

Vivanti Group Naming Project



The objective for our company's naming project was to create an identity that reflected the personality of the two principals and their approach to their work. The motivation was to create a sense of energy, vitality and enthusiasm while not specifically articulating service offerings. This new marketing/ communications firm stayed clear of descriptive naming options since they sought to keep open the possibility of expanding their service offerings. The inclusion of the word 'Group' also allowed for a variety of possible affiliations (contractors, partner companies, affiliates) as the company grew. Additionally, the principals sought to develop a name that would work outside of any geographic restraints, should they opt to open additional offices. This drove the naming towards a more 'international' feel, using a derivative from foreign language.

The naming process included the exploration of metaphoric options from a variety of areas including: botany, geography, mythology, foreign languages, and general personality attributes. The name is derived from the Latin word 'Vivant' which means life-giving. The principals liked the idea of them giving life or breathing new life into their client's work.

The logo solution sought to convey a dynamism with the 'bouncing balls' emulating their client's forward trajectory.

Naming & Logo Project Samples



The objective for this name was to create a distinct and memorable identity for a software product developed by Centex Homes. The solution needed to appeal to both their internal sales team as well as their external home-buying clients. A variety of options were explored, all seeking to convey the benefit of this software product, which was to walk buyers/sellers through the home-buying process. Complete with home tours, research, market data, financing options, and more, this software tool was literally a simple 'pathway' through the process.

The naming exploration process included a variety of compound words and coined phrases as well as simple, everyday descriptive words.

The logo solution, in speaking to two distinct audiences, had to convey two unique messages. To the sales team, the desired perception was simplicity and ease of use. To the home buyer, it was one of guidance, trust and reassurance.

Naming & Logo Project Samples



The objective was to create a unique and memorable identity for this small graphic services firm. With many of their competitors opting for abstract or conceptual names, this firm sought to differentiate themselves by developing a very simple contrast. Additionally, the target market for this firm was the small business, those typically unable to hire expensive advertising agencies. The idea of 'design for the common man' or bringing quality design to the lesser-funded companies drove the name.

The naming process included the exploration of simple descriptive words as well as compound names.

The logo solution consisted of a post-WWII retro illustration, which harkened back to simpler times when customer service was paramount, something vitally important to the principal of this firm.

Naming & Logo Project Samples



Before the Internet bubble burst, large Website firms were scrambling to develop identities that were lofty, abstract and high-concept. Big Sky was founded to capture Website business from smaller, more regional companies whose budgets wouldn't allow for contracting the large firms. Additionally, it was believed that these large firms were overly process-oriented and their services and pricing were excessive. The belief was that the motivation behind most of these companies was to make a lot of money very quickly.

The name Big Sky Web Answers was developed to differentiate from all of the abstract competitor names as well as to reflect the more altruist philosophy of the company.

The naming process included the exploration of simple descriptive words as well as compound names. Additionally, exploration included geographic, mythological, historic and philosophical terms.

The logo solution sought to convey a transparency, a simple, clean non-nonsense accessibility and real-world approach.

Naming & Logo Project Samples



This company required an identity before it truly understood its service offerings. A group of investors sought to develop additional funding for a network/technology services company. With this in mind, the name certainly couldn't be descriptive. The solution needed to be more abstract and flexible. Knowing that the bulk of their audience would be male and they sought to be perceived as large and highly successful, coined names were explored.

Momenta was developed to express their timeliness and efficiency, and to create the perception of this company being leading-edge.

The naming process included the exploration of options within history, famous names, geology, astronomy and science.

The logo solution sought to convey growth, strength and stability with their stylized 'M' speaking to structure. The masculine typeface spoke to their predominantly male audience.

Naming & Logo Project Samples



The objective was to create an identity that accurately conveyed the benefits of this new company. As a technology training and certification company that helped career-changers find new directions, they wanted an identity that provoked excitement. The name Propel sought to convey the forward motion of a student's career after completing the program.

The naming process included the exploration of options within aviation, astronomy, mythology, athletics and general descriptive words.

The logo solution with its masculine colors and design simplicity was developed to speak to the predominantly male, blue-collar audience.