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BRAND ROOTS: DEFINITION

# Naming your business.

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# Brand Roots: Naming your business. Before we start.

Brand naming should not be a painful process. As much as it is creative and exploratory, it's also methodical and part of a larger branding and commercial strategy.

This pack includes:

- Brand architectures
- Naming methods
- Brainstorming tips
- Naming framework worksheet

You will be introduced to the different methods of business brand architectures and the many styles of brand names.

You can then decide which concept works for you appropriate for your company.

Be crystal clear with what you need the name to do - be objective and set parameters that stand against the inevitable sway of the impulse in these exercises. Document your objectives and refer to them throughout this project.

The naming process forms part of the Box Creative **CORE IDEA** framework - this establishes the brand's Purpose, Point of Difference, Principles and Personality and subsequent **CORE IDEA** that is born from these exercises. This provides the purpose, solid reasoning and direction for the whole brand, before heading into a naming exercise.

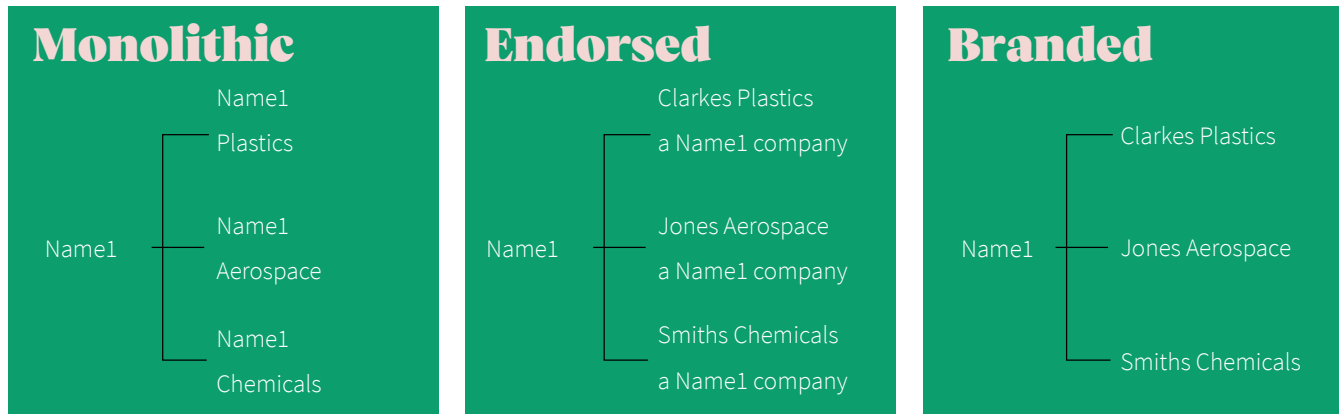
Interested in the **CORE IDEA** framework? **Need help?** If you find you're stuck with any of the questions here, have some large gaps or need support building out your brand strategy, contact us today! [hello@box-creative.co.uk](mailto:hello@box-creative.co.uk)



# Brand Roots: Naming your business.

## Methods.

You need to create a framework into which the brand grows. It needs to be clear, easy to comprehend and consistent. Broadly, there are 3 categories of architecture, here is a illustration of how they work:



## Naming methods.

If you need a change of name or you're just starting out, which is the best approach?

Like symbols, words and names are emotive. Creating and introducing a new name is difficult and complex because:

- a name needs context to bring it to life and take on a life of it's own
- they are subjective - individual preferences and feelings are very important
- "free", or available names are difficult to come by

## Types of naming methods:

- Name of founder e.g. Ford
- Descriptive e.g. British Airways
- Abbreviated / Hybrid e.g. FedEx
- Initials / Acronyms e.g. KLM
- Alliteration or Rhyming e.g. Dunkin' Donuts
- Obscure / Neologisms e.g. Kodak
- Conceptual / Evocative e.g. Jaguar
- Geographic e.g. Cisco Systems
- Personification e.g. Betty Crocker

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# Brand Roots: Naming your business.

## Get ready!

Here are my top 10 helpful tips before starting your brainstorming session:

### 1. Be open.

Don't throw anything away - include every idea, avenue, thought stream from the session - capture it, all of it! There is never a 'bad' idea - as any idea can lead to another, to another...

### 2. Keep it simple.

The name should be easy to read, spell and pronounce. Names that include digits, unusual references or places are difficult to spell and remember!

### 3. Spark inspiration.

Put a finger in the air and point it into a thesaurus or dictionary - it can spark ideas, thought patterns and may even stick!

### 4. Keep it light.

Humour and charisma is always a great way of connecting with an audience. If it fits with your brand then go for it - laughter will help make it more memorable.

### 5. Short and sweet.

In the spirit of keeping it simple, short and sweet names can help keep it memorable. Explore one word options.

### 6. Double check it.

Ensure there are no negative associations, this may be in another language, colloquial slang or historical references.

### 7. Protect it.

Is it unique and can it be protected - check against other businesses and trademarks that this doesn't already exist so you can register it and claim it as your own! You don't want lawyers knocking down your door...

### 8. Think big-ger.

Is the name suitable for business expansion. Explore the brand architecture exercise and ensure the name can grow, with you - whether via product and service diversity, geography etc.

### 9. Ask someone.

Asking some trusted people you value their opinion is always a good idea, however, be warned as it's very easy for people to be non-constructive. Give context to the business and TELL them the name, ask them what name reminds them of, what it emotionally evokes and what images it conjures - these are more constructive points to build on.

### 10. Be true to you.

These are suggestions and frameworks to help you in your brand journey - take from them what you value, ignore what you don't. Ultimately you're building YOUR brand, you need to be proud and stand by it, listen to yourself too!

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# Brand Roots: Naming your business. Brainstorm it.

## Need help crafting to your CORE IDEA?

If you find you're stuck with any of the questions below or need support building out your brand strategy, we offer workshops and frameworks to help. Contact us: [hello@box-creative.co.uk](mailto:hello@box-creative.co.uk)

This worksheet will take you through a brainstorming process to help you come up with a name your small business.

### What's your brand blurb?

Describe your business idea in one sentence

### Find some inspiration

Find other words in a thesaurus for your key messages - this may spark name inspiration

### What's your brand CORE IDEA? Pick out three keywords

Use three keywords to describe your business, purpose, principles, point of difference, personality, niche, audience or mission. This is not easy!

### What methods best suit your brand?

Explore the options from page 2

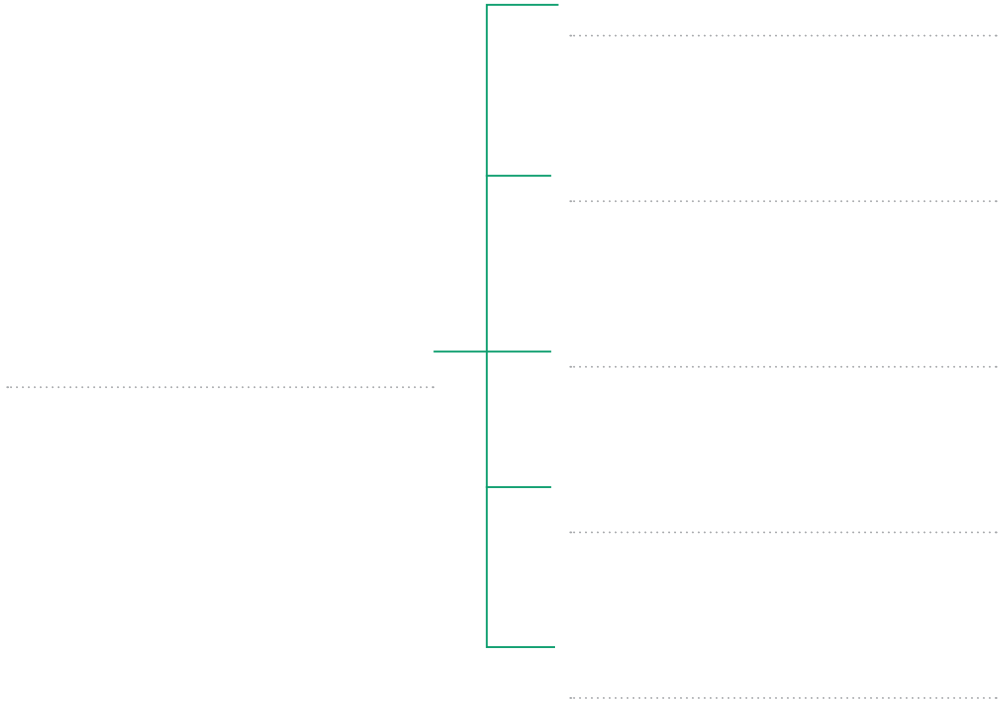
# Brand Roots: Naming your business.

## Architect it.

**Identified naming method:**

**Initial ideas:**

**With architecture:**



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## What's next?

Got a clearer idea of how you want to name your business?

Got a name a raring to go?

The next step is to transform this into a beautiful, robust brand identity.

We can help you at every step of your brand creation, getting you up and running with everything you need from logo design, website, presentation templates, photography and much more.

## Tell us your story

Do you now have a brand name for your company, products, or services?

Do you have a brand architecture worked out? If so - which one?

What method did you use to come up with it - any of the ones mentioned or freestyle?!

How does your name and architecture align with your commercial objectives for growth?

If you're re-branding AND renaming, how close to or different from the original name does it need to be?

## Need support getting to your brand to market?

Drop us a line:  
[hello@box-creative.co.uk](mailto:hello@box-creative.co.uk)



# Unearth your brand with us.

Ready to work together?

Get in touch, and we'll get started...

[hello@box-creative.co.uk](mailto:hello@box-creative.co.uk)

[www.box-creative.co.uk](http://www.box-creative.co.uk)



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