Design your brand

Build something special

Creating a memorable brand is important because it helps connect what you're selling with who you're trying to reach.

Think about the products, logos, colors, and fonts that make a business unique—all of those factors are a part of a brand's identity. Now you'll create your very own brand for your business!

i SPY GAME!

Can you find the following items in the graphic above? See if you can find a dice, snake, apple, dollar sign, dollar bill, and the Shopify logo.

Name your business

Create a business name customers will remember.

Goal:
Create a business name

The time it will take:
30 minutes – 1 hour

You'll need:
• A pen or pencil
• Stickers

Your business name is one of the most important branding pieces of your business because it's the first thing customers will see and hopefully recognize.

Tips:

- Your business name should be simple so that customers can easily remember it.
- Your business name should be easy to pronounce, spell, and search for.
- Avoid making your name too specific. For example, the name "Taj's Cupcakes". Taj's Cupcakes is a great business name, but what if you eventually want to sell more than just cupcakes? Maybe the brand name becomes "Taj's Baked Goods." Giving your business an inclusive name helps set your business up for the future.
- Your brand name should be unique to your business and stand out.

Directions:

Step 1: Write out nouns (person, place, or thing) that describe your business (if you were selling gems, these words could be rocks, gems, stones).
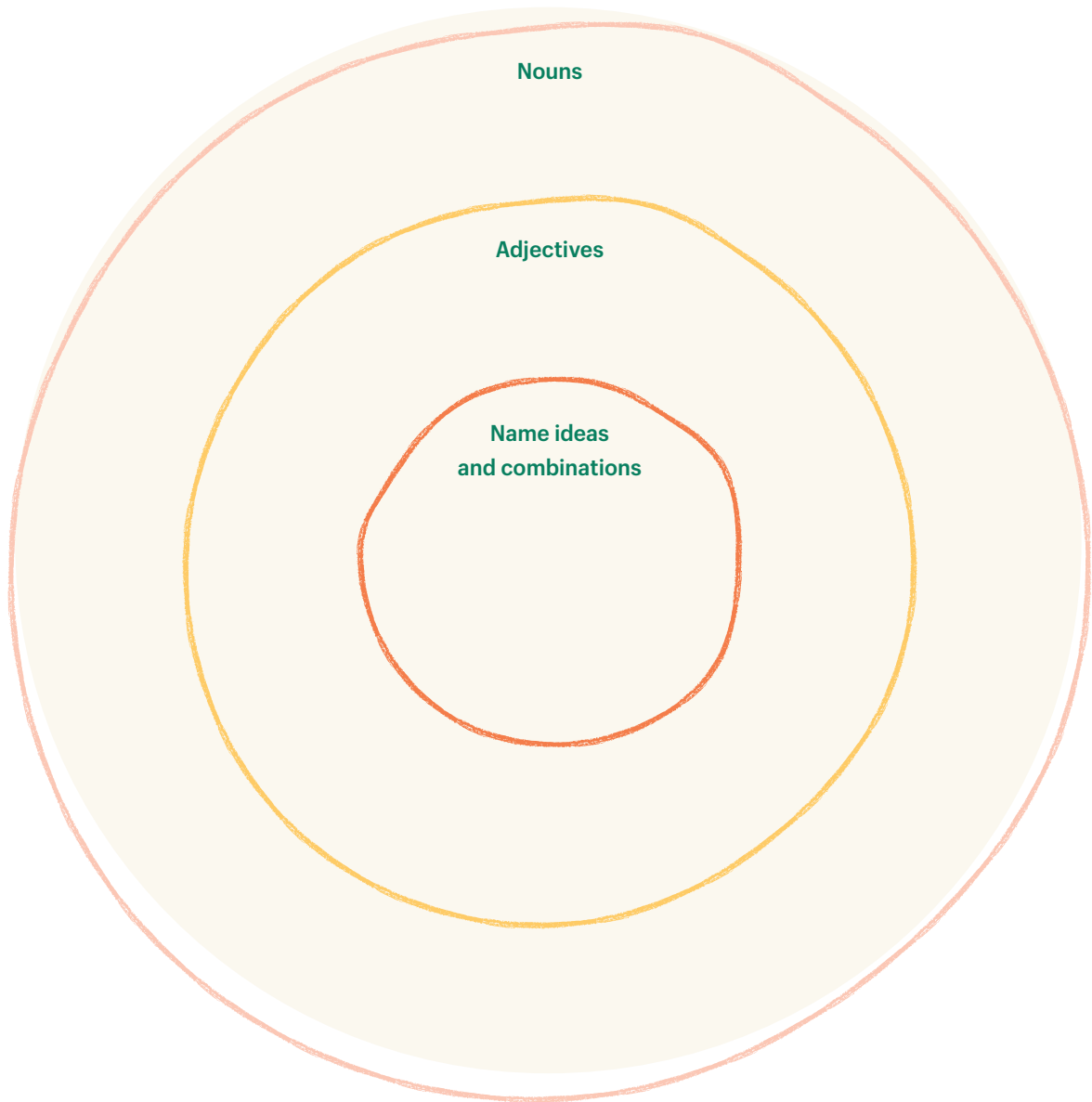
Step 2: Write out adjectives (words that describe the nouns like cool, creative, sweet, salty, vibrant) to describe what you will sell.

Step 3: Look at all the words and develop creative ways to combine your nouns and adjectives. Play around with different adjectives until you find a name you love!

BONUS:

Check out the Shopify business name generator if you're stuck or need some inspiration.

Nouns

Adjectives

**Name ideas
and combinations**

Select the best option for your business name and write it below.
You can use stickers to add emphasis: