

Pre-Flight Checklist – Successful Brand Names

1. Keep it Simple

We don't remember much and we don't remember complicated words so avoid long names and too many words.

2. Keep it Real

Don't use made up words that have no meaning or association such as combinations of peoples names or initials.

3. Easy on the Eyes

Use a readable font and be conventional; vertical or slanted writing is not easy to read or comfortable on the eyes.

4. Colour v Black & White

Colour grabs attention but black text is **read** four times more often than a bright colour. For signs and exhibition stands, get the balance right.

5. Combine Original with Relevant

Don't use words that will be common to your competitors but do use terms relevant to your customer.

6. Location, Location, Location

If this is relevant use it – The High Street Florist, The Back of Beyond Dog Kennels, The Liverpool Ladies Lunch Club.

7. Appeal to Other Senses

Choose a word that sounds like your product proposition or words that we associate with smell, touch, taste.

8. Keep it Meaningful

Words like Associates, Limited, and Sons do not add interest or originality to the brand personality.

9. Clever Wordplay

Alliteration helps phrases to attract attention, trip off the tongue and be readily remembered. Don't be too contrived. Use humour but be sensitive and don't offend.

10. Mnemonics and Numbers

The Yahoo directory lists companies by category in alphabetical order but numbers precede alpha listings. Therefore, "1stoptaxis.co.uk" is listed above "abctaxis.co.uk". Avoid using a domain name that is a mnemonic of your actual business name as it makes it harder to find your company on the internet.

