

GYM REBRANDING CHECKLIST

Rebranding your gym can boost your reputation, further motivate your staff, and attract new members.

While undertaking a rebrand for your gym can seem intimidating, it also provides the opportunity to reflect on your growth and progress to date. It will mean changing the outward facing identity of who you are & even the way you describe what you do.

There are three basic things that will need to change: graphic design materials, marketing materials and your website. But it also requires some time to reflect on who you are and what you want to be so it can be effectively communicated.

REFLECTION

- Verify that you are absolutely, positively, sure that a rebrand is what you need
- Survey existing customers and establish a new brand strategy
- Document brand values
- Define your differentiator
- Develop your mission
- Establish name and tagline
- Create ideal target member personas

GRAPHIC DESIGN

- Redesign logo
- Update color palette, brand guide, fonts
- Update stationery (business cards, letterhead, etc.)
- Update print collateral
- Update signage
- Apparel and any promotional items

WEBSITE

- Update colors, fonts, and graphic elements to match new branding
- Update content to fit new brand strategy
- Update name in the footer (if name changes)
- Update title tags and meta descriptions with new brand tagline and keywords
- Add rebranding announcement to the homepage
- Update favicon
- Plan and update SEO/keywords & metadata
- Update bio
- Set up page redirects

SOCIAL

- Identify up to 30 hashtags for Instagram
- Update social media bios & profile pics
- Create a backlog of visual content
- Tease rebrand

MARKETING

- Update social media pages and schedule posts to announce rebrand
- Update directory listings
- Create and schedule an email announcement about the rebranding
- Create a blog post announcing the rebrand
- Create a video about the new direction and post to Facebook page, Instagram, & Youtube
- Draft a press release and contact local business publications
- Select brand colors & fonts

ADMINISTRATIVE

- Update invoices with the new logo
- Register trademarks
- Create or update email templates
- Update internal documents
- Claim available domain name(s)
- Update information for third-party software

MISCELLANEOUS

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- _____
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If you are ready to rebrand your gym and think this may be too much to do on your own, let us help. We've helped many gyms create a brand they are proud of and can get behind.

[VIEW OUR REBRANDING PACKAGES](#)