

Create Your Name Candidates

1. Identify Target Audiences

Users? Influencers?

2. Brainstorm Keywords Cloud

Problem to be solved? Service or project solution? Benefit, outcome or feature?

3. Create Name Candidates

Name Candidates	Available URL	Notes
1.		
2.		
3.		
4.		
5.		
6.		
7.		
8.		

Extra Credit: Create a Logo

Great names translate into iconic symbols (aka an “icon” or “logo”). Iconic means simple yet unique. A good way to create an iconic design is to start with basic shapes like circles, squares and triangles. Also consider that if you’re going to use social media, you’ll need a square or round logo (aka “Avatar”), so design to square proportions. Draw some logo alternatives:

Create Your Own Logo Candidates

1.	2.
3.	4.

Homework: Test Name Candidates

Select three people to interview, show your name & logo candidates, and ask:

- Which name is the most meaningful to you? Why? Any suggestions?
- Which is the most engaging? Why? Any suggestions?
- Which is the most memorable and easy to convey? Why? Suggestions?

Name Survey

Interview 1	
Most Meaningful:	
Most Engaging:	
Most Memorable:	
Interview 2	
Most Meaningful:	
Most Engaging:	
Most Memorable:	
Interview 3	
Most Meaningful:	
Most Engaging:	
Most Memorable:	
Reflect on What You Learned	

Extra Credit Homework: Test Logo Candidates

Select three people to interview, show your name & logo candidates, and ask:

- Which logo is the most meaningful to you? Why? Any suggestions?
- Which is the most engaging? Why? Any suggestions?
- Which is the most memorable and easy to convey? Why? Suggestions?

Logo Survey

Interview 1	
Most Meaningful:	
Most Engaging:	
Most Memorable:	
Interview 2	
Most Meaningful:	
Most Engaging:	
Most Memorable:	
Interview 3	
Most Meaningful:	
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Reflect on What You Learned	