Educ'ish

LIVE OUTSIDE THE LINES

Hustle up !

Series

Data Friendly Version

NAME & LOGO

Why do you need a Name and Logo?

Imagine if every famous painting or sculpture in the world had no name on it. No artist signature or card to let you know the amazing artist that created this masterpiece. How would you be able to find more of their work, even worse, how would they get the credit and recognition they deserve?

That is essentially the true value of a name and recognisable logo for your Side Hustle. If you make something that people value, then you should be proud to put your name on it for the world to see.

Your Side Hustle's name and logo will be how people identify you and the product/service you offer going forward. So, make sure it is one worth remembering!

Fit your Brand

Now, although you have free reign over picking your name and logo, you don't want to get carried away and come up with something that doesn't relate to your offerings. Yes, it can be fun and interesting when you see a really unique and magical name like Armageddon, but it doesn't always make sense! So, you need to find a creative yet logical name and logo for your Side Hustle that makes sense for your brand.

Therefore, it is a great idea to list all of the qualities and values of your Side Hustle. This list is the best possible description of your business and what it intends on bringing to the market. You can then start to associate names and logos that perfectly relate to what you stand for and what you bring to the table.

Association & Growth

Ask yourself the following questions to make the list of values and offerings for your Side Hustle. You can then reference off from these items when creating you very own Business name and logo. Don't be scared to pull out the old pen and paper for this course!

What core product/service am I offering?

Who are my target customers – what defines them?

Do I want a professional or personal business appearance?

Is my Side Hustle more creative or functional?

What is the key value/trait I want to build in my customer relationships?

The answers to these questions will give you a specific insight into the type of connection you will have with your customers. You can then start to associate visual representations and ideas that best embody these core points. Remember, your name and logo will evolve over time as your Side Hustle does too – So try keep it simple and clear for your first time!

Instant recognition

You can't have a business without a name – The same can be said for your Side Hustle. Yes, you are starting off small, but rather set yourself up to be successful and have a name that can grow with your efforts. Your customers will associate your Side Hustle's name with the value they receive from your service.

So, we want to find a name that not only best represents your services/products on offer, but also one that allows you to stand out from the crowd.

Let's find you a name that will beat your competitors and let people know you mean business!

Brainstorming

Down into the rabbit hole we Go! It may seem on paper, like a simple task of choosing a name for your Side Hustle and moving on. Sadly, it is not. We will always tend to over think our ideas, second guess our values, and spend way too much time on it. That's ok, as it is something that mean a lot to us! Just believe in yourself and try to keep it simple…

So, we need to start by brainstorming our ideas. Get creative, think outside the box and don't be afraid to add some personality to it! Use the below techniques to come up with a variety of names to be considered:

Word association – Anything that comes to mind with your product/service.

List making – Write down all of your values and qualities and see what stands out most.

Target market – Write down all of the things associated with your ideal customer.

Personal attachment – This can be anything you personally identify with like a nickname etc.

Short listed

Now you will have a page with a good 5-10 possible names to be considered. It is time to whittle it down to the winner. What we want to avoid is any name that is too similar to a competitor, or something that limits your growth. This means you can't use Baker's cupcakes (Too close to Baker's biscuits) or HomeGrown cupcakes (You may start baking cakes, breads etc).

So, to find your best fit name, put each potential option through the below questions:

Is it too trendy – Trends change and may not be relevant in a few years.

Is it hard to pronounce – Your customers need to easily spell and say your name.

Does it represent my personality and Side Hustle – Do you actually like it?

Once you have gone through these tests you should have only one or two names left – Just go with your gut feeling and pick one to get started!

Lesson Three

Visual Expression

You have the name for your Side Hustle – Well done! Now you need to find a Logo to match your great ambition. This can be a scary process for most as we all feel like we are not that creative and may even say – "I am not a Graphic designer". That may be true, but any one can create a basic, simple Logo that best represents our brand!

We will show you how to do it further on – But to get started we need to feel out your mood! You can do this physically with magazines, paper, and scissors – Or you can create one online through a Word doc, PowerPoint slide or something fancier like Pinterest. All you are doing here is finding colours, shapes, fonts, and images you like to get the creativity flowing!

These are just ideas and inspiration so include whatever gets you excited, stick them all into your "Board" until you have a good mix of items. Now we can start to refine the process.

The great combination

Start with a Font – Find a style that suits your personality and brand. Use your new business name and create a few examples to compare. You should end up with a font that not only suits the name you have but also fit your target market – Creative Vs professional.

Then move onto the Image – This can be a pattern, animal, object, or Icon. It just needs to best show the world what you want to be associated with! Regardless of your choice, what you want is a clean look – This is best achieved through Icons and illustrations. Try out the huge selection of Icons and images available within the Microsoft suite in PowerPoint or Word.

Colour of life – Now that you have a name style and image, you can start playing around with colour. This is a personal choice and don't be scared to be BOLD, just make sure you balance it out correctly. For example, a Pink, Bright blue or even Gold can be really exciting, but they all need a contrasting colour to balance them out – Black or White.

Seal the Deal

If you have the skills to design a logo yourself with Adobe or any other software, then go for it! Don't let anyone hold you and your creativity back. If you want to throw money at the solution, then there are many options available online for you to pick a design and pay for them to be made and templated for you very easily. But in this case, we are going for the FREE option and doing it ourselves with PowerPoint.

Within PowerPoint, Change the background to your contrast colour (Black, White etc). Then add in your business name using the Font you selected – Make sure it is big enough to be noticed. Then go through the many options of Icons available within the Insert field at the top. Select an image that best fits your mood board and brand, insert it into the slide.

Now you can resize, place, and change the colour 0f the Icon to match your bright colour pallet you want. Add a circle or square around the Logo if you want a bolder look, don't be afraid to play around with shapes and colours until you get what you want.

Last step, Go to file – Save As – Select your folder, Change the file Type to Jpeg and press save. **This will be the Logo image you can start to use in your social media posts, you can print it for your products or use it as a profile picture for social accounts.**