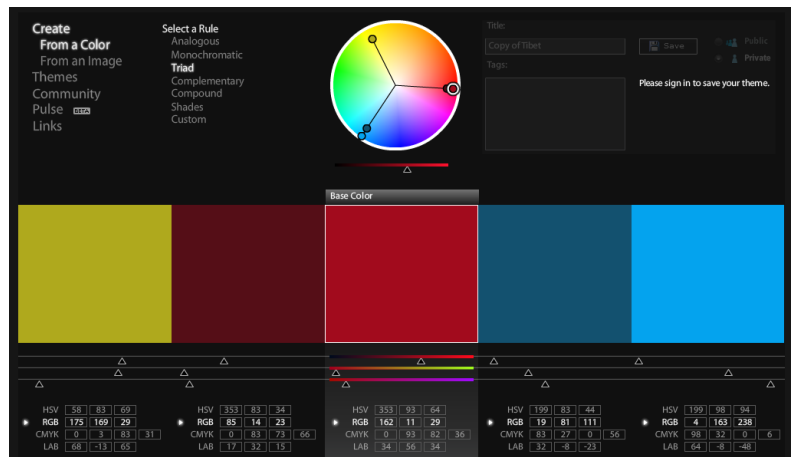


Naming notes

- 1) Product X may well launch on its own microsite, rather than the current main commercial web site.
 - 2) I understand and agree with the importance of continuity. I'd even argue that continuity is particularly important in these difficult economic times. Companies that continually throw out their old marketing efforts each month may be perceived as having lost their way, despite being on sound business footing.
 - 3) That being said, what actually is our core branding concept? Visually, it's a penguin. Textually, it's music. The obviousness of the connexion between these two concepts is debatable.
- **Recommendation 1:** I think we should downgrade the emphasis of the musical component of our branding in favour of the more visual Antarctic waterfowl. We'll still call it Troubadour, and let the wee fellow keep his necktie, just not develop any musical concepts.
 - **Recommendation 2:** Our long-cherished jargon of 'trade promotion' and 'TPM' mean little to our prospective new market of Ergo, were are free to use other related words.

A difficulty with both burgundy and red is that these are about the least penguin and arctic colours possible. However, keeping the first note in mind, that we can take the opportunity to refresh our branding by having a separate effort, we can use the scarlet colours as accents. This is entirely acceptable as an offset complimentary colour to our burgundy (RBG: 162, 11, 29) is a much more arctic turquoise.¹

Note that the logi below should be considered nothing more than sketches but it's part of how I think so....

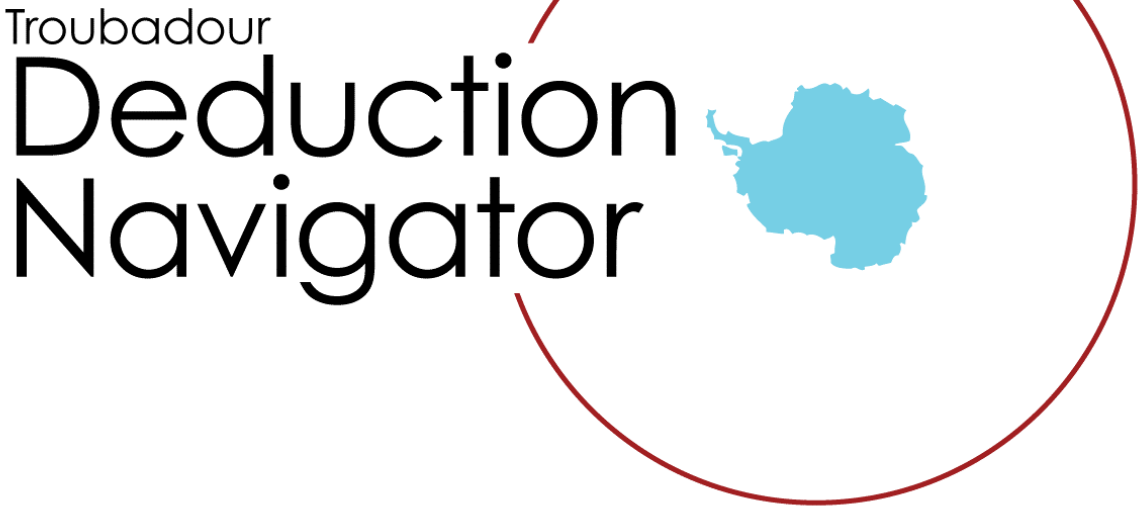


Philosophy

My notion here is to say as little as possible about what the product does. To something that crisps bread as a toaster may be functional and accurate, but it's not something anthemic people rally 'round. Moreover, calling a product by what it does makes for difficult Google results. However something like

¹ Just like the opposite of black is white, colours have opposites. For example, the opposite of blue is gold. You can also use other, more complex selections such as taking a one third arc. Colour schemes taken from logical points of the colour wheel make for more pleasing combinations.

What I'm suggesting is that we keep our base burgundy and then compliment it with one of its logical relations. If this seems a bit abstract, please see the following images.



BTW, www.deductionnavigator.com is not registered.

 Navigator

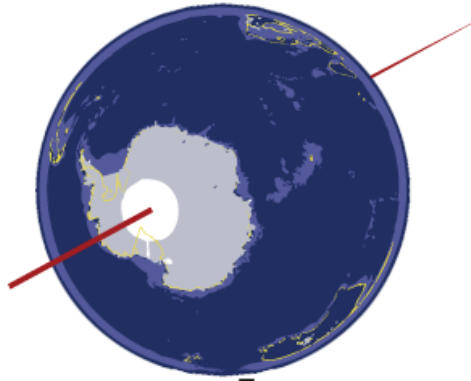
 Explorer



www.polarnavigator.com is registered but not used.

Troubadour

Polar Navigator



Troubadour

South Pole



Deduction Compass



<http://www.deductioncompass.com/> is not registered.

Avalanch

This is my *ideal* sort of name.

It's a power word that is a blank slate as far as our business language is concerned. So, we can associate a meaning of our choosing with this impressive concept. Let me give an example, AutoDesk, the video compositing firm had a great product name: Combustion.

Polar See

I'm truly not fond of pun names for anything other than children's products, but while we're here, I include it for completeness.

Deduction Sonar

<http://www.deductionsonar.com/> is not registered. And, I admit, a huge leap away from arctic imagery.



Polar Navigator

Troubadour
South Pole