BRANDING_INVENTING A NAME

Choose a product or service and invent a brand name for it.

The name should be appropriate and communicate the brand's personality.

The name should be memorable.

The name could convey the brand's functional benefit.

The name should have a long life span.

If the company is international, the name should reflect its global status.

If the name is international, the name should work for each country in which it is sold.

Design a logo for your new name.

Choose appropriate fonts.

Choose a color palette using pantone colors.