

Brand Identity Overhaul Request

Date: [Insert Date]

To: [Agency Name]

From: [Your Company Name]

Subject: Request for Brand Identity Overhaul

Dear [Agency Contact Name],

We hope this message finds you well. We are reaching out to formally request an overhaul of our brand identity as we believe it is crucial for aligning with our evolving business goals and market positioning.

The objectives of this overhaul include:

- Updating our logo and visual elements to reflect a modern aesthetic.
- Creating a comprehensive brand guideline document.
- Ensuring consistency across all platforms, both digital and print.

We would like to set up a meeting to discuss the specifics of our needs and expectations. Please let us know your availability for a call next week.

Thank you for your attention to this matter, and we look forward to collaborating with you on this exciting project.

Sincerely,

[Your Name]

[Your Position]

[Your Company Name]

[Your Contact Information]