

# 4 steps to a great brand name

1

## 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.

### 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 WORDS

sagefrog marketing group

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 search engines and LinkedIn for similar names



Check domain registrars for the URL



Check if the name is registered at trademark authorities