

## Naming brief

*Please do not underestimate the importance of filling out this brief.  
The quality of the work we do for you depends on the information you provide.*

**What is being named?**

...

**Positioning and brand character.** What impression should the name create when a customer interacts with it? Should the name be traditional, creative, or something else?

...

**Price segment and target audience** (Gender, age, country, income level, social status, etc.)

...

**Competitor names.** What do you like and dislike about them?

...

**Examples of names you like.** They don't have to be from the same industry. What criteria do you use to evaluate them?

...

**Examples of names you dislike.** They don't have to be from the same industry. What criteria do you use to evaluate them?

...

**Descriptor.** What will appear before the name?

...

**What language should the name be in?**

...

**What must be reflected in the name?**

...

**What should NOT be in the name?** Are there any words that should not be used in name development or any other restrictions?

...

**Is the use of neologisms (invented words) acceptable?** (Example: Zara, Lexus)

...

**Are word combinations or idioms acceptable?**

...

**Will you be registering the name as a trademark? If yes, in which classes?**

...

**Do you need an original domain? Which domain zone?**

...

**How many people will be involved in the decision-making process for selecting a name?**

...

**If the future name were a musical composition, which genre would it belong to? (Opera, Classical, Pop, Rock, Electronic, etc.)**

...

**Which names developed by me do you consider successful and which ones not?**

- AMBIWO – Women's clothing
- Will Win – Sportswear
- Malbretta – Pencils, drawing sets, notebooks, etc.
- BOWL WOW – Pet food
- SUFFIX – Hostel
- Soula – AI assistant for women during pregnancy
- HIDE RIDE – Motocovers
- Spektiva – Financial consulting
- Motiways – Sports equipment

**Contact person:**

...

**Your city/town:**

...

**Phone & email:**

...