

STARTUP BRANDSTORMING

Use these brand-naming constructs and famous examples to help spark name ideas for your startup.

CONSTRUCT

EXAMPLE

Descriptive	InfoSeek, Burger King, Healthy Choice
Traditional	National Semi, United Airlines, Alamo, Oracle
Family Name	Nordstroms, Dell, Kellogs, Cadillac, Disney, Siebel
Personal Brand	LeBron James, Taylor Swift, Neil Patel
Abstract	Rolex, Avis, Inktomi, Akamai
Classical	Alta Vista, Lycos, Cadence, Prius
Coined- abstract	Pepsi, Sony, Verizon, Acura, Nyquil, Camry
Coined – descript.	Cingular, Motorola, Compaq, e*Trade, Accenture
Coined – classical	Pentium, Centrino, Prius
Tonal	Google, Nvidia, Volvo, Tivo, Snapple, Oreo
Abbreviation	AOL, SoBe, AT&T, AMD, SAP
Truncation	Cisco, Intel, QualComm, FedEx
Amalgam	Microsoft, FileNet, Dreamworks, Laserjet, Safeway
Foreign	Lancome, Guidant, HaagenDas, Nintendo, Fritos
Geographic	Texas Instruments, Amazon, eBay
Object	Cyprus, Adobe, Jaguar, Visa, Lotus, Mustang
Color	Redback, BlueFish, Green Giant
Playful	Yahoo, Pringles, Kinkos
Verb/Adjective	Sprint, Always, Go, About, Suburban
Numeric	3Com, 7Eleven, 4Runner, Bank One
Futuristic	Quark, Quasar, Panasonic, Infiniti
Character	Dr. Pepper, Warby Parker, Orville Redenbacher
Misspelled	Flickr, Lyft, Tumblr
Rhyming	StubHub, Jelly Belly, FitBit
Alliterative	Best Buy, American Apparel, Dunkin' Donuts