

NAMING & BRANDING YOUR BUSINESS

A simple name should be clear, memorable, and easy to find.

THE 3-PART NAME FORMULA

1 PERSONALITY

Add a word, idea, tone, or story that feels like you.

Warm, polished, bold, local, modern, traditional.

2 LOCAL FLAIR

Use a city, region, landmark, state abbreviation, or community reference.

It helps people quickly understand where you work.

3 SEARCH CLARITY

Include words customers are likely to recognize and search.

Notary, mobile notary, signing, fingerprinting, or services.

CASE STUDY: AZ NOTARY

AZ

NOTARY

- Arizona connection: “AZ” immediately tied the business to its market.
- Broader meaning: it also suggested services from A to Z - useful because the company offered more than notarizations.
- Search-friendly language: the name used a location cue and the exact service word customers recognized.
- Memorable and expandable: the name still worked as fingerprinting, TSA enrollment, mailing services, and other offerings were added.

BUILD YOUR OWN NAME

1. What should the name feel like?

Professional, friendly, modern, dependable, calm, bold...

2. What local cue could you use?

City, county, state, neighborhood, region, landmark...

3. What service word belongs in it?

Notary, mobile notary, signing, fingerprinting, services...

4. Can the name grow with you?

Avoid making it so narrow that one new service makes it obsolete.

THE NAME CHECK

Before you print cards, buy signs, or build a website, slow down and check the basics.

- 1 Search the name online. Look for similar local businesses, confusing matches, or an existing reputation you do not want to inherit.
- 2 Check your state business-name database. Confirm the legal or trade name is available before filing.
- 3 Check the web domain and social handles. Exact matches are ideal, but a clear variation can still work.
- 4 Say it out loud and spell it to someone. A name that is difficult to pronounce, hear, or type will create avoidable problems.
- 5 Ask whether a customer can tell what you do. Clever is helpful only when the meaning is still clear.
- 6 Make sure it can grow. A flexible name can support added services without forcing an expensive rebrand.

KEEP THE BRAND SIMPLE

DO

- Use no more than three colors
- Choose one or two readable fonts
- Keep your logo recognizable at small sizes
- Use the same name, colors, and tone everywhere
- Choose a look that fits the customers you want to serve

AVOID

- Long names packed with every service
- Trendy spellings people cannot remember
- Clip art overload or complicated logos
- Copying a competitor too closely
- Changing the name before giving it time to build recognition

A SMART NAME HELPS - IT DOES NOT DO ALL THE WORK

A location word, clear service term, and consistent listings can improve relevance and make the business easier to understand. But no name guarantees a top search position. Reviews, complete profiles, accurate contact information, useful website content, and consistent local listings still matter.

THE FINAL TEST

Can someone hear your name once, understand what you do, remember it later, and find you online?

Educational guidance only. Check name availability, registration requirements, trademarks, and local rules before using a business name.