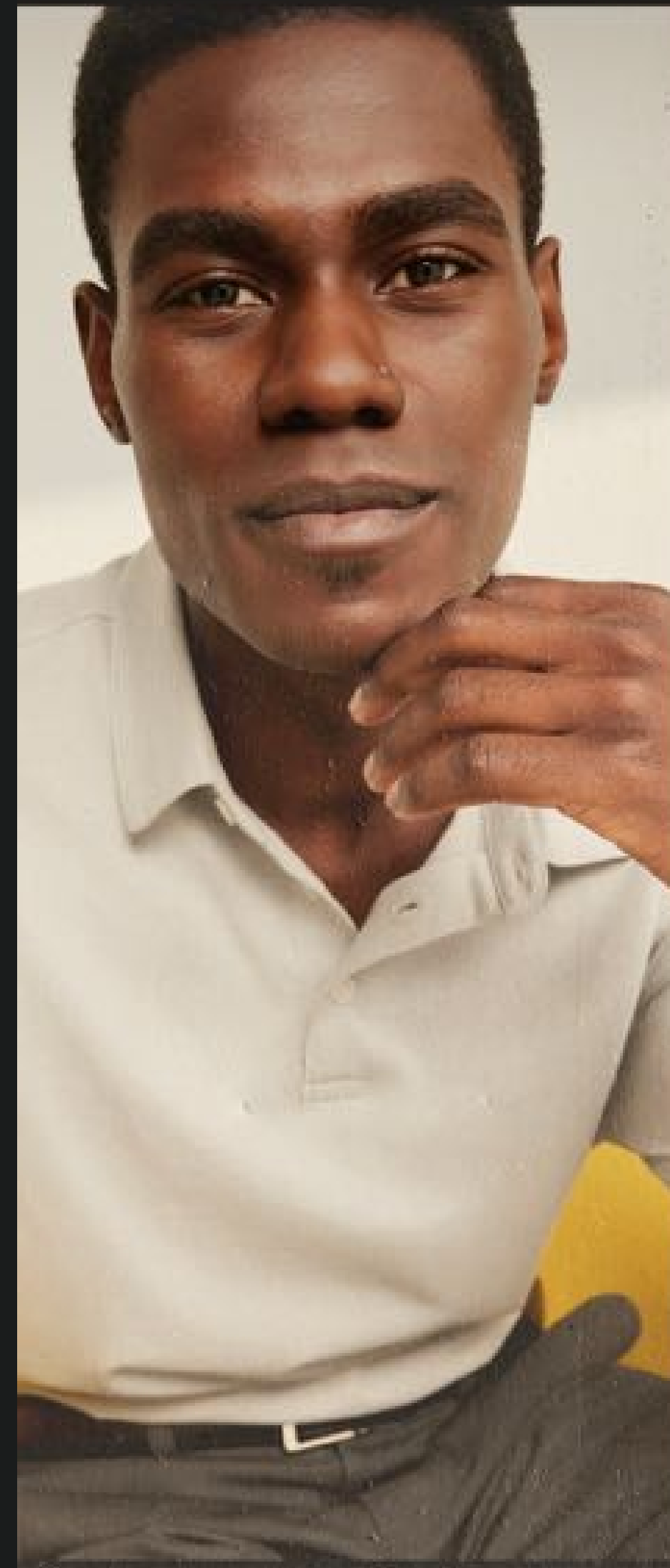


Going global

# Rolling out a worldwide rebrand



**Designer  
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[NordstromRack.com](https://www.nordstromrack.com)

**RA  
GE**

# Rolling out a global rebrand is a complex process

It's crucial that your rebrand is implemented to full effect, both internally and externally, in order to maximize the impact of your new look and strategies.

To help you get the most out of your rebrand rollout, we've spoken to experts from every layer of the rebranding process. You'll find insights from creative agencies, Frontify experts, and brands that have recently rebranded.

We'll look at strategies for internally housing and distributing your brand assets, as well as the best methods to introduce your rebrand to the world.



Toby Williams  
Frontify

# Meet the experts

We've assembled experts from across the branding spectrum to lend their insight to this guide.

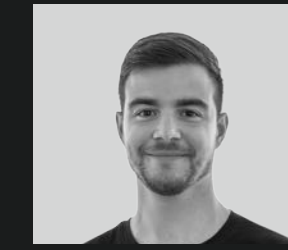
## From Frontify



Hugo Timm  
Creative Director



Roger Dudler  
CEO



Thomas Meichtry  
Enterprise Sales Manager



Digge Zetterberg  
Director of Content & Communications



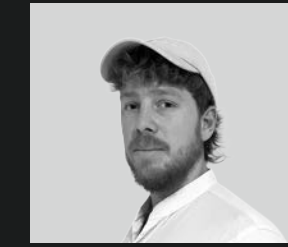
Christof Müller  
Principal Designer



Robert Cary  
AD, Product Marketing



Rebecca Rosborough  
CCO



Søren Hindsgaul  
Senior Customer Success Manager

## From recently rebranded companies



Nate Otiker  
SVP of Marketing at Delinea



Red Godfrey  
VP of Creative at Nordstrom



Gwen Lafage  
VP Brand and Content at Sinch



Marte Alvfalk  
Senior Brand Manager at Tietoevry

## From branding agencies



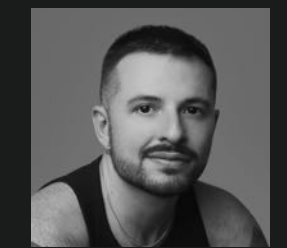
Hayley Burnham  
Group Strategy Director at JKR



Lisa Smith  
Global Executive Creative Director at JKR



Burkhard Müller  
CDO at Mutabor



Filipe Rocha  
Founder and Creative Director at PORTO ROCHA

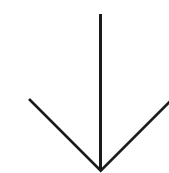


Leo Porto  
Founder and Creative Director at PORTO ROCHA

# Rebrand or refresh?

Firstly, it's worth taking a moment to categorize your efforts. Did you undergo a full rebrand or just a refresh? Does it make a difference in terms of implementation?

Rolling out a brand refresh — whether you're just updating your visual or vocal language, or adding functionality to your brand through emergent technology — is essentially the same as rolling out a full rebrand. You still have to create an implementation strategy, still have to take care to bring your teams on board, and still have to decide at what pace you unveil your new offering to the world.



The expert opinion



never  
boring

Rebrand or refresh?

## Frontify

There's an increasing benefit in being nimble and iterative, so smart brands will respond to their environment. A refresh is a tool to purge architecture relics, or to break stagnation from a tired visual language. A rebrand is much more strategic in nature, for when something is stopping the brand to deliver on its potential.



Hugo  
Timm

Creative Director

IT services and consulting

## Tietoevry

Rebranding can be a challenging and complex process that requires careful planning and execution. However, if done well, rebranding can bring many benefits to your company or product, and help you achieve your business goals.



Marte  
Alvfalk

Senior Brand Manager

Design agency

## Mutabor

A refresh is usually something technical. You don't change everything, you just change what needs to be changed. You decide to rebrand when you want to reposition your brand so that it is associated in a different way than it is now — what they think when they see you or experience your service.



Burkhard  
Müller

CDO

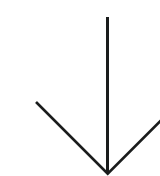
Internal rollout

# Housing your new-look brand

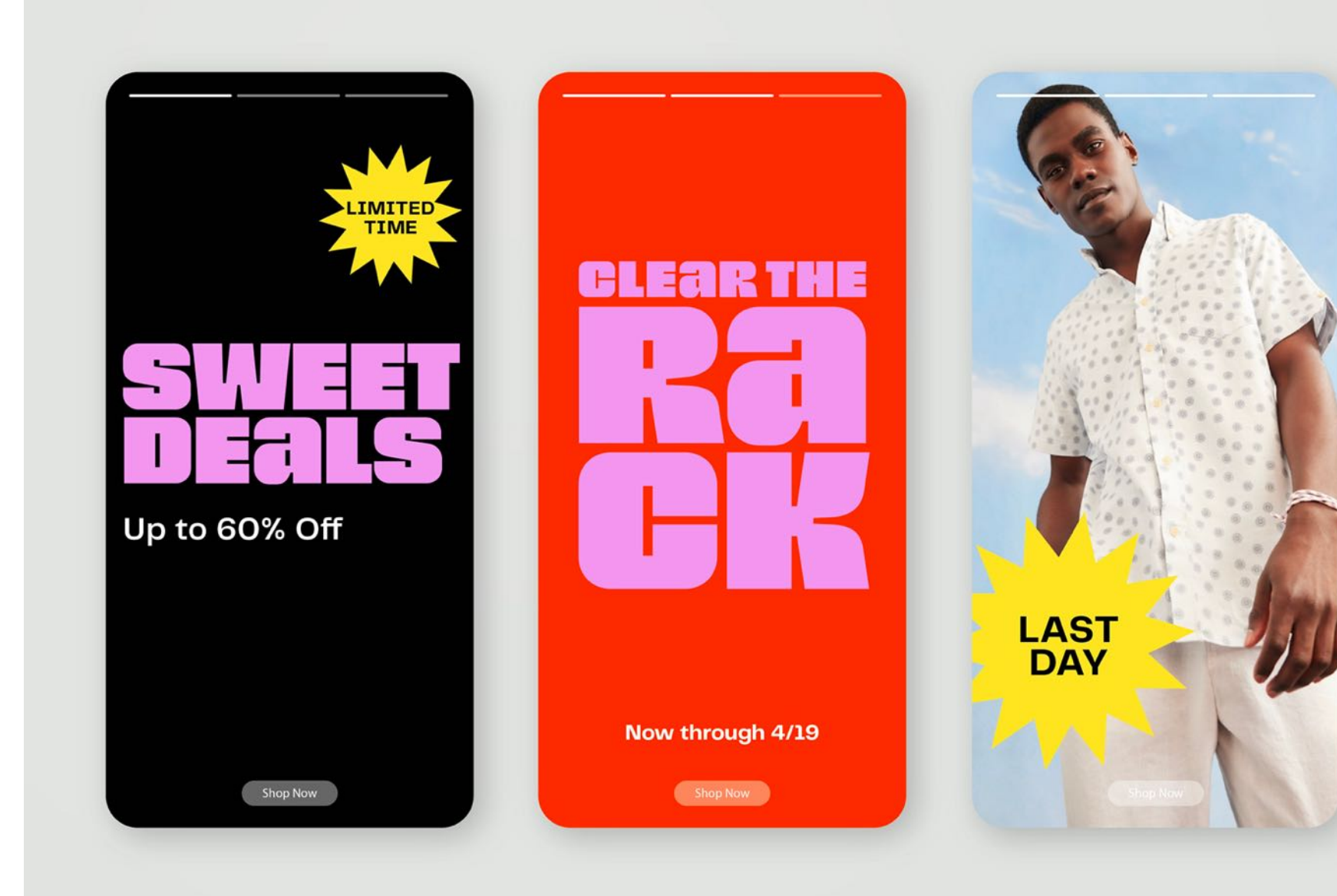
The practical outcome of a rebrand lies in your updated brand guidelines, and in your re-imagined branding assets. It's vital that these new elements don't get lost down a rabbit hole of shared folders, email chains, and server libraries — especially if that's been your asset management model so far.

Brand hub solutions like Frontify allow you to house these all-important elements in a space that's easy for stakeholders to interact with. Organizing your rebranded assets will make it easier for your teams to switch when the time comes.

And of course, this also presents the opportunity to take your brand home to a whole new dimension of customization. You can create a truly bespoke space that engages and energizes your teams and makes them excited to be part of the rebrand.



The expert opinion



## Frontify

Having a single source of truth that's easily updated makes a world of difference. Good brand governance depends on being able to respond to new needs and to revisit existing guidance. A centralized and collaborative platform means teams don't need to waste time issuing announcements and revisions.



**Hugo  
Timm**

Creative Director

IT services and consulting

## Delinea

We wanted a single digital destination for our brand, style guide, and key assets that would support both internal and external stakeholders globally.



**Nate  
Otiker**

SVP of Marketing

Branding agency

## JKR

Part of our challenge was to land on a brand positioning and a creative idea that created more distinctiveness for Nordstrom Rack while, at the same time, still allowing for the flexibility to help the brands it stocks shine. The answer is a system that can work with whatever different brands it needs to.



**Hayley  
Burnham**

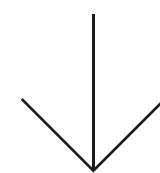
Group Strategy Director

Internal rollout

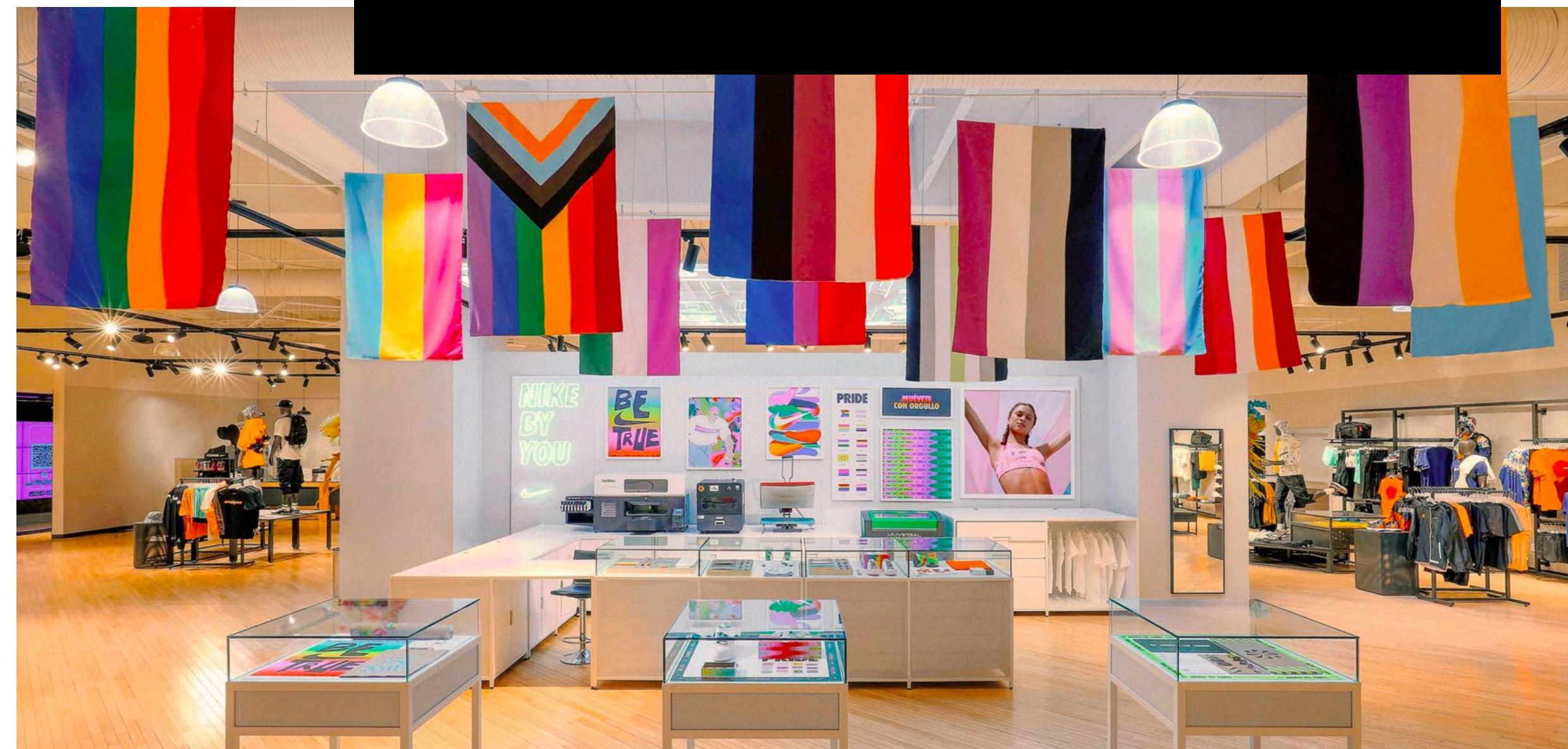
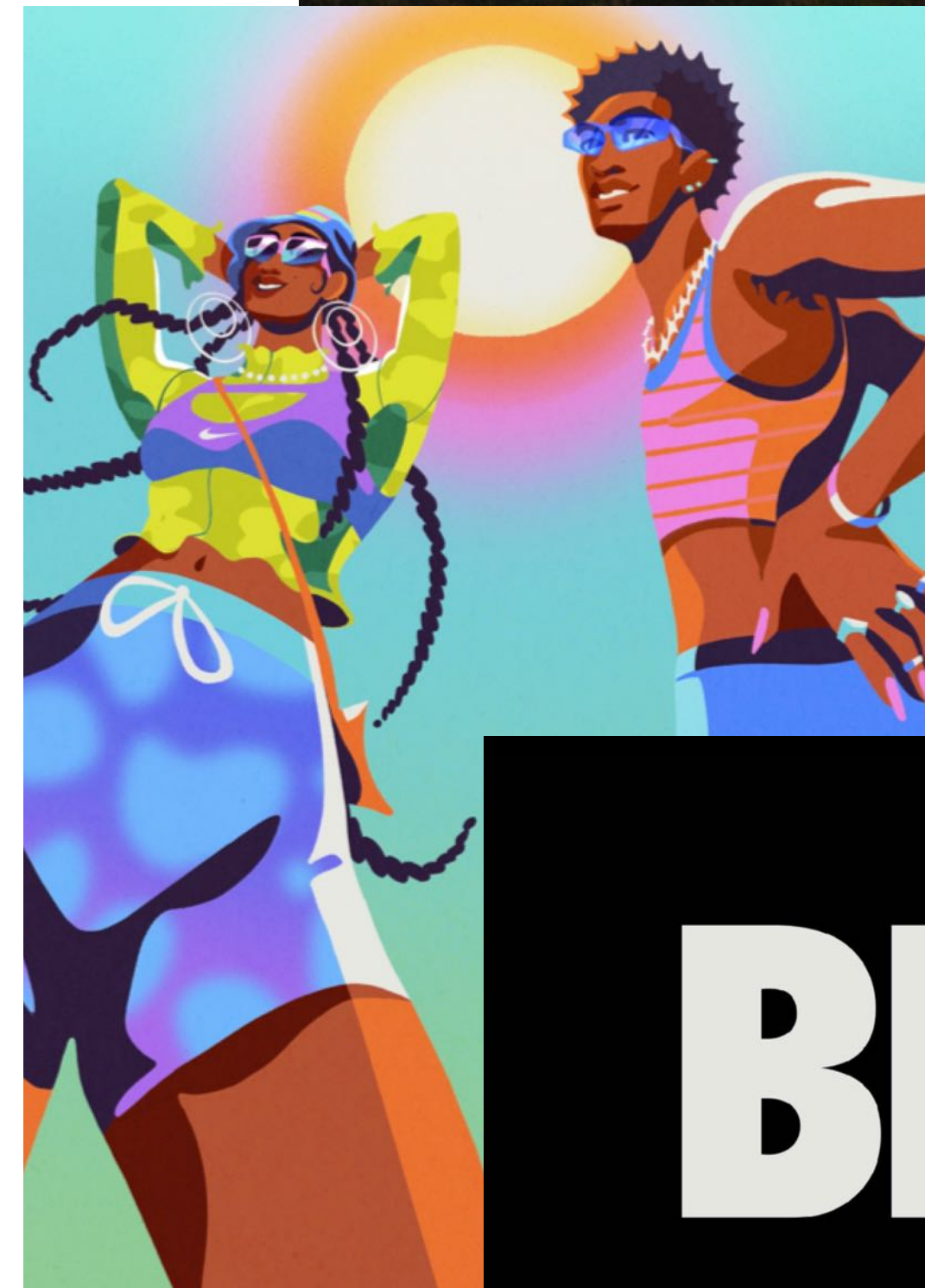
# Everyone on the same page

Once you have all your digital assets in one place, the next imperative is that all of your teams are aligned with your new identity and positioning. The winning strategy is to educate key personnel — your marketing and management teams, usually — so you can ensure they understand the new brand and how to use it.

Bringing these stakeholders on board first will allow them to act as champions of your rebrand when it comes time to roll it out to the wider teams worldwide. And, as an added benefit, they'll have a headstart with the implementation of your new brand home, so you can hit the ground running with your internal rollout.



The expert opinion





## Frontify

It's vital to transport the brand from the inside to the outside world. But this takes careful implementation. Employees must understand and live the brand. This is only possible if you give everyone the right tools and know-how, in one central space, on how to use your new brand.



**Roger  
Dudler**

CEO

IT services and consulting

## Tietoevry

We started to work with a very dedicated, hand-picked team to develop the assets and the guidelines for the brand portal. And when we had the basics, we trained our approximately 350 communications and marketer colleagues globally. We conducted brand trainings, and they became the frontrunners in the project.



**Marte  
Alvfalk**

Senior Brand Manager

Branding agency

## PORTO ROCHA

When I think of the times that a rebrand didn't go so well, it was when there wasn't an alignment in terms of how important that process would be for the entire team; whether that came from the leadership team or the design team. I think everyone has to see the value of embarking on the rebrand. You need to be willing to be fully invested and willing to change.



**Felipe  
Rocha**

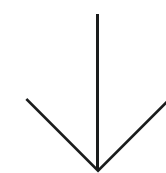
Founder and Creative Director

Internal rollout

# The company-wide launch

With your brand home in place, and the right teams already educated on the new brand, it's time to take your rebrand to the wider teams. Many multinational organizations will treat this internal rollout in a very similar way to the external launch — after all, nothing ensures the success of your rebrand like a global team of enthusiastic, empowered stakeholders acting as brand ambassadors.

Hosting a launch party, holding video interviews, creating merchandise with the new branding — the options for showcasing your new positioning and identity to your teams are varied, and all are valid in different situations.



Hey! Drei Kilo  
**Kochschinken** und  
5 Sammelkarten  
für die Konsole?



## Frontify

Incorporating senior management and crafting a robust internal campaign is vital to rolling out a new brand. While the campaign ensures the new brand garners attention, the strategic influence and active involvement of senior management elevate the launch's success. This combined approach consistently marks successful brand rollouts.



**Thomas Meichtry**

Enterprise Sales Manager

IT services and consulting

## Tietoevry

When you look at how people adopted the new brand almost overnight, people quickly started to use the new material on Frontify, and there have been very few times when we encountered old logotypes or any old material. It's been a very fast and efficient adoption of the new brand identity.



**Marte Alvfolk**

Senior Brand Manager

Design agency

## Mutabor

It was very important [for Kleinanzeigen] to get the businesses involved, so it was a very well-managed process to get all the employees involved in the rebrand at that stage. They really celebrated it and people were excited about the change — which in my experience is very rare for people to fully embrace change within a company.



**Burkhard Müller**

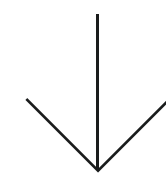
CDO

External rollout

# Starting with a bang

Nailing the external rollout is particularly important with a global brand. Not only are the stakes higher as the business implications of a rebrand grow but also more care needs to be taken when considering your differing audiences.

The Big Bang model — updating and changing your brand identity in as short a time as possible, combining efforts such as launch events, advertising initiatives, and activations — will maximize the impact of your global rollout. However, it may cost more and be burdensome for your teams because you're not waiting for natural replenishment cycles to replace physical assets.



The expert opinion



## Frontify

You invest so much in a rebrand, not giving it a proper launch and a successful rollout is a mistake you'll want to avoid.

After all, the last thing you want is for it to be forgotten and never used in an outdated PDF hidden on people's desktops.



**Digge  
Zetterberg**

Director of Content &  
Communications

IT services and consulting

## Tietoenvy

Our rebrand rollout was more toward a “big bang”! We wanted to take the opportunity to create momentum for change and clarify our new strategy. But of course, we also had to ensure we had all the tools in place. We needed to make sure that all our colleagues had the necessary assets to go out and be the new Tietoenvy.



**Marte  
Alvfall**

Senior Brand Manager

Branding agency

## Porto Rocha

A rebrand is a high-stakes decision that can impact the future of a business. But when we're presenting to large teams, and stakeholders only see risk instead of potential, it can lead to more expected and less innovative places. To make exciting work in our hyper-saturated world, brands sometimes have to take a leap of faith.



**Leo  
Porto**

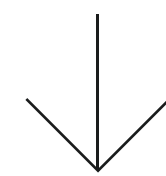
Founder and Creative Director

External rollout

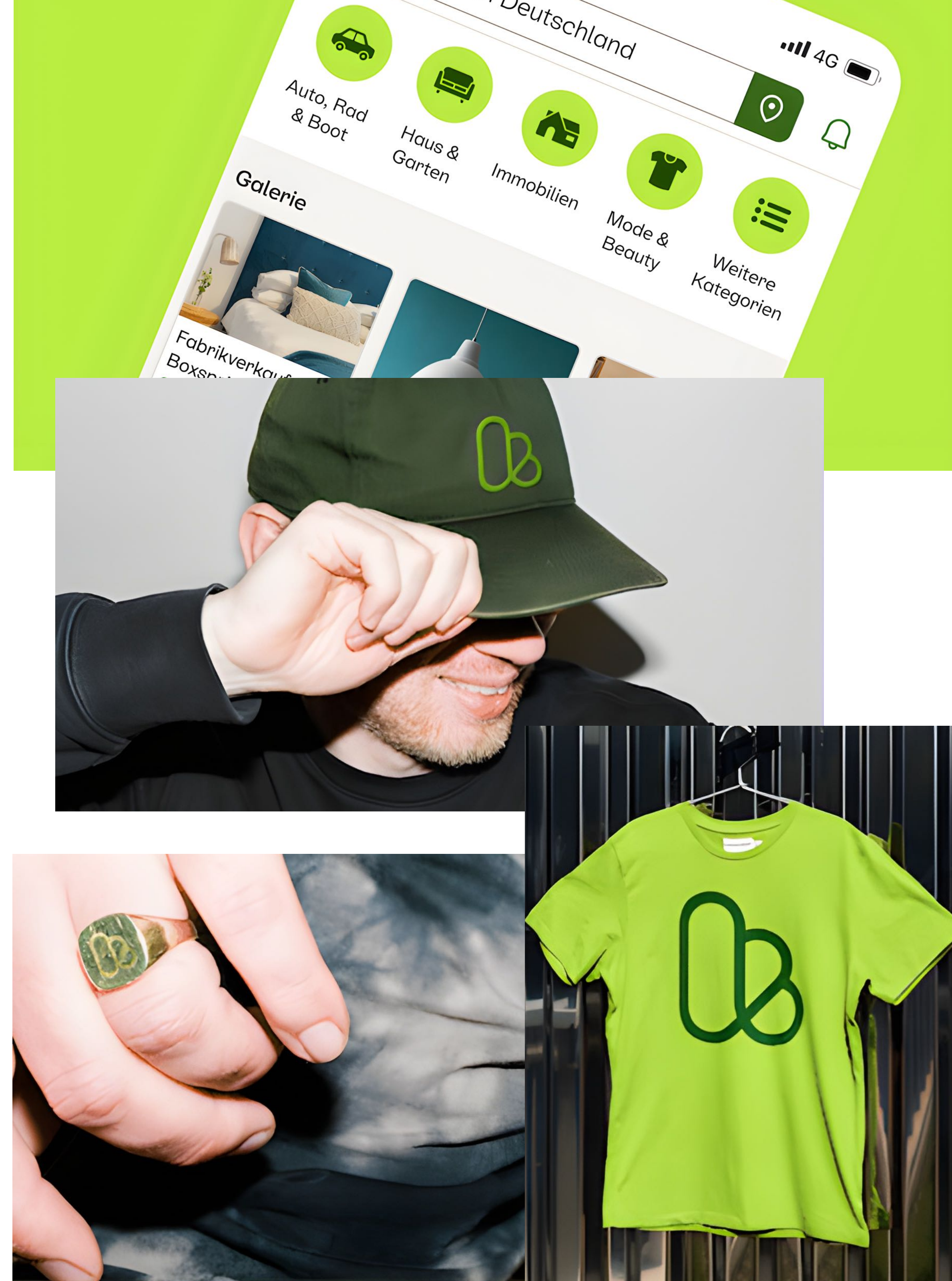
# Little by little

Alternatively, your global rollout could be implemented using a more gradual approach, sometimes called the Waterfall model. While implementing your rebrand over a longer time lacks the same “wow” factor as the Big Bang model, it also results in less cultural dissonance.

This model allows you to take advantage of the natural replacement of brand touchpoints to minimize costs and results in a smaller burden for your teams. The downside to this model is the risk of creating brand confusion because of your audience’s reduced awareness of your brand’s new direction.



The expert opinion



## Frontify

A gradual approach makes it easier to face changes in a flexible way. An evolving design system is the foundation for this. Through continuous improvement and proper internal communication of changes in the design system, a team can always be kept up-to-date and the brand can change without losing consistency.



**Christof Müller**

Principal Designer

Cloud communications

## Sinch

As the company grew very fast, not everyone knows who we are today. We have a constant need to build brand awareness globally. It took us several iterations to get to the brand we have today — to a brand we love. Fast growth means everything moves fast. So constant change is hard to follow.



**Gwen Lafage**

VP Brand and Content

Design agency

## Mutabor

Changing the [Kleinanzeigen] product is a huge risk, especially with 36 million users. The product team started rebranding six months before we finally changed the logo. When the TV commercials [by The Goodwins] came out, we finally changed the app icon. So we got all that attention — but the product didn't feel like such a big change to users.



**Burkhard Müller**

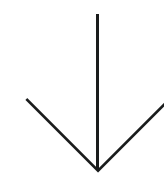
CDO

External rollout

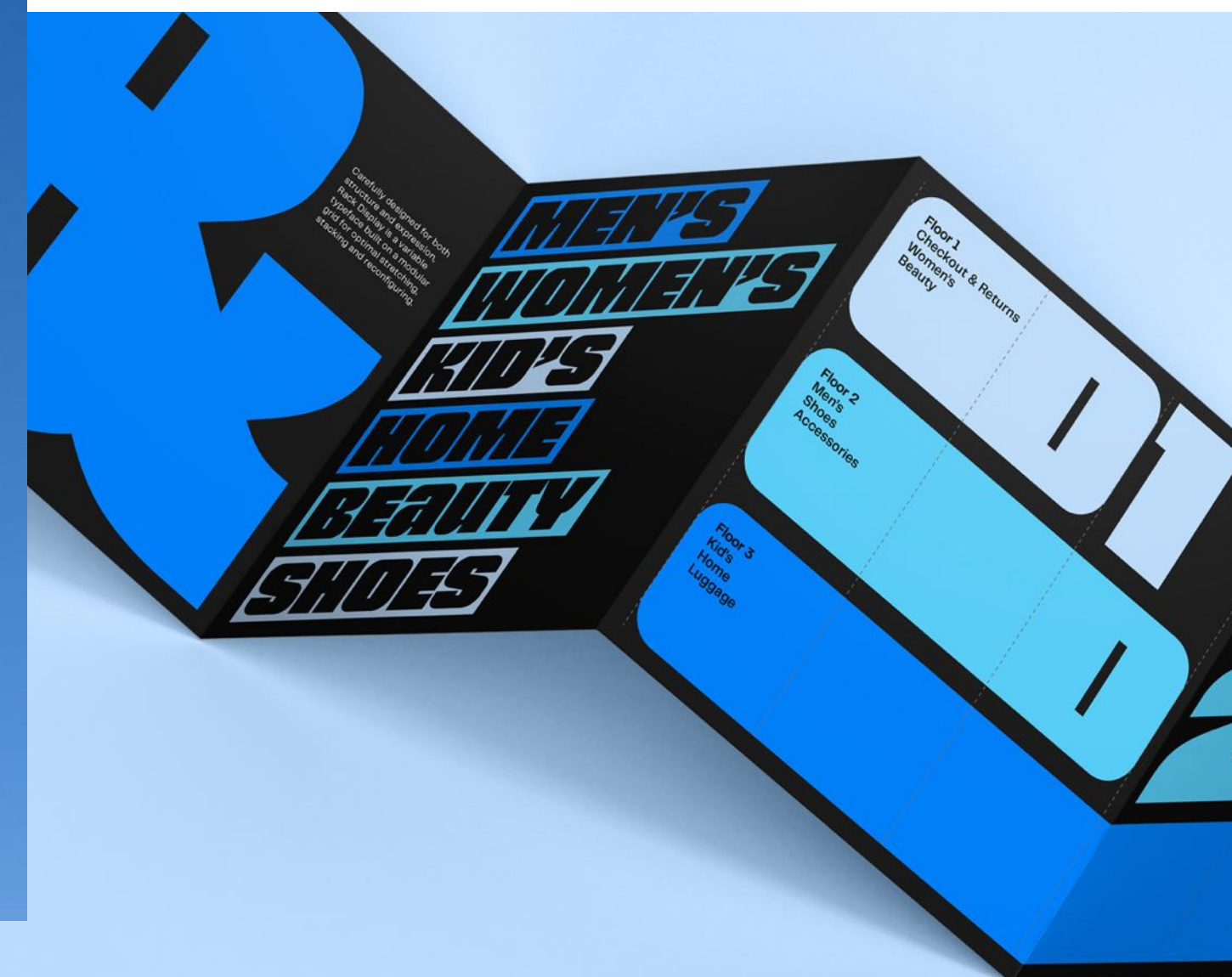
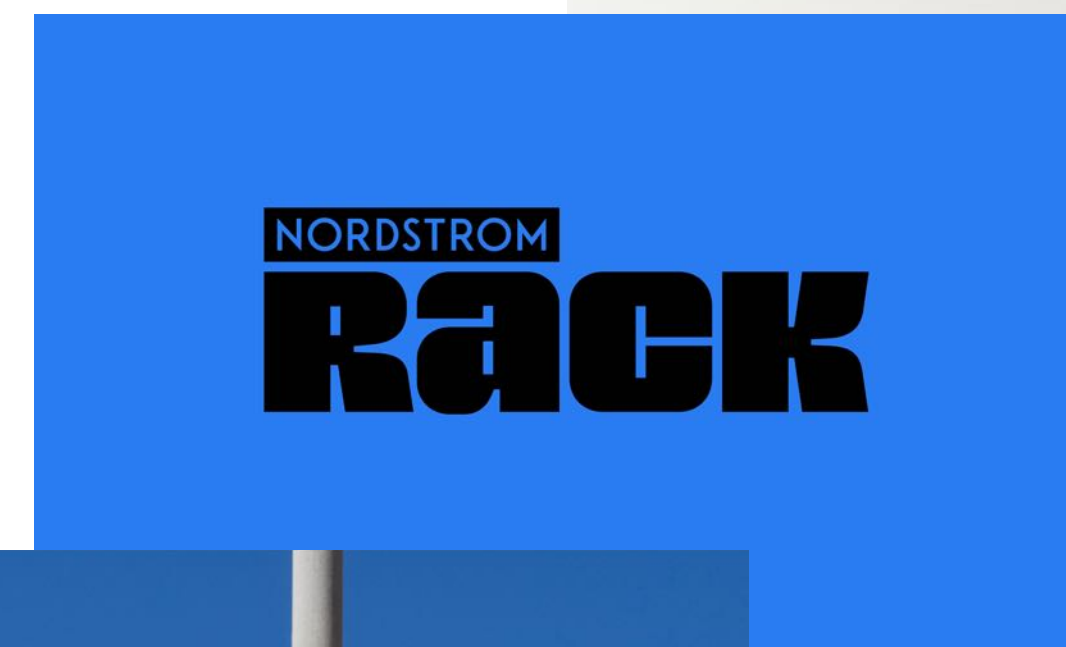
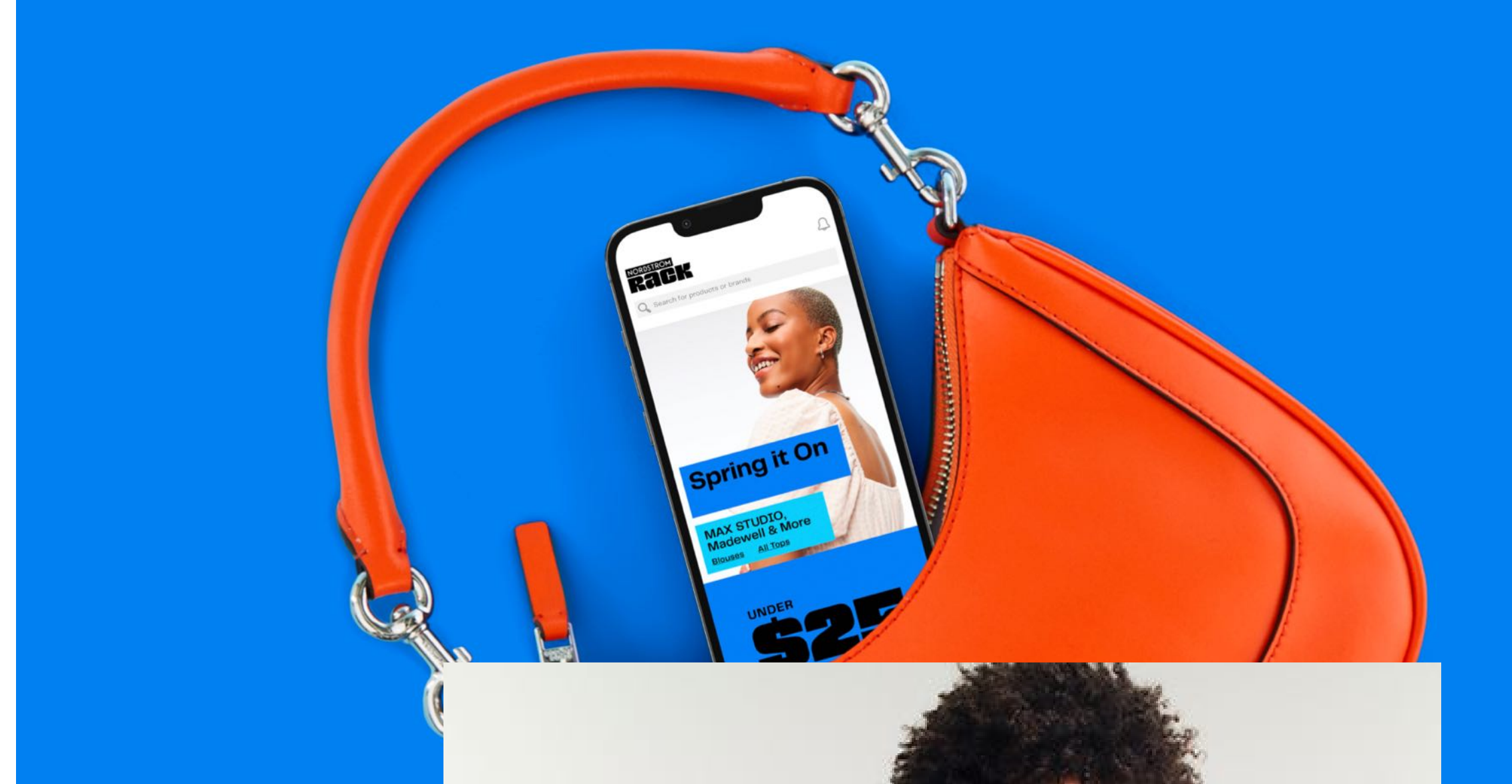
# Playing smart

Many global brands nowadays are using a mix between the Big Bang model and the Waterfall model. This approach allows them to create excitement around the rebrand launch while benefiting from natural replacement cycles for physical assets.

Like the proverbial jack of all trades, this combination enables you to pick the best of both options — you can change the more important brand touchpoints at will while waiting for the opportune moment for those touchpoints with less impact. Of course, some brand confusion is inevitable, but this model allows you to alleviate that reaction by remaining agile in your rollout.



The expert opinion





## Frontify

Surprise! Not everyone has a digital-only brand. In order to nail the rollout of a multi-environment brand experience, it makes sense to have a tool where you can have your entire brand toolbox at your fingertips. Having a single source of truth will enable a smooth and efficient implementation, ensuring a successful launch.



**Robert Cary**

AD, Product Marketing

Retail brand

## Nordstrom Rack

Digitally, you can rebrand overnight: As soon as the work's done, you can put it out into the world. When you have 300 stores nationwide, you start looking at the cost of a rebrand and it really adds up. Needless to say, you need to have a strong stomach and get very comfortable with the fact that you're going to have to fight for your rebrand!



**Red Godfrey**

VP of Creative

Branding agency

## JKR

One of the first places we looked to roll this brand out was in the e-commerce space. We really had to think digital-first because that's obviously the most effective way. But it's also a very big commitment in terms of improving the e-commerce side of the business. It was almost like there was a modular rollout to the modular design system.



**Lisa Smith**

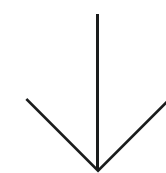
Global Executive Creative Director

External rollout

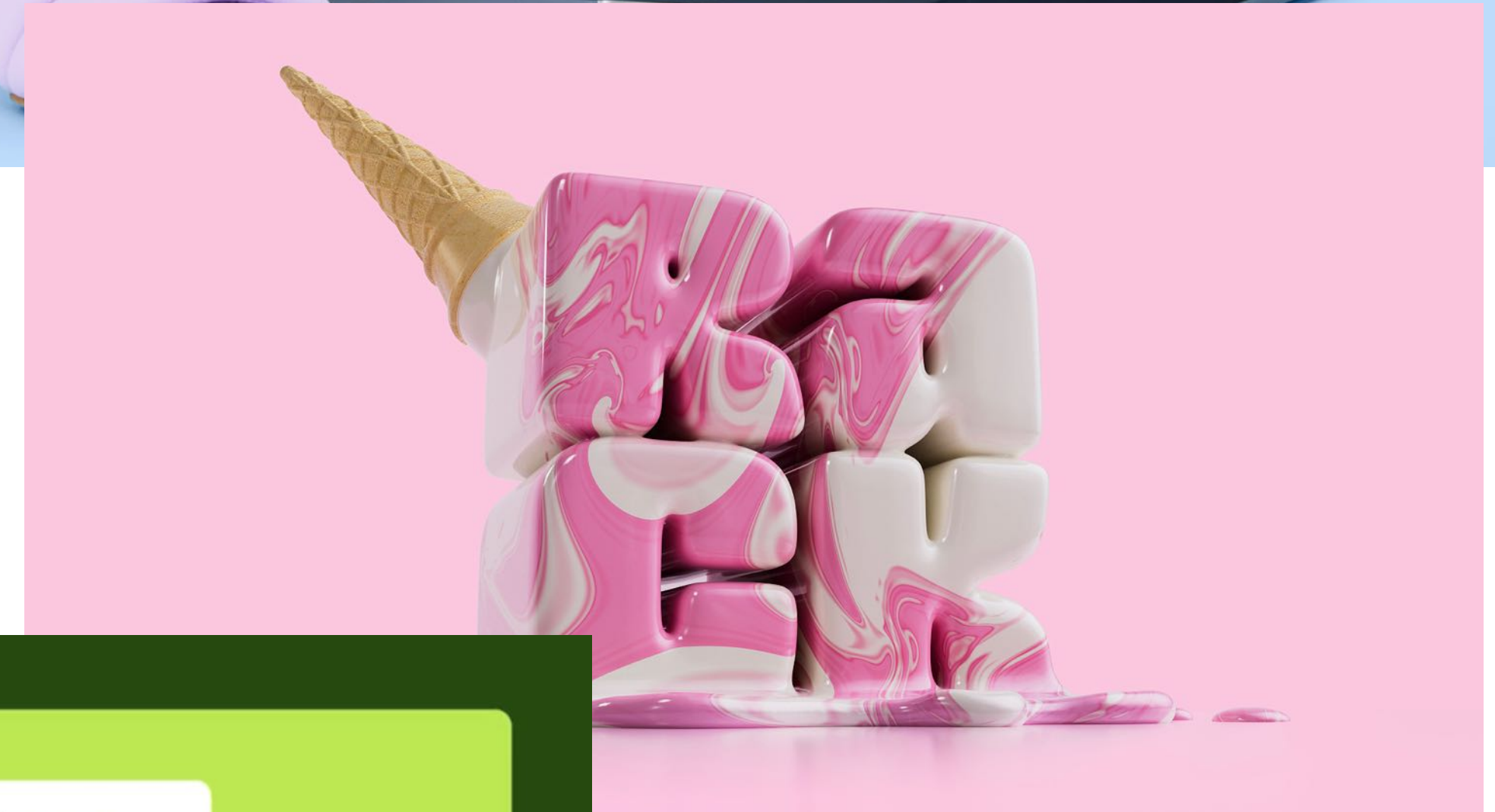
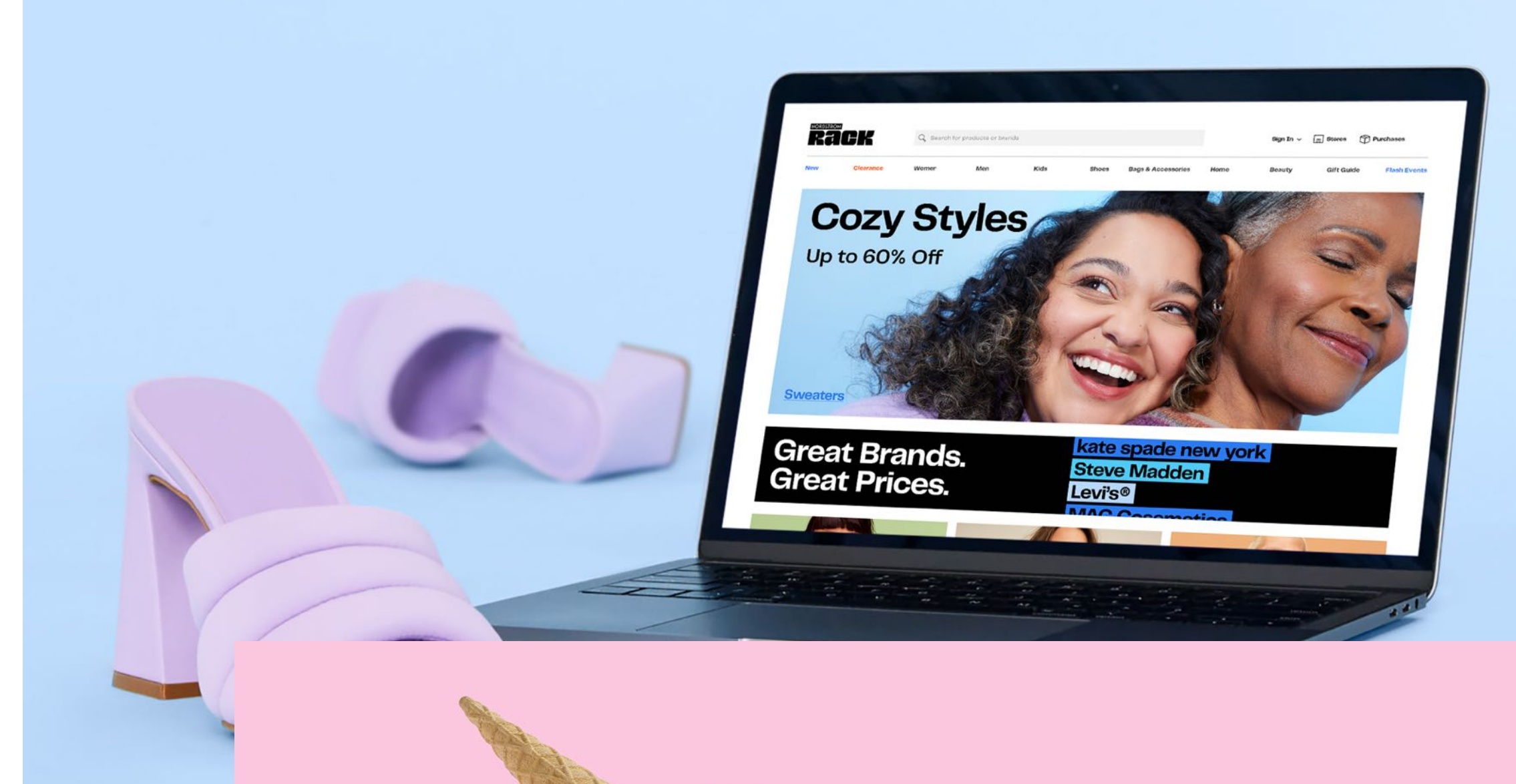
# Changing minds

A constant challenge throughout each of the three external rollout models is this: No matter how impactful your launch is, no matter how agile your implementation, a level of audience confusion is unavoidable. By and large, audiences are resistant to change — especially when it comes from a globally recognized brand with a deep level of brand loyalty.

While there will always be some audience dissonance in response to your rebrand, ensuring that your new brand is accessible and engaging will help to mitigate that tension. Recognizing that there are brand touchpoints entirely in the hands of the audience (through social media, memes, and other forms) and utilizing the impactfulness of such organically created brand reinforcement can help you turn that confusion into cohesion.



The expert opinion



## Frontify

Brands have an enormous appeal to the outside world. Maintaining (or increasing) this power during and especially after a rebranding requires the utmost sensitivity. Knowing your audience in and out should be your priority number one to ensure the transition goes as smoothly as possible and to avoid any kind of brand confusion.



**Rebecca  
Rosborough**

CCO

Retail brand

## Nordstrom Rack

One thing you're up against is that everybody's a designer today. Everybody talks about fonts, everybody's a photographer, everybody's a videographer. There is more content than ever, and we're all goldfish, so the bar is higher than it's ever been to capture attention and recognition.



**Red Godfrey**

VP of Creative

Design agency

## Mutabor

When we launched the [Kleinanzeigen] logo to the public, of course people played with it and found all sorts of images in it. We were prepared for that, and we appreciated the fact that people were playing with elements of a brand — because it shows that they care. They're engaged, they're happy to be part of the pop culture discussion.



**Burkhard  
Müller**

CDO

# One brand home to do it all

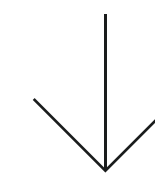
We've covered the vital steps of rolling out your rebrand internally:

- Create a unique brand home for all your new digital assets
- Bring your teams on board with coherent and easily accessible brand guidelines
- Empower your marketers to create digital content that's in line with your new identity
- Promote brand coherence while allowing creative exploration

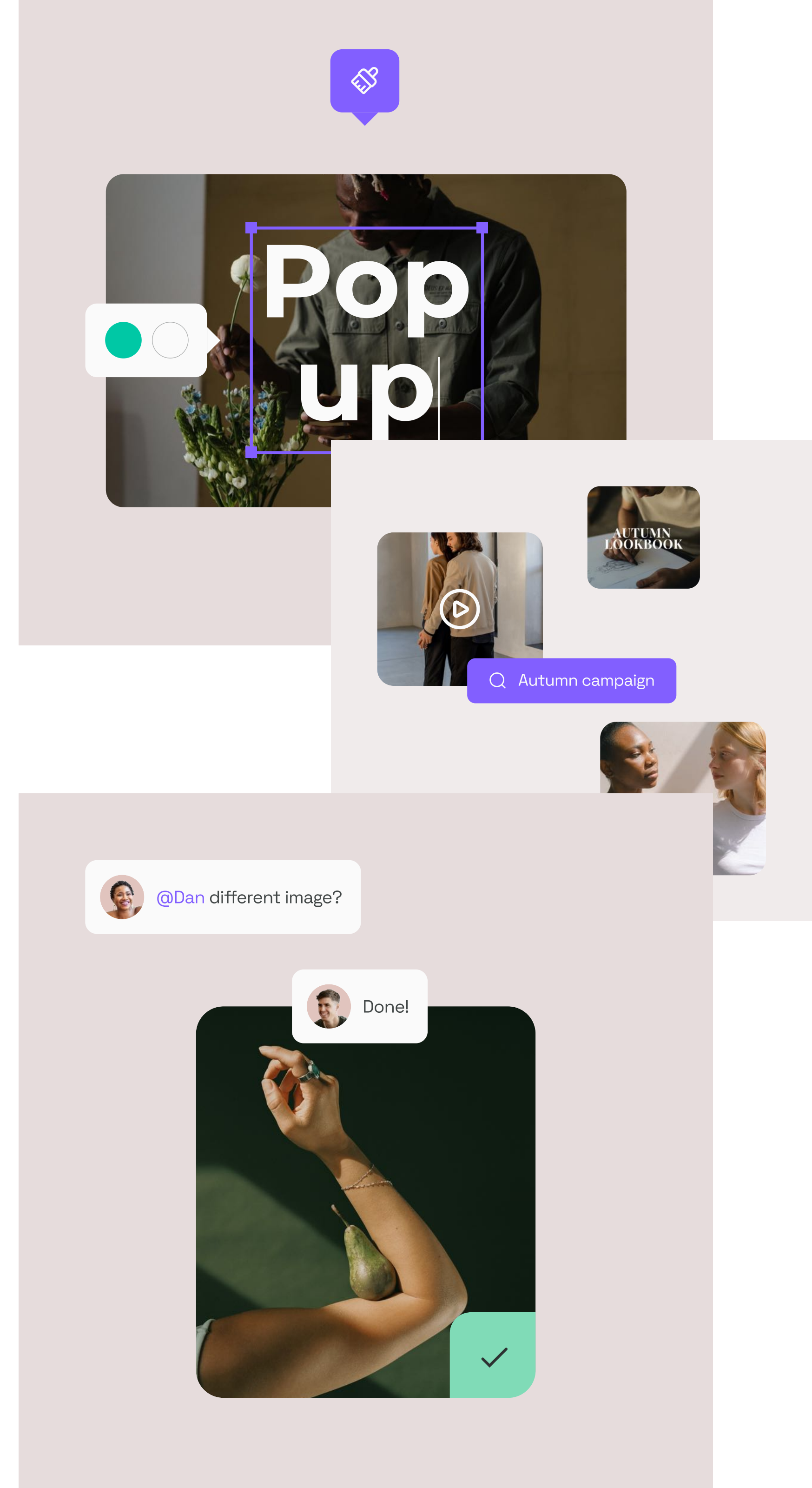
Ensuring that your teams spread across the world have access to a single source of brand truth for your rebrand is incredibly important. Not only will it be a repository for all your digital assets, but it will act as a demonstration of your new brand identity.

Your stakeholders can become brand ambassadors for your updated brand. They'll have the tools at their fingertips to learn and understand the new guidelines, as well as accessing and utilizing your new digital assets. Your brand home will also be a data-collecting powerhouse, gathering insights into asset usage, team productivity, and more.

With a unique space for your new brand to call home, and your teams invested in the rollout through exploration of your Frontify platform, your global rollout can continue much more smoothly.



The expert opinion



One brand home to do it all

## Frontify

Rebranding efforts for my clients often take years, and having a space for their new brand to call home is essential. There is no better way to showcase all that work and creativity than by leveraging Frontify for their launch.



**Søren  
Hindsgaul**

Senior Customer Success Manager

IT services and consulting

## Tietoenvry

A brand portal like Frontify is such a crucial tool for rebranding. Having one place where everyone could read more to understand the new brand strategy, download assets, logotypes, and PPT templates, and find guidelines with instructions really helps in global implementation processes. So, I would say that having Frontify was absolutely essential to succeed.



**Marte  
Alvfalk**

Senior Brand Manager

Branding agency

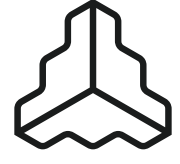
## JKR

There are so many ways, when I think of tools like Frontify, and where automated templates are going, that you could easily create a set of tools that could be transferred.



**Lisa Smith**

Global Executive Creative Director



# How Frontify can help you manage your rebrand

[Learn more](#)

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