

Naming Criteria Evaluation Sheet™

On a scale of 1 – 10, rank the names individually. This is not a comparison exercise.
All names can be strong and weak in various categories.

Name Selection				
Is your first impression of the name strong?				
Does it sound/look good?				
Is it easy to read/pronounce?				
Use it in multiple sentences. Does it feel right?				
Are quick associations positive? Does it have story appeal?				
Does it relate to the primary benefit(s) of the company/service?				
Does it sound credible?				
Can it work internationally?				
Is it registerable and protectable?				
Is it memorable?				
How nervous does it make you?				
How well does it relate to your positioning or who you are?				

10-WORD CREATIVE BRIEF

- >> _____
- >> _____
- >> _____
- >> _____
- >> _____
- >> _____
- >> _____
- >> _____
- >> _____
- >> _____

Total Score