knows which shade is right.
- [ ] The typeface in your materials lacks some of the characters you need (such as Polish diacritics), or the company has no licence to use it online.
- [ ] There are no logo guidelines, or there are, but nobody looks at them.

FROM 3 TICKS

The problem lies in the logo itself and its rules. Often a logo facelift is enough: the same logo, better drawn, with a full set of files and rules. Customers will still recognise it, and the printer will stop calling with questions.

03

The brand in day-to-day work

How the brand shows up in the team's proposals, presentations and files.

Ticks _____ of 6

- [ ] Sales reps put together proposals and presentations themselves, each in their own way.
- [ ] Every few weeks someone emails asking for the logo “in better quality”.
- [ ] The printer, the agency and new employees get different files every time.
- [ ] On the website, in the catalogue and at trade fairs, the brand looks like three different companies.
- [ ] Every new leaflet, proposal or slide deck starts from scratch because there are no templates.
- [ ] Nobody in the company is responsible for how the brand looks across its materials.

FROM 3 TICKS

A new logo won't fix this. What helps is tidying up: a full set of files in one place, templates for the team and someone who looks after them. A rebrand without this tidy-up slides back into the same mess within a year, just in new colours.

04

How the market sees the company

Ticks _____ of 6

Signals from conversations with customers and candidates, and from comparisons with competitors.

- [ ] New customers take the company for smaller than it is.
- [ ] Customers confuse the company with competitors or ask whether it's the same brand.
- [ ] Sales reps would rather send a PDF than a link to the website.
- [ ] Candidates at interviews can't say what the company does.
- [ ] Competitors have refreshed their image, and next to them the company looks dated.
- [ ] Customers say the company works better than it looks.

FROM 3 TICKS

On looks alone, the market rates the company lower than it deserves. That has a real cost: longer sales cycles, tougher price negotiations and harder recruitment. Check whether you have more ticks in section 2 (the logo) or section 3 (materials). That tells you what to fix first.

05

What could stall the change

Ticks _____ of 5

NOT SCORED

This section doesn't count towards the score. It shows risk, not a need for change.

- [ ] The board doesn't agree on why the change is needed and what it should achieve.
- [ ] The budget covers the design but not replacing materials: the website, print, signage and packaging.
- [ ] Nobody has listed where the brand appears, from invoices to vehicle wraps.
- [ ] There's no one to lead the change in the company who also has the time for it.
- [ ] The deadline is set by the next trade fair or anniversary, not by a rollout plan.

FROM 2 TICKS

Before you commission a design, fill the gaps in this section. The most expensive rebrand is one that stalls halfway, with a new logo on the website and the old one on the vans and invoices. Start with a list of touchpoints and a rollout plan.

Your score

Total points _____ of 36

Score = section 1 × 3 + section 2 + section 3 + section 4. Not counted in the score: section 5.

0–5
POINTS

The brand keeps up with the company

Don't touch what works. Treat the odd tick as a list of small fixes, and repeat the test when the company enters a new market or changes what it sells.

6–14
POINTS

Time for changes, not necessarily from scratch

The brand isn't keeping up with the company in a few places. Look at where you have the most ticks: section 1 points to strategy, section 2 to a logo facelift, section 3 to a tidy-up and templates for the team, and section 4 to an identity refresh.

15–36
POINTS

A rebrand makes sense

The company has changed more than its brand, and the market can see it. Start with strategy and a list of the places where the brand appears. Logo sketches come later, and the rollout plan should be drawn up together with the design. Before the design work starts, agree the stages, deadlines and final deliverables with whoever does it.

Would you rather go through the results with someone who does this every day?

In the first call we'll tell you plainly whether we can help. If we can, you'll know before we start what we'll do, in what order and when.

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ONLINE VERSION
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