

#### Naming Brief

Having not named to many things in life besides a goldfish. This started as a blank slate. Thru brainstorming and list making a good deal of vocabulary came up. But cutting this list down allowed more precise research. Actually looking up and reading about the different terms lead down different paths. After looking up the term Photovoltaic, a clear road was opening. The term itself is a little unapproachable but the meaning behind the word itself is very direct. To make this into it's own name and brand, the word photo was replaced with solar and voltaic to voltic.



human-centric  
green  
collaboration  
responsibility



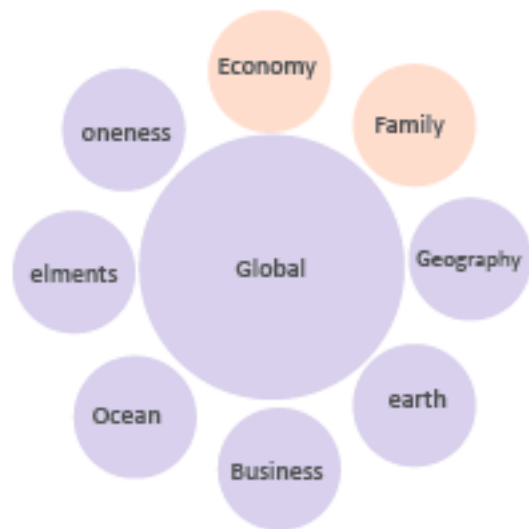
ergonomics  
synergy

# catalyst

# catalyst

**noun** process of accelerating the rate of a chemical reaction (by a catalyst)

mutualists  
altruist  
viability  
new ideals  
earth choice  
verdancy



Name Ideas:

ecofamily confernce

ecohouse

lifehowse

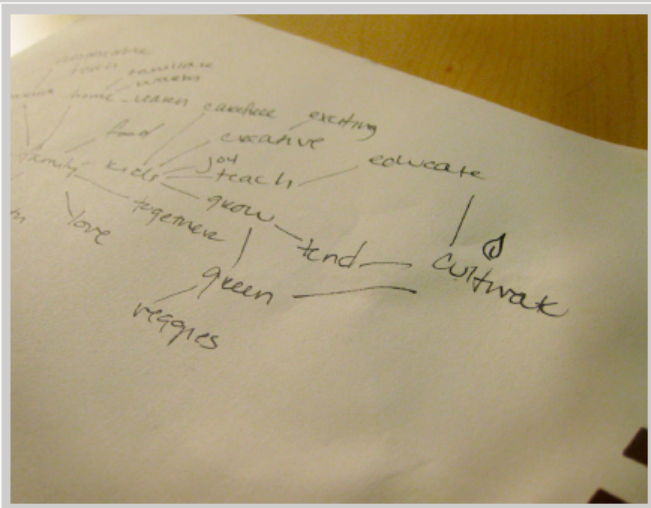
# Naming

## Process:

I began my naming process by listing out a vast amount of qualities, or identities, that I want the conference to have. From there I cut down my list to about half of the original. From that point I started thinking abstractly, from switching languages to putting multiple identities together. I eventually landed on Cube simply because it was more conceptual. I found the concept of building blocks (or cubes) very attractive and intriguing. Besides, it is simple, short, and catchy.

neat  
fresh  
clean  
business  
corporate  
green  
environmental  
healthy  
modern  
new  
collaborative  
building  
ideas  
information  
conservation  
knowledge  
white

neat  
fresh  
business  
green  
environmental  
modern  
building  
ideas



## Naming Board

Katrina Estinger  
Ari 2008

### Process:

The focus of this conference is to bring young families and children into awareness as to how they can better live healthy and environmentally conscious lifestyles. There will be an emphasis on assisting parents in educating their children in the importance of "green" habits from a very young age. Therefore the conference name should be interesting and engaging, yet convey the sense of "family" which is to be one of the main points. It should encompass the sense of growth and learning which could come from the experience. The name was derived from the process of listing the main points of the conference: family, kids, education, and green. From these words other associations were made and then word combinations and meanings experimented with.

Family: unity together love care nurture teach grow home understanding parents siblings change helping	Kids: learn fun laughter young careless explode play grow bright small viewable musical impulsive dependant	Education: learn hope teacher panels expand change mend analyze equip prepare form growing	Green: conserve grow change save recycle hope healthy think ahead world animals environment food forests together
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Nature Options:  
Nurture Change  
Grow Change  
Enable Change  
Teach World  
Together Conserve  
Equip the Future  
World Nurture  
Conserve  
Bright Leaves  
Cultivate

### Cultivate

Since this conference is centered on the family unit and learning as a family, it was important to emphasize the learning which would take place together.

The title of "Cultivate" can be multi-faceted in that it lends itself to the "green" aspect of the conference with connotations of growing plants and tending a garden. In the same sense it can mean tending to the right green values in the family unit.

It also provides for the child aspect of the conference because it is necessary to cultivate the right values in children from a young age.

"Cultivate" also is a hopeful title because it hints towards a flourishing end-product. Which in this case is a better and cleaner world for the family as well as better practices for children to carry on to the next generations.

Taglines Ideas:  
"Learning environmental family solutions"  
"Nurturing hope for a green future"  
"Educate a green family"

## Naming Board

As a continuation of initial project thinking, the naming process was all about looking back at the design brief and trying to capture words which fit that objective. It was important to think about the meaning of each name brainstorming as the name is the jumping off point for very key aspects of the conference such as logo and brand identity.

## naming

### Process

The conference's mission is to bring sustainable and green foods into the hands of businesses and consumers. The name of the conference had to encompass the mission, yet also be able to spark action through its title. First, an initial diagram was drawn, connecting the conference's three major ideas of green, food, and action. Branching off each idea were associated and related words. From this pool, the best verbiage was studied and combined. The final name of Eat Green was chosen because of its immediate connection to the conference's goals, and also its second meaning. Vegetarianism, organic foods and raw fruits and vegetables are methods of eating green, and require literal green foods.

### Initial Naming Studies

sustainable, land, future, planet, new, organic, life, live, earth, green, northwest fare, feast, cook, bite, meal, menu, crop, plant, bread, nutrition, health eat, sustain, take in, consume, bite, dine, chew, digest

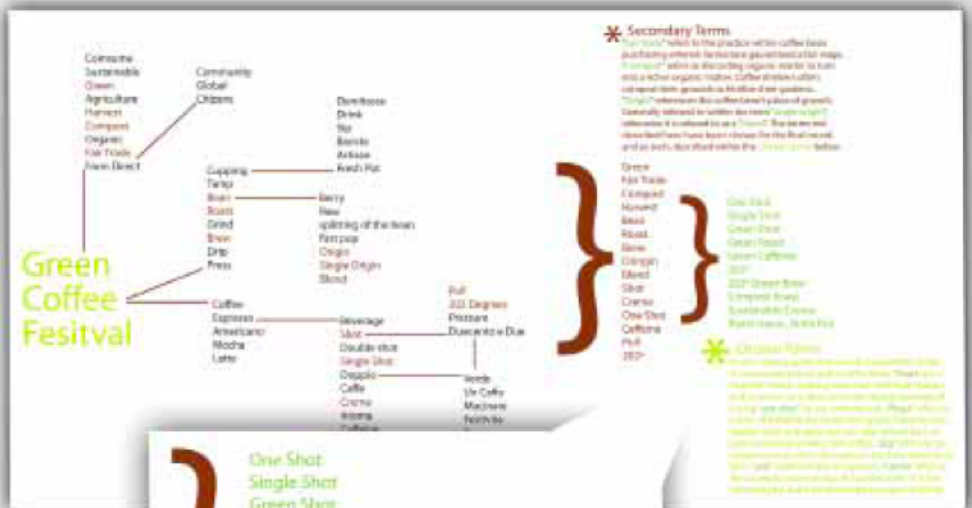
### Refined Words

Green Fare  
Eat Green  
Sustainable  
NW Green  
Bite of Green  
Sustainable Fare  
Friendly Fare  
Friendly Bite  
Food for Tomorrow

### Final Name

Eat Green





**\* Secondary Terms**  
 "One Shot" refers to the practice within coffee trade of purchasing coffee from the grower directly, a fair trade concept, which is becoming popular to both small and large organic roasters. (Coffee Grower Coffee) and small scale growers in Middle East regions. "202°" references the coffee roaster's ideal of green coffee, referred to within the roaster's cupping log. Reference is related to a "202°". The roaster and these methods have been chosen for the final word, and are both described within the [Green Coffee Festival](#).

Green  
 Fair Trade  
 Espresso  
 Movement  
 Bean  
 Roast  
 Brew  
 Grind  
 Blend  
 Shot  
 Crema  
 One Shot  
 Coffee  
 Full  
 202°

One Shot  
 Single Shot  
 Green Shot  
 Green Roast  
 Green Coffee  
 202°  
 202° Green Brew  
 Compost Roast  
 Sustainable Crema  
 Roast Green, Drink Fair

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**\* Chosen Terms**  
 Focus is on using green terms, with a possibility of being community terms with a coffee term. "Shot" is a frequent term for making espresso with both baristas and consumers and also carries the double meaning of having "one shot" for our environment. "Roast" refers to the process of roasting the beans from green beans to their roasted color and taste, and can refer to how dark or light a customer prefers their coffee. "202°" refers to the temperature at which the espresso machine water must be to "pull" a perfect shot of espresso. "Crema" refers to the creamy cream on top of a perfect shot - it's the sweetest part and most desirable to espresso drinkers.

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### NAMING BOARD

The goal was to find a name that spoke to the specialty coffee connoisseur, while evoking a double meaning of care for sustainability within coffee, and care for the environment. I went through many coffee and environment terms, and decided to focus on the idea of a single shot, as a perfect espresso shot represents the pinnacle of coffee culture, thus speaking a language aficionados will recognize. The final product, ONESHOT, also succeeded in evoking a double meaning of care for a sustainable environment, as well as communicating a need for action and movement, also like the fluidity and short window of time needed to pull a perfect espresso shot. Finally, I added the tagline to help make the connection; "one shot to make a difference".





average, practical, simple, easy, legitimate, share, enter, help out, catch up, planning, confidence, improve, DIY, read, interaction, avoid, eliminate, clear, invisible, no trace, reverse, **welcome**, invitation, **accessible**, open doors, easy access, vibrant, green, commerce, **homey**, art-yappa, **tread**, light, not heavy, personal, family, **neighbor**, fluidly

{  
 era  
 earth  
 dignity  
 world  
 war  
 progress  
 great

### welcome

releases, it vibs, takes in, salutation, greeting, wanted, acceptance, like, have, accept

### accessible

approachable, reachable, come-at-able

### homey

dwelling, local, familiar, warm, home, closest, heaven

### neighbor

comparison, connect, surround + wrap, join, touch

### other languages

home—home  
 feel at home—trives  
 at home—harmony

### familianeer

familiar + pioneer

### Dwell

living in an environment

### tread lightly

leaving a small eco footprint, not to forgetful, easily understood.

### trives

overish, feel at home

### invisihem

invisible + home

### ourhent

our + home

### gentle stride

reminds of neighborhood walks, leaving a small eco footprint, double, not overwhelming

### reach, rethink, recieve

play on words important to the conference

### evolve

grow and change

### common vida

rethink the everyday

### invisible pioneer

erase eliminates explore

### open door

bringing the world home

### Tread Lightly

bold living, light footprint

### Common Vida

rethink the everyday

## Environmental Conference Naming Board

### Brainstorm:

world, air, nature, free, tree, dirt, brown, breathe, clean, fresh, fruit, strawberry, red, birth, sleep, creation, fish, ocean

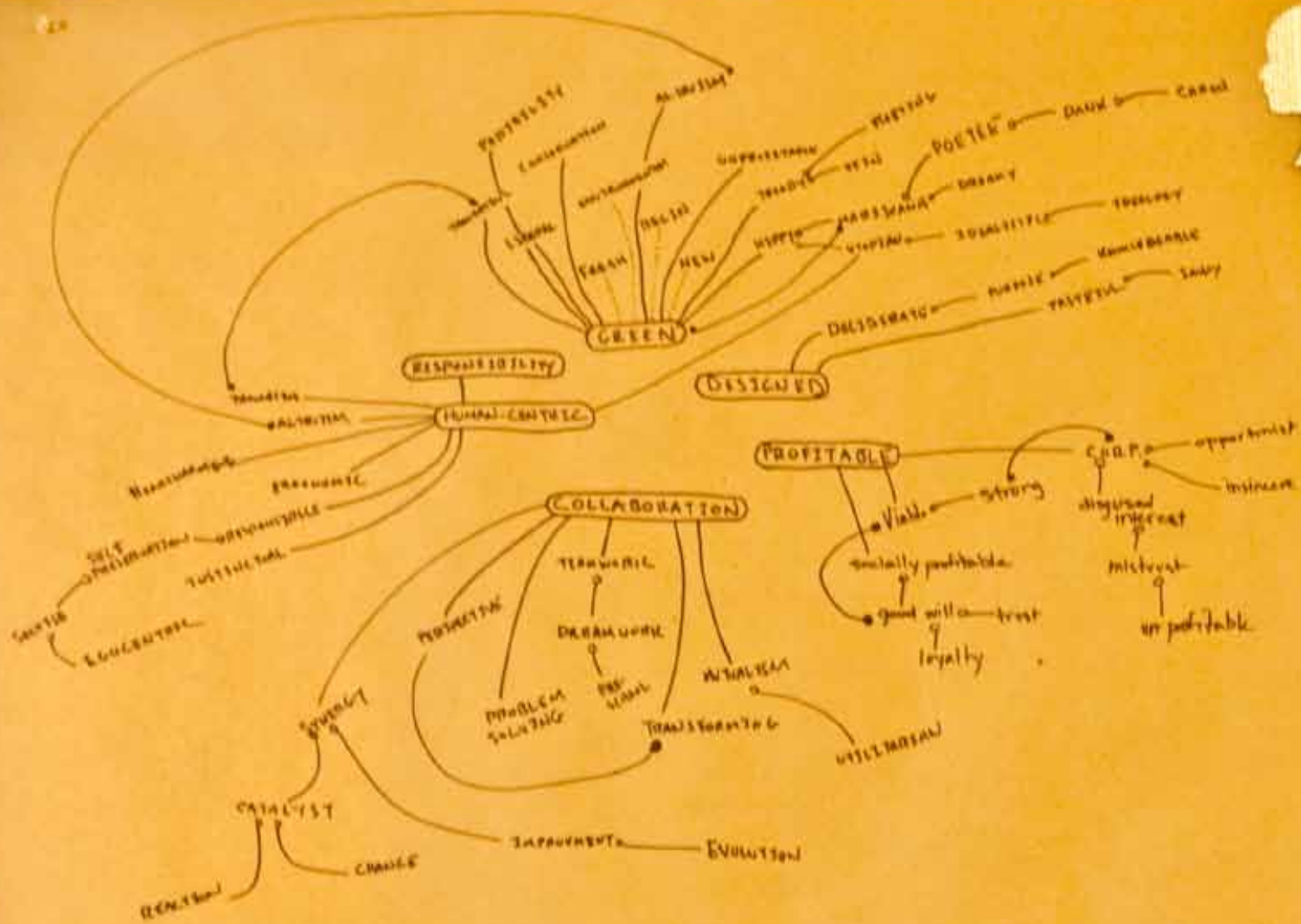
### Further Exploration:

growing	seed	fresh	creation	clean	progress
flourish	egg	brn	foundation	bright	advance
shoot	image	oomph	genesis	decrease	boost
	core	zeal		pure	journey
conference	teach	earth	green	life	
convention	learn	terra firma	foliate	generation	
seminar	instruction	vote	lush	epoch	
symposium	educate	turf	tender	breath	

To begin the naming process, words having to do with environmental nature of the conference were brainstormed. *World, nature, breath, clean, fresh...* all these came to mind. Other branches were soon added, stemming from the word *conference*: *convention, teach, instruction, educate*. Due to the fact that the target audience is made up of educators, it was important to have some aspect of the name refer to learning. It was also important, however, that something about the conference names hints that it is an environmentally conscious convention. Many words came up, but the ones two were chosen and combined in a manner all too familiar to university staff.

Green + Educate

green.edu

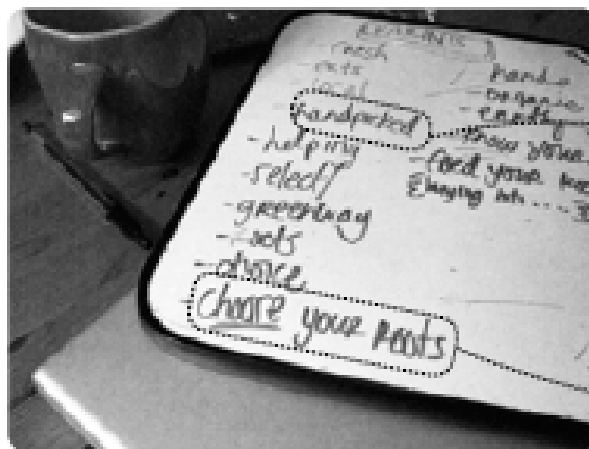


## Conference Naming Board

### Brainstorming session #1



### Brainstorming session #2



## Feed Your Roots

The name Feed Your Roots evokes a cyclical image of an organism explaining itself, an ideal that this conference will promote by inspiring a maturing of the earth and its future through responsible food buying choices.

The concept of roots has vast implications relating to sustainability.

First, roots imply one's starting place in the world, consisting both to the tangible plot of earth of one's hometown and to beginnings, an intangible sense of history. The tangible concept of roots grounds the conference in reality and drives it to explore solutions that are practical for every food-buying individual. The sense of history that roots evokes brings with it a contemplation of the past as well as concern for the future and future generations. It is this concern that draws participants to the conference, though their concern might be more immediately tied to their company's, rather than their children's, future.

Secondly, roots are the basic and connecting components to plants and to all of life. This interconnectedness is a theme that the conference will emphasize, reminding participants of the delicate and gradual process of developing roots.

### Feed Your Roots

### Feed Your Roots

### Know Your Roots

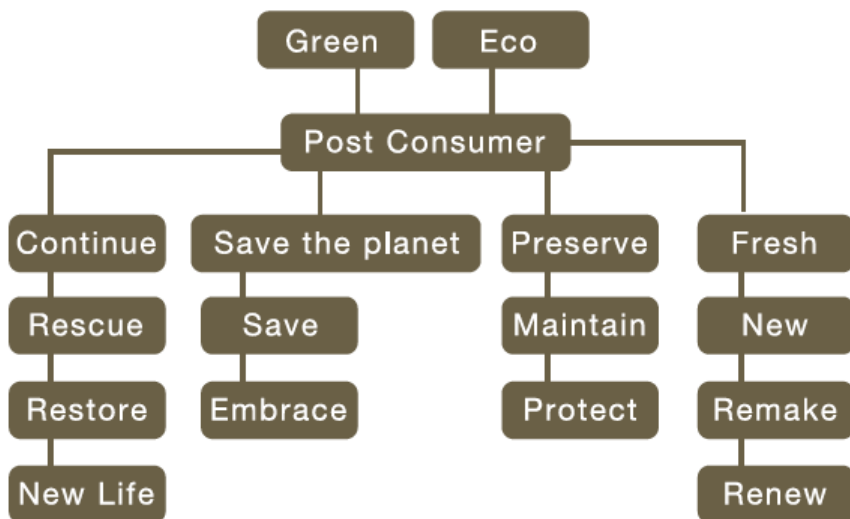
Does not inspire participant to action.

### Handpicked

Too gritty. Won't appeal to professional audience.

### Choose Your Roots

But this makes it sound as if participant is choosing one's heritage, rather than their menu. How to relate this to food?



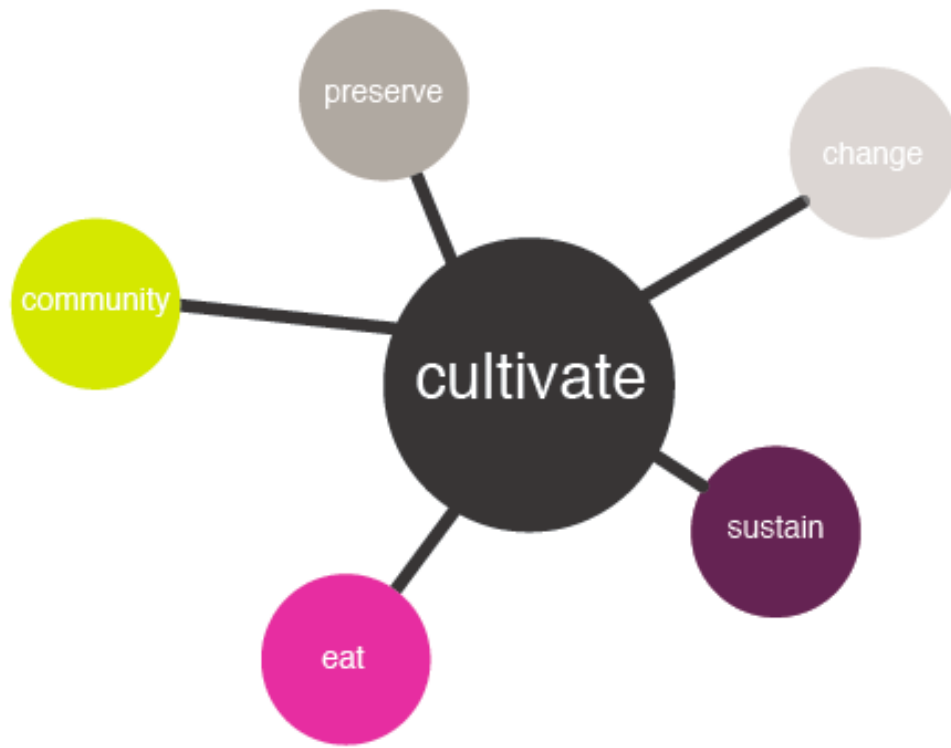
## Naming

The goal of the naming process was to create a conference name that is similar to “green” or “eco”, but more unique. The name also needed to convey the concept of “new life” or “fresh start”. The tagline assists in honing in the direct message of the conference.

Reuse > Re-use > Re-new > Renew > You Renew

A New You > Renew You > New Renew

New Start > Fresh Start > Remake > **Renew**



native  
essence  
sustain  
protect  
conserve  
maintain  
defend  
shelter  
shield

impact  
construct  
build  
plant  
refashion  
alter  
refine  
transform  
sow  
reap

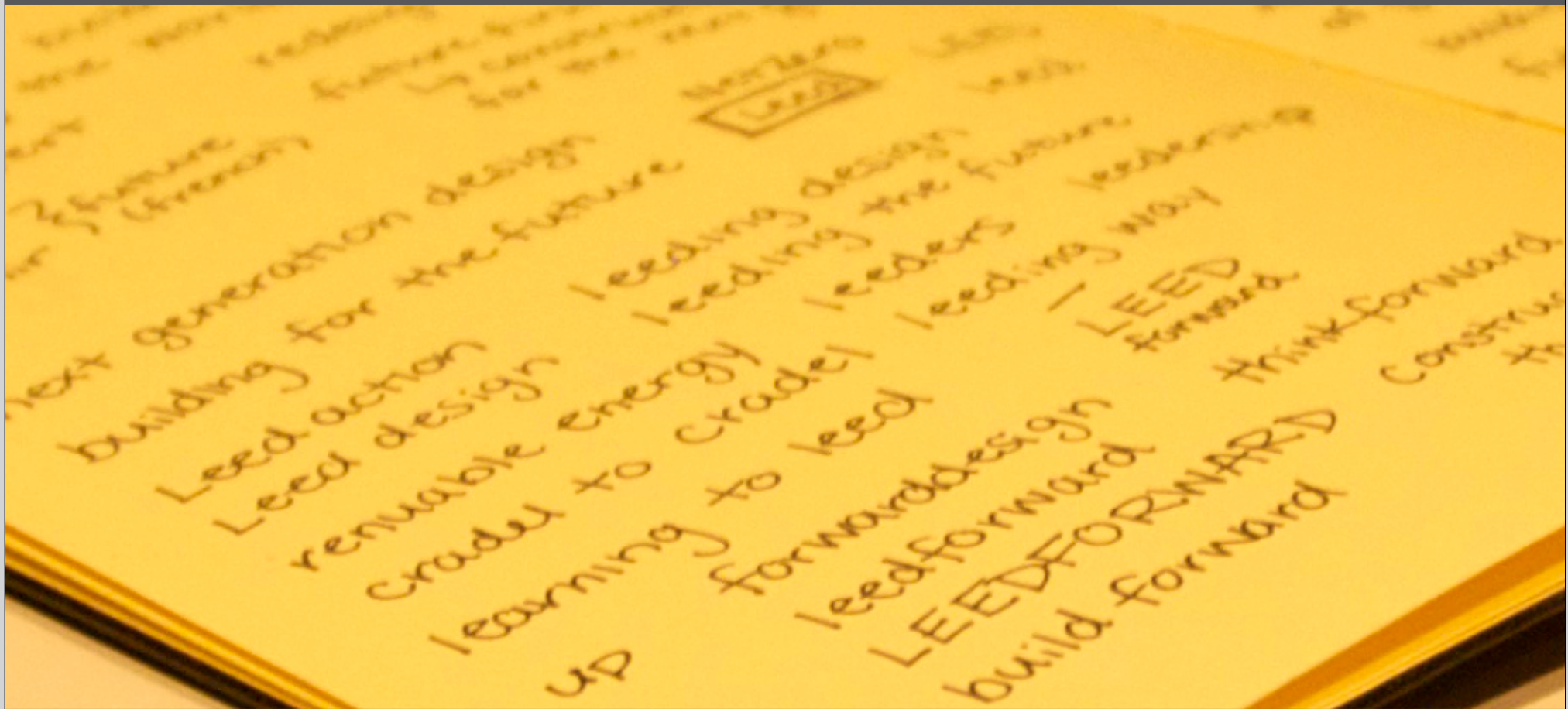
habitat  
neighborhood  
surrounding  
development  
globe  
environment  
local  
inhabit

plant  
nuture  
nourish  
grow  
vantage  
complete  
benefit  
refine  
aid  
support

harmony  
support  
conserve  
preeserve  
provide  
maintain  
reserve  
shield

consume  
partake  
engage  
join  
nourish  
enrich  
feast

## Naming



One of the first steps to developing a cohesive brand for this conference was creating a name that could encompass the vision of the event. The name needed to have a clear relationship to building, sustainability, unity, and progression. Research was conducted focusing on these five words and the synonyms that they hold. The key to creating the perfect name was looking at the language of sustainable architecture and interior design. LEED Forward became the name of the conference due to its ability to resonate with the target audience, promote sustainable design, and depict the progressive vision of the brand.

FIRST PART?

students  
youth  
earth  
planet  
love  
green  
mother earth  
terra  
terra firma  
universe  
virtus (worth)  
crudus (green)  
humus (earth)  
decor (beauty)  
pretium (price)

SECOND PART?

globe  
universal  
conscious  
sustainable  
worth  
big blue marble

worth =

~~students for environmental~~

~~love  
responsibility  
consciousness~~

~~youth for environmental~~

~~love  
responsibility  
consciousness~~

significance  
beauty  
value  
quality  
asset  
cost

Planet Worth



new

compost now

modern

save

fresh

green

thinking foward

waste

fertilizer

leaf mold

soil

humus

conditioner

top dressing

Earth  
Environment  
Habitat  
Biosphere  
Home  
Community  
Tree  
Terra  
Nature  
Dirt  
Essence  
Grain

Eco-friendly  
Preservation  
Sustainable  
Recyclable  
Reusable  
Carbon footprint  
Biodegradable  
Ecological

Green

Eco-friendly Shoe

Threadprint  
Threadtread  
Terra Sole  
Ecosole  
Treadwill  
Treadwell

Tread  
Walk  
Step  
Stride  
Gait  
Hoof it  
Hike

Shoe  
Thread  
Stitch  
Hem  
Sole (Soul?)  
Fiber  
Boot

at are environmentally friendly. This conference specifically seeks to build partnerships, in contrast to solely business-oriented. The audience of this conference includes: consumers, business owners, and innovators. excite its audience; it will generate new innovations that are fresh and original, yet retain an air of respectability. Business professionals will be attending the conference to focus on the latest solutions to the world's environmental problems. Leave the conference with a greater understanding of the issues.

+ growth	spark	plan
+ life	generate	space
+ creation	new	human
embryo	Crab	Common
bio	soil	400
biology	roots	
bark	brown	
in	light	
	yellow	
	stem	
	tendrils	

greenthink  
greenscheme  
ecothink  
thinkology  
ecospark