

# NAMING YOUR BRAND





# Why Name?

Your brand name is the most visible and memorable part of your brand. After people experience your brand, they attach their feelings to your brand name each time they see or hear it.

# How to Name?

# 5 easy steps:

- 1) Develop a strategy to choose a great brand name.
- 2) Determine what your name needs to accomplish.
- 3) Decide how it will work with existing product or service names (if applicable).
- 4) Determine what kind of name to develop – descriptive, invented, founder's name, etc.
- 5) Develop objective criteria to evaluate the names you generate.

# Testing?

# Test your brand name & make sure it:

- 1) Sounds good over the phone (for example, when a sales rep calls a prospect).
- 2) Won't be constantly mispronounced or misspelled, which defeats the purpose of a name.
- 3) Isn't confusing or shouldn't cause confusion or conflict with an existing brand & should convey your desired brand personality.

# Examples?



When you're developing a name for a business, a product or a service, you have a number of options :

- 1) Use the founder or inventor's name (Giorgio Armani)
- 2) Describe what you do (Indian Airlines)
- 3) Describe an experience or image (Sprint Telecom)
- 4) Take a word out of context (Apple)
- 5) Make up a word (Google)

# Protection?



It's important to protect your brand name to the appropriate degree. If you choose a name that infringes on another company's trademark, you could receive a cease-and-desist letter and have to go to court and/or change your name after months or even years of use. By protecting your name, you also gain the ability to prevent future competitors from using it.

# What's Next?



After you choose your great brand name, you can create your logo and corporate identity, and then begin creating your brand story, brand personality and brand messaging to use throughout your sales materials and marketing efforts.

# Qualities of Effective Naming



# Meaningful

It communicates something about the essence of the brand. It supports the image that the company wants to convey.

# Distinctive

It is unique, as well as easy to remember, pronounce, and spell. It is differentiated from the competition. Easy to share on social networks.

# Future-Oriented

It positions the company for growth, change, and success. It has sustainability and preserves possibilities. It has long legs.



# Modular

It enables a company to build brand extensions with ease.

# Protectable

It can be owned and trademarked. A domain is available.

# Positive

It has positive connotations in the markets served. It has no strong negative connotations.



# Visual

It lends itself well to graphic presentation in a logo, in text, and in brand architecture.

# Type of Name's

# Founder

Many companies are named after founders: Tory Burch, Ben & Jerry's, Martha Stewart, Ralph Lauren, Mrs. Fields. It might be easier to protect. It satisfies an ego. The downside is that it is inextricably tied to a real human being.



# Descriptive

These names convey the nature of the business. Good examples are YouSendIt, E\*TRADE, Find Great People, and Toys “R” Us. The benefit of a descriptive name is that it clearly communicates the intent of the company. The potential disadvantage is that as a company grows and diversifies, the name may become limiting.

# Fabricated

A made-up name, like Pinterest, Kodak, or TiVo, is distinctive and might be easier to copyright. However, a company must invest a significant amount of capital into educating its market as to the nature of the business, service, or product. Häagen-Dazs is a fabricated foreign name that has been extremely effective in the consumer market.

# Metaphor

Things, places, people, animals, processes, mythological names, or foreign words are used in to allude to a quality of a company. Good examples are Nike, Patagonia, Monocle, Quartz, Zappos, and Amazon.com.

# Acronym

These names are difficult to remember and difficult to copyright. IBM and GE became well-known only after the companies established themselves with the full spelling of their names. Acronyms are difficult to learn and require a substantial investment in advertising. Good examples are USAA, AARP, DKNY, CNN, and MoMA.

# Magic Spell

Some names alter a word's spelling in order to create a distinctive, protectable name, like Flickr, Tumblr, and Netflix.



# Combinations of all

Some of the best names combine name types. Some good examples are Citibank, and Hope's Cookies. Customers and investors like names that they can understand.

# Naming Myths

Naming a company is easy,  
like naming a baby.

Naming is a rigorous and exhaustive process. Frequently hundreds of names are reviewed prior to finding one that is legally available and works.

# I will know it when I hear it.

People often indicate that they will be able to make a decision after hearing a name once. In fact, good names are strategies and need to be examined, tested, sold, and proven.

# We will just do the search ourselves.

Various thoughtful techniques must be utilized to analyze the effectiveness of a name to ensure that its connotations are positive in the markets served.



# We cannot afford to test the name.

Intellectual property lawyers need to conduct extensive searches to ensure that there are no conflicting names and to make record of similar names. It is too large a risk, names need to last.

# Our Conclusion?

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There is no perfect name, be ready to compromise.

# About us

# Who are we?

IamJ Designs is a Visual Identity design consultancy based in Mumbai. We assist brands & businesses to build a strong visual identity using sophisticated brand strategy



# Why we exist?

We exist to create brand stories which are simple, timeless and expressive using pictures, shapes and typography.

# Where we heading?

Our vision is to empower businesses around the world to become influential brands through design thinking.

# Favourite “Quote”

“

Make it simple, but significant - Don Draper

# THANK YOU

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