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new TRENDS

Naming goes back to basics

Over the years, naming has become a science. And there are many companies that specialize in naming and taglining. But creating names is not as easy as it may seem. There are some softwares that claim to develop new and exciting names for corporate or branding use. 'Claim' is the operative word. In our opinion, you are better composing your own name or asking a professional naming company to do so.

In Taiwan, companies often take it upon themselves to develop and create their own names for products, companies and brands. Unfortunately, this results in names that sound very generic and sometimes quite awful. In Taiwan there are more than 50,000 businesses that use either Tech or Pro in their names. Names should be unique, different and stimulating! Words such as; Profit, Best, Fortune, Dragon, Glory, Good are also words to avoid incorporating in a business name, brand or product name. The Yahoo and Google; double OO is out. STOP with the Ipod, Icatch, Iphone, Itek, Iblablabla..... Interesting and original names such as MagiMags, Kadero, Glowfiish, Kheiron, Birzman will get more attention and suggest more personality and brand uniqueness. Monograms are good for service industries but are becoming increasingly difficult to register and difficult for consumers to remember; HSBC, TDC, CPC, MOEA, IBM, ICBC, ICRT. However, recent reports suggest that names are becoming more and more simple. names with a real meaning, names that connect and speak to the consumers are back. We are talking about going back to the very basics of naming. Names such as FEDEX (Federal Express), Microsoft (Microcomputer Software), Dogstar, Rabbit house, and other word associations.

Consumer Trends
www.psfk.com
www.influxinsights.com

Design Trends
www.graphics.com
www.graphicforum.com

Suggested Reading

Color Index; Layout Index; Idea Index
 by Jim Krause

Pocket Pal
 by International Paper

04月色彩組合 Skycean Breeze

C100 / M50 / Y0 / K0

C70 / M30 / Y0 / K0

C50 / M15 / Y0 / K0

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