

Rebrand Decision Scorecard

From: "When to Rebrand: The CEO's Decision Framework"

FULLSTOP

How to Use This Scorecard:

Complete each section in order. Your Strategic Trigger score determines if you should proceed. If ANY anti-pattern applies, pause the rebrand discussion until resolved.

Part 1: Strategic Trigger Assessment

Score each dimension 0-2 (0 = No, 1 = Partially, 2 = Yes)

☐

Strategy Shift

Has your ICP, category, or brand promise fundamentally changed?

/2

☐

Concrete Evidence

Do you have signals: customer quotes, confused leads, lost deals mentioning brand?

/2

☐

Brand Equity

Do you have existing recognition (search, referrals, awareness) worth protecting?

/2

☐

Execution Capacity

Do you have a dedicated owner, budget, and rollout bandwidth?

/2

☐

Risk Awareness

Are you prepared for URL, domain, SEO, or trust signal disruptions?

/2

TOTAL STRATEGIC TRIGGER SCORE:

/10

Score Interpretation

- **0-3 points:** Delay. You're not ready for any brand work.
- **4-6 points:** Consider a refresh (\$10K-\$60K), not a full rebrand.
- **7-8 points:** Rebrand territory (\$50K-\$500K). Proceed to Part 2.
- **9-10 points:** You may need a full rename. High stakes - proceed carefully.

Part 2: Anti-Pattern Checklist

If ANY box is checked, pause the rebrand discussion until resolved.

☐

Pre-Product-Market Fit

Still guessing who your best customer is, what they pay for, or why they choose you?

☐

Product Problems

Experiencing churn, weak activation, or messy onboarding? These aren't brand problems.

☐

High-Stakes Event Imminent

Fundraising, major launch, or hiring ramp in next 6 months? Rebranding creates distraction.

☐

Active Crisis

In the middle of a crisis? Rebranding appears tone-deaf or like you're running from something.

☐

Leadership Misalignment

Leadership can't agree on the "why"? Without internal alignment, execution fails.

☐

Chasing Trends

Trigger is "competitor X just rebranded" or wanting to look more modern? That's reaction, not strategy.

Important: If you checked any box above, address that issue first. A rebrand cannot fix product problems, internal misalignment, or market timing issues. It will only amplify them.

Part 3: Valid Trigger Identification

Which strategic trigger applies to your situation? Check the one that fits best.

☐ **M&A Integration**

Merging or acquiring? Brand integration often determines deal success.

☐ **Market Repositioning**

Audience has fundamentally shifted or you're entering new category?

☐ **Company Evolution**

Business model expanded beyond what current brand signals?

☐ **Negative Association Reset**

Need distance from past issues? (Only works with genuine operational change)

☐ **Pricing Power Restoration**

Market price seems fixed despite rising costs? Brand perception may be the barrier.

☐ **Geographic Expansion**

Current brand has cultural/linguistic issues in new markets?

If none of these triggers apply, you likely don't need a rebrand. Consider a refresh instead.

Part 4: Cost Reality Check

Review these ranges before budgeting. Hidden costs catch most companies off guard.

Category	Lean	Mid-Range	Agency-Led
Strategy & Research	\$1K-\$5K	\$5K-\$10K	\$50K-\$150K
Visual Identity	\$5K-\$15K	\$15K-\$50K	\$150K-\$300K
Guidelines & Materials	\$6K-\$15K	\$15K-\$65K	\$115K-\$550K
Hidden Costs	Legal (\$5K-\$50K), Technology (\$50K-\$200K), Training (\$10K-\$50K), Ongoing Governance (\$20K-\$100K/yr)		

Part 5: Decision Summary

Strategic Trigger Score:

From Part 1 - need 7+ to proceed

____/10

Anti-Patterns Checked:

From Part 2 - need 0 to proceed

**Valid Trigger Identified:**

From Part 3 - which one applies

**Your Recommended Path**

- **Score 7+, 0 anti-patterns, valid trigger:** Proceed with rebrand. Start agency conversations.
- **Score 4-6, 0 anti-patterns:** Consider a refresh instead (\$10K-\$60K, 1-4 months).
- **Any anti-patterns checked:** Address those issues first. Rebrand can wait.
- **Score 0-3:** Not ready. Focus on product and market fit first.

Need Expert Help Making This Decision?

FullStop offers objective Brand Strategy Assessments - not a pitch for a rebrand, but an honest evaluation of whether you need one.

fullstop360.com/contact