

Rebranding

Marketing

When a rebrand is justified, and what it costs.

Reasons, good and bad.

Good reasons

Merger requiring one identity

Legal or trademark conflict

A genuine change in what the firm does

Escaping a serious reputational event

Name blocks international expansion

Poor reasons

New leadership wanting a mark

Boredom with the current look

Chasing a design trend

Avoiding a product or service problem

A rebrand resets recognition built over years. The cost is not the design fee; it is the awareness you discard.