

What's in a Name?

Posted on Nov 23, Posted by [Jeff Wooten](#) Category [Branding/Marketing](#)

In signage, should emphasis be placed on the name or the product?

By Arnold N. Pollak

I am no brand expert, yet there are times when I talk to (especially small) business owners, that I cannot understand their logic when it comes to promoting their brand. This is essentially when they place **all** their emphasis on their name and none what-so-ever on what their prospective clients would recognise and look for—the products or services they offer.

I have had clients request vehicle signage with **no** contact details—why would **anyone** do that? I was also once told by a client that his business is

not

Coke®, so it makes no difference if people recognise the business name or not, as long as they purchase the products and services his business has to offer.

While I cannot totally agree with this comment , I do believe it has some validity, especially when taken in context of the following signs.



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