

# Branding

Naming the Company

Graphic Standards

Logo

# Naming The Company

Don't Rush This Decision.

Think of all the places a company name appears:

- Letterhead and business cards
- Signage
- Marketing brochures
- Product labels
- URL and email address
- Legal documents
- Bank accounts and checks

# What Makes For A Good Company Name?



- The personality of the words in your name will color the consumer opinion of your company.
- Your company or product name may be the critical first impression.
- Don't get cute: **Differ3nt** as a URL is too different. No one will remember this spelling.
- Let people know what you do and who you are

# Criteria for the perfect name

Short and easy to remember (easy to type into a browser).

- Of the top 100 web sites, 72% have 6 or fewer letters; only 3% have more than 15
- No one wants to type [www.TheWorldsGreatestWidget.com](http://www.TheWorldsGreatestWidget.com)

# Spelling is easy and unambiguous

Don't get clever with words like Muunglow.

Select a name that people will spell correctly the first time, so they find you in a search, and not your competitor.

**Does not have a negative connotation in  
another language**

*No Va means “It doesn’t go” in Spanish.*



# Spelling is easy and unambiguous

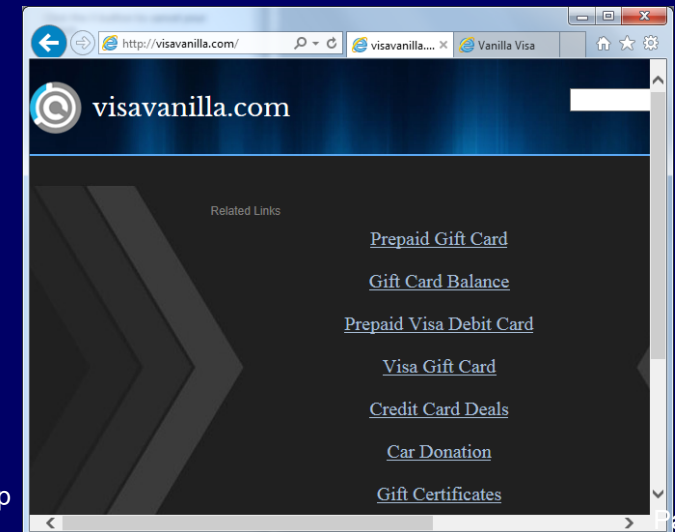
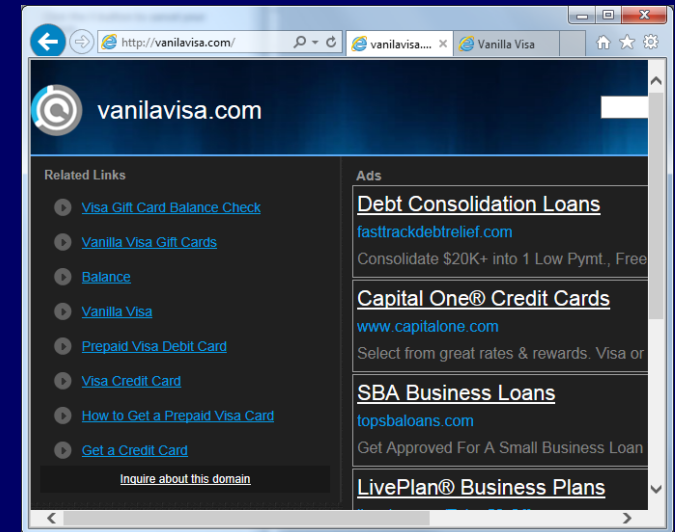
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Quick, how do you spell this flavor?  
Is one "L" or two?



# Visa Vanilla Gift Card





**Is not used by a competitor in current or future market**

Made-up names are usually safe. “Xerox, Yahoo,”  
“Google” and “EBay” are original names.

Using your own name, as long as it’s not J. C. Penney or  
Ronald McDonald, may also be a safe bet.

## It conforms to legal requirements and restrictions

- You **cannot use** LLC, Corp, Corporation, Ltd, Inc. or Incorporated unless your company is organized under one of those legal structures.
- You **cannot use** Corp, Corporation, Ltd, Inc. or Incorporated in the name of an LLC as those adjectives designate and are restricted to full corporations, also known as C Corps.
- The name cannot include words that are prohibited by most state laws (e.g. "**Bank**" or "**Insurance**" unless of course your company is a bank or insurance company).

# Places to Check for Conflicts with Name

- [ ] A. Secretary of State
- [ ] B. Facebook, Twitter, LinkedIn
- [ ] C. Google.com
- [ ] D. URL availability .com\_\_\_\_\_ .co\_\_\_\_\_ .net\_\_\_\_\_ .us \_\_\_\_\_
- [ ] E. Search for product name at [uspto.gov/trademarks](https://uspto.gov/trademarks) to make sure no one has trademarked the name.

# Design Standards

## Typestyle

- Pick a common font
- Use consistently

MyCompany

*MY COMPANY*



**MyCompany**

## Color Scheme

- Max 2 colors
- Pick Microsoft “Standard” colors
- Write down RGB and HEX values



# Logo

- Keep it clean and simple  
- To add a graphic element search key words for your industry at Google.com/images
- DIY Logo Site: <https://looka.com/logo-maker/>

**Add Tag Line** to Pre-sell customers and clearly explain what you do and how you are superior: *“15 minutes can save you ...”*

