

Naming and Logo Worksheet

1. Brainstorm: Write down words related to your brand's mission, values, and target audience.
- Example: "Eco-Friendly," "Fast," "Reliable."
2. Shortlist Names: Select names that are memorable, align with brand values, and are available.

Logo Design:

1. Sketch 2-3 logo concepts or use Canva.
2. Check colors and fonts that match your brand's identity.

Considerations:

Memorable

Aligned with Brand Values

Domain Available