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## Freedom of—and from—choice

We live in a choice-mad world. Choice is part of personal expression. The way we customize, upgrade, and add-on tells people something about who we are. Our choices are badges—Mac or PC, dog or cat, Coke or Pepsi—and we can't help but feel more invested in something when we've picked it ourselves.

What about when you can't see the product for the names—when too much choice is actually hurting you in the market? When it comes to brands, the amount of choice they present has a powerful impact on the way people understand what they offer.

Limitless choice sounds like a beautiful concept until you're handed a 20-page spiral bound menu at a diner and asked to hurry up. Contrast that with a single-page tasting menu at a high-end restaurant. There might be no choice at that point. You're going to eat what the chef serves, but in all likelihood you made a choice to go to that restaurant for that very reason. The curation and the expertise behind the menu make the highly limited option the best one.

### Then:



**57 Varieties**  
It's best to have as much choice as possible.

### Then Again:



**Have it your way**  
Your choice is the best choice possible.

### Now:



**Glidden gets you going**  
We've minimized choice to help you zero in on the best choice faster.

Of course there's no magic formula for deciding how much choice is right for customers in your category, but a naming system helps them sort through your offerings in a meaningful way. When like things are named in a like way, and grouped based on principles that are intuitive to the customer experience and authentic to the brand, it's easier for your audiences to zero in on exactly what they want. What a beautiful choice.

Developing a naming system for your brand is a challenge when you're crafting it from scratch. It's even more daunting when you're designing something for a long-standing portfolio (especially one that's picked up a few acquisitions along the way). We've summarized the top nine things to think about when coming up with your naming system at the right in All Systems Go.

*This week's guest author, Caitlin Barrett, is Associate Director of Verbal Identity for Interbrand and the creative lead for Naming.*

Paola Norambuena is the Executive Director of Verbal Identity for North America. To find out more about Verbal Identity, or any of our services, or to book a Tonic session – a personalized naming and verbal identity trend presentation for your organization – please contact her at [paola.norambuena@interbrand.com](mailto:paola.norambuena@interbrand.com) or at 212 798 7590.

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**Pronunciation:**

**/vóli/**

**Managing the constant influx of information through a steady, rhythmic gesture**

**Origin: Interbrand**

## All Systems Go

The best way to take some of the effort out of landing a standout name is having a rock-solid naming system to guide you.

