

To brand refresh or not to

BRAND REFRESH?

Are you thinking about diving into a brand refresh?

What are the key factors within your company and in the market that should influence your next branding decision?

Use this graphic to assess the current state of your brand.

Keep this saved on your computer someplace you frequent as a reminder to regularly assess your brand.



It's tough to tell your company
apart from your competition.



You're competing with new companies
and/or your industry is changing.



Your visual identity is outdated.



Your company has changed, but your
branding hasn't caught up.

Let's create something together.

 hello@anthembranding.com



2617 Broadway
Boulder, CO 80304

anthembranding.com
303-245-8000

