

Naming Process

- Step 1 Brand Exercises/Brand Synopsis
- Step 2 List Overused Names & Competitors
- Step 3 Positive Attribute Vocabulary List
- Step 4 Explore & Brainstorm
- Step 5 Filter & Focus
- Step 6 Evaluate & Availability Searches

Being known as just another commercial printer was an uphill battle for the sales staff to overcome. They were more than that and now was the time to show the world they were different.

CONCERNS

We are seen like everyone else.

We specialize in POP and do more than they know.

We are not just a another commercial printer

BUSINESS PROBLEM

We want to be known for:

Point-of-Purchase Retail

Delighting the Customer

Fun but Efficient

Creative Resource

POSITIVE ATTRIBUTES



First Round

Seamless

PowerPOP

Retail Fuel Depot

Retail Relish

TOP CHOICES

Retail Relish

Your Secret Sauce

Promotional Spring

Let's Delight Your Customer

FINALISTS

- ☒ Trademark Open
- ☒ www.promotionalspring.com
- ☒ State Business Name

INTELLECTUAL PROPERTY ASSESSMENT

Innovative Retail Experiences Delightfully Delivered

POSSIBLE MARKETING HEADLINE

SERVICES

Purpose Alignment

Naming

PURPOSE
BRANDING



"Our new brand has given us a much better platform from which we can tell our story. It more accurately aligns with our both our culture and capabilities, so it has positively affected our organization both inside and out."

Dennis Riggs, CEO
Promotional Spring



Cyan



Pantone 718



Pantone 367



Pantone
Rubine Red



ORIGINAL NAME

NEW NAME & BRANDMARK

COLOR PALETTE

GRAPHIC ELEMENTS

VALUE STATEMENTS

We believe that an outrageous deadline and having fun aren't mutually exclusive.

We believe in doing our best.

We believe high quality, every detail met, and on-time delivery is a gimme.

We believe there is always a way... And we'll find it.

PERSONALITY

RESOURCEFUL

Capable. Finding ways and means to solutions

CLEVER

Able to understand and devise or apply ideas

RELIABLE

Consistently good in quality or performance

COLLABORATIVE

Two or more parties working together, harmoniously

IMAGINATIVE

Showing creativity or inventiveness

FRIENDLY

Kind, pleasant and quick to support others

SERVICES

Purpose Alignment

Naming

Brand Messaging

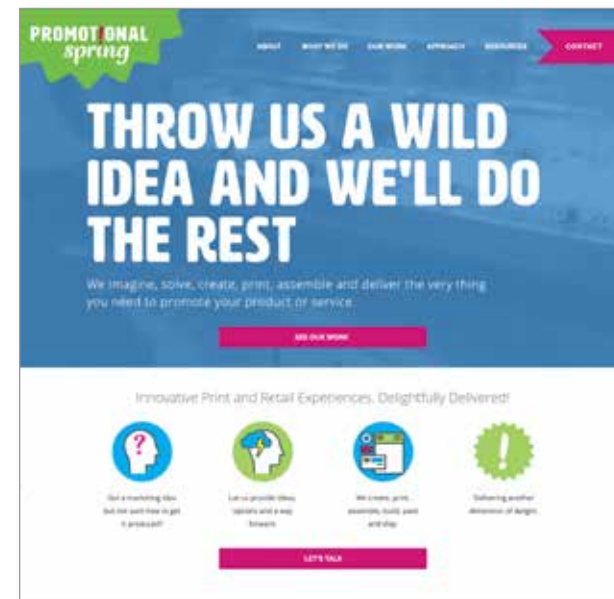
Brand Identity

PURPOSE
BRANDING



"Our new brand has given us a much better platform from which we can tell our story. It more accurately aligns with our both our culture and capabilities, so it has positively affected our organization both inside and out."

Dennis Riggs, CEO
Promotional Spring



Naming Process

- Step 1** Brand Exercises/Brand Synopsis
- Step 2** List Overused Names & Competitors
- Step 3** Positive Attribute Vocabulary List
- Step 4** Explore & Brainstorm
- Step 5** Filter & Focus
- Step 6** Evaluate & Availability Searches

Donet was not being perceived as a serious contender in the marketplace. Less capable, less reliable, less robust companies were winning the accounts.

CONCERNS

Name mispronunciation

Not seen as a serious contender

Prospective clients misunderstood their capability

BUSINESS PROBLEM

We want to be known for:

- Reliability
- Dependability
- Premium Service
- Custom Configurations

POSITIVE ATTRIBUTES



First Round

- SkyBolt
- DataCylo
- Cloud9
- DataYard

TOP CHOICES

Top Shelf
Premium Cloud Services

DataYard
Commerce Crossroads

FINALISTS

- ☒ Trademark Open
- ☒ www.data-yard.com
- ☒ State Business Name

INTELLECTUAL PROPERTY ASSESSMENT

WE KEEP YOUR WORLD MOVING

POSSIBLE MARKETING HEADLINE

SERVICES

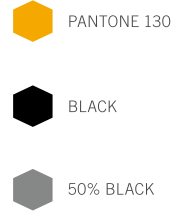
Naming
Brand Messaging

PURPOSE
BRANDING



David Mezera
DataYard CEO

I worked very closely with Jän for over a year as we considered new names, brand concepts and crafted the messaging and style for "DataYard". Everything has depth – perfectly matching our culture and strategic vision. It was a fantastic experience for us.



ORIGINAL NAME

NEW NAME & BRANDMARK

COLOR PALETTE



HEADLINE
HEADLINE
HEADLINE

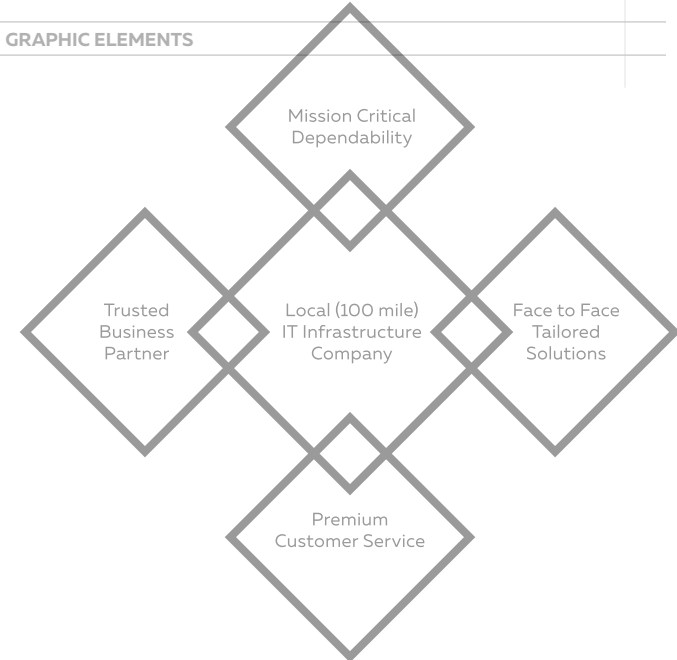
SUBHEAD

THE MIDWEST'S BEST PLACE
FOR HARD-WORKING DATA

937-776-6666



GRAPHIC ELEMENTS



SERVICES

Naming
Brand Messaging
Brand Identity

PURPOSE
BRANDING



I worked very closely with Jän for over a year as we considered new names, brand concepts and crafted the messaging and style for "DataYard". Everything has depth – perfectly matching our culture and strategic vision. It was a fantastic experience for us.

David Mezera
DataYard CEO

Naming Process

- Step 1 Brand Exercises/Brand Synopsis
- Step 2 List Overused Names & Competitors
- Step 3 Positive Attribute Vocabulary List
- Step 4 Explore & Brainstorm
- Step 5 Filter & Focus
- Step 6 Evaluate & Availability Searches

What started out as investigating ways to differentiate LMG as not just another marketing agency, turned into a total realignment of identity to purpose in order to naturally set themselves apart.

CONCERNS

We look and sound like our competitors

Need to communicate our strength

Communicate personality

BUSINESS PROBLEM

We want to be known for:

- Premium
- Problem-solving
- Mavericks
- New Ideas
- Intelligent

POSITIVE ATTRIBUTES



- First Round
- Rare Bird
- Rare Breed
- Fuel
- Accelerant

TOP CHOICES

Rare Bird

Looking for new ideas?

Both

When you need both.

FINALISTS

- ✓ Trademark Open
- ✓ www.bothagency.com
- ✓ State Business Name

INTELLECTUAL PROPERTY ASSESSMENT

When you need strategic and creative, you need both.

POSSIBLE MARKETING HEADLINE

SERVICES

Purpose Alignment

Naming

PURPOSE
BRANDING



Doug Lunne
LMG, CEO

Jan's truly holistic approach to positioning—often made tangible through archetyping—can lead to breakthrough ideas that get at the core of a brand's value to its consumers. As a whole brain thinker, Jan delivers creative insights as well as strategic guidance for winning brands.



Marketing + Design
Strategic + Creative

Both is Best.com
You Deserve Both.com
Delivering Both.com

ORIGINAL NAME

NEW NAME & BRANDMARK

AVAILABLE URLs

MARKETING & DESIGN

STRATEGIC & CREATIVE

LEFT BRAINED & RIGHT BRAINED

PRINT & DIGITAL

SERVICES

Purpose Alignment

Naming

Brand Messaging

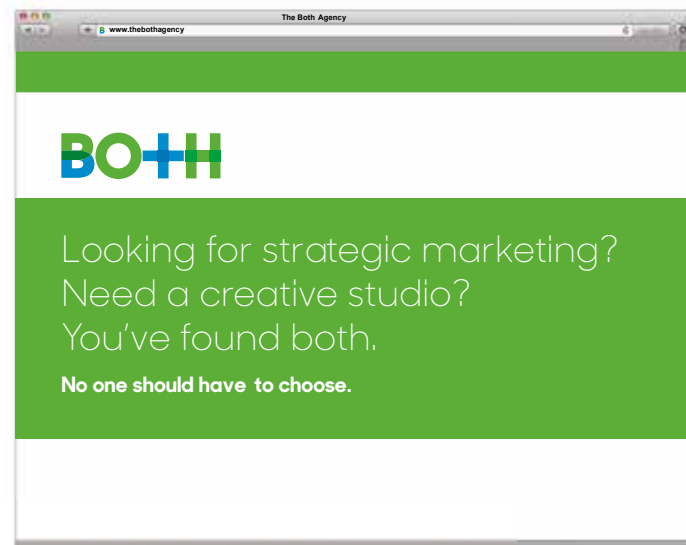
Brand Identity

PURPOSE
BRANDING



Jan's truly holistic approach to branding can lead to breakthrough ideas that get at the core of a brand's value. As a whole brain thinker, Jan delivers creative insights as well as strategic guidance for winning brands.

Doug Lunne
LMG, CEO



Naming Process

- Step 1 Brand Exercises/Brand Synopsis
- Step 2 List Overused Names & Competitors
- Step 3 Positive Attribute Vocabulary List
- Step 4 Explore & Brainstorm
- Step 5 Filter & Focus
- Step 6 Evaluate & Availability Searches

Being know as just another commercial printer was an uphill battle for the sales staff to overcome. They were more than that and now was the time to show the world they were different.

CONCERNS

We are seen like everyone else.

We specialize in POP and do more than they know.

We are not just a another commercial printer

We want to be known for:

- Strength
- Beauty
- Confidence
- Fun

First Round

- Sozuri (*"beautiful" in Swahili*)
- Baku (*Japanese for "beautiful girl"*)
- Dosoba (**Do Something Beautiful**)
- Zeer (*Dutch for "very beautiful"*)

POSITIVE ATTRIBUTES

TOP CHOICES

Startup for
Jenn Day

ZEER
Do something beautiful today



Do Something Beautiful Today

POSSIBLE MARKETING HEADLINE

FINALISTS

- ☒ Trademark Open
- ☒ www.zeerathletics.com
- ☒ State Business Name

INTELLECTUAL PROPERTY ASSESSMENT

SERVICES

- Naming
- Branding Messaging



Jän assimilated, defined, and articulated my vision perfectly – both verbally [with the naming] and visually.

Jenn Day
ZEER CEO

PURPOSE
BRANDINGstendorf

Under pressure she became a diamond under pressure she became unbreakable... —r.h. sin



ATHLETICS

Beautifully Strong



NEW NAME

BRAND APPLICATION

www.ZeerAthletics.com

www.ZeerAtpparel.com

AVAILABLE URLS

ZEER: Dutch for "very beautiful"

Do Something Beautiful Today

SERVICES

Naming

Brand Messaging

Brand Identity

PURPOSE
BRANDING



Jän assimilated, defined, and articulated my vision perfectly – both verbally [with the naming] and visually.

Jenn Day
ZEER CEO



Naming Process

- Step 1 Brand Exercises/Brand Synopsis
- Step 2 List Overused Names & Competitors
- Step 3 Positive Attribute Vocabulary List
- Step 4 Explore & Brainstorm
- Step 5 Filter & Focus
- Step 6 Evaluate & Availability Searches

Scott John and Emma Rowse were purchasing an existing Yoga Training from John Scott and needed to rename to organization and align it with their vision for the future.

CONCERNS

Can we find a name that tells the story we want?

We need to come out from under the reputation of John Scott Yoga and make it our own.

BUSINESS PROBLEM

We want to be known for:

Local community

Global impact

Growth

Excellence

POSITIVE ATTRIBUTES

John Scott Yoga



First Round

Apa Eva

Sahasila

Samunni

Navayu

TOP CHOICES

Amayu Academy

Local Teachers. Global Impact.

Amayu

Local Teachers. Global Impact.

FINALISTS

- ✓ Trademark Open
- ✓ www.amayuashtanga.com
- ✓ State Business Name

INTELLECTUAL PROPERTY ASSESSMENT

Local Teachers. Global Impact.

POSSIBLE MARKETING HEADLINE

SERVICES

Purpose Alignment

Naming

PURPOSE
BRANDING



Quote

Scott Johnson

Amayu Ashtanga Academy



-  Pantone 661
-  Pantone 285
-  Pantone 7670
-  Pantone 326

NEW NAME

COLOR PALETTE

Local Teachers. Global Impact.

SERVICES

Purpose Alignment

Naming

Brand Messaging

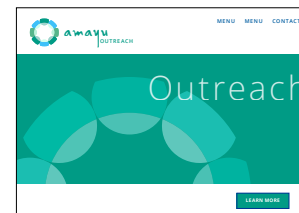
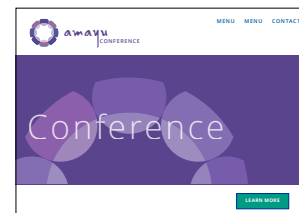
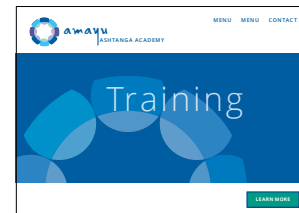
Brand Identity

PURPOSE
BRANDING



Quote

Scott Johnson
Amayu Ashtanga Academy



GRAPHIC ELEMENTS

Naming Process

- Step 1 Brand Exercises/Brand Synopsis
- Step 2 List Overused Names & Competitors
- Step 3 Positive Attribute Vocabulary List
- Step 4 Explore & Brainstorm
- Step 5 Filter & Focus
- Step 6 Evaluate & Availability Searches

Jordan had a desire to build his business right from the start. He was thinking decades into the future and knew he needed a brand that was not tied to his name.

CONCERNS

- Release the brand from his last name
- Communicate his personality
- Provide the benefit he brings by challenging the status quo

BUSINESS PROBLEM

We want to be known for:

- Reformer
- Challenger
- Maverick
- Make things better

POSITIVE ATTRIBUTES

Goldmeier Consulting

CAMBIA
FACTOR

First Round

- Revealed Path
- Solve Factors
- Sofos
- Cambia Force

TOP CHOICES

Solve Factors
We're the difference

Cambia Factor
Change the way you think about you data

FINALISTS

- Trademark Open
- www.cambiafactor.com
- State Business Name

INTELLECTUAL PROPERTY ASSESSMENT

POSSIBLE MARKETING HEADLINE

SERVICES

Purpose Alignment
Naming

PURPOSE
BRANDING



At heart, we want our businesses to be the natural extension of who we are and what we believe. Our brand should manifest the underlying why of what we do—the why that gets us up in the morning and motivates us.

Jordan Goldmeier
Cambia Factor, CEO

CAMBIA FACTOR

- \ C / \ O I O - / C CAMBIA
FACTOR

ORIGINAL NAME

VIDEO BUILD

COLOR PALETTE

CHANGE THE WAY YOU THINK ABOUT YOUR DATA



Diagnose



Solve



Train

SERVICES

Naming
Brand Messaging
Brand Identity

PURPOSE
BRANDING



I consider Jän both a business partner and mentor. His insight goes beyond design, logos, and graphics; he strikes at the heart of what makes your business tick.

Jordan Goldmeier
Cambia Factor, CEO



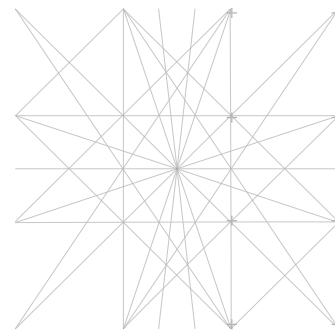
Pantone Yellow



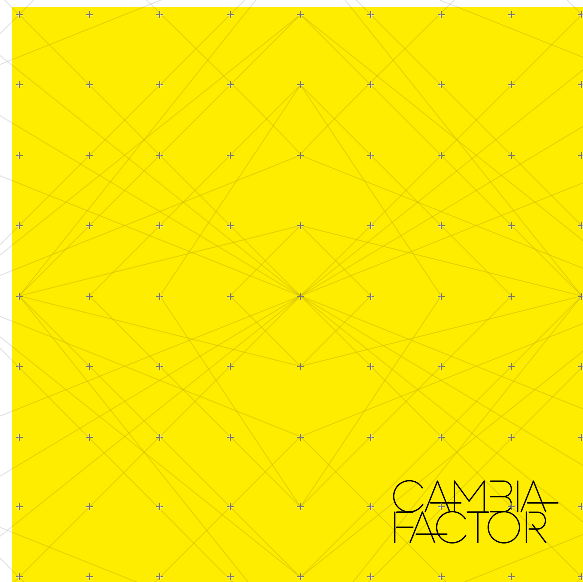
Black



50% Screen Black



GRAPHIC ELEMENTS



CAMBIA
FACTOR

Naming Process

- Step 1** Brand Exercises/Brand Synopsis
- Step 2** List Overused Names & Competitors
- Step 3** Positive Attribute Vocabulary List
- Step 4** Explore & Brainstorm
- Step 5** Filter & Focus
- Step 6** Evaluate & Availability Searches

Dean found immediate success in his consulting through corporate contracts and word of mouth but he needed to get legit and brand his business.

CONCERNS

- Have a "benefit-oriented" name
- Separate himself from the name of the company
- Empower people to redirect their careers

BUSINESS PROBLEM

- We want to be known for:
- Power to Change
- Potential Realized
- Eliminating Career Regrets

POSITIVE ATTRIBUTES

Dean Waggenspeck

3Levers

My "Three Threes"

- Three Services
- Three Ingredients of a Career
- Three Considerations of a Career

- First Round
- Career Orienteer
- Storytaylor
- Lever

TOP CHOICES

Lever 3
Own Your Career

3 Levers
Pay Purpose Passion

FINALISTS

- ☒ Trademark Open
- ☒ lever3.com & leverthree.com
- ☒ State Business Name

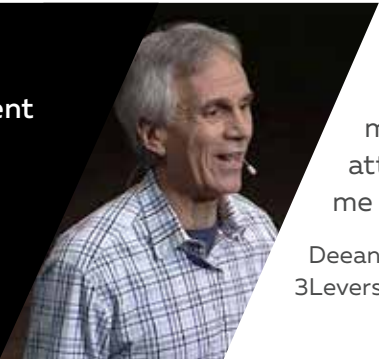
INTELLECTUAL PROPERTY ASSESSMENT

Putting You in Control of Your Career

POSSIBLE MARKETING HEADLINE

SERVICES

- Purpose Alignment
- Naming

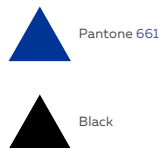


Jän helped me work through renaming and rebranding of my coaching business. With that, a total rewrite of my business messaging. I found his creativity and attention to detail very critical in helping me hone my message.

Deean Waggenspack
3Levers Coaching

**PURPOSE
BRANDING**

Pay
Purpose
Passion
3Levers OWN YOUR CAREER



NEW NAME & BRANDMARK

COLOR PALETTE

HEADLINE CONCEPT

Is it not unreasonable to enjoy your work and be paid appropriately.

SERVICES

Purpose Alignment

Naming

Brand Messaging

Brand Identity

**PURPOSE
BRANDING**



Jän helped me work through renaming and rebranding of my coaching business. With that, a total rewrite of my business messaging. I found his creativity and attention to detail very critical in helping me hone my message.

Deean Waggenpack
3Levers Coaching

Dean Waggenpack
COACH

www.3leverscoach.com

**PUTTING YOU
IN CONTROL
OF YOUR CAREER**

Pay
Purpose
Passion
3Levers OWN YOUR CAREER

GRAPHIC ELEMENTS



Naming Process

- Step 1 Brand Exercises/Brand Synopsis
- Step 2 List Overused Names & Competitors
- Step 3 Positive Attribute Vocabulary List
- Step 4 Explore & Brainstorm
- Step 5 Filter & Focus
- Step 6 Evaluate & Availability Searches

After 40 years Exhibit Concepts was doing much more than just building exhibits yet most of their clients had no idea who they have become and the breadth of services they provided.

CONCERNS

People think we only build exhibits and we are losing out on projects that we are more than capable of delivering.

We want to be known for:

- Build Relationships
- Creative
- Unexpected Ideas
- Attraction

First Round

- Shine
- Aspire
- Amplify
- Solve

BUSINESS PROBLEM

POSITIVE ATTRIBUTES

EXHIBIT
CONCEPTS

Hello

We Build Relationships

TOP CHOICES

Metaphor

Imagination is our storyteller

Hello

We Build Relationships

Nothing brings people together like Hello!

POSSIBLE MARKETING HEADLINE

FINALISTS

- ☒ Trademark Open
- ☒ hello.us
- ☒ State Business Name

INTELLECTUAL PROPERTY ASSESSMENT

SERVICES

Purpose Alignment
Naming

PURPOSE
BRANDING



Ellen Kaminsky
COO Exhibit Concepts

Jän conducted a Brand Workshop with entire leadership team of 25 people. His work was instrumental in clarifying our message. He provided the leadership we needed and his process is thorough and holistic. He leaves no stone unturned.

Naming Process

- Step 1 Brand Exercises/Brand Synopsis
- Step 2 List Overused Names & Competitors
- Step 3 Positive Attribute Vocabulary List
- Step 4 Explore & Brainstorm
- Step 5 Filter & Focus
- Step 6 Evaluate & Availability Searches

JADD BBQ needed a new name because JADD was forgettable and wasn't gaining any brand equity. They were seen as average and just one of many.

CONCERNS

We want to be seen as the best place for every last outdoor kitchen desires.

Can we capture the imagination of our customers that aligns with our vision and mission?

BUSINESS PROBLEM

We want to be known for:

- Premium
- Quality
- Outdoor Entertaining
- BBQ Equipment

POSITIVE ATTRIBUTES

JADD BBQ

GRILLSCAPES
— YOUR OUTDOOR KITCHEN SPECIALISTS —

First Round

- OpenAir Outlet
- Patio Perfect
- Baste
- Cookairy

TOP CHOICES

Grillscapes
Great space right outside your door.

Sparkbox BBQ
Grill. Entertain. Enjoy.

FINALISTS

- ✓ Trademark Open
- ✓ grillscapes.com
- ✓ State Business Name

INTELLECTUAL PROPERTY ASSESSMENT

Enjoy outdoor living, cooking, and entertaining.

POSSIBLE MARKETING HEADLINE

SERVICES

AGENCY PARTNERSHIP

Purpose Alignment

Naming

PURPOSE
BRANDING



My team has worked with Jän on several naming and brand voice projects. He's thoughtful, thorough, and fun to work with. He's pulled rabbits out of the hat when they were in deep dark places that are hard to reach. I'd definitely recommend talking to him about your next project.

Jon Cattivera
CEO & Creative Director of Sleepless Media

Naming Process

- Step 1 Brand Exercises/Brand Synopsis
- Step 2 List Overused Names & Competitors
- Step 3 Positive Attribute Vocabulary List
- Step 4 Explore & Brainstorm
- Step 5 Filter & Focus
- Step 6 Evaluate & Availability Searches

Synergy Clothing needed to rename because another company owned the Trademark. Synergy contacted Sleepless Media, their Shopify experts for help. Jon called Jän to help facilitate the naming process with Synergy and his internal team

CONCERNS

- Can we rename in a timely manner.
- Can we find a name that matches our purpose.

BUSINESS PROBLEM

We want to be known for:

- Organic Clothing
- Challenging the Industry
- Beautiful Things
- Connecting People to the Earth

POSITIVE ATTRIBUTES

Synergy Clothing

WOVN.

First Round

- Pavana
- Origin
- Love & Cotton

TOP CHOICES

WOVEN
Woven Together

WVN
Woven Together

FINALISTS

- ✓ Trademark Open
- ✓ wovn.com & wovnapparel.com
- ✓ State Business Name

INTELLECTUAL PROPERTY ASSESSMENT

We are Woven. Together.

POSSIBLE MARKETING HEADLINE

SERVICES

AGENCY PARTNERSHIP

Purpose Alignment

Naming

PURPOSE
BRANDING



Jän's an invaluable part of our naming process making sure we think deeply on the right direction and helps ensure a legal issue doesn't come up later. He's calm, cool, and collected and always on top of it.

Jon Cattivera
CEO & Creative Director of Sleepless Media

Naming Process

- Step 1** Brand Exercises/Brand Synopsis
- Step 2** List Overused Names & Competitors
- Step 3** Positive Attribute Vocabulary List
- Step 4** Explore & Brainstorm
- Step 5** Filter & Focus
- Step 6** Evaluate & Availability Searches

After Pamela experienced a death of a close friend, she was tasked with helping her family take care of her last wishes. She entered a world of choices she had no idea existed and had to best guess what her friend would have wanted.

CONCERNS

I want to create a online repository where you can store your last wishes so no one has to guess what you wanted.

BUSINESS PROBLEM

We want to be known for:

After Death Wishes
Eliminating Unknowns
Knowing you loved ones
last intentions

POSITIVE ATTRIBUTES

No Name Startup
After Options

First Round

AfterWords
Passing Thoughts
Present Foresight
Last Chapter

TOP CHOICES

AfterWords
Share your thoughts

After Options
Let them know

FINALISTS

- ☒ Trademark Open
- ☒ afteroptions.com
- ☒ State Business Name

INTELLECTUAL PROPERTY ASSESSMENT

Don't leave your after life options to others.

POSSIBLE MARKETING HEADLINE

SERVICES

AGENCY PARTNERSHIP

Purpose Alignment

Naming

PURPOSE
BRANDING



My team has worked with Jän on several naming and brand voice projects. He's thoughtful, thorough, and fun to work with. He's pulled rabbits out of the hat when they were in deep dark places that are hard to reach. I'd definitely recommend talking to him about your next project.

Jon Cattivera
CEO & Creative Director of Sleepless Media

Naming Process

- Step 1** Brand Exercises/Brand Synopsis
- Step 2** List Overused Names & Competitors
- Step 3** Positive Attribute Vocabulary List
- Step 4** Explore & Brainstorm
- Step 5** Filter & Focus
- Step 6** Evaluate & Availability Searches

When we (The Other Place) engage with donors, it is hard to explain who we are because we are not a place, we are a service.

CONCERNS

People have a inaccurate perception that we are cold and institutional.

People do not understand who we are and why we are important to the community.

BUSINESS PROBLEM

We want to be known for:

- People
- Ending Homelessness
- Warm & Caring
- Friendly

POSITIVE ATTRIBUTES



First Round

- Second Wind
- Homestead
- Cornerstone
- Renaissance
- Restore

TOP CHOICES

Anew

Until There's No Homelessness

Homefull

Prevention. Education. Transition

FINALISTS

- ☒ Trademark Open
- ☒ www.homefull.org & .com
- ☒ State Business Name

INTELLECTUAL PROPERTY ASSESSMENT

I am grateful. I am homefull.

POSSIBLE MARKETING HEADLINE

SERVICES

Purpose Alignment
Naming

PURPOSE
BRANDING



Jän walked us through the entire purpose alignment process – from the creation of our new name 'Homefull' to visual identity that was consistent with our purpose.

Our new name and brand has changed the mentality of our organization – it clarified our organization and provided momentum.

Tina Patterson
Executive Director, Homefull



ORIGINAL NAME



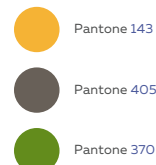
NEW NAME & BRANDMARK



WEBSITE HOMEPAGE



MARKETING BROCHURE



COLOR PALETTE

SERVICES

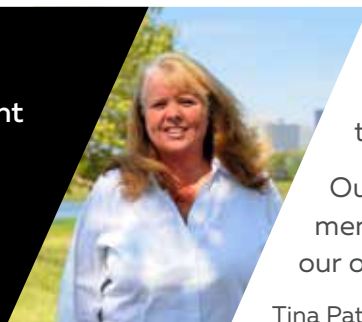
Purpose Alignment

Naming

Brand Messaging

Brand Identity

PURPOSE
BRANDING



Jän walked us through the entire purpose alignment process – from the creation of our new name 'Homefull' to visual identity that was consistent with our purpose.

Our new name and brand has changed the mentality of our organization – it clarified our organization and provided momentum.

Tina Patterson
Executive Director, Homefull