



Top tips on creating names

01

Think about the longer-term.

If you think you might want to develop other products or services in the future, consider using an overall corporate or limited company name with a more creative brand name for your offer. This will enable you to add more brand names in the future if your portfolio expands.

02

Beware of using a local name.

Using a local place name might work at an early stage with your strategy (especially if the place offers the USP behind your product or service), but it might also restrict you in the future if you want to move into different geographical areas.

03

Consider how hard your name will have to work.

Do you want to describe what your business is, or what it does? Or would something more abstract give you more scope for the future? An abstract name can work if you have more budget to promote awareness and meaning around your name as the communications can join the dots for the customer. Alternatively, if you have limited budget then choosing a name which is more descriptive means the customer won't have to work as hard to understand what your offer is or does.

04

Think about your name in the context of your visual identity.

If your name is going to be more abstract, you can use the design of your logo and your identity to help the customer understand more about your offer. Your name can be unrelated to your offer but you can take cues from your industry to help the customer get the gist.

05

Check you can own all variants of a name.

Before you invest anything in designing a logo or creating any materials, ensure that it isn't already legally registered to someone else's business. Always check that all variants of the name are available such as domain names, limited company names, social media handles and so on.

06

Get creative.

All the obvious names will have been registered in the relevant classes or the domain names will have been already bought by someone else. So don't be afraid to get creative with your name. You might want to combine a couple of elements related to the offer together in a more unusual way, but do make sure it has some relationship to the offer as this will help the customer connect the dots.