

4 STEPS TO A GREAT BRAND NAME

AN INFOGRAPHIC FROM SAGEFROG MARKETING GROUP

1

LOOK AT THE ENVIRONMENT

CONSIDER THESE FACTORS



Geography
LANGUAGE & CULTURE



Brand Future
EXPANSION & DEVELOPMENT



Company Standards
SYNERGY WITH MASTER BRANDS, COMPANY VALUES



Industry
CLOSE COMPETITORS, CUSTOMER VALUES

2

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
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3

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?

4

CHECK AVAILABILITY



Check search engines and LinkedIn for similar names



Check domain registrars for the URL



Check if the name is registered at trademark authorities