

What Level of Rebranding Do You **Actually** Need?

A practical breakdown of scope, outcomes, and investment ranges for growing brands.

Brand refreshes vary widely depending on business stage, clarity, and ambition.

This guide helps you avoid over- or under-investing.

OUR BRANDING TIERS:

Essential Refresh	You look outdated, but your foundation is solid.
Strategic Repositioning	You've outgrown your brand and need alignment.
Transformational Rebrand	Your business has evolved—and your brand needs to catch up.

Essential Refresh

You're modernizing the brand, not reinventing it.

Best For

- Brands that feel visually dated
- Minor inconsistencies across channels
- Teams that already have positioning clarity

Typical Scope – *mix and match*

- Logo refinement (not full redesign)
- Updated color palette + typography
- Light brand guidelines
- Basic social/email/web styling updates

What You Get

- A cleaner, more current look
- Improved consistency
- Faster content production

Investment Range

\$5K – \$15K

Timeline

1-2 months

How to position it: "This is a polish—not a pivot"

SENSUS+AiR
Brand & Messaging Guide
v 2025

Living Intelligence

Safe | Confident | Empowered

Innovation | Advanced Detection | Analysis & Insights | Integrated Platform | Scientific Validation | Customized Solutions

LOGO MARK
Targeting the air around someone, filling in missing pieces. Diamond shape to resemble particles/molecules shown in the mark and in the "i" highlighting "AI"

HORIZONTAL LOCKUPS

SENSUS+AiR creating safe spaces | SENSUS+AiR creating safe spaces

VERTICAL LOCKUPS

SENSUS+AiR | SENSUS+AiR

Inter Medium | Inter Extrabold

SENSUS+AiR | SENSUS+AiR

Inter Medium | Inter Extrabold

Strategic Repositioning

You're aligning your strategy + story + visuals.

Best For

- Companies that have grown or shifted focus
- Messaging that feels unclear or inconsistent
- Multiple stakeholders interpreting the brand differently

Typical Scope

- Brand positioning refinement
- Messaging framework (voice, value props, audience clarity)
- Visual identity evolution (new logo + GFX)
- Expanded brand guidelines
- Key collateral (web direction, decks, etc.)

What You Get

- Clear, unified messaging
- Stronger differentiation
- A system your team can actually use

Investment Range

\$15K – \$40K

Timeline

2-3 months

How to position it: "This is where clarity turns into growth."

[View Full Case Study](#)



Tier Comparison

	Essential Refresh	Strategic Repositioning	Transformational Rebrand
Strategy Depth	Low	Medium	High
Visual Change	Light	Moderate	Full
Messaging Work	Minimal	Structured	Extensive
Team Collaboration	Low	Medium	High
Investment	\$	\$\$	\$\$\$\$



What Most People Get Wrong

Choosing based on budget instead of business need

Skipping strategy leads to expensive rework

Over-investing in visuals when messaging is the real issue

Expecting a refresh to fix deeper product or positioning problems

Testimonials

"[Between Pixels] did a phenomenal job capturing the spirit of Sure Power. A new employee can read through [our brand and messaging guide] and understand everything they need to know about us and how to navigate our market."



Derek Somerville
CEO, Sure Power Consulting

"The Between Pixels team came up with a great plan and amazing advertising to introduce our brand to the new market. Their contribution went way beyond creative services and helped inform everything from how we designed the in-office patient experience to how we trained our staff."



Tim Reichert
VP of Marketing, Aylo Health

Interested in Rebranding?

Let's Talk

betweenpixels.

