



Fleet Rebrand Audit Worksheet

Use before rebranding vehicles after a merger or acquisition.
Capture what is on the road, what needs to change, and who owns the next step.

Company / Acquisition _____	Audit Date _____	Primary Contact _____	Target Launch / Market Priority _____
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Status options: Old brand New brand Partial rebrand No graphics Local-market graphics Damaged/faded Temporary graphics	Condition notes: Paint OK? Existing vinyl? Damage? Removal needed? Body repair needed? Photos captured?	Priority: High visibility Customer-facing High-volume market Retire soon Lease/rental Compliance markings
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Unit #	VIN / Plate	Vehicle Type	Location / Market	Current Brand	Graphics Status	Condition / Removal Needed	Priority	Install Window	Owner / Notes

Before rollout, confirm: <input type="checkbox"/> Approved artwork and logo version <input type="checkbox"/> Vehicle templates and material specs <input type="checkbox"/> DOT / reflective / compliance needs <input type="checkbox"/> Proof photo requirements <input type="checkbox"/> Rework and final approval process	Post-install, capture: <input type="checkbox"/> Driver side, passenger side, front, rear <input type="checkbox"/> Close-ups of logos, unit numbers, markings <input type="checkbox"/> Install date, installer, exceptions <input type="checkbox"/> Completed asset record <input type="checkbox"/> Missed vehicles or rework needed	CTA: Before the first vehicle gets rebranded, make sure you know what is actually on the road. Use this worksheet to audit the fleet, confirm brand details, and keep the rollout organized.
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