



Urban Jungle Brand Naming Worksheet

Six naming strategies to help you brainstorm names for your brand.

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Your name will be one of the most identifiable elements for the entire life of your brand.

Urban Jungle’s brand naming process starts by exploring possibilities in each of the following categories, and finding the right mix of creativity, meaning, impact—and of course—availability.

The goal of this exercise is to get as many ideas down as possible and uncover which ones stand out.

Attributive		
<i>Attributive names define or are suggestive of a key attribute of your brand, product or service. Attributive names like Speedy Auto Glass or Quality Inn typically they aren’t very sexy, but they work.</i>		
Descriptive/Overt		
<i>Descriptive or overt names make it blatantly obvious to your customers what it is that you do. Companies like Toys ‘R’ Us, Burger King, and Internet Explorer all used this strategy.</i>		
Hybrid		
<i>Hybrid names are created by combining two known words to create a new word. Companies like Grey Goose, Red Bull, and FireFox all used the hybrid method to come up with some pretty unique names.</i>		
Evocative		
<i>If you consider yourself to be the creative type, maybe you’ll want to try an evocative name? For example Yahoo, Virgin and Crunch! used suggestive words to convey their brand. Evocative names can be playful, irreverent, oxymoron or completely arbitrary.</i>		
Coined		
<i>Coining a word is one of the most creative of all naming strategies. Companies like Viagra, Verizon, Kodak, and Xerox use this strategy.</i>		
Metaphorical		
<i>Names like Amazon and Safari are unique and will stand out in any crowd. Companies like Apple, Blackberry, Saturn and Target all used random objects with positive connotations to describe their business.</i>		