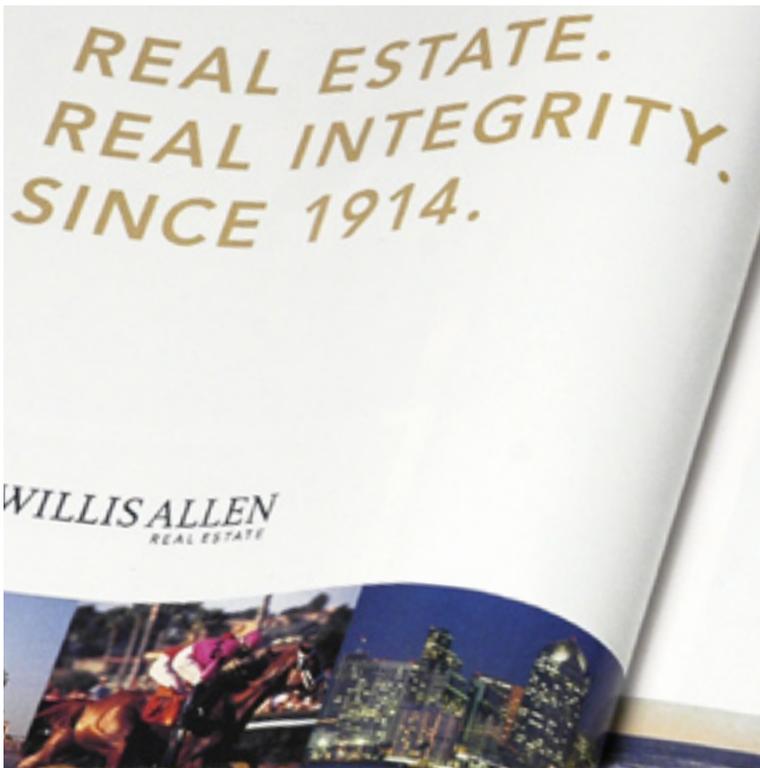


**TAGLINES AND NAMING  
FOR COMPANIES AND PRODUCTS**



## COMPANY NAMES, PRODUCT NAMES AND TAGLINING

A company's brand promise, competitive position and unique attributes are differentiators from their competition. Unique Company Names, Product Names and Taglines broadcast specific positioning and are as important as their accompanying Corporate Logomarks. Names and Taglines that reinforce corporate identities are important companions for each other. StudioConover conceives Company Names, Product Names and Taglines which become verbal identities and descriptors that help businesses differentiate themselves.

### **Company Names and Product Names**

There's no denying the importance of Company Names and Product Names and their ability to convey an emotion and accentuate strengths. Good names reinforce identities, are astute, easily remembered and easy to pronounce. With these characteristics, a company's name or a product's name's chances of being memorable are greatly increased.

### **What is a Tagline?**

A tagline is a succinct phrase that capably communicates a market position or brand promise. Taglines coexist with Corporate Logomarks. They are not mission statements, but they do distill, express and rephrase mission statements into the essence of a company's goods or services.

**NAMING AND TAGLINING**

**EUROPTICS®**

**RETAIL EYEWEAR STORE**

*Branded Company Name*

**REAL ESTATE. REAL INTEGRITY. SINCE 1914.**

**WILLIS ALLEN**

*Real Estate Company Tagline*

**Retaining Nature. Sustaining Beauty.**

**BOULDERSCAPE.COM**

*Architectural Finishing Company Tagline*



**CASOLEIL**

**REAL ESTATE DEVELOPMENT**

*Branded Project Name*

**MEZaLMORphis**

**METAL FABRICATOR**

*Branded Company Name*

**LIVE BEYOND THE SURFACE**

**SYNDECRETE**

*Building Products Company Tagline*

**WE SUPPLY YOUR DEMAND**

*The* **MOST BELIEVABLE**  
ARCHITECTURAL STONE VENEER  
*IN THE WORLD™*

**THOMPSON BUILDING MATERIALS**

*Distributor Tagline*

**ELDORADO STONE**

*Building Products Company Tagline*

## COMPANY AND PRODUCT NAMES

### ***Is the name easy to pronounce?***

Yes, pronunciation is subjective, but when naming products or company names err on the side of simplicity. Names with fewer syllables and simple spellings are best. Avoid cumbersome vowel and consonant pairings (i.e. qu, cz) and consider re-spelling for simpler pronunciations. Speak the name and listen for ease of delivery and melodious alliteration, assonance, consonance and sibilance.

### ***Is your name legally available?***

Work with trademark (and patent lawyers where applicable) to determine the scope of possibility for names. There's a range of varying state, federal and global trademark laws and systems that offer different levels of protection. Common law trademark searches are also important.

### ***Do foreign languages reveal awkward translations of your name?***

Although likely an unfounded rumor, the story of the Chevy Nova failing in Spanish speaking countries illustrates the importance of the research of foreign pronunciations, meanings and etymological roots. Always scrutinize semantic meanings and understand how your name is pronounced in many languages.

## TAGLINES

### ***Does your tagline convey positivity about your brand?***

Does your tagline emit positive vibrations or signal raised eyebrows? Be careful and be mindful of meanings that may be misread as arrogant, incoherent, unclear, misleading or, at worst, dim-witted. (Worth debating is a Delta Airline tagline from the past: "We get you there" Well, I for one, surely hope so.)

### ***Can the competition adopt the tagline easily?***

Don't write a tagline that can be co-opted by another company. If you're stating obvious, sweeping generalizations (i.e. extraordinary service) or your tagline makes a claim that doesn't state your own unique brand promise (i.e. passion for excellence) rewrite the tagline to declare your specific selling point.

### ***Does it deliver some clever wordplay?***

Wordplay is not essential but it is thought-provoking. If your unique selling position allows you the opportunity to present a bon mot, double entendre or innuendo, the tagline's cognition and subsequent recollection greatly increases. (For instance Michelin's: "Because so much is riding on your tires".)

StudioConover is a cross-discipline design studio specializing in Product and Architectural Consultation and Integrated Brand Strategies for the Built Environment. Capabilities include:

Product Consultation  
Architectural Color and Materials Specification  
Integrated Branding Strategies  
Packaging and Collateral Design  
Corporate Identity  
Online Design  
Taglines and Naming

