

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.

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