

# Rebrand Pitfalls

3 massive money-pitfalls to avoid when rebranding your technology business.



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# Incase you missed it, Twitter is now X.



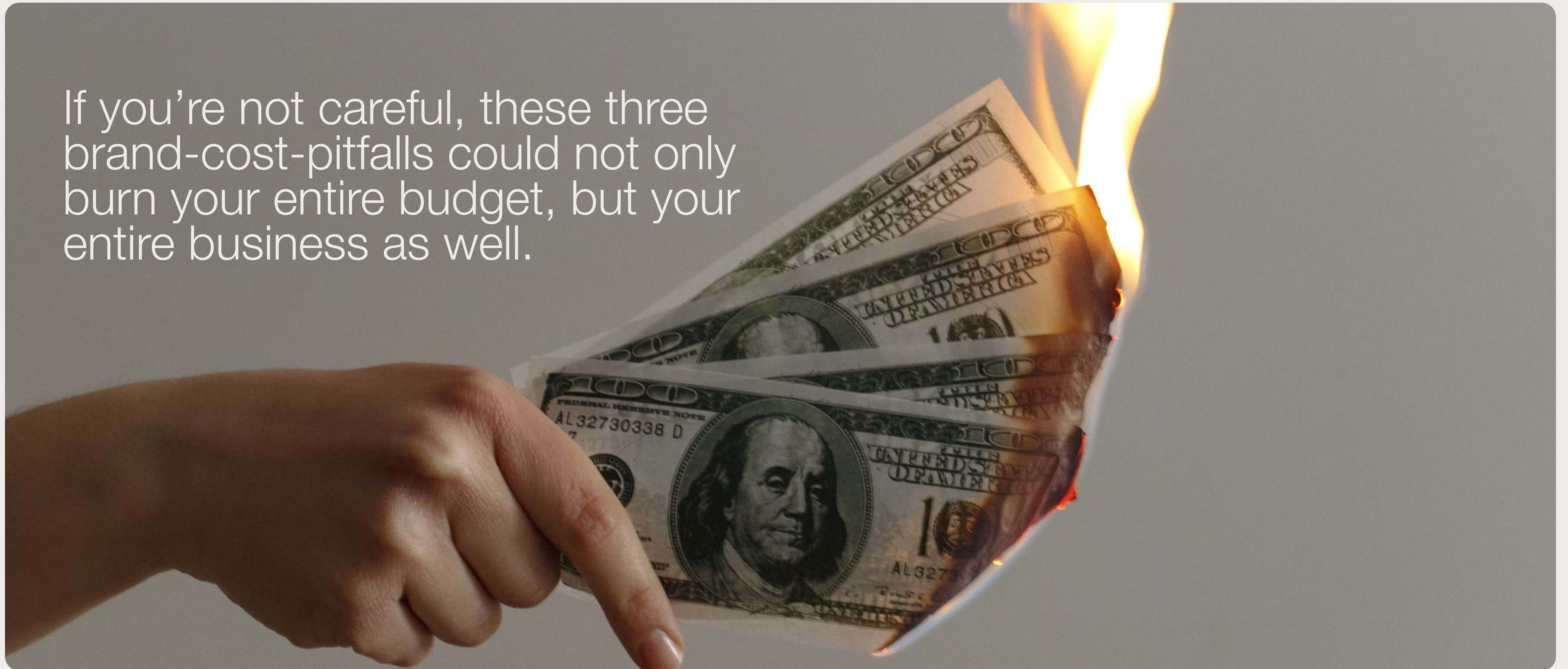
This is known as a “rebrand”  
and it’s one of the most feared  
words in business. Why...?



# It's simple. The costs associated with a rebrand are **MASSIVE**.



If you're not careful, these three brand-cost-pitfalls could not only burn your entire budget, but your entire business as well.







# Legal Changes

It's not just your logo and colors that will change when you rebrand. Copyrights and trademarks will all most likely have to change too. Depending on how your business is structured, lots of unforeseen legal costs could pile up.

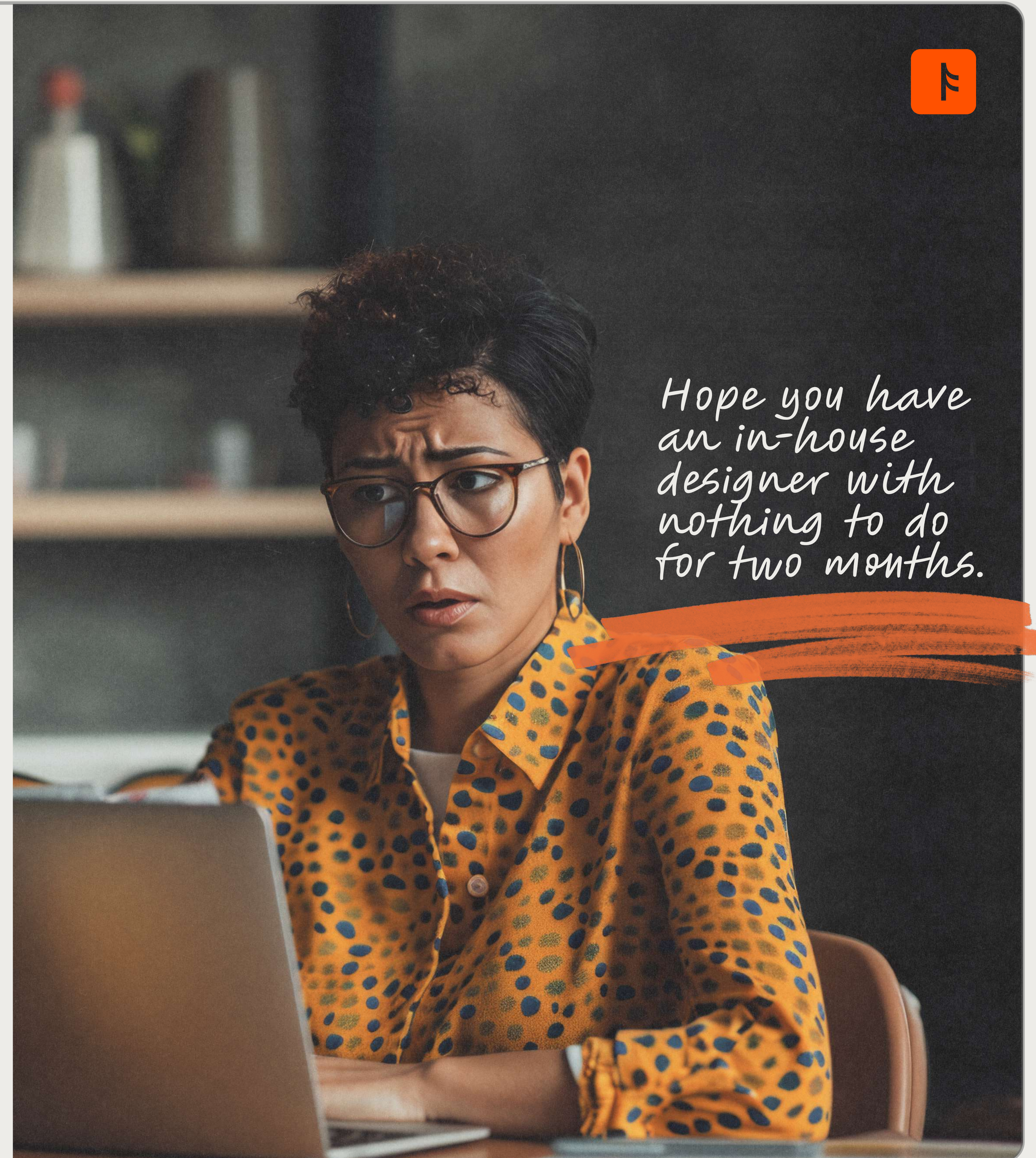




# Digital Assets

Website URLs will have to change which means SEO and other analytics will need reconfigured or updated costing thousands. Not to mention...

- ✓ Social media handles
- ✓ Social media profiles
- ✓ Social media cover images
- ✓ Email signatures for your entire team





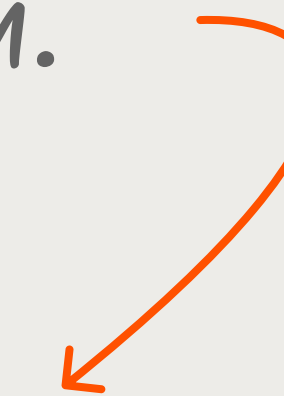


# Corporate Identity & Sales Assets

Legal and digital are two pitfalls you might not have thought of, but don't forget about all the things your logo shows up on!

- ✓ New business cards for your team
- ✓ Corporate stationary, notecards, letterhead, etc.
- ✓ New SWAG for your team – stickers, hats, shirts, mugs, tumblers, coozies...
- ✓ New client gifts with your new logo
- ✓ New signage for your offices
- ✓ Website overhaul
- ✓ Sales enablement and marketing materials overhaul

*The list goes on.*



# Don't forget about all of these...



## Employee Training

If the rebrand involves a shift in company values, culture, or positioning, employees may need training to ensure consistent messaging and behavior, adding to the costs.



## Operational Changes

The rebrand might require changes in packaging, labels, and other product-related digital and physical elements.



## Client Communication

Announcing to customers, suppliers, investors, and others involves marketing and PR expenses.



## Customer Confusion

A rebrand is a great way to confuse happy customers, especially if they don't immediately recognize the new identity or if they preferred the old one. (Ask KIN...or is it KIA?)



## Lost Brand Equity

If the old brand had significant equity and recognition, rebranding might result in a temporary loss of customer trust and loyalty, impacting sales and revenue.



## Internal Challenges

Changes in hiring before, during, or after a rebrand could hinder the success of the project internally.





# The cost to rebrand

These things can cost  
HUNDREDS OF THOUSANDS  
of EXTRA dollar\$.

## Not including...

The cost to **actually do the rebrand** and create a new visual identity system that connects with your buyers.

If you don't assess your current brand and take inventory of all the changes you're going to need, you're prepping yourself to burn through too much cash **and** the trust of your leadership team.

Rebrand Cost for Tech Firms

10-20%

of your marketing budget



# Historical Costs for Branded Assets

Use this as a starting point for putting together a brand budget. These numbers will help you get an idea for how much other investment it's going to take to build a brand that tech buyers demand.

*Just an estimate. These will vary based on vendors!*

*\*All of these prices are estimates and subject to change based on location, taxes, and other factors*

Asset	Design fees	Production Cost 1-50 employees	Production Cost 50-100 employees	Production Cost 100-500 employees	Legal Fees
Brand video assets, lower thirds, etc.	\$450-2000	X	X	X	
Digital marketing assets, display ads, social posts, banner ads	\$2000-\$10,000	X	X	X	
Team badges, lanyards, etc.	\$300-1200	\$1-200	\$200-500	\$2000 +	
Stationary: Letterhead, envelopes, business cards, notecards, etc.	\$800-1500	\$1500 - \$2450	\$2500 - \$6500	\$6500 +	
Interior/exterior signage	\$800-2500	\$1800-\$10,000 +	X	X	
Name, trademarking, changes	X	X	X	X	\$100 - \$12,000 +



Thinking of a rebrand?  
Avoid the pitfalls!  
Start here first.

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strong your tech brand is.

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strength assessment!

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