

Task Guide

Selecting a Company Image & Name

Responsible: Leadership Team

Project Description:

A company name is one of the most important decisions you can make when starting a new company. What's in a name? A lot, when it comes to small-business success. The right name can make your company the talk of the town. The wrong one can doom it to obscurity and failure. Ideally, your name should convey the expertise, value and uniqueness of the product or service you have developed.

Guidelines:

1. Researching Naming Strategies

- A. Lead your team through the Image Exercise found in the VEI Task Matrix
- B. Review the name ideas that your employees have suggested from the branding task and keep any that you like.
- C. Select 3 key words that you would want people to think of when they think of your company
- D. Use those 3 words as a base to play with to create different names ideas
- E. Develop some alliterations samples (the occurrence of the same letter or sound at the beginning of adjacent or closely connected words. ie Coca Cola)
- F. What images come to mind with your name ideas (this will lead to logo design)
- G. Go to an online thesaurus and put in words that come to mind about your company. Pick a number of words that roll off the tongue and try to blend them to form acceptable names.

2. Take a day as a group to think about the process and return the next day with your top 3-4 name ideas

- A. Discuss why you like the names and what image they reflect (this helps with logo design)
- B. Narrow the names down to 3 choices that best reflect your image for your company
- C. Ask others, teachers other students what they think about when you tell them the names and see if they know what you are selling by your name. You want a name to send the message about what you do as a company and record comments on the back of this sheet
- D. Meet with your leadership team and discuss the results and have them vote of the names they feel is the best fit for what you do. Have all leaders sign the back of this sheet that they approve the name.
- E. Finalize the name and present it to your coordinator as evidence of this task has been completed.

3. Submit for Approval

- A. Record any modifications you would like to see or comments below
- B. Turn the signed sheet of all leaders in for evidence that this task has been completed.

Leadership Decision:

Approved Not Approved CEO Signature: _____ Date _____

Modifications or comments _____

Consultant Decision:

Approved Not Approved Consultant Signature: _____ Date _____

Modifications or comments _____

