YouTube Name and Logo Planning Template

When launching a YouTube channel, choosing the right name and designing a logo are essential steps in building a memorable and successful brand. Your channel's name is often the first thing potential subscribers encounter, and it sets the tone for your content. A well-crafted logo adds to this visual identity, ensuring your channel is easily recognizable across platforms.

#1. Channel Name Planning

a. Brainstorming Ideas:

- List out possible channel names based on the content you will create:
    - Name Idea 1: _____
    - Name Idea 2: _____
    - Name Idea 3: _____

b. Keyword Focus:

- Identify relevant keywords related to your niche:
    - Keyword 1: _____
    - Keyword 2: _____
    - Keyword 3: _____

c. Competitor Research:

- Analyze competitors' channel names for inspiration and differentiation:
    - Competitor 1: _____
    - Competitor 2: _____
    - Competitor 3: _____

d. Audience Consideration:

- Define your target audience to ensure your name resonates with them:
    - Who are they? (age, interests, etc.):

    _____
    - What tone would appeal to them? (professional, playful, etc.):

    _____

e. Availability Check:

- Confirm the availability of the name on YouTube and other social platforms:
    - YouTube: [ ] Available | [ ] Taken

- ○ Instagram: [ ] Available | [ ] Taken
- ○ Twitter: [ ] Available | [ ] Taken
- ○ TikTok: [ ] Available | [ ] Taken

f. Final Selection Criteria:

- Check the following before finalizing your name:
  - ○ Memorable: [ ] Yes | [ ] No
  - ○ Relevant to content: [ ] Yes | [ ] No
  - ○ Easy to pronounce: [ ] Yes | [ ] No
  - ○ Unique and distinct: [ ] Yes | [ ] No
  - ○ Under 50 characters: [ ] Yes | [ ] No

Final Chosen Name: _____

#2. Logo Planning

a. Logo Style:

- Select the type of logo you prefer:
  - ○ Text-based
  - ○ Icon-based
  - ○ Combination of text and icon
  - ○ Abstract logo

b. Color Palette:

- Choose a color palette that aligns with your brand identity:
  - ○ Primary color: _____
  - ○ Secondary color: _____
  - ○ Accent color: _____

c. Font Choice:

- Select a font that complements your brand's tone:
  - ○ Font Name 1: _____
  - ○ Font Name 2: _____
  - ○ Font Style (bold, script, etc.): _____

d. Symbol/Iconography (if applicable):

- Identify symbols or icons that represent your niche or brand message:
  - ○ Symbol/Icon Idea 1: _____

○ Symbol/Icon Idea 2: _____

e. Logo Design Inspiration:

- Research design inspirations from other channels or brands:
    ○ Inspiration 1: _____
    ○ Inspiration 2: _____

f. Final Design Criteria:

- Ensure the following criteria are met for your logo:
    ○ Scalable (works in small and large sizes): [ ] Yes | [ ] No
    ○ Simple and clean: [ ] Yes | [ ] No
    ○ Works in black & white and color: [ ] Yes | [ ] No
    ○ Reflects the brand tone: [ ] Yes | [ ] No
    ○ Easily recognizable: [ ] Yes | [ ] No

Final Chosen Logo Concept: _____

#3. Branding Consistency

a. Social Media Handle Availability:

- Check availability of consistent handles across social media platforms:
    ○ Instagram: [ ] Available | [ ] Taken
    ○ Twitter: [ ] Available | [ ] Taken
    ○ TikTok: [ ] Available | [ ] Taken
    ○ Facebook: [ ] Available | [ ] Taken

b. YouTube Banner and Profile Picture:

- Does your logo work as a profile picture? [ ] Yes | [ ] No
- Does your banner visually align with your logo and branding? [ ] Yes | [ ] No

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4. Launch and Feedback

a. Pre-launch Feedback:

- Get feedback from peers or your audience on the name and logo:

- ○ Feedback 1:

  _____
  _____
- ○ Feedback 2:

  _____
  _____

b. Post-launch Review:

- After launching, review your audience's response:
  - ○ Positive feedback received? [ ] Yes | [ ] No
  - ○ Any adjustments needed?

    _____

c. Adjustments (if necessary):

- Adjust name or logo based on feedback and analytics, if needed.
  - ○ Change made? [ ] Yes | [ ] No

This **YouTube Name and Logo Planning Template** will ensure that you create a consistent, recognizable brand identity that resonates with your audience and sets your channel up for success.