

Brand Names

Names and Brandmarks by Heckler Branding

NAMING

The Naming Process

Heckler Branding provides objective problem-solving proven to efficiently lead and expedite the naming process, using proprietary methods developed over the last 40 years.

Name Changes

Businesses evolve. Sometimes names that work for one phase may not work for another. The process of determining when and how to adjust or change a name often requires more attention and expertise than management can provide. Heckler Branding offers thorough analysis of name-change situations and provides recommendations for achieving success.

Criteria for an Effective Name

Heckler Branding utilizes six criteria for evaluating name alternatives. The first and foremost is **Uniqueness**: The ideal name is an empty vessel, which receives, stores and protects all the meaning you develop, while minimizing previous associations. **Credibility**: Instantly perceived as proper and believable within key presentation contexts. **Reproducibility**: Easily spoken, written, spelled, read and heard. **Legibility**: Easily reproduced in all communication media; immune to noise factors; possesses presence and impact. **Durability**: Sufficiently capable of withstanding cultural and business modulations. **Compatibility**: Easily used in close proximity to other fixed verbal and visual content.



NAMING +

BRANDMARK
DESIGN



Since 1938



HECKLER BRANDING
Brand Names and Corporate Identity

hecklerbranding.com

Brandmarks

Brandmarks by Heckler Branding

The Brandmark Design Process

Heckler Branding provides time-tested tools for effective management participation in the brandmark design process, along with helpful benchmarks for guiding decision-making.

The Power of a Well Considered Brandmark

Astute marketers know the power of an effective brand identity. They also know that, as corporate and marketing goals evolve, periodic reviews of creative assets are crucial. Heckler Branding analyzes both the verbal and visual elements of corporate and brand identities, and offers expert evaluation of each component, along with prescriptions on how to most effectively and efficiently move forward.

