

NAMING PORTFOLIO

Need a new business name? We've helped many businesses come up with some fantastic name ideas. Here are some examples of names proposed to clients, but this is now how we present them. [A multi-page document](#) with many name ideas and explanations are provided as a proposal.

For a mobile telecom company (first 10 options):

-Waypoint Mobile (or just Waypoint)

A record of coordinates, that is, latitude and longitude (and altitude, too.)

-Azimuth

Angular distance from North to the satellite, measured clockwise along the horizon; this and elevation describe where the satellite appears on the sky.

-Datum

Geodesy-speak for a particular definition of a terrestrial coordinate system.

-Locat Mobile

Made-up word

-Zenith Mobile

The direction pointing directly "above" a particular location

-Meridian

An imaginary arc on the Earth's surface from the North Pole to the South Pole

-Colosynth

Made-up word

-Lockstep

Location right down to the person's very steps. Also, to be in "lockstep" with someone or something.

-Stadia

Technique of distance measurement

Made-up word

For a refrigerated trucking company (first 10 options):

-Cool Mountain Transport

You're located in the Western US with mountains, and you haul things need to be kept cold.

-Timberline Freight

The air is the most fresh near the mountain timberline

- Westcargo or Cargo West Trucking

Sounds a little like "escargot" which is somewhat humorous but familiar-sounding and easy to say. Also a play on "West Car Go."

- Westland Trucking

- Enviar Transport (means "to send")

- West Fleet Trucking

- AgroWest Trucking

- Keep Trucking or Keep Transport

Keeping products fresh, and safe, as well as refrigeration and temperature control. There are many meanings of the word "keep" including:

- a storage place for food
- to stay fresh or remain in good condition
- to preserve or maintain
- to be faithful to, to take care of
- to maintain a course, direction, or progress
- to continue without interruption

- HAWS Transport: Haul Across Western States

- STALWART

Strategic Transportation and Logistics.
Western Agricultural Refrigerated Trailers.

For a charcuterie board company (first 10 options):

- Les Bois Charcuterie
French name, means "tree" or "wood", also refers to Boise, where the company is located.
- Marrazo
Basque for "shark," with "charcuterie" having a phonetic resemblance to "shark."
- Orinoco
River in South America.
- Miombo
Woodlands in Africa.
- Baum Charcuterie
German for "tree."
- Noble Charcuterie
Reference to your high-end product.
- Revere Charcuterie
Sense of awe and exclusivity.
- Legacy Charcuterie
A reference to heritage and coming together.
- Woodland Charcuterie
Reference to the material and also a serene location.
- Daintree
Forest in Africa.

For a country music band (first 10 options):

- The Bryce Canyon Wranglers
Reference to the location where the band plays.
- The Bryce Canyon Sentinels
Reference to the hoodos in Bryce Canyon being like sentinels.
- The Herdsmen
Reference to the founding culture of the area being for herding cattle.
- The Lost Cow Band
Reference to Ebenezer Bryce looking for a lost cow when he discovered Bryce Canyon.
- The Red Rock Wranglers
Alliteration, and reference to the landscape
- The Hello Hikers
This phrase was written by a tourist on their tent pitched outside the entrance to Bryce Canyon
- Syrett's Cowboy Band
Reference to the founder of Ruby's Inn.
- The Nickel Dog Band
Ruby Syrett's dog's name was Nickel.
- Elbow Greasers
Refers to the funny story from Minnie who asked a girl to use a lot of elbow grease when cleaning the Inn. The girl lamented she could not find the elbow grease.
- The Bristlecone Band
Reference to the Bristlecone Pine, an indigenous tree in the area.

For a media & advertising company (first 10 options):

-BP Media

Uses your initials, is easy to say and remember.

-Reach Media

The goal is to have the longest reach possible, to engage the most amount of people.

-Cross Gap Consulting

In advertising, there always seem to be an obstacle or gap in getting your message out.

-Ad Ally

A catchy name, you are the ally to all things advertising.

-Capsor Ad Consultants

The words 'Capsor Ad' are an anagram for 'Pascador.'

-AdConnect

Connecting advertising to sales.

-NYConnect

Providing connections to your market base of NYC.

-Strikeout Media

Improving success in sales "pitches" lead to "strikeouts" or closed deals.

-Media Pilot

You are the pilot, the leader, the means by which people can succeed in media.

-Momentum

A positive word, shows progress, growth, the beginning of something great.

For a web coding company (first 10 options):

-Codenect or NectCode

Combining the words of code and connect.

-Code In!

Something spies tell other spies to do on the phone. An exclamation of being done with the project.

-Refiner's CodeFire

A similar idea to "Crucible" where something has to go through a refining or purification process.

-SimpleForge

A forge is where something is made, you are making it simpler.

-The Code Allies

Everyone needs an ally, someone they can trust.

-Simcheck Review

A simple check, reviewing checked-in code.

-Simplist

Combining the words simple and list. Also, a play on the word simplest.

-Hubcheck

Code check taking place in one location.

-Simplicode

Simplifying code.

-Code Garden

A gathering place, or where good code is grown.

For a holistic wellness company (first 10 options):

-Holistic Stillness

"Stillness" has a sense of peace, and adding "holistic" to it I think makes it that much more powerful.

-The 'Be Well' Center of Healing

The command to "be well" is also an invitation to do so.

-True Insight Healing Center

You mentioned that you gain insight into the person's life and why they are sick.

-HAPI

Pronounced "happy": Healing Arts Preventing Illness

-Still Creek Healing

A reference to Rock Creek, but still keeping with the theme of Stillness.

-Rise Forth Healing Arts

"Rise forth" is an obscure reference to "Riesenfeld" and also is a phrase referencing healing.

-Still Healers

This name rolls off the tongue, and has nice connotations.

-Awaken Health

There are healthy beings within us, you awaken them.

-WISH Center

Wellness Insight and Solutions Healing Center

-Return Complete

They go home from your center feeling complete and healthy.

For a youth learning company (first 10 options):

- Launchroom

Like a "lunchroom" or gathering place you see at schools, but with the verb "launch" to communicate interaction.

- Learning Lab

A place of learning, or "lab" could be short for "labyrinth."

- E-Blackboard

An online blackboard, denotes schools, learning, and communication.

- Auditorium

An educational gathering place.

- Edureach

Combining the words "education" and "reach."

- Web Assembly

An assembly is when teachers and students get together, usually in an auditorium.

- SchoolGarden

Helping plant the seeds of education and harvest great students and teachers.

- Intranet Schoolyard

Schoolyard gives a fun impression, like recess.

- Educampus

Combining "education" and "campus."

- LearnSpark

Give learning a spark, or spark learning in the minds of students.

For a consulting company (first 10 options):

- Connect Yonder, or just "Yonder" or Yonder Co.
Implies the location is distant, but not too far away.

- Zenith Consulting
The direction pointing directly "above" a particular location.

- Transverge
To converge across a distance.

- Bridge Team
A bridge connects two entities to form one team

- Telynx
Telecommuting, being linked in to the team from a distance. "Lynx" is phoenetic, but could possibly be an idea for a logo (the feline lynx).

- Connect Smart
Effective, efficient, and connected.

- Realm Work
Productivity within a larger realm.

- the Beyond Project
Takes you beyond your boundaries physically, and beyond your capabilities, beyond your imagination.

- Remote Solder
Making a unifying connection remotely.

- the Verge Project
Elicits feelings of convergence, as well as being on the verge of something great.

For a tax-preparation company (first 10 options):

-The Tax Ally
Having an ally in this type of business gives me a sense of safety and security.

-Tax Watchtower
Having a lookout on a watchtower to help you.

-Mighty Tax
Has a nice ring to it.

-Snap Tax
Customers get their forms as quick as a snap!

-Nimble Tax
Quick and nimble.

-Spry Tax
Quick and spry.

-Tax Savvy
Someone to help you who is quite good and savvy.

-Dynatax
Dynamic tax forms, quick and at the ready!

-FasTax
A word like unto DirecTV.

-Handy Tax (or Tax Handy)
Quick, readily available, and useful.

For a print/imaging company (first 10 options):

WindLab

Tokalu Studio (Native American for 'fox')

Alemos Imaging (Native American for 'dog')

Asban Imaging (Native American for 'raccoon')

Rain Forge Studio

Storm Forge Inc.

West Fire Studio

Printshade

ForgeView

WavePrint

For a car purchasing company (first 10 options):

-My Car Ally

Many people feel as if buying a car is a battle, it would be good to have an "ally" like you to help!

-OptiCar

For the optimal car buying experience.

-Caramba!

A brand name like Yahoo! It contains the word 'car'.

-The Caregiver

Sounds like "caregiver" it shows how helpful your service is.

-The Car Pilot

You are the one that takes buyers to their destination.

-CarSpark

Has a rhyme to it, you provide the spark in new-car buying.

-BuyCarsBetter

A straightforward name, implies there is a better way.

-The New Car Czar

Also with a rhyme to it, this shows your dominance in the new car industry.

-Lodestar Car Buyers

The lodestar is a guidestar used in orienteering to help guide people.

-NewCarBound

To be "new car bound" is to be headed for a new car, evokes feelings of excitement.

For a virtual assistant company (first 10 options):

-Advisafe

An adviser or advise that is safe and confidential.

-Virtual Ally

A personal, virtual assistant always on your side.

-Raven Forth

Kind of like "sally forth" but using your personal symbol of a raven.

-Personal Lodestar

A lodestar is a star that leads or guides, or one that serves as an inspiration, model, or guide.

-V-Pathfinder

Or, a Virtual Pathfinder; someone who helps you find your way.

-Tidy Convoy

Tidy, meaning neat and organized; convoy, meaning to accompany or escort.

-Executive Ally

Instead of an executive assistant, it's an executive's personal ally.

-Virtual Sidekick

Virtual partner in fighting crime and anything else the hero doesn't have time to do.

-My Vanguard

A vanguard is the foremost division or front part of an army, or the forefront of any movement.

-ReliRudder

A reliable, crucial part of a system (the rudder) which steers the ship (or the company).

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[View naming proposal example document >](#)