



## Brand Name Evaluation Template

1. Name Option: [Brand Name Here]
  - **Meaningfulness:** Does the name convey relevant information about the brand, its products, or its values?
  - **Memorability:** Is the name easy to remember? Is it catchy?
  - **Pronunciation & Spelling:** Is the name easy to pronounce and spell? Could it be easily misspelled or misunderstood?
  - **Uniqueness:** How distinctive is the name compared to competitors? Is it unique enough to stand out?
  - **Scalability:** Does the name limit the brand to a particular product or geographic area? Can it grow with the company?
  - **Legal Availability:** Is the domain available? Have trademark searches been conducted to ensure the name isn't already taken?
  - **Emotional Connection:** Does the name elicit a positive emotional response or create a strong connection with the audience?
  - **Fit with Brand Identity:** Does the name align with the brand's identity and values?
2. Evaluation Criteria:
  - Rate each criterion on a scale from 1 to 5 (1 = very poor, 5 = excellent).
  - Provide comments to justify your ratings and note any potential issues or considerations.
3. Overall Assessment:
  - Summarize the overall suitability of the brand name based on the ratings above.
  - Make a recommendation on whether to proceed with this name, consider modifications, or discard it.