

Business Naming Checklist

Branding Considerations

- Easy to pronounce and spell
- Relevant to your product, service, or values
- Short and memorable
- Not too niche (allows room for growth)
- Feels right to you and your audience

Name Availability Check

- Not already in use by another business
- Available on Companies House
- Domain name available (e.g., .co.uk or .com)
- Social media handles available and consistent
- No conflicting or similar trademarks

Legal Compliance

- Doesn't use sensitive or restricted words (e.g. "Royal," "Charity," "Bank")
- Isn't misleading or offensive
- Complies with naming rules for your chosen business structure

Optional Protection

- Consider registering the name as a trademark for brand protection

Final Testing

- Ask for feedback from potential customers or peers
- Make sure the name doesn't have negative connotations in other cultures
- Say it aloud—does it sound natural and professional?