

Three Golden Rules of Naming

Don't lean under someone else's umbrella, you'll still get wet.

Don't be a copycat. It is very bad to copy or borrow from an established identity. A look-alike, sound-alike name, resembling the personality of a powerful, established, legendary name will be fruitless in the long run.

Stay clear of legendary names.

Creativity is a spark of genius. Over-creativity can cause fire and damage.

Don't get too creative. Do not twist, bend, stretch, exaggerate, corrupt or modify alpha-structures to their extremes in naming. It may result in difficult, confusing, unpronounceable and only silly names.

Avoid overly creative solutions

Work locally, think globally & name universally.

Do not short-change. No matter how small or local the project, think of the future and think of this small planet. A name is only good when it is free and clear to travel around the globe, without encountering translation problems or trademark conflicts.