



## 12 ways to choose a name of the company (brands, trademarks)

You need to come up with a name for your company or product? You have not taken this business or you do not like none of the proposed up to this idea? Let's understand the basic methods of creating the name. We are sure that after reading this article, you will gather for not only something new and interesting, and are sure to find the idea for naming! In addition, the company has KOLORO experts in the field of naming and development of a new design, and we will help you!

Ways of naming, Naming, creation of naming, company name, company name, choose a name, to come up with a company name, brand, brand name, brand name, brand name, brand, ways of naming, a method of generating nazvaniyaNazvanie company, brand or brand - is very an important component of the success of the promotion of your brand in the market. The company name and the brand name will affect how you perceive consumers remember whether they have become a recognizable trademark or not.

Creating Naming for the company or the brand at first glance it seems a daunting task. In consumer markets are countless brands and trademarks, it involved a huge amount of names, combinations of words and abbreviations. Therefore, brand managers think that in order to stand out among the competitors the market need to come up with something incredible and fantastic. In fact, everything is much easier, as the saying goes: "All brilliant - easy." The simpler and more understandable for the consumer will be your name, the better it will be received and will be remembered, this is evidenced by the experience of world famous brands, we take at least Apple.

There are many simple ways to come up with a unique name for the brand. We selected 12 of the most effective ways to come up with the name of the company and illustrate them with examples from real life brands.

There are many simple ways to come up with a unique name for the brand. We selected 12 of the most effective ways to come up with the name of the company and illustrate them with examples from real life brands. Learn more about the names of famous brands you can in this article. Where did the word "Pepsi" and a radio station Echo of Moscow involved in the title VKontakte - read KOLORO blog.

### 1. Title on behalf of the company founder

The brand Kira Plastinina, Naming, creation of naming, company name, company name, choose a name, to come up with a company name, brand, brand name, brand name, brand name, brand, naming methods, a method of generating nazvaniyaEto one of the most common ways of naming. The name is based on the name or the surname of the company founder. There are many successful examples of: Ford, McDonald's, Procter & Gamble, Kira Plastinina, Gillette, etc. The most important thing that the name could not absurd-sounding and not repeat the already existing name brands on the market. Although the designer Tom Ford has not prevented a famous name in the promotion of its own brand. He only ruled in the name of another, and your name.

Come up with the name of the company - an example 4, the name of the founder Henry Ford called his own car company name

## 2. The combination of the words

Brand Adidas, Naming, creation of naming, company name, company name, choose a name, to come up with a company name, brand, brand name, brand name, trademark, brand, ways of naming, a method of generating nazvaniyalspolzuya various words and their parts can be It is made new words and combinations of words that are ideally suited for the brand name. For example, the name of the world famous brand Adidas sportswear was obtained in this way. Founder of the company's name was Adolf Dasler, in a circle of friends and acquaintances he was called Adi (Adi Das). Other examples: 4you, Pepsi, Lukoil, Bananas, Pampers.

When two words and creating a neologism often produced strange, unpronounceable names or words with unwanted overtones. Therefore, always following the development of naming options to analyze them on the negative associations and connotations. During our work in KOLORO we have repeatedly faced with inappropriate and strange names. One day we could not resist and wrote about the funny names of medicinal sredstv.Chitayte and be careful! If you need to develop a name for the drug, pharmacy or company that provides medical services - read our article.

Come up with the name of the company - Example 2, the combination of Collection of clothes and shoes for Adidas Originals by Rita Ora

## 3. Alliteration (rhythm and rhyme)

Brand M & M's, Naming, creation of naming, company name, company name, choose a name, to come up with a company name, brand, brand name, brand name, brand name, brand, ways of naming, a method of generating nazvaniyaZapomnit name is much easier, if it has a rhyme , sound, a rhythm or repetition of words. For example: Coca-Cola, M & M's, Chupa-Chups, Shake'n'Bake etc. The name Motorola is also a combination of consonant words. According to one version is derived from the «motor» - car and «ola» - sound. The words came easy and affordable for pronunciation, both in the West and in the East.

Come up with the name of the company - an example 3, alliteration Appearance and slogan Moto Z Droid with Moto Mods

## 4. allusion or hint

A method of generating a name by modifying the well-known concepts hint of a literary or historical source, drawing parallels and analogies. For example: the name of Lady X is derived from the well-known Mr. X, and the name of the musical group The Brothers Grimm is a name known to all storytellers. Also in this category in the name of an international network of small convenience stores 7-Eleven. At first glance, the name of the buyer knew that the shop is open from 7 to 11. By the way, this was one of the reasons for the popularity of the Market, since it was founded in 1927. While such a schedule shop was a rarity.

Come up with the name of the company - an example 4, allusion The sign and the exterior design of a network of small shops, 7-Eleven

About how to choose a name for the store, we wrote in our article naming to the retail network. We

also publish the material about the peculiarities of naming for the butcher's shop. It is based on case KOLORO - developing naming to original Ukrainian brand. If you are interested in naming services for the store - write to us and we will discuss all the details of your project.

## 5. The method of analogy

Brand Red Bull, Naming, creation of naming, company name, company name, choose a name, to come up with a company name, brand, brand name, brand name, trademark, brand, ways of naming, a method of generating nazvaniyaPodobrav correct association, stereotype or pattern, which is connected with the name of the company or brand name, you can not only get high-naming, but also to win quick recognition and memorability name. Inspiration can be found in the various historical or movie characters, including the names of plants or animals, planets, etc. Name For example: Red Bull, Puma, Jaguar, Veles, Onegin, Three Fat Men, Matrix, etc. Title Bounty chocolate Bounty was born out of the name of the islands of the archipelago in the Pacific Ocean, near New Zealand.

Come up with a name for the brand - the method of analogy, example  
Bounty - a heavenly delight

## 6. The name, acronym or abbreviation

The IKEA, Naming, creation of naming, company name, company name, choose a name, to come up with a company name, brand, brand name, brand name, brand name, brand, ways of naming, a method of generating nazvaniyaEtot method is especially good if you can not avoid long names . In this case it is best to use abbreviations and words. It does not break the link with the consumer brand. Successful examples include: IKEA (Ingvar Kamprad Elmtaryd Agunnaryd), BMW (Bayerische Motoren Werke AG), GUM (Main Department Store), MTS (Mobile Telephone System) or NASA (National Aeronautics and Space Administration).

The names, abbreviations common in brands that operate in international markets. Ukrainian producers can be difficult to develop a name for export. To facilitate this step will help our article.

Come up with the name of the brand - the name, acronym, example  
NASA Logo

## 7. The method of cutting or clipping

ciscoSystems, Naming, creation of naming, company name, company name, choose a name, to come up with a company name, brand, brand name, brand name, brand name, brand, ways of naming, the way nazvaniyaMetod generation obtaining titles by cutting syllables or parts of words . A good example names obtained in this way is SiscoSystems (known network equipment manufacturer). The name is derived from the name of the city of San Francisco. Similarly, the created and the name of Intel. Name IT-corporation is an acronym for Integral Electronics phrases.

Come up with the name of the company - the method of truncation example  
The logo and products from Intel

## 8. Metonymy

Burger King, Naming, creation of naming, company name, company name, choose a name, to come up with a company name, brand, brand name, brand name, brand name, brand, ways of naming, a method of generating nazvaniyaVosmoy method is based on the use of the company name of the

method of specific to the general. For example, Burger King - not just a burger, and the king of burgers. This method also works in reverse - from the general to the particular (Empire style or Planet Sushi). Name Starbucks is also created with the use of metonymy. Favorite literary work of the founders of the network was the novel Moby Dick. The novel's hero Starbuck loved coffee. Thus, the coffee house chain got its name, which has become famous throughout the world. The company logo, mermaid, also borrowed from the novel. The former Soviet Union had a curiosity with the name of perception. Some people seriously believe that the name has something to do with dollars and stars. Less popular network this does not become, on the contrary, it is an example of the trend of youth institutions.

Come up with the name of the online stores - a way of metonymy, example  
Exterior and interior Starbucks network

All about choosing a name for a restaurant, bar or cafe, we wrote in our material. There you will find a list of common mistakes, tips on how to start choosing a name for a restaurant, and a lot of examples. Also our marketing analyzes the names of popular Ukrainian institutions and their communicative message.

#### 9. onomatopoeia

Baby food Agusha, Naming, creation of naming, company name, company name, choose a name, to come up with a company name, brand, brand name, brand name, brand name, brand, naming methods, a method of generating titles

Using the brand name words that can convey the desired properties of the product or its quality. Examples can be Schwepps - fizzy carbonated drink, Agusha - food for the little ones, Twitter - social network (the name conveys the sound of birds chirping).

Come up with the name of the brand - the technique of imitation, example  
Schwepps - the name of the drink, which transmits its essence

#### 10. Use of an oxymoron

Rarely used method of creating naming. Wrap it to use in the title of a humorous or controversial phrases, such as: Small adult, True Lies or "tag" (fish with beer). Another example - Lowe Alpine. The brand produces equipment for tourism and uses an oxymoron in the title, Lowe Alpine means "Low Alps". So they tell their customers that their products together with the ascent will be as simple as a walk in the park.

Come up with a name for the brand - a method of an oxymoron, an example  
Advertising photo brand Lowe Alpine

#### 11. Secret meaning or the name of Mystery

The NIVEA, Naming, creation of naming, company name, company name, choose a name, to come up with a company name, brand, brand name, brand name, brand name, brand, naming methods, a method of generating nazvaniya Nazvanie may contain a hidden meaning. Brand names are not clear to the consumer, while for the interest people do not start looking for the meaning of these words. For example, few people know that the NIVEA from Latin means "snow white", and the company name from Korean Daewoo means "great universe". Such names, at least, intriguing, and arouse interest.

Come up with the name of the company - the method of secret meaning, example  
Automotive Daewoo Company

## 12. Unrelated words (with the product)

Come up with a company name, Naming, creation of naming, company name, company name, choose a name to come up with a company name, brand name, brand name, brand name, brand name, brand, ways of naming, a method of generating nazvaniyaSovsem is not necessary that the company's name directly associated with its activities. After all, a company can be called by anyone unrelated to the core business word. Sometimes even multiple brainstorming sessions do not give results, and naming and remains a challenge.

But do not spend a lot of time and effort to come up with a brand name. Just look at what surrounds us in the things around: fruit, books, writing materials, natural phenomena. All of this can serve as an impetus to the creation of brilliantly simple but perfect name. For example, Adobe has been named after the river that flowed behind the house of the founder. And at the heart of the Japanese company Fujifilm name is the name of the mountain (volcano and part-time) Fuji (Fuji).

Come up with the name of the brand - example number 12

Fotoaporat - products Fujifilm, which is associated with the brand

No matter how perfect was not a brand name, brand or company, you can easily ruin the quality of service, or the image quality. It is therefore important to monitor compliance with quality standards and to respond quickly to crises.

Most importantly, your name was:

simple;

easily pronounceable;

most understandable to the consumer;

memorable.

To better understand the topic, you can download our guide to naming "12 ways to write the name of a profitable", which increasingly reveal all aspects of naming and help you correctly identify your product or TM

Link: [12 ways to choose a name of the company \(brands, trademarks\)](#)