

The 6 naming styles

1 Descriptive

Google Maps
Schwab Advisor Network
BMW 328i
salesforce.com
Netflix

2 Suggestive

Wag Hotels
Twitter
jetBlue
Rockhopper
Facebook

3 Metaphorical

Jaguar
Brocade
Target
Sunset
Shell

4 Neological

Kodak
Accenture
Wii
Humira
Prius

5 Historical

Smuckers
Zeiss Optical
Tesla Motors
John Hancock
Mini Cooper

6 Arbitrary

Apple
Viking
Lotus
Virgin
Fandango