4 steps to a great brand name



LOOK AT THE PLAYING FIELD

Examine your environment, keeping these key factors in mind.



Geography, Language & Culture



Brand Expansion & Development



Existing Branding, Standards & Values

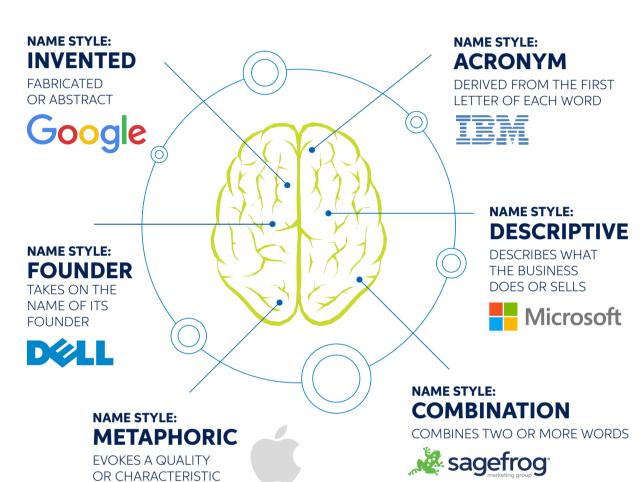


Industry Competitors & Client Values

2

BRAINSTORM NAME IDEAS

Create a roster of potential company names, varying in type, structure, and tone.



3

CHALLENGE THE CHOICES

Narrow down your list by asking yourself these questions.

Is it **meaningful** and **memorable**?

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

Is it modern and exciting?

Is it conducive to **growth** and **change**?

Does it **look good** when designed?

Is it truly unique?

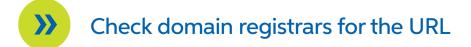
If the answer to most, or all, of these questions is **yes**, move on. If not, go back to step two.

4

CHECK AVAILABILITY

Be sure the name can be entirely yours before setting your heart on it.





Check if the name is registered at trademark authorities