



What's in a Name?

Naming & Branding



Objective:

- Identify a memorable and unique corporate/product name
- Develop a memorable corporate/product brand

Naming Process:

- Define naming parameters
- Conduct brainstorm to develop a working list of potential names
- Research available URLs and weigh pros/cons and competitive concerns to narrow down options, in addition to cultural and linguistic testing
- Work with legal resource to run all trademarks, etc.

Corporate Identity:

- Determine key brand attributes and tone
- Once name is selected, work with designers to develop logo, typeface, color scheme, collateral templates and website design, if needed
- Develop and finalize positioning and messaging for company/product
- Develop branding and messaging bible to ensure brand integrity remains in tact and is used properly at all times

Naming Criteria

- Is the name memorable?
- Is it differentiated from your competitors?
- Is it easy to say and spell?
- Is the URL available, easy to remember and type (no extra words, dashes or endings other than .com)?
- Is it aspirational or benefit oriented?
- Will it work in a larger branding/product naming scheme?
- Does it cue the category? Does the name reflect function or be clever enough to have viral appeal (i.e. Google)?
- Does it convey the tone you want to set forth as a company?
- Does it pass the “translation” test?