NAMING BRIEF

Project / business

Brief date

A working document to set your criteria, on your own or with the people helping you.

01 Offer and customers

What do you offer, and to whom?

02 Markets and languages

Where and in which languages will the name be used?

03 Desired impression and planned changes

How should people see the business? Which developments are planned?

04 What the name must identify

Company, activity, product, premises; website, email, social accounts...

05 Criteria, candidates and possible domains

Concrete criteria; several names and possible domains to examine

06 Open questions and next review

Research to carry out, person responsible if useful, date for review

A planning framework proposed by Wize, without scoring or certification. It does not replace availability and rights checks.