



Brand Brainstorming Checklist

- Originality:** Are the words unique, or do they make a unique combination? Example: Yankee Candle. Neither word is unique, but when put together they make a crisp and unique combination. A generic name is bad because it cannot ever be "fully associated" with you in the mind of the consumer. Word strategies include:
 - A Proper Name (Example: Nordstrom)
 - 2 Syllable Compound word (Example: Facebook)
 - Portmanteau (2 words combined) (Example Microsoft)
 - Initials (Example UPS)
 - Descriptive (Example: Whole Foods)
 - Neologism (Example Wii)
- Availability:** Is the name legally available?
 - Start with a Google search. If there are too many similar names, or if it is taken, keep brainstorming.
 - If there isn't anything similar, expand your search to www.godaddy.com to ensure the URL is available. If the .com URL isn't available, keep brainstorming.
 - If you can get the URL, check with your local State Clerk's office to ensure no one else is doing business under that name.
- Utility:** Is it easy to use? Some names are very difficult to use in "all" the necessary formats. Consider:
 - Use on letterhead, Square Shapes for online badges and logos, online banners, as a URL, as an email address extension, and even in simple conversations.