

First Principle

Naming 1st Draft #02

MGI Branding Project

#01

Project

Brief

#02

Name Suggestions

Next Steps

Project

#03

Launching a new sub-brand under the umbrella of MGI.

The market is Engineering Thermoplastics (ETP's)

MGI would like the name to be useful as an acronym as it lends itself well to monograms.

Brand is full service

For comparison Channel Prime Alliance (CPA)

Engineering Thermoplastics are used extensively in medical, electronic, automotive, and industrial applications.

The term Engineering Thermoplastics refers to a family of thermoplastics that have higher performance properties than Commodity Thermoplastics.

Engineering Thermoplastics are designed for more demanding applications with their superior properties – better mechanical strength and higher resistance to impact, heat, and harsh chemicals.

#05

Values

Partner	Trust	Ethical	Innovative	Technical	Consultant	Plastic
Collaborator	Dependable	Fair	Cutting-Edge	Scholarly	Authority	Polymer
Teammate	Assurance	Decent	Originative	Scientific	Counsel	Thermoplastic
	Certainty	Respectable	Contemporary	Specialized	Advisor	Engineering Plastic
	Conviction	Upstanding	Inventive		Professional	ETP

Thought Process

#07

A close-up, low-angle shot of a runner's legs and feet in a starting position on a red running track. The runner is wearing black shorts with a white stripe, black socks, and grey Brooks running shoes with green and purple accents. The Brooks logo is visible on the heel of the right shoe. The runner is leaning forward, with hands on the ground and feet positioned at the starting blocks.

How can we position
you as a company
that ...

#08



... provides highly
individualized
consulting service ...

#09

... while at the same time
offers support only large
conglomerates can do...



Will help companies
find the right
solution ...

... source the right
producer ...

... continue as your
most trusted ETP
consultant.

#13

Rules

#14

Preferably be available as .com

Must be easy to pronounce.

Must be aesthetically pleasing.

Must be max 2 word combination
(3 if acronym).

#15

Naming Suggestion

#16

Acronyms

#17

Suggestion 01

ARP[®]
Applied Research Partner

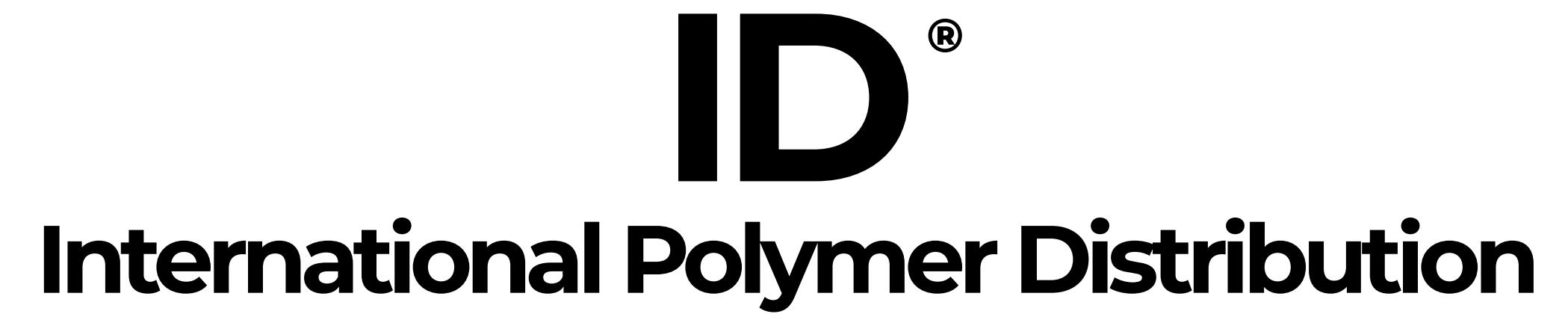
#18

Suggestion 02

IDEA[®]
International Distribution & Engineered Polymer Advisors

#19

Suggestion 03



#20

Suggestion 04

IP[®]
International Polymer

#21

Suggestion 05

GAP[®]

Global Applied Research

#22

Suggestion 06

ARP[®]
Advanced Research Partner

#23

Suggestion 07



#23

Suggestion 08



#23



#23

Brand Names

#24

Suggestion 07

Figura ®

#25

Forma®

#26

Suggestion 09

Formcore®

#27

Suggestion 10

NewCouncil.[®]

#28

Initia.[®]

#29

Metapath.[®]

#30

Suggestion 13

Modulate.[®]

#31

Suggestion 14

Luma®

#32

Suggestion 15

Agaro®

#33

Suggestion 16

NewForm®

#34

Neoform.[®]

#35

edgework.®

#36

Suggestion 19

Thera.[®]

#37

Suggestion 20

Reasin®

#38

Suggestion 21

ResinUnited®

#39

Suggestion 22

Uniform®

#40

Suggestion 23

Materia.[®]

#41

Suggestion 24

Matterborn.[®]

#42

Suggestion 25

Faircorp.[®]

#43

Objectiva.[®]

#44

Suggestion 27

Everflow.[®]

#45

ARP®

IDEA®

ID®

IP®

GAP®

ARP®

ARC®

AMP®

AIM®

Figura®

Formcore®

NewCouncil®

Initia®

Metapath®

Modulate®

Luma®

Agaro®

NewForm®

Neoform®

edgework®

Thera®

Reasin®

Resin United®

Uniform®

Materia®

Matterborn®

Faircorp®

AMD®

IPA®

EPA®

PAD®

PGLS®

Aspect Ratio®

Amorpha®

Polymeric®

Polymac®

PolySquad®

TwoSixty®

Polycon®

Metopoly®

Prototype®

Wiser®

Polycore®

Versage®

Polywise®

Thermax®

Thermak®

Resin8®

PolyPartners®

Council®

LiquidSolid®

Thermo®

Thermin®

Vertico®

Thanks