

# Principles of Naming Scoresheet



0 = no    1 = somewhat    2 = yes

Your Name Concepts				
Can I hear the name and accurately type/spell it?				
Can Alexa and Siri hear the name and understand it?				
Can I see the name and accurately pronounce it?				
Does the name tell me what the function or service of the org/company is?				
Does the name tell me a story about the mission, vision or values of the org/company?				
Does the name spark any emotion or feelings?				
Is the name < 4 syllables?				
Is the URL available?				
<b>TOTAL:</b>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

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