

3 STEPS TO A GREAT BRAND NAME

AN INFOGRAPHIC FROM SAGEFROG MARKETING GROUP

1

BRAINSTORM CANDIDATES

GENERATE A LONG LIST

NAME STYLE: INVENTED

FABRICATED OR ABSTRACT

Google

NAME STYLE: ACRONYM

DERIVED FROM THE FIRST LETTER OF EACH WORD

IBM

NAME STYLE: FOUNDER

TAKES ON THE NAME OF ITS FOUNDER

DELL

NAME STYLE: DESCRIPTIVE

DESCRIBES WHAT THE BUSINESS DOES OR SELLS

Microsoft

NAME STYLE: METAPHORIC

EVOKES A QUALITY OR CHARACTERISTIC



NAME STYLE: COMBINATION

COMBINES TWO OR MORE NAME STYLE

sagefrog marketing group

2

NARROW YOUR CHOICES

IS THE ANSWER TO MOST, OR ALL, OF THESE QUESTIONS **YES**?

Is it **meaningful**?

Is it truly **unique**?

Is it **memorable** and engaging?

Is it **easy to say** and spell?

Does it **look good** when presented graphically?

Does it allow for **future growth** and change?

3

CHECK AVAILABILITY



Check for similar names using search engines



Check domain registrars for the URL



Check if the name is registered at trademark authorities