

## CREATING A ZESTY BRAND

# ULTIMATE PRODUCT STARTUP CHECKLIST

### BRAND

- Brand Strategy
- Brand Messaging
- Brand Visual Identity
- Brand Logo Files (.ai or .eps)

### LEGAL

- Trademark
- Bilingual Text
- Certifications / Licenses
- Website URL Registration

### PACKAGE DESIGN

- Brand-Consistent Graphics
- Product Name
- Volume / Weight
- Nutrition Facts
- Directions / Usage
- Barcode #(s)
- Ingredients
- Health Claims
- Business Address
- Warnings
- Brand Story *Romance Text*

### PRINTING

- Substrate
- Printer
- Co-packer
- Colour Proof