

The background of the entire page is a vibrant, abstract composition of overlapping geometric shapes in shades of teal, purple, and blue. In the center, two white, minimalist pump bottles are positioned vertically, one slightly behind and to the right of the other. The text is overlaid on this background.

# SO, YOU WANT TO NAME YOUR NEW BRAND?

(Our 3-step process can get you started. Of course, the experts at Brandigo can help, too.)

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# THE PROCESS

Think about the words – functional (what you do) and emotional (how you make customers feel) – as well as your vision and core values. Map these words on this template.



## STEP 1: WORD MAPPING

## STEP 2: WHERE DOES YOUR NEW BRAND FIT



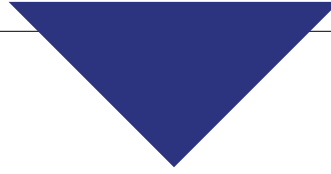
Think about the types of naming categories that might be appropriate for your brand. For example, do you want your brand name to be serious, cheeky, or completely made up?

Ok, you've come up with some names – some winners and some losers – now it's time to rank them using our score card to select the best of the best.



## STEP 3: RANK YOUR SELECTIONS

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## BUT BEFORE WE GET STARTED, ANSWER THESE QUESTIONS...



### WHAT DO YOU DO?

In one sentence or less, describe the product, service or solution that you provide to clients.



### WHY DO PEOPLE KNOW YOU?

What is the most frequent way that people learn about your products, services or solutions?



### WHAT ARE ALTERNATIVE CHOICES?

If people are shopping for products, services or solutions like yours, what other brands are they likely to consider? (HINT: who are your competitors?)



### WHERE DO YOU DO IT?

What industry do you provide your products, services or solutions to?



### WHY DO PEOPLE CHOOSE YOU?

How do you compellingly answer the question, “why choose our brand over competitive brands?”

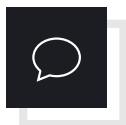


### WHO ARE YOUR TARGET BUYERS?

Who are the people most likely to purchase your products, services or solutions? (HINT: there may be many possible buyers, so list out all that you can think of.)



## LET'S ALSO THINK ABOUT YOUR BRAND'S PERSONALITY...



### WHAT ARE YOUR BRAND'S MOST LIKELY PERSONALITY TRAITS?

Brands are like people. They have personalities and some people will like it, and some people will not. Your personality should create some sort of emotional connection with your target buyers. Since connection with people will be critical to building your brand, what personality traits should your new brand embody? (Please come up with 5)

### MY BRAND'S 5 PERSONALITY WORDS ARE...

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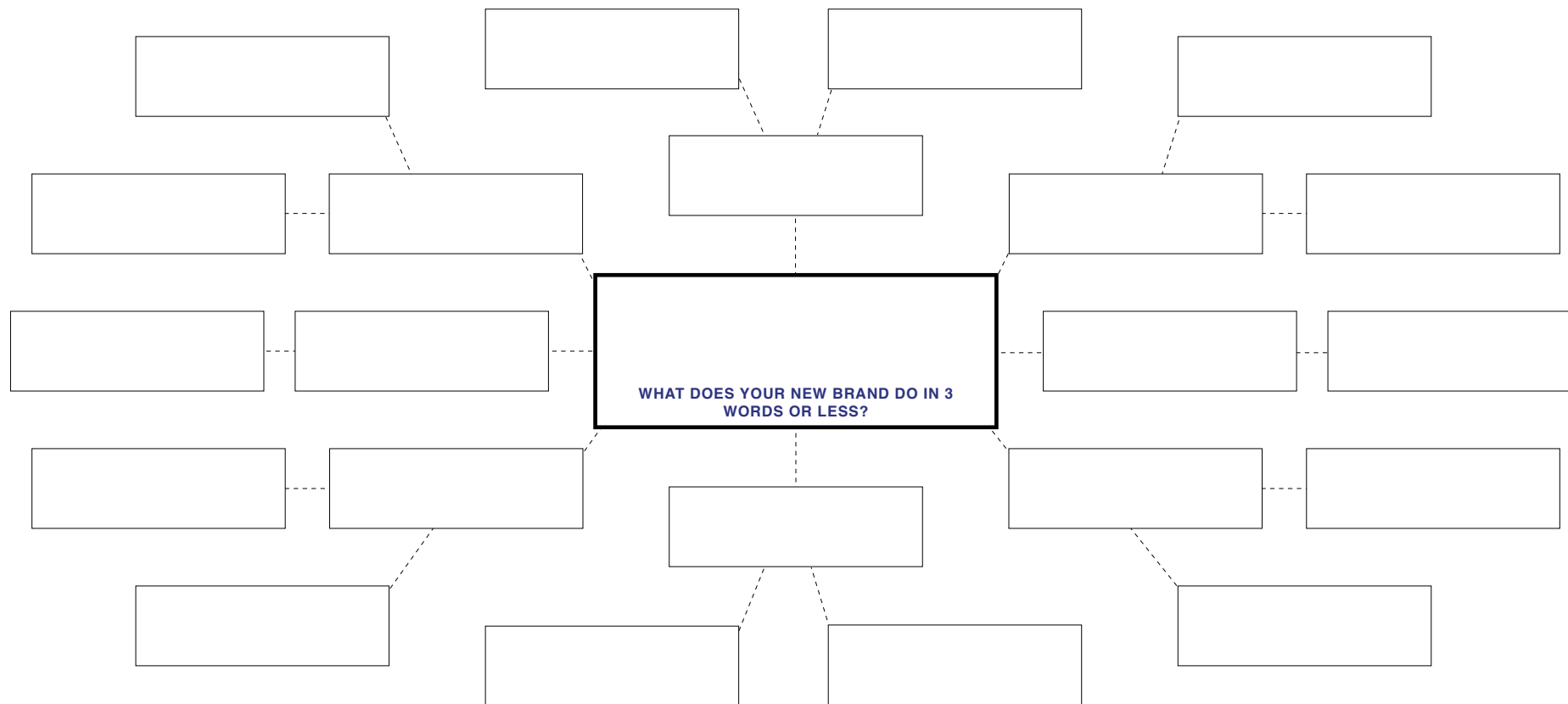
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### HERE'S A SHORT LIST OF PERSONALITY WORDS TO JUMPSTART YOUR CREATIVE THINKING.

Active	Dynamic	Minimal
Adventurous	Edgy	Modern
Ambitious	Elegant	Natural
Approachable	Fearless	Playful
Bohemian	Fun	Positive
Bold	Genuine	Professional
Brave	Harmonious	Quirky
Bright	Heartfelt	Relaxed
Bubbly	Helpful	Romantic
Calm	High-end	Sassy
Candid	Honest	Serious
Carefree	Hopeful	Sincere
Casual	Inclusive	Sophisticated
Charming	Industrial	Timeless
Cheerful	Innovative	Traditional
Classic	Inspirational	Transparent
Collaborative	Intentional	Trendy
Colorful	Inviting	Trustworthy
Cool	Joyful	Uplifting
Cozy	Kind	Urban
Crafty	Lively	Warm
Cultured	Loyal	Whimsical
Daring	Luxurious	Wild
Delicate	Magical	Witty
Down to Earth	Mature	Youthful

# STEP 1: WORD MAPPING

Use the Word Mapping format below, to map words back to your brand. Think about the things you do, the value you deliver, the emotions you would like to evoke, where you do business, etc. Include nouns, adjectives, adverbs, taglines, similar inspiring brands, and anything else that might help your thinking around your new brand name.



## STEP 2: NAMING CATEGORIES

Start thinking about where you believe your new brand name should fit from a category standpoint.

Think about your brand personality words and also reference your Word Mapping exercise responses to identify names within each of these categories that might suit your new brand.

PLAYFUL	ALLITERATION	MADE UP	DESCRIPTIVE	ORIGIN	TECHY	COMBINED	ACRONYM	REFERENCE	NONSENSE
Names that are unconventional, cheeky or unusual	Same phonetic pronunciation at the beginning of each word in the name	Names and words that never existed until your creativity kicked in	Descriptive of what you are offering from a product or service standpoint.	Where, how or when was your brand born?	Names that look, sound and feel technology focused	Combine some of your best ideas or attributes into one meaningful name	A group of letters that may or may not mean anything that become meaningful	Names that come from history, heroes, fables or other cultural references	Get weird and make something up that will mean something someday
Yahoo, Monster, Guess?	PayPal, Dunkin Donuts	Google, Kodak	Home Depot, Kitchens, Etc., Weight Watchers	Marriott, Hilton, Nordstrom	Microsoft, Pentax	Netflix, GoPro	BMW, ASCAP	Nike, Tesla	IKEA, Pantone

## STEP 3: RANK YOUR SELECTIONS

From the names you have brainstormed, select your favorites, and then rank them on this set of criteria. For each category, give each name a score of between 0 and 5. Once you are finished, total up the scores for each column to determine the strongest options.

Your Top Names →					
Do you have a positive first impression of the name?					
Does the name sound nice, phonetically, when you pronounce it?					
Is the name easy to say?					
When you include the name is a statement of what you do, does it sound / feel right?					
Does the name make you think of anything? If so, is that association positive?					
Does the name relate to the product, service or solutions you provide?					
Is it memorable?					
Does it have broader story appeal?					
Does it sound credible?					
Is the domain (URL) – or a variation of it – available?					
Have you made sure no one is currently using it online – even if it's not registered?					
Is it legally viable? Can it be registered?					
<b>TOTALS</b>					





## NEXT STEPS

This work isn't necessarily final. In the process of evaluating your names, you may have been inspired. Use this round to create new iterations to ensure you settle on the best name possible.



### **VERSIONS: ITERATE YOUR NAMES**

### **MAKE IT LEGAL: REGISTER YOUR BRAND**



Before working with a legal team, do a deep Google search to make sure no one is currently using your selected name. Once it looks clear, contact a lawyer to help you register your brand.

Now it's time to secure any related domains you may want. Don't forget to secure the Facebook, Instagram, Twitter and any other social accounts you may need for your new brand.



### **SECURE YOUR DOMAINS**

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## **WANT TO LEARN MORE ABOUT NAMING & BUILDING YOUR NEW BRAND?**

Reach out to us at [hello@brandigo.com](mailto:hello@brandigo.com) and let's schedule some time to discuss how you can build a distinctly different, world-class brand.

[www.brandigo.com](http://www.brandigo.com)

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