



Brand Name
LAUNCH
Checklist

By Tanj

IS IT GO TIME?

Launching a new brand name is one of the most exciting (and nerve-wracking) moments in a brand's life. Months of strategy, creativity, and decision-making come down to this: the name is about to meet the world.

Before you push “go,” it's worth pausing for a final gut check.

At Tanj, we've helped hundreds of organizations — from startups to global leaders — name and rename their brands. And if there's one thing we've learned, it's this: even the strongest name can stumble if it's not fully launch-ready.

So whether you're naming a new product, rebranding a legacy company, or spinning up a new division, here's a practical launch checklist to make sure your brand name is truly ready to take off.

1. STRATEGY

Does Your Name Align With Your Brand Strategy & Story?

Before anything else, your name should clearly connect to your brand's positioning and purpose.

- ✓ Does your name reflect your core brand strategy or purpose (why you exist)?
- ✓ Does it fit your tone and personality (how you sound)?
- ✓ Does it meet your audience where they are — or intentionally stand apart?
- ✓ Does it create room for future growth or expansion?

If your name nails these, it's strategically sound. If not, take a step back. Your audience might feel the disconnect faster than you think.

2. LEGAL

Is It Ownable & Defensible?

Trademark conflicts are the biggest brand-naming showstopper. Before you print packaging or start making signage, make sure your name can be legally protected.

- ✓ Have you completed a preliminary trademark screen in all key markets?
- ✓ Have you engaged trademark counsel for full clearance?
- ✓ Have you checked for similar or identical marks in related categories?
- ✓ Is your primary URL (or a clean variant) available?

Pro tip: If you thought of the “perfect” name quickly, chances are high that someone else already thought of it, too.

3. LINGUISTICS

Will It Work Around the World?

If your brand will be seen or spoken globally, linguistic testing is crucial. Even a small misstep in translation can create big problems.

- ✓ Does your name sound natural and appealing when spoken aloud?
- ✓ Have you checked for negative meanings and associations in key languages?
- ✓ Is it easy to pronounce and spell in key languages?
- ✓ Does it carry the right emotional tone in important markets?

A strong global name feels effortless everywhere it lands.

4. DESIGN

Does It Look Good in Context?

Your name won't live in isolation — it'll be in a logo, on packaging, online, etc. How it looks and feels in design can make or break perception.

- ✓ Does it work visually with your logo and typography?
- ✓ Is it legible in both large and small formats?
- ✓ Does it feel cohesive across digital and physical touchpoints?
- ✓ Have you tested it in different layouts (horizontal, stacked, in motion)?

If your name flexes and holds its own visually, you're design-ready.

5. VOICE

Can You Speak It Out Loud?

A brand name should sound natural in conversation and easy to remember. If it's hard to say, it's hard to spread.

- ✓ Can your team and customers pronounce it?
- ✓ Does it feel good to say in a sentence?
- ✓ Does it roll off the tongue — or trip people up?

If it sings when spoken, you're in great shape.

6. EMOTIONS

Does It Feel Right?

Naming isn't just rational — it's emotional. The right name sparks something: curiosity, confidence, trust, energy.

- ✓ Does your team love saying it out loud?
- ✓ Does it spark interest or excitement in others?
- ✓ Does it make sense and make you feel something?
- ✓ Does it pass the “tell your friend” test — where people say, “Oh, that’s good”?

Names that connect emotionally are the ones that stick.

7. LAUNCH

Are You Ready to Share It With the World?

This is the final gut check. You've done the work — strategy, creativity, testing, validation. Now it's go time.

- ✓ Is your team aligned and confident in the choice?
- ✓ Do you have a clear story for why this name and what it means?
- ✓ Have you prepped your launch materials?
- ✓ Have you planned your rollout across channels and audiences?

If you're confidently checking each box, congratulations! Your name is ready to launch.

FREE TEMPLATE

One more thing!

Use this [FREE EDITABLE CHECKLIST](#) to guide your internal reviews and pre-launch meetings.

You can download it into any available format & pop it into your favorite workflow.

FINAL THOUGHTS

A great name doesn't end at the creative stage — it begins its real life at launch. By taking the time to test, validate, and align before going public, you give your brand name the best possible chance to thrive.

If you're still wondering whether your name is ready — and you'd like a professional gut check — Tanj can help. From naming strategy and legal screening to linguistic validation and rollout support, we help brands move from idea to impact — with names built to last.



THAT'S IT!
TALK SOON!