

Brand Name Validation Checklist

Use this checklist to evaluate your brand name idea against the 7 strategic dimensions used by professional naming agencies.

Meaningful Core Idea

Does the name connect to a clear purpose or narrative?

Emotional Resonance

Does it evoke a feeling or response, not just a description?

Distinctiveness

Is it truly ownable and differentiated from competitors?

Verbal Flow & Ease of Use

Does it sound natural and confident when spoken aloud?

Cultural & Linguistic Safety

Have you checked for any unintended meanings in key markets?

Memory Stickiness

Is it easy to recall and repeat without visual reference?

Digital & Legal Defensibility

Are domains, trademarks and social handles realistically obtainable?

Tip: Score each dimension from 1–5. Names that consistently score 4 or above are strong contenders for long-term brand use.