The six-month digital rebrand

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What we'll cover

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– Basic tactics for a successful digital rebrand.
– Mainly about rebranding your website (for reasons we'll cover in a bit).
– Most relevant for small-to-medium-sized non-profits.
– Assumes you won't be in charge of the development team
(if you are, lucky you).
– Assumes you've never done this before and are equal parts excited and terrified (I know I was).

What we won't cover

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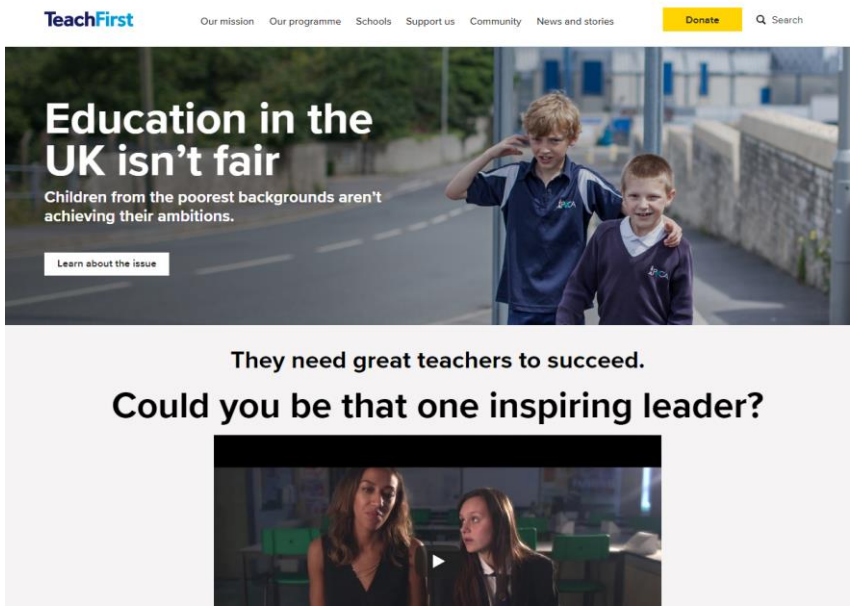

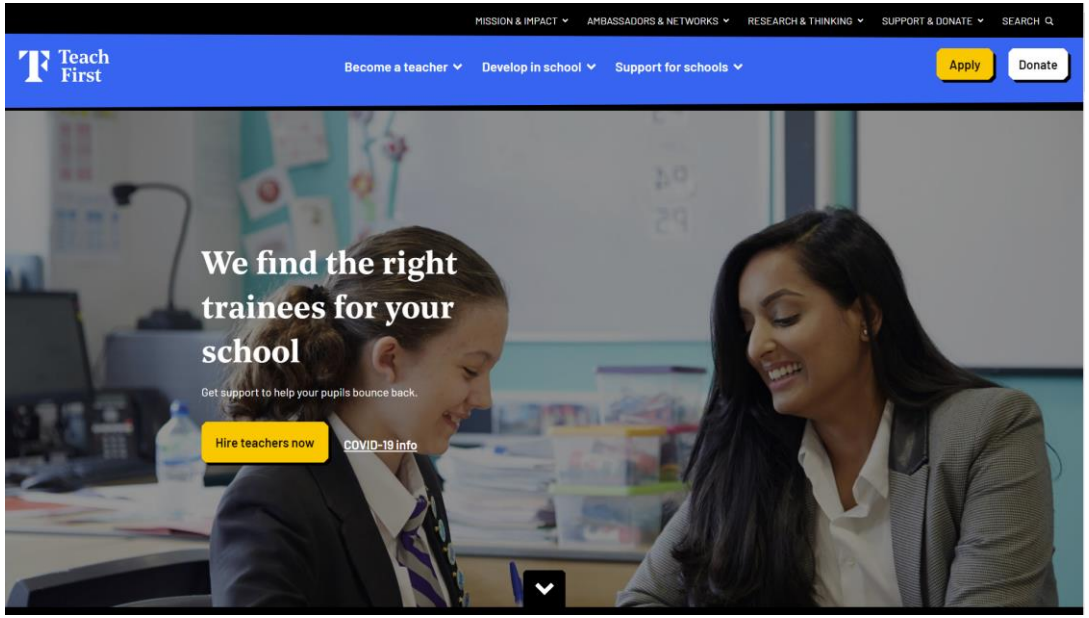

Tactics for a digital rebrand

1. A good rebrand starts from the business/funding model up

- Architecture makes that model lucid, design makes it likeable and accessible.
- Digital products are often the first point of interaction people have with a brand.
- Get involved as early as you can to understand what's changing and why.

Tactics for a digital rebrand

2. Don’t assume that digital will be considered from the outset

- Many agencies still approach brand from copy and graphic design.
- They approach digital and even motion as derivatives of copy and graphic design.
- Make a nuisance of yourself to spot and stop this early on.

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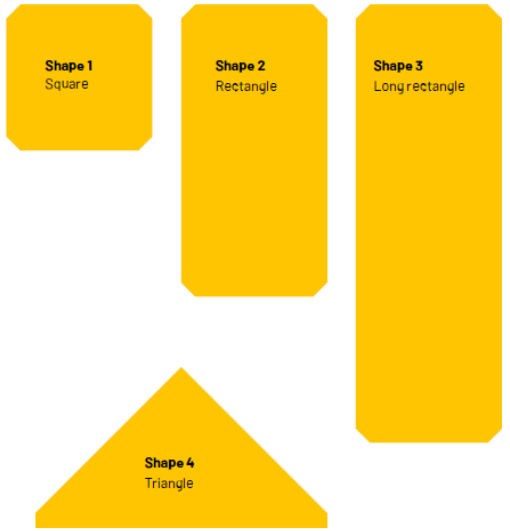
Shape 1
Square
Shape 2
Rectangle
Shape 3
Long rectangle
Shape 4
Triangle

Tactics for a digital rebrand

3. Make people who understand the org accountable/responsible

- Foster an understanding of the business/funding model.
- Constantly apply that understanding to digital products.
- Maintain a prioritised wish list of new features/products/skillsets.

Tactics for a digital rebrand

4. Hire great people who can cover your knowledge gaps

- At minimum, hire a user experience (UX) designer, a user interface (UI) designer and a project manager.
- Try and pick a UX designer who understands UI design and a UI designer who can work with front end code.

Tactics for a digital rebrand

5. Consider what should change and to what degree

- For most organisations the website should be the priority.
- Use brand research to prioritise.
- Don’t work too hard to preserve the current state – rebranding is much more than re-skinning.
- Seek opportunities to work in new media or to set new standards.

Tactics for a digital rebrand

6. You can’t do everything at once

- Prioritise ruthlessly and plan for beyond launch day:
  - Deliver the new brand in digital.
  - Improve critical functionality.
  - Deliver basic versions of new functionality.
  - Reorient processes and resources to favour your users.
  - Prepare a post-launch plan.

With the benefit of hindsight

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Get digital designers involved from the conceptual stage

- Digital design is distinctive.
- Great graphic design and copy will help, but they're not enough.
- Ideally an atomic design system should be one of the rebrand outputs, alongside brand guidelines, style guides etc.
- A digital brand isn't just designed, it's taught to software.

Get an idea of where the organisation might be going

- A rebrand can't factor in where an organisation might go.
- It can even catalyse unexpected changes.

Use the forward trajectory to make a case for more resource

- Everybody knows digital is a rapid area of change, but very few orgs understand how this relates to their own context.
- Make a case for the importance of properly resourcing digital comms to create flexibility and make the most of a new brand.
- Under-resourcing will lead to stagnation and inefficiency.

Questions

Thank you.

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