Startup Brand Identity Checklist

1. Clarify Your Core

■ Write down your business idea in one sentence.

■ List 3 problems you solve for your target audience.

■ Define your top 3 values (what you stand for).

■ Describe your ideal customer (age, location, habits).

■ Draft a quick elevator pitch (30 seconds).

■ Tip: If you can't explain your idea simply, the design won't help yet.

2. Shape Your Visual Identity

■ Logo: Start with a simple, scalable design (primary + icon version).

■ Colors: Pick 2–3 main colors with HEX codes you'll always use.

■ Typography: Choose 1 headline font + 1 body font (Google Fonts works).

■ Imagery: Decide on a style (real photos, clean mockups, or illustrations).

■ Consistency: Use the same layout and spacing in all designs.

■ Tip: Don't over-design. A simple, clean look beats a flashy one when you're starting.

3. Craft Your Messaging

■ Write a tagline that says what you do and why it matters.

■ Pick a tone of voice (friendly, expert, bold, playful).

■ Draft 3–5 key messages to repeat everywhere.

■ Share a short brand story (why you started).

■ Tip: People buy stories before they buy products.

4. Apply It Everywhere

■ Website or landing page with your colors, fonts, and key message.

■ Social media templates (simple Canva designs).

■ Email signature with logo and tagline.

■ Business cards or digital cards.

■ Pitch decks or presentation slides matching your style.

■ Tip: Consistency makes you look bigger than you are.

5. Keep a Simple Brand Guide

■ Logo versions and spacing.

■ Color palette.

■ Fonts.

■ Voice and tone rules.

■ Quick dos and don'ts.

■ Tip: This keeps freelancers and future hires on the same page.

6. Review & Improve

■ Audit your materials every 3–6 months.

■ Ask customers if your brand 'feels' right to them.

■ Compare yourself to competitors but stay true to your values.

■ Update your brand guide when you make changes.

■ Tip: Growth brings change. Document it instead of starting over.