

Updating Your Business Identity

Updating your business identity ranges, from easy and inexpensive to complicated and expensive. These identity adjustments can be done individually or in a combination.

- Change your paper color and texture
- Use contrasting paper colors
- Change your type style
- Change your ink color
- Make your logo larger on all materials
- Update your logo design
- Redesign your advertisements
- Take new product and personnel photos
- Develop a new flyer or brochure
- Place your advertisements in a new media
- Place a press release
- Join a new networking organization
- Volunteer in your community
- Donate your product or services
- Change your signage
- Change the interior of your office
- Change the exterior of your office

