

How to Choose A Company Name

Giving your business a lasting identity that will manifest your audience's trust and visual perception is an essential that no business owner can ignore. Be it a memorable business name, captivating tagline, or logo to brand your business effectively is the foundation of all there is to come ahead of your marketing efforts. However, deciding your business name is the first step and you don't want to go wrong with it. After all, not only will it showcase your company's mission and value but also highlights what your company will progress towards.

Naming Your Company, the Right Way

It is self-evident that your business name should reflect what your company is about and the audience that you're targeting. It's that one thing that makes the business stand out from the rest. You can start by brainstorming what you want your business name to communicate to your audience. Developing a suitable niche and a mission statement is always essential as it will help you to decide the rationale behind the name. For example, "Sweet Tooth" wouldn't be something you can imagine branding a Dental Clinic as compared to a bakery shop that would go with the idea. The relevancy part is so crucial that even by mistake forcing two unlikely names together will result in a brand wreck. And since we all aim to avoid these mistakes, here are a few tips to reinforce when choosing a name for your business:

- Keep your business name simple. Your customers are your priority whom you are focusing on. Choose a name that would please and relate to them.
- Use emotions to create connection. Choose a subtle and connecting name that would bring nostalgia to your customers so that they may respond to your business at an emotional level.
- Avoid confusing business names. Avoid drafting names that are too long or confusing specially jargons or puns that only you can comprehend.

Take SEO Into Consideration

Another perspective to look at a business name is through the matching domain concept. Many times, business owners have resorted to poorly constructed names. And since Google crawlability metrics have developed so much to an extent where domain names and their simplification can impact your business on [SERP](#) (Search Engine Ranking Pages) rankings, it's wise to pay attention to this aspect too. Because the easier it is for potential customers and Google to locate and understand the nature of your business, the better search engine ranking for it. Most companies who are planning to establish a full 360 marketing strategy must now have to take into consideration of these limitations before choosing a name for their business.

The Mass Effect of Taglines

Have you ever wondered what makes KFC's "Finger Lickin Good" and McDonalds "I'm Lovin It" so special? Every time you pair these taglines with their visual advertisements, they make you feel hungry and remind you of Colonel Sander's golden crispy fried chicken or juicy Big Macs, so much so that you start singing their taglines. It all reflects on your sub-conscious memory which is constantly reminding you about the brand image because the tagline itself is so addictive.

Getting into The Nitty-Gritty

These remarkable taglines hold true essence of value you provide to your customer in a few chosen words. You need to take a research-based approach to scrutinize your business' tagline which can be stated as the Unique Advantage Point (UAP). And for that every entrepreneur needs to ask themselves these three questions.

- Going above and beyond. To what extent do you want your customers to benefit?
- Lend a helping hand. How will you fulfill your customer's needs?
- Staying ahead of your competition. What edge does my business have as compared to competitors?

A UAP which has true meaning and relevance will ground your business idea and will hopefully be impossible to reproduce by any of your competitors. Not only it is a secret ingredient for better branding of your business, it's one of the reasons why you can charge premium prices from your customers. A great example of an absolute killer tagline would be L'Oreal: "Because you're worth it." Everyone wants to feel like they're a part of a star-studded cast. But hey, this is what brands do, they connect and make you feel special by showing how their products can glorify your life.

Choosing Your Colors

Come up with a primary + secondary color palette. Color is a great way to distinguish your brand and create recognition. In fact, color increases brand recognition by up to 80%.

Think about Home Depot, Target, and T-Mobile. Did their brand colors (orange, red, and pink) automatically pop into your mind? Of course, they did!

The same should be true for your brand. The colors you choose to represent your business should not only be memorable and recognizable, but they should appeal to your ideal clients and customers.

Yellow is a go-to color for positivity, happiness, and warmth. This color is attention-grabbing (which explains why taxis are yellow) and it can also represent caution (think yield-signs and traffic lights). Men usually perceive yellow as a very lighthearted and childish color, so you don't see it very often in expensive product advertising for car manufacturers or men's clothing stores. Yellow is also viewed as being spontaneous and unstable.

Some common associations with yellow include caution, cheerfulness, cowardice, curiosity, happiness, joy, playfulness, positivity, sunshine, and warmth.

Blue is perceived as trustworthy, loyal, dependable, and serene. It's a popular color with financial institutions (IBM, Citibank, Bank of America, Chase) and social media sites (Facebook, Twitter, LinkedIn) due to its message of stability and trust. Blue is also a popular color for promoting products related to cleanliness (water purification filters, detergents), air and sky (airlines, air conditioners), and water and sea (cruise lines, bottled water). This color is usually avoided in restaurant logos and food packaging because it's said to suppress appetite. Studies have also shown that blue is the preferred color of men.

Some common associations with blue include authority, calmness, confidence, dignity, loyalty, success, security, serenity, and trustworthiness.

Green is the color of nature. It symbolizes growth, freshness, serenity, and healing. It also has a strong emotional correspondence to safety and balance. Darker greens are closely related to money, banking, and wealth, while lighter greens have a calming effect.

Some common associations with green include freshness, harmony, health, eco-friendliness, healing, inexperience, money, and nature.

Purple is closely associated with royalty, nobility, luxury, and extravagance. It's a very rare color in nature, and many relate it to creativity and mystery. It is also said to stir up feelings of nostalgia.

Some common associations with purple include fantasy, mystery, nobility, royalty, and sophistication.

Red is the color of fire and blood, so it's often associated with energy, war, danger, and power but also passion, desire, and love. It's an emotionally intense color, has very high visibility, and is often used to grab viewers' attention (think red tag clearance sales and "buy now" buttons). Red has also been known to raise people's blood pressure and stimulate appetite, so it's frequently used by food industry brands like Nabisco, Kellogg's, Frito Lay, Heinz, McDonald's, and Chick-fil-A.

Some common associations with red include action, adventure, aggression, blood, danger, drive, energy, excitement, love, passion, and vigor.

Orange is less intense than red but still packs a lot of punch; it's energetic and warm. Like yellow, orange is also associated with joy, sunshine, and playfulness. You often find it used in logos to stimulate emotions or even appetites.

Some common associations with orange include creativity, enthusiasm, lightheartedness, affordability, and youth.

Pink is a feminine color that conjures feelings of innocence and delicateness. However, bright and vibrant shades of pink often evoke a bold and modern appeal. Overall, pink is known for its friendly and light-hearted.

Common associations with pink include gratitude, romance, gentleness, innocence, softness, and appreciation.

Brown indicates nature and utility and is often used in logos related to construction and law due to its simplicity, warmth, and neutrality.

Common associations with brown include depth, earthiness, roughness, richness, simplicity, seriousness, subtlety, and utility.

Black represents power, elegance, and authority. It's often associated with intelligence, but it's also associated with evil and grieving. It's a serious color that evokes strong emotions.

Common associations with black include authority, class, distinction, formality, mystery, secrecy, seriousness, elegance, and tradition.

Choose your brand fonts

Your colors are all set! Now it's time to dive into fonts. You want to choose fonts that you like, are easy to read, and represent how you want your brand to feel.

If you chose an accent font, consider how and when that font will be used (again, creating a system of sorts). Scripts and decorative fonts can make great accent fonts, but they should be used sparingly and in small doses to call attention to certain words in your designs.

But whatever fonts you choose, stay consistent. Don't switch them up every month or choose one font for social media graphics and another for blog post images. Consistency is key to creating brand recognition and appearing professional.

Crafting the Right Logo Design

The cornerstone to all your business efforts is your logo design. This most crucial visual aspect that your customers stumble upon is your logo design or your brand identity design. Think BMW Bavarian National colors or the 4 rings of Audi – these two logos symbolize the past of both companies and embodies the true concept of their business. But many businesses still face pitfalls in the logo making process and sometimes hit the dead end with ineffective logo designs.

Imagine Dove's logo design; it immediately gives you the feeling of the company symbolizing the elegance of a dove and color scheme. With a little creativity, the logo of the business can radiate a lot of positive vibes for your business.

Types of Logos

When we dig in deeper and analyze the kind of logo that will suit your business, there are plenty of options to choose from:

- Font Based Logos
- Illustrated Logos
- Abstract Graphic Visuals
- Font or Letter Based Logos

Font based logos are inclined more towards simplistic design ideas which makes them distinctive yet difficult to design. For example, logos of IBM, Sony and Microsoft are pure font-based logos with a twist. Choosing a font based or logotype is tricky because you need to consider what may look like a visually appetizing logo on your monitor screen, may look completely different on a billboard. Since effective use of typography can only be monitored by an expert, careful research or, having an experienced graphic designer to take care of this matter will be extremely helpful.

Illustrated and Abstract Graphic Logos

Illustrated logos are more symbolic type of logos where an illustrated image tells what the company services are and what it stands for. For an auto-repair business may opt to illustrate their logo in a form of a spanner with nut and bolts around or a real estate company may use a canopied house to illustrate its services. The clearer the message in the logo, the better it is for your customer to link and remember your services.

Alternately, abstract logo graphics are also creative form of logos which can get easily linked to the brand of the company. For example, the Nike's swoosh design which has articulated the brands image for an athletic lifestyle.

An effective logo helps not only to convey your brand message but also branding your marketing materials such as business card, letterhead, envelope, social media cover images, flyers and so on so forth