

Brand

Team Name: _____

Brand

A brand is a name, term, design, symbol, or any other feature that identifies a product or service from those of other sellers. A brand can be an intangible and highly valuable asset for a company (think about Coca-Cola and Disney brands). As a new company identifying how you want to brand your product or service is important to differentiating yourself from competitors.

When thinking about how you want to brand your product or service, consider what you are selling and where you want to position your product. Some areas to consider might be: environmentally friendly, community oriented, charitable connection.

Tip: If your business wants to have an internet distribution channel or online marketing promotions, you may want to consider a domain name.

Note: If your business plans to have an internet distribution channel or online marketing promotions, you may want to consider a domain name. However, many popular domain names are already owned; consider looking for a name on www.godaddy.com.