

Project Development phase

Debugging and Traceability

Date	3 November 2023
NM ID	NM2023TMID02686
Team Leader	4D21A5C50AF556B843740F0BC6A08256
Team member 1	6DE924429DF412F995C4F1EE65575B7E
Team member 2	EFB8ED0F739692E8D7E44F7D8E5E9DB3
Team member 3	ED4AABD1B82CD2E8B464A8282C13431D
Title	To Create Brand Name, Brand Mail and Brand Logo in Canva.

Debugging and Traceability

- Use brainstorming to generate a list of potential brand names.

Once you have a list of names, start debugging them by considering the factors listed above. Eliminate any names that are difficult to pronounce, spell, or remember. Also eliminate any names that are not unique, distinctive, or appropriate for your target audience.

List of Brand Name Ideas:

- ❑ Royal Clockface
- ❑ Tick Tock Time
- ❑ The Vigilant
- ❑ Watch World
- ❑ Always On Time
- ❑ Royal Timezz
- ❑ Global Watches
- ❑ Swiss Time
- ❑ Ionic Watches

☐ Watch Link

- **Then narrow down your list of brand names**

After narrowing the brand names do a trademark search to make sure that the names you are considering are available. You can do a trademark search online or through a trademark attorney.

Narrow Your List:

☐ Swiss Time

☐ Royal Timezz

☐ Ionic Watches

☐ Royal ClockFace

☐ Watch World

☐ Always on Time

- **Once you have chosen a brand name, create a traceability system to track how the name is being used.**

This system can be as simple as a spreadsheet or as complex as a dedicated brand management software platform.

Brand Name: Royal Timezz