



BRAND REFRESH SERVICES

"A BRAND FOR A COMPANY IS LIKE A REPUTATION FOR A PERSON.
YOU EARN REPUTATION BY TRYING TO DO HARD THINGS WELL."

- JEFF BEZOS

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WHAT IS A BRAND REFRESH?

A brand refresh is a makeover for your company. Think about going to the salon and leaving with either a new hair color, face full of makeup, or a new wardrobe. You're the same person, just with a fresh new look! That's what a brand refresh can do for your company.

It's important to understand that a brand refresh is not a full re-brand – which would involve changing the look, feel, and message of your entire company.

SO, WHAT IS THE DIFFERENCE BETWEEN A BRAND REFRESH AND REBRANDING?





Rebranding is a **time-consuming** and **expensive** decision for your company to make. Think about it this way, instead of doing a makeover with a new hair color or new wardrobe, in this scenario you're getting plastic surgery to completely change who you are.

When you invest in a **brand refresh** you get the freedom to decide which elements of your brand you want to update. This means you don't have to update everything at once, which makes this the most **cost-effective option available**.

The elements of a brand refresh can be as simple or in-depth as you choose. It can be as minimal as updating your color

palette to be more visually appealing or as labor-intensive as exploring new logo variations that includes different typography choices and/or graphics.

ELEMENTS OF A BRAND REFRESH INCLUDE:

-  Enhancing/modernizing your logo
-  Changing your color scheme
-  Using new font combinations
-  Developing consistent templates for marketing materials

Unlike rebranding, with a brand refresh you can pick and choose what elements of your brand you want to update at your own pace.



Across your website



Marketing materials



Social platforms



Presentations



Email signature



Business stationery

REASONS TO CONSIDER A BRAND REFRESH

You may be thinking to yourself, “we have a customer base who knows our logo, why change now?” That’s a fair question but think about all of the new customers you **aren’t attracting** with an outdated appearance. With a fresh, consistent look, you can begin to create **brand loyalty**.



BRAND LOYALTY IS THE TENDENCY OF CONSUMERS TO CONTINUE BUYING THE SAME BRAND OF GOODS RATHER THAN COMPETING BRANDS.

YOUR COMPANY SHOULD CONSIDER A BRAND REFRESH IF:



YOUR LOGO/BRAND IS OUTDATED

If your logo looks like it was created decades ago, chances are it doesn't reflect who your company currently is. It might make your audience feel like your company isn't evolving with the changing business landscape.



YOUR AUDIENCE HAS CHANGED

As your portfolio of products and services grow, the audience who you're selling to is changing and expanding. A refresh will help you to focus on targeting the people you need.



YOUR CONTENT IS INCONSISTENT

Whether your audience visits your website, downloads a solution overview or receives an email, your company brand and message should be consistent across the board.



YOUR PORTFOLIO IS EXPANDING

The technology we use today is definitely not the technology we used years ago when your brand was developed and to keep up, your products and services have grown as well.

BENEFITS OF A BRAND REFRESH

Whether your business is large or small, successful or could be more profitable; even the most well-established companies go through a brand refresh to better reach a desired audience and showcase current product or service offerings.

HERE ARE 4 BENEFITS YOU CAN ACHIEVE BY SAYING YES TO A BRAND REFRESH:



OUTSHINE YOUR COMPETITION You may have been the only IT business at your inception, but now the market is saturated with partners who offer the same products and services you do. Your brand is what you can rely on to stand out as a market leader and highlight your unique offerings.



ATTRACT NEW CUSTOMERS A refreshed brand that ties together the message your business is sharing with an updated appearance can help develop brand recognition, trust, and customer loyalty.

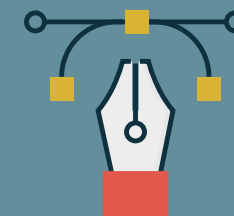


SHOWCASE WHO YOU ARE When you refocus what your brand looks like and what it says about your company, it allows everyone to share your brand's message more accurately and consistently and create a solid foundation for growth.



STAY RELEVANT If your brand is outdated, it's very noticeable and **not in a good way**. The key to staying relevant in a modern and fast-changing marketing environment is to understand how critical your brand image truly is.

A **VECTOR FILE** CAN TYPICALLY BE DESCRIBED AS A SMALL, SCALABLE, AND EDITABLE IMAGE THAT PROVIDES DESIGNERS INFINITE FREEDOM WHEN IT COMES TO GRAPHIC DESIGN AND ILLUSTRATION.



Have you ever been asked for a vector version of your logo? We're sorry to tell you that a JPG/PNG file, a word document and/or a PowerPoint file **DO NOT QUALIFY AS A**

VECTOR LOGO. If you don't have a vector version of your logo, (the file would be labeled as .ai or .eps), **a brand refresh is a service you should consider**.

BRAND REFRESH EXAMPLE

Even the largest tech leaders in the industry go through brand refreshes and Cisco is a perfect example! To keep up with the evolving industry, Cisco not only makes updates to its portfolio of services and products but addresses the company image. As their line card of offerings grows, they make adjustments to their brand appearance as well.



1984

CISCO SYSTEMS

Cisco was derived from the city name San Francisco. The first creation of the logo was designed to showcase the shape of the famous landmark in San Francisco, the Golden Gate bridge.



1996

DIGITAL ERA

As the Internet grew, so did the telecom landscape. Cisco took advantage of the change in the industry and added routers and switches to its line card of offerings.



2006

"THE HUMAN NETWORK"

Cisco shifted its focus from being a tech vendor to the company that changes the way the world communicates. With the launch of the Human Network campaign and new collaboration and communication technologies, Cisco updated its logo to a simplified representation of the bridge with colors that promote tranquility.



2013

"TOMORROW STARTS HERE"

The launch of the "Tomorrow Starts Here" campaign focused on knowing that most of the world is connected to the Internet, and for those that aren't, Cisco is on it! The logo also evolved into using one blue color that gives off the feelings of optimism and prosperity.

WHAT WE OFFER | A LA CARTE ITEMS

Our goal is to offer different levels of a brand refresh that your company is comfortable with. Whether you're ready to do a complete refresh overhaul or want to take a "one piece of content at a time" approach, **our a la carte brand refresh offerings** can help in several ways.

LOGO REFRESH | STARTING AT \$1,495

We will update your logo with modern typography, a new color scheme, or develop a visual component to your logo. Love your logo but don't have a vector version of it that you're often asked for? We can recreate your logo into the format you need.

BRAND GUIDES | STARTING AT \$2,495

Without consistency, your brand can feel all over the place. We will create guidelines that go over logo usage, typography, colors and collateral usage so that anyone who interacts with your brand, uses it properly.

POWERPOINT TEMPLATE | STARTING AT \$1,495

Once you're in front of your audience, keeping them engaged is key. Your presentations should lead with your brand's image and company message.

BUSINESS STATIONERY | STARTING AT \$1,495

Nothing comes across more professional than having consistent business cards, letterhead, envelopes, and email signatures for each of your employees to utilize.

LINE CARDS | STARTING AT \$2,495

Highlight your company's key value points and the name, description, and products or services provided by the manufacturers you work with.

WEBSITE ARTWORK | STARTING AT \$995 per page

Website remodels can be expensive and time-consuming getting everyone on the same page with the new direction. A simple option to accomplish your goal of revamping your website is letting us create graphics that can be added to your webpages that complement your brand. This can range from header images, to icons that represent your products, services or key differentiators.

BLOG HEADERS/IMAGES | STARTING AT \$500

To go along with your blog where your brand voice is being shared, we will develop custom headers that match your visual brand. This is also a great piece of content that can be used to promote your blog on social media platforms.

EDITABLE TEMPLATES | STARTING AT \$1,495

Do you have an employee on your team that has experience with Adobe? We can create a template for your one-pagers, social imagery, or other forms of content so that when new products or services are developed, your team can easily create content without having to worry about formatting.

WHAT WE OFFER | PACKAGES

Our goal is to offer different levels of a brand refresh that your company is comfortable with. In addition to our a la carte items, we also offer **brand refresh packages** that bundle various forms of content that go hand in hand together.

SOCIAL MEDIA PRESENCE | STARTING AT \$1,995

Whether your audience visits your Twitter, LinkedIn, Facebook, or another social platform, it should be instantly clear that they are connecting with your brand. From cover and profile images to a clear brand message, each platform should look uniform to one another.

SOCIAL MEDIA GIF CONTENT | STARTING AT \$400/month

Having content to share on your social platforms is key to being viewed as consistent and knowledgeable. We will design and animate 12 GIFs (1 per month) from your choice of the following categories:

- Calendar holidays
- Trending/hashtag days
- Website promotion
- Content promotion
- Solution/product promotion

VIDEO PACKAGES | BY QUOTE-BASIS

LEVEL 1 – SIMPLE BRAND UPDATE. Update all colors to current branding and redo logo animation for the video intro/outro.

LEVEL 2 – PREVIOUS WORK UPDATE. Any video work we've done with you in the past can be updated to your current brand! This includes updating colors, fonts, logo animations, music/sound effects, and icon styles.

LEVEL 3 – VIDEO OVERHAUL UPDATE. This update includes everything from level 2 plus more! We can also enhance the animation and transition styles and rerecord the script to remove outdated information and include new selling features.

*This level can be applied to non-IMS360 created video content if sufficient source files are available. Source files deemed sufficient is up to the discretion of IMS360.

LET'S GET REFRESHED!

All of our brand refresh components will begin with a due diligence and kick-off questions to understand the direction your company is going so your assets match your company vision. Have something in mind but don't see it listed here? Just tell us – **we will make it happen.**

[See Our Work](#)

[Learn More](#)