

Neat + Nimble Marketing & Brand Identity Startup Checklist

Last Updated January 2026

ESSENTIAL

Trademarkable or at a minimum not violating any trademarks or copyrights

- ☐ Problem Solved
- ☐ Business Name
- ☐ Product Name (if applicable)
- ☐ Service Name (if applicable)

PERSPECTIVE

- ☐ Mission
- ☐ Vision
- ☐ Values
- ☐ Core Beliefs
- ☐ Voice
- ☐ Tone
- ☐ Lexicon

AUDIENCE

- ☐ Demographics
 - ☐ Age (range)
 - ☐ Marital Status
 - ☐ Economic Status
 - ☐ Location
- ☐ Psychographics
 - ☐ Fears
 - ☐ Motivators

VISUALS

- ☐ Logo

- ☐ Color Palette
- ☐ Typography/Fonts
- ☐ Illustration Style
- ☐ Photographic Style
- ☐ Iconography Style
- ☐ Textures
- ☐ Patterns

WORDS & PHRASES

- ☐ Slogan
- ☐ Campaign Headlines
- ☐ Hashtags
- ☐ Keyword Targets
- ☐ Signature Stories

KEY CONTACT INFO

- ☐ Phone Number
- ☐ Website Domain
- ☐ Physical Mailing Address (if applicable) or PO Box
- ☐ Email Address
- ☐ Social Media Usernames/Handles

MARKETING SAMPLES

- ☐ 30 Second Elevator Speech
- ☐ Social Media Bio(s)
- ☐ 1 Page White Paper/Flyer
- ☐ Brochure or Rackcard
- ☐ Business Card
- ☐ Email Signature
- ☐ Pitch Deck