

# Name Styles & Types

MERRIAM  
ASSOCIATES

Before diving into your Latin dictionary when you consider naming your company, product or service, consider the wide array of name style options in use today.

<b>Abbreviation</b>	Raychem, Microsoft, Amtrak
<b>Acronym</b>	AARP, BP, AFLAC, IBM, KFC, TCBY, TIAA-CREF, UPS, USAA
<b>Alliteration</b>	Dunkin' Donuts, Roto Rooter, Planters Peanuts, Piggly Wiggly, Brooks Brothers
<b>Appropriation</b>	Java (for software), Bloody Mary's (for a restaurant), Blackberry, Caterpillar
<b>Classical Roots</b>	Pentium, Quattro, Avis
<b>Composition</b>	PowerBook, PageMaker, Comcast, Nutrasweet, Accuvue, Bisquick
<b>Descriptive</b>	Bed, Bath & Beyond, Bath & Body Works, Airbus, Volkswagen, Toys R Us, E*Trade, General Motors
<b>Evocative</b>	London Fog, KitchenAid, Frigidaire, In-n-Out Burgers
<b>Fabricated</b>	Exxon, Kodak, Xerox, Häagen Dazs, Verizon
<b>Foreign Words</b>	Volare, Montero, Samurai
<b>Founders</b>	Hewlett Packard, Hilton, Disney, Ford, Dell
<b>Geography</b>	Winnebago, Silicon Valley Bank, Budweiser, Mutual of Omaha
<b>History</b>	Ticonderoga, Rocky Mountain Chocolate Factory, ebay, Cisco
<b>Humor</b>	Cracker Jack, Yahoo!, Bullfrog, Lettuce Entertain You Restaurants
<b>Ideophonemes</b>	7-UP, 7-Eleven, Union 76, V-8, WD-40, 3COM, Cambio 16
<b>Merged</b>	Packard-Bell, Rolls-Royce, ExxonMobil
<b>Mimetics</b> (alternative spellings)	Krispy Kreme, Crazy Glue, Kwik Kopy, Kleenex
<b>Mythological</b>	Oracle, Midas Mufflers, Mercury, Nike
<b>Onomatopoeia</b>	ZapMail, Sizzler Steakhouse, Kookooroo, Kisses
<b>Oxymoron</b>	True Lies, Steel Magnolias, Intimate Strangers

