

STARTUP BRANDING CHECKLIST

A simple guide to help you launch your brand with confidence and clarity

Have you chosen how your brand should sound ?
Have you written your brand story what led you here?
Do you have a basic content plan even just a few posts to start?

1. Brand Basics

- ☐ Do you have a clear business name?
- ☐ Is your domain name available and secured?
- ☐ Have you written down why this brand exists (what's your mission)?
- ☐ Do you know who you're trying to reach and what they need?
- ☐ Have you chosen how your brand should sound — bold, calm, quirky?

2. Visual Identity

- ☐ Do you have a logo that feels right for your brand?
- ☐ Have you picked colours and fonts that reflect your personality?
- ☐ Are your visuals consistent across social media and your website?

3. Brand Messaging

- ☐ Can you explain what you offer in a sentence or two?
- ☐ Do you have a short tagline or intro line?
- ☐ Is your Instagram bio, website copy, and pitch aligned?
- ☐ Have you written your brand story — what led you here?

4. Online Presence

- ☐ Is your website or landing page ready?
- ☐ Have you claimed your social media handles?
- ☐ Are your visuals and voice consistent across platforms?
- ☐ Do you have a basic content plan — even just a few posts to start?

5. Setup & Launch

- ☐ Have you registered your business (or at least started the process)?
- ☐ Is your email and basic communication system in place?
- ☐ Do you have something ready to sell, offer, or share?
- ☐ Have you set 30–90 day goals for your brand?

"Start with intention, not perfection your brand will grow from there." - CG

www.alshanconsultants.com
Instagram: @alshanconsultants