Find a name people can order out loud

A naming study for a wrap shop compares seven options and records its recommendations.

Yellow Raptor

Wrap Shop

Brand Naming



July 2025

Set criteria before ranking the names

The deck weighs the options on sound, recall, category fit and room to extend the brand. Its comparison sheets make the reasoning visible.

Naming Criterion | YR Brand Naming

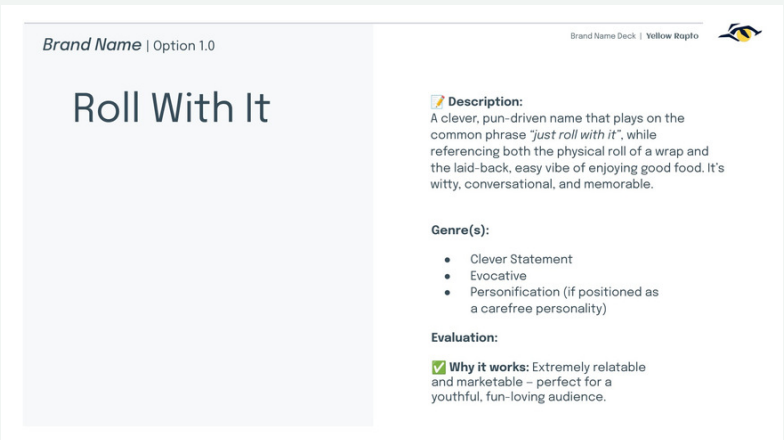
Brand Name Deck | Yellow Rapto

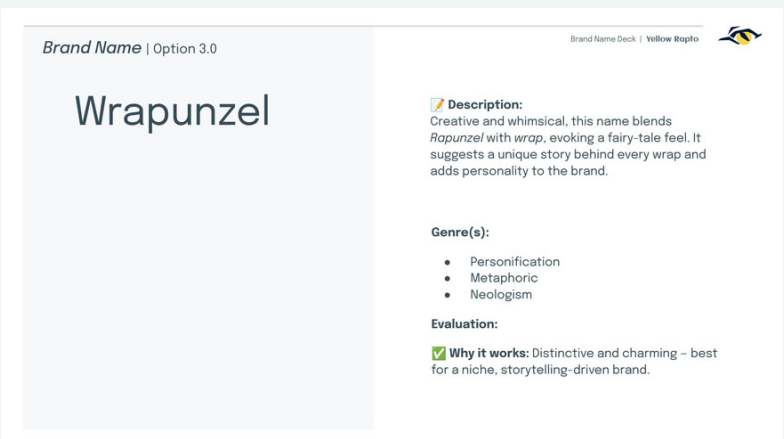
Category	Criteria	Description	Score (1–5)	Examples / Notes
Aesthetic Appeal	**Nice to Hear**	Pleasant sound when spoken aloud	1 = harsh → 5 = melodic	*Zappos (5)*
	Looks Good Written Out	Visual appeal in text form	1 = cluttered → 5 = clean	*Kodak (5)*
	Number of Syllables	Shorter names preferred (1–3 syllables)	1 = long → 5 = short	*Nike (5), International Biz Machines (1)*
Clarity & Accessibility	**Typed as Spelled**	Easy to type based on how it's heard	1 = confusing → 5 = obvious	*Facebook (5)*
	Spelled as Pronounced	Easy to spell based on hearing it	1 = confusing → 5 = clear	*Google (5), Xiaomi (1)*
	Easy to Remember	Memorability & stickiness	1 = forgettable → 5 = sticky	*Uber (5)*
Relevance & Messaging	**Conveys Intended Message**	Reflects brand's purpose/industry	1 = misleading → 5 = on-point	*Evernote (5), Blipple (1)*
	Relatable to Target Audience	Feels familiar & emotionally resonant	1 = abstract → 5 = resonant	*Mamaearth (5)*
	Cultural Fit / Localization	Works across cultures, no negative meaning	1 = problematic → 5 = safe	*Nova (1 in Spanish), Spotify (5)*
Strategic & Practical	**.com Domain Availability**	Is the .com domain buyable/available?	1 = taken → 5 = available	*Data.com (1)*
	Trademark Availability	Legally unregistered & clear to use	1 = conflict → 5 = clear	Run TM search
	Industry Differentiation	Stands out from competitors	1 = generic → 5 = unique	*Slack (5), Zoomie (2)*
	SEO & Searchability	Easy to find online without confusion	1 = crowded → 5 = clear	*Orange (1), Quora (5)*
Functional Use	**Sounds Natural in Conversation**	Works in everyday speech	1 = awkward → 5 = effortless	*"I'll book an Uber" (5)*
	Scalability / Adaptability	Can grow with brand's evolution	1 = narrow → 5 = broad	*Books.com (1), Amazon (5)*

ORIGINAL CRITERIA AND COMPARISON SHEET

Compare the effect of different kinds of wordplay

Roll With It uses a familiar expression, while Wrapunzel turns a fairytale reference into a food name. The slides explain what each name might bring to the shop.

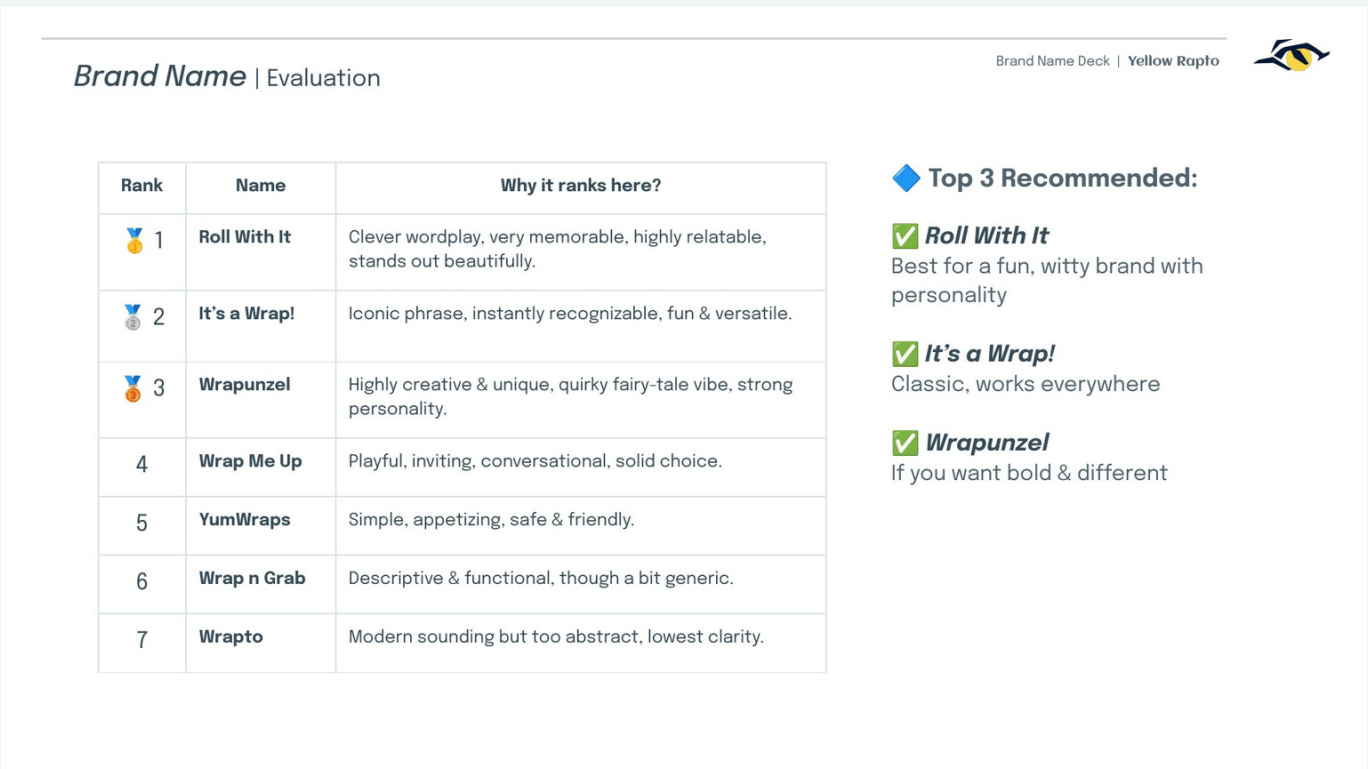




TWO OPTIONS FROM THE ORIGINAL NAMING DECK

Leave a clear decision for the client

The final comparison places Roll With It, It's a Wrap! and Wrapunzel in the top three. Each recommendation comes with its reason.



Brand Name | Evaluation

Brand Name Deck | Yellow Rapto

Rank	Name	Why it ranks here?
🥇 1	**Roll With It**	Clever wordplay, very memorable, highly relatable, stands out beautifully.
🥈 2	**It's a Wrap!**	Iconic phrase, instantly recognizable, fun & versatile.
🥉 3	**Wrapunzel**	Highly creative & unique, quirky fairy-tale vibe, strong personality.
4	**Wrap Me Up**	Playful, inviting, conversational, solid choice.
5	**YumWraps**	Simple, appetizing, safe & friendly.
6	**Wrap n Grab**	Descriptive & functional, though a bit generic.
7	**Wrapto**	Modern sounding but too abstract, lowest clarity.

🔷 **Top 3 Recommended:**

✅ ***Roll With It***
Best for a fun, witty brand with personality

✅ ***It's a Wrap!***
Classic, works everywhere

✅ ***Wrapunzel***
If you want bold & different

Connect the unconnected.



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A multidisciplinary thinker and maker passionate about connecting ideas, challenging conventions, and building what's next.

Let's get connected!

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