

The 10 Naming Criteria

- ✓ **MAGNETISM**
Does it engage you and spark your imagination? (Crazy 8, Method, Häagen Dazs all do, in wildly different ways.)
- ✓ **DISTINCTIVENESS**
Will it pop in your space, or blend in without a trace? (There's Alaska, American, United, Delta...and then there's JetBlue.)
- ✓ **BRAND FIT**
Does it capture the essence and spirit of the brand? (Think Timberland, FedEx, Oscar.)
- ✓ **ACCESSIBILITY**
Is it easy to say and spell? (Jwaala, Xoopit, Myngle, Fairtilizer—don't go there.)
- ✓ **LONGEVITY**
Will it remain relevant if the brand expands? (Amazon, yes; Book World, no.) Will it sound dated if naming trends change?
- ✓ **PROTECTABILITY**
Is it in the clear for trademark and domain use? (Toys R We? Forget about it.)
- ✓ **CONCISENESS**
Is it as short as possible? (Which brand name grabs you—Gap or PriceWaterhouseCooper?)
- ✓ **EUPHONY**
Does it sound good? (Jamba Juice is alliterative...Aria is melodic...Vudu? Woohoo!)
- ✓ **APPROPRIATENESS**
Is it free of serious negative meaning in a major language? (Virgin, pass. Swastika, fail.)
- ✓ **CONSISTENCY**
Does it follow your company's naming conventions? (You won't find Apple introducing a phone called the Neptune.)