

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