Creating a Company or Team Name and Logo

Module 1, Lesson 2

Creating a Company or Team Name

A company (or team) name should:

- Define who you are
- Identify what you sell/provide
- Be memorable

It is also the foundation of logo design.

Some people may think the business model is more important than the name, but a good business name certainly can't hurt your prospects.

Some Suggestions

1. Use acronyms – they are easy to remember
   Examples: PPP (Protein Production Partners), AOL (America Online)



2. Get inspiration from mythology and literature
   Examples: Nike (Greek goddess of victory)



3. Create Mash-ups
   Example: Netflix (internet + flicks)



4. Make it descriptive in some way
   Example: 7/11 – tells you the hours the store is open (7am – 11pm)



5. Use initials in some combination
   Example: IKEA - this name comes from the founder's name, Ingvar Kamprad, and his hometown, Elmtaryd Agunnaryd



What is a Logo?

A symbol comprised of words, images, and colors that is used to identify a brand or product

https://www.wix.com/blog/2021/02/what-is-a-logo/

What is the logo of one of your favorite products?

What do you like about the logo?

What is the Purpose of a Logo?

1. A logo reveals your identity
   It can tell your customers who you are, what type of product you sell, and what benefit you offer consumers.

2. It invites new customers to get to know you.
   Interesting design of design and color.



Logo design by bo_rad



Logo design by artstein for Noble Pillow



Logo design by green in blue

What is the Purpose of a Logo?

3. It distinguishes you from the competition
   It should be unique. It should be memorable. Dare to be different!

3. Can go anywhere – marketing, packaging, websites, social media

Which pizza restaurant logo do you think is most effective?



How to Design a Logo?

1.Start With Your Story

1.Brainstorm Words That Describe Your Brand

1.Sketch Ideas Based on These Words

1.Test Your Top Sketches With Your Buyer Persona

1.Refine Your Chosen Sketch

1.Develop Your Logo's Layout on a Free Design Platform

1.Pick Versatile Color Options

1.Choose a Font

1.Ensure Scalability

https://blog.hubspot.com/marketing/how-to-design-logo

Types of Logo

Image only







Text only





Image + Text







https://www.freelogoservices.com/blog/2017/10/03/the-4-most-important-features-of-a-professional-logo-design/

Pharmaceutical Company Logo Examples

