CODO®

04

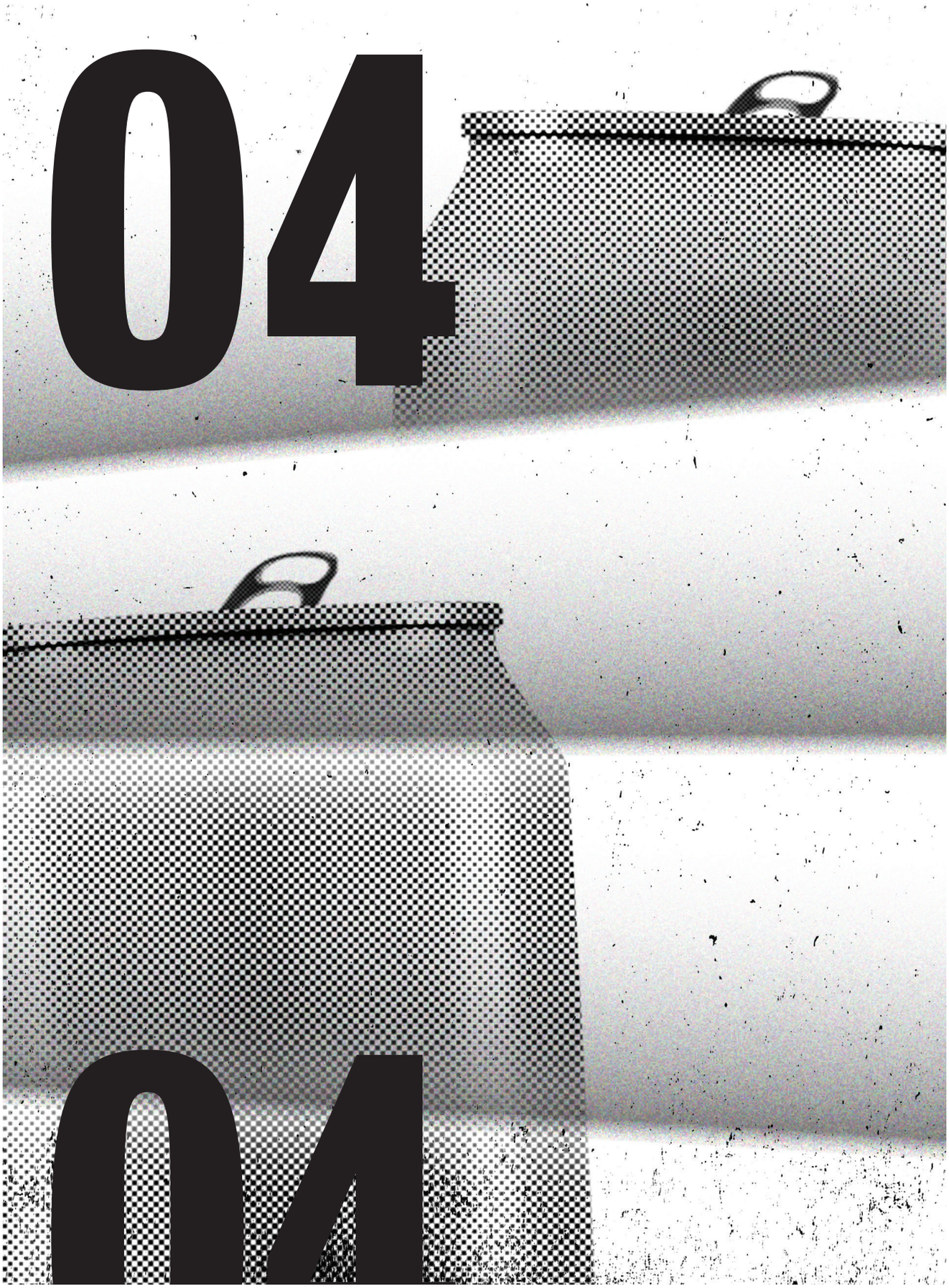
CRAFT BEER,
REBRANDED

WORKBOOK

WEIGHING YOUR BRAND EQUITY

SECTION 4

04



WEIGHING YOUR BRAND EQUITY

SECTION 04 ACTIVITIES

In this section, you'll conduct a brand audit, weigh your equity and consider the legal and intellectual property ramifications of rebranding.

Overall, you will:

- ☐ Conduct a brand audit
- ☐ Identify any meaningful brand equity
- ☐ Outline any intellectual property parameters
- ☐ Decide whether evolution or revolution is necessary to meet your goals

CONDUCT A BRAND AUDIT

Gather all your past and present pieces of communication and put them in your Dropbox folder for collaboration throughout the project. If you have physical copies, gather these in one location as well. **(Bonus points for taking pictures of these items and including them in your Dropbox folder).**

COLOR PALETTES

What colors define your brand? Catalogue them below, including Pantone values if you have them.

MAIN BRAND COLORS

PANTONE # PANTONE # PANTONE # PANTONE #

SECONDARY BRAND / SKU COLORS

PANTONE # PANTONE # PANTONE # PANTONE #

PANTONE # PANTONE # PANTONE # PANTONE #

BRAND CHECKLIST

- ◯ Logo files
- ◯ Packaging (all versions)
- ◯ Keg collars
- ◯ Tap handles
- ◯ Print ads
- ◯ Website copy
- ◯ Image library
- ◯ Color palettes
- ◯ Social media ads
- ◯ Merch
- ◯ Coasters
- ◯ Table tents
- ◯ Sales materials
- ◯ Business plans, pro forma, founding documents
- ◯ Press clippings (good, bad and ugly)
- ◯ _____
- ◯ _____
- ◯ _____
- ◯ _____
- ◯ _____

Now take your assets and place them in your Dropbox folder for safe keeping.

INTELLECTUAL PROPERTY INVENTORY

List all of your trademarked assets (corporate names, beer names, logos, trade dress, etc.).

RECALL EXERCISES

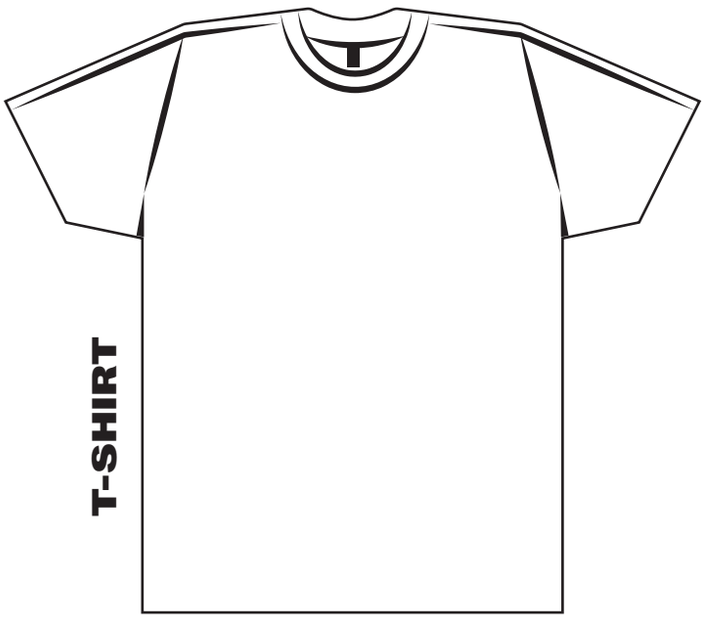
Have your fans draw your logo and packaging from memory. Recall Exercise templates can be found in the back of this workbook and at www.CraftBeerRebranded.com. Print out whichever ones apply to your brewery (12 or 16oz cans, bottles and carriers, etc.) and leave them throughout your taproom with markers for a few weeks. Once you've gathered a few dozen of them, scan them into your Dropbox folder so your design firm can review everything and weigh your brewery's brand equity.

Once you've gathered a few dozen samples, scan and upload them to your Dropbox folder.

OUR BREWERY'S LOGO & MERCH

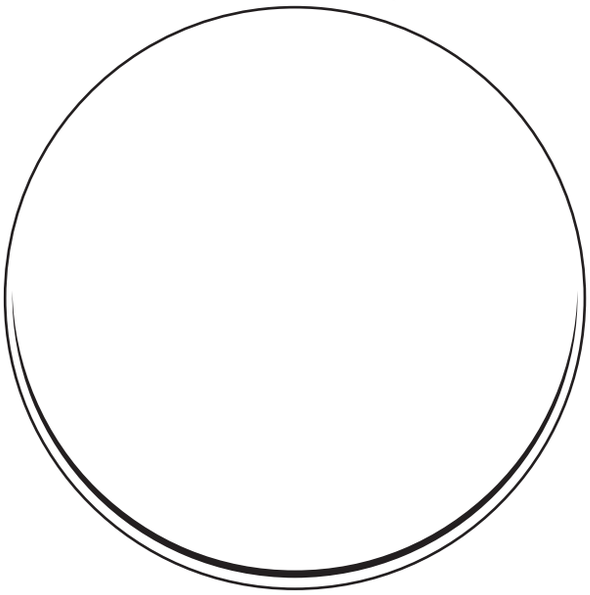
WITHOUT LOOKING, DRAW FROM MEMORY

LOGO



T-SHIRT

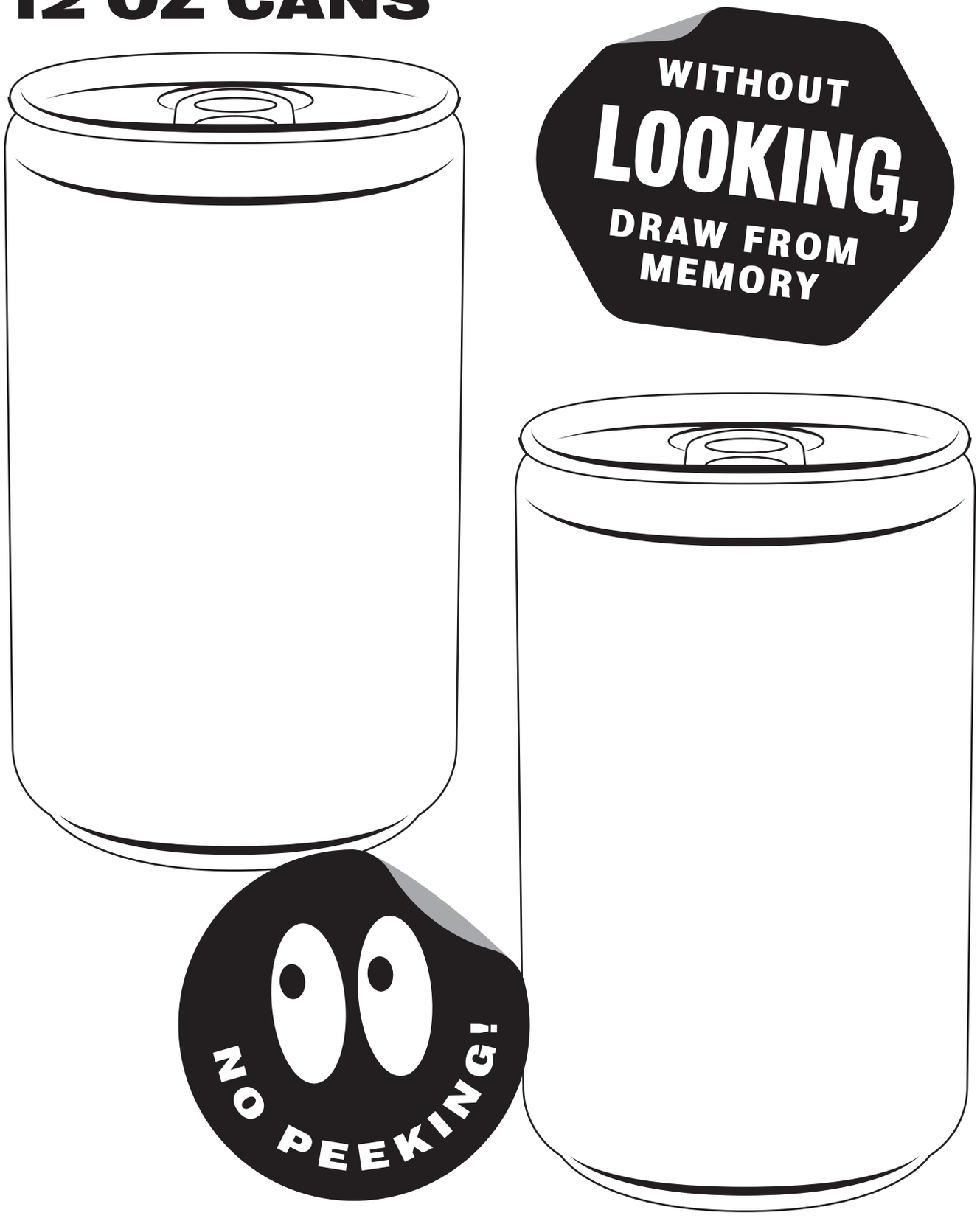
COASTER



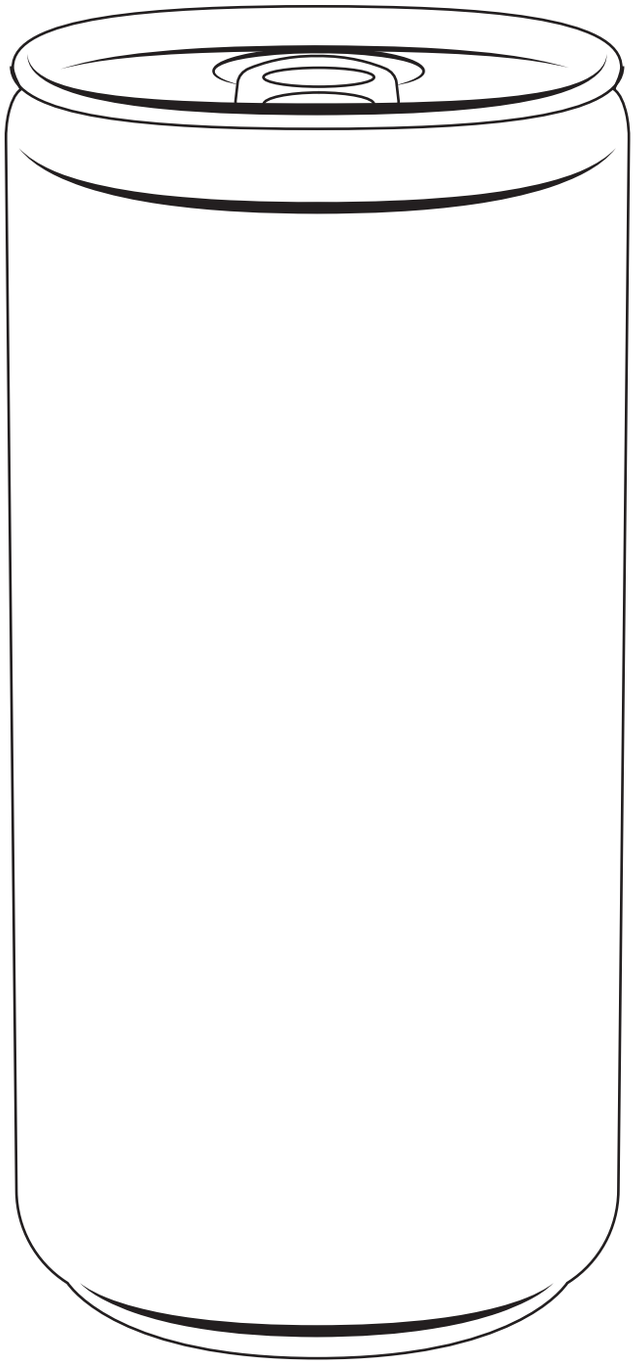
OUR BREWERY'S
12 OZ BOTTLES

WITHOUT LOOKING, DRAW FROM MEMORY

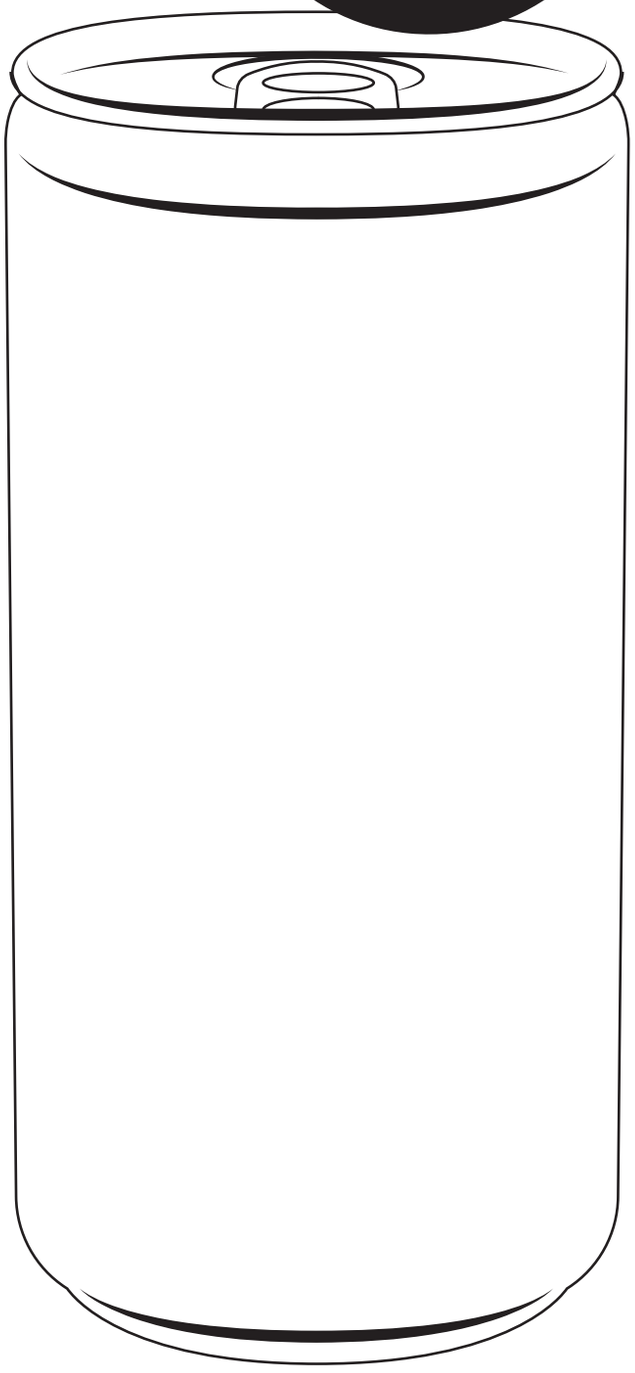
OUR BREWERY'S
12 OZ CANS



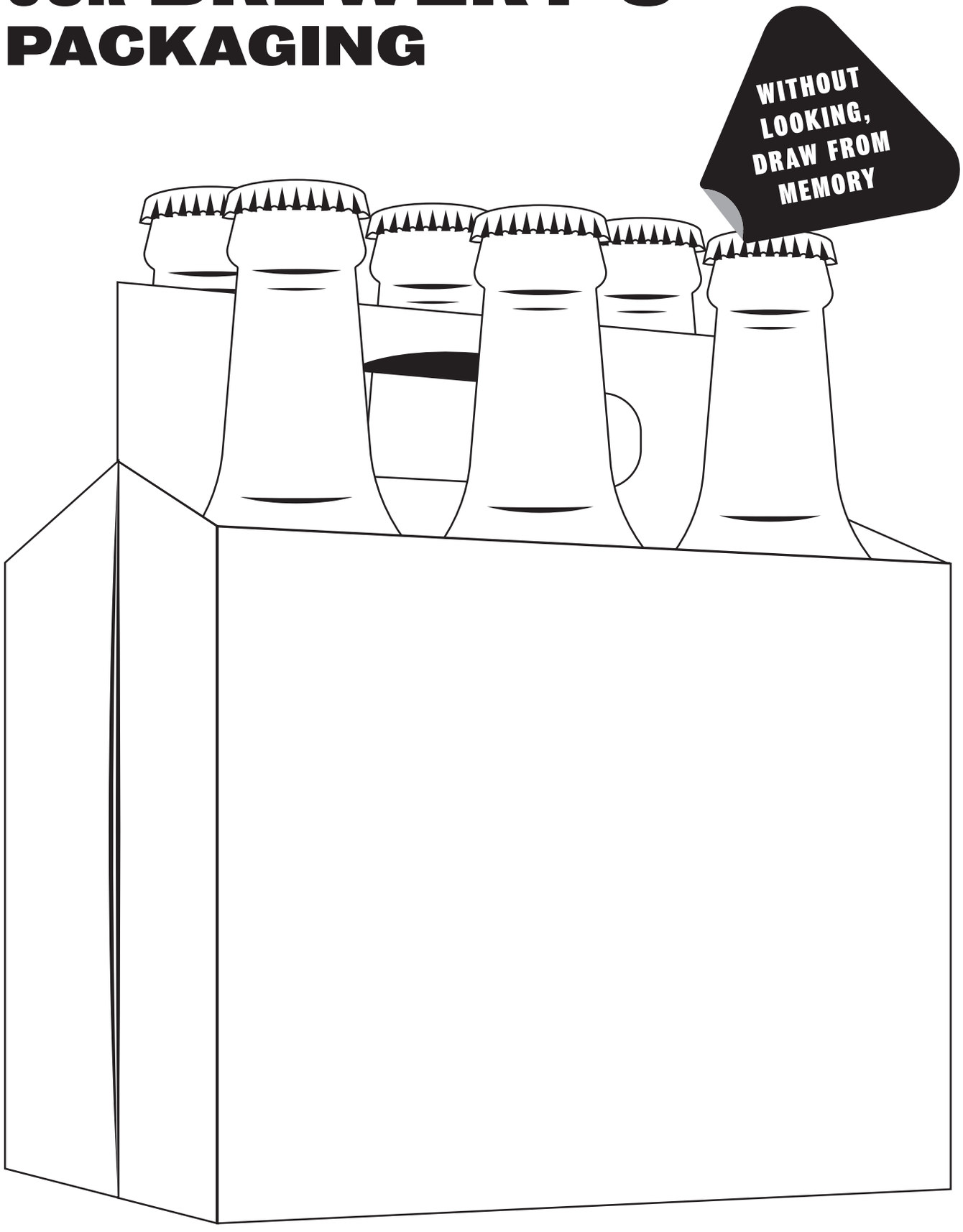
OUR BREWERY'S
16 OZ CANS



WITHOUT LOOKING, DRAW FROM MEMORY

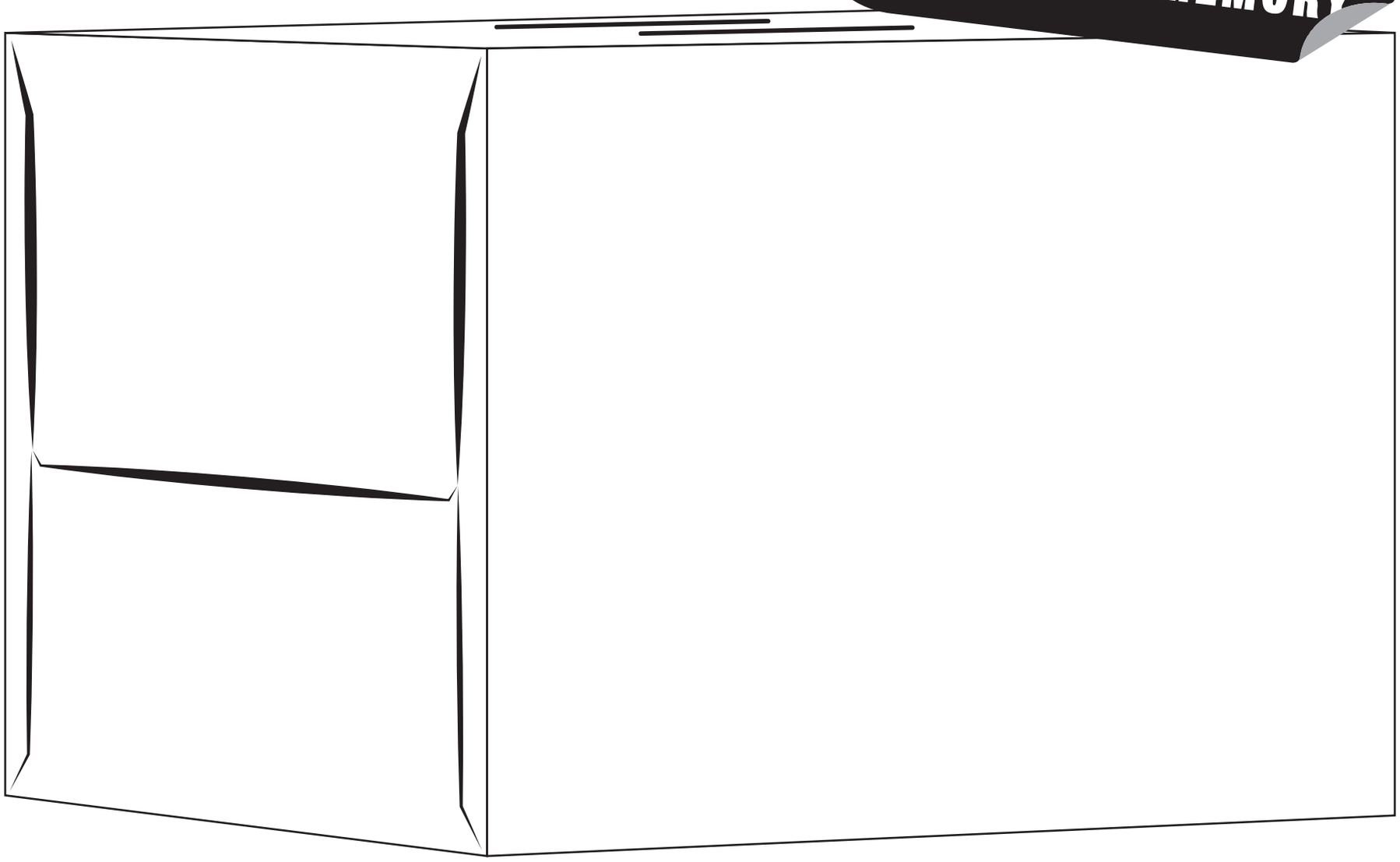


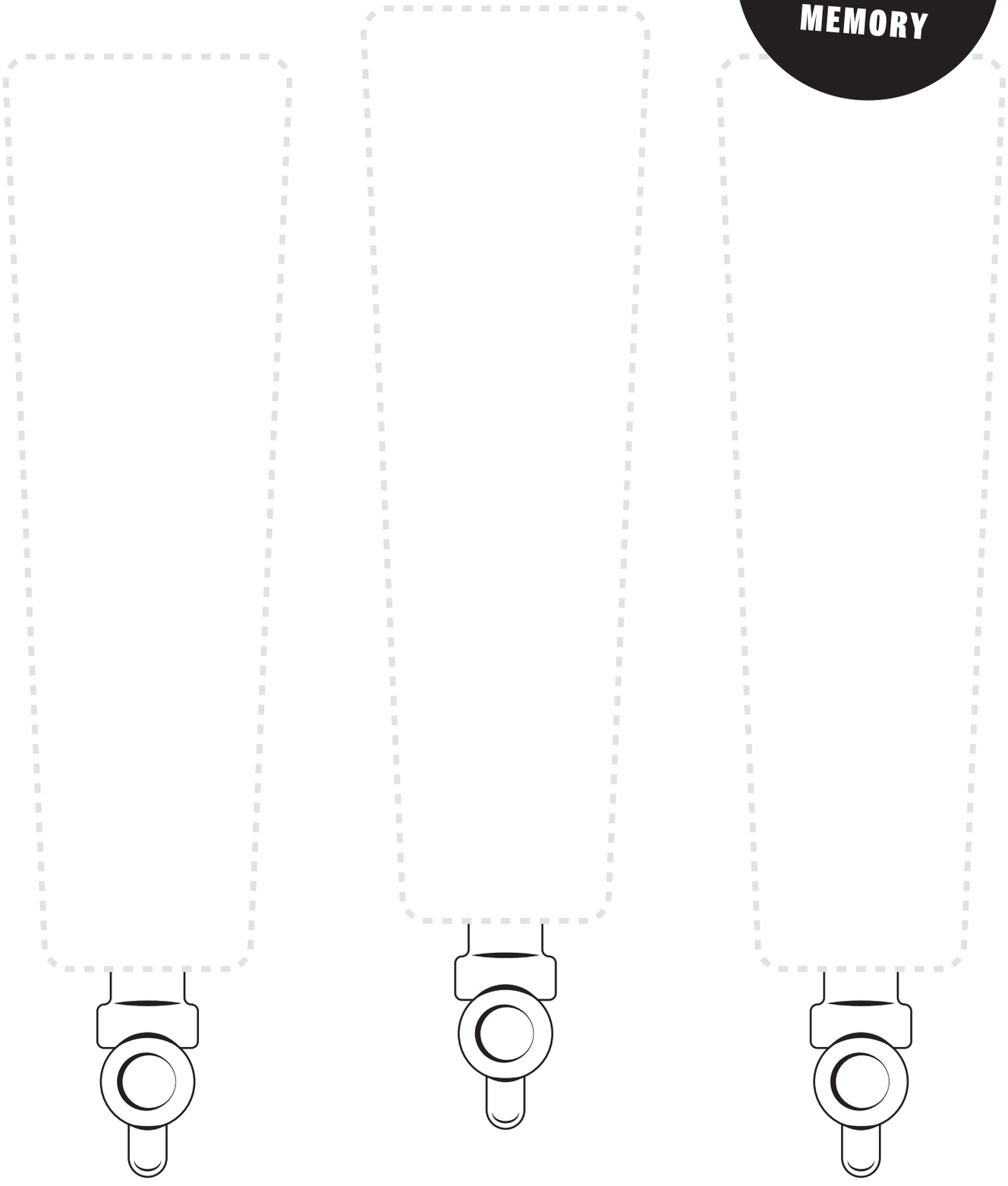
OUR BREWERY'S PACKAGING



OUR BREWERY'S
CAN PACKAGING

WITHOUT LOOKING,
DRAW FROM MEMORY



OUR BREWERY'S
TAP HANDLES

WITHOUT LOOKING, DRAW FROM MEMORY