[COMPANY NAME]

[ADDRESS]

[CITY, STATE, ZIP CODE]

[DATE]

**Subject: Exciting Update on our New Brand Identity**

Dear [Recipient’s Name/Valued Customers/Team],

We are thrilled to announce that [COMPANY NAME] has undergone a rebranding as part of our ongoing commitment to innovation and growth. This includes a refreshed logo and updated brand identity that reflect our vision for the future while honoring our legacy.

**What’s Changing?**

Our new logo and brand design aim to:

* Modernize our look while maintaining the values you trust.
* Enhance clarity and consistency across all touchpoints.
* Reflect our evolution as a company and the exciting path ahead.

**What Stays the Same?**

While our look may have changed, our dedication to delivering [*specific product/service*] and serving your needs remains unwavering. You will continue to experience the same level of excellence and commitment from our team.

**Where You’ll See the Updates**

You’ll start seeing the updated logo and branding on:

* Our website and digital platforms
* Emails and correspondence
* Packaging and marketing materials

**Questions or Feedback?**

We’d love to hear your thoughts on our new look! If you have any questions, feel free to contact [Name, Title] at [Email Address/Phone Number].

Thank you for being a part of our journey. We look forward to growing together with a refreshed identity that represents our shared future.

Yours sincerely,

……………………………………………………….

[NAME]

[TITLE/POSITION]

[COMPANY NAME]