CREATIVE BRANDING



for **STARTUPS** in EARLY STAGE

YES

Make sure your NAME is memorable, simply, easier to pronounce and web-friendly.

YES

Did you pick a NAME for your Startup?

NO

Start a Brainstorming,
Trademark and Site Availability
RESEARCH PROCESS.

Do you have a LOGO and TAGLINE?

Make sure your LOGO and TAGLINE describe your business.

Do you have a PURPOSE statement?

Make sure your Purpose is inspired in the Future.

Do you know how to TALK to your audience?

Make sure you are using the right tone.

YES

You've gone through the process to have a solid BRAND.

Make sure your brand has a Go-to-market action plan.

Would you like to take the next step?

No

No

NO

Create your WORDMARK, ICON and TAGLINE.

ICON especially important for mobile apps

Blend of **MISSION** for external use and **VISION** for internal use.

Define your **BRAND VOICE** and create **COPY** for your Website and App.

VES

Would you like to receive guidance for the BRANDING process?

We transform brilliant STARTUP IDEAS into extraordinary BRANDS

FREE CONSULTATION



www.aveyacreative.com