

HELLO
my name is

Every name announces

a personality, a promise and a strategy

The right name is central to your success

*Sideren creates names that drive
strategy and create value.*



S I D E R E N

Brand Creation and Alignment

Sometimes, the name makes the company

Roots Air

Canadian charter carrier Skyservice needed a name for its scheduled airline. A name that would position it as a competitor to Air Canada. A name that would be “the talk of the nation’. A name to create brand credibility and visibility – quick and at low cost.



We created a list of great new names. But we recommended that Skyservice co-brand with Roots. This strategy generated instant recognition, instant brand style and instant international media attention.

Usually, the company makes the name

Names create value by communicating value

Perigee Investment Counsel

As a result of a change of ownership, Montreal Trust Associates (called MTA) lost its connection to Montreal Trust. It needed a name to reflect this new reality and its value to customers. A name that communicated stability and progressiveness. One that stood out against other names in the same market space.

The logo for Perigee features the word "Perigee" in a dark teal, serif font. A small, light grey circle is positioned above the letter 'i', serving as a decorative element or a dot.

We created the name Perigee. Perigee is the point of orbit closest to the centre – in this case – to the customer's investment objectives.

No name is an island

Each name is part of a constellation of relationships

Expressing these relationships strategically maximizes value

MDS

Two subsidiaries of health and life sciences leader MDS, named Sciex and Nordion, took part in the first “Team Canada” trip to China. The media made no mention of the parent company. A disconnected MDS brand family didn’t communicate the full breadth of its offerings to customers or investors.



Science Advancing Health

We recommended shortening the corporate name, adopting a slogan and using MDS as the first part of every name — MDS Sciex and MDS Nordion.

Pardon us while we drop some names

Names, descriptors, slogans and brand architecture
created or managed by Sideren

- 724 Solutions *Your customer Is In Motion* ■ Abria ■ Arxx ■ Amec Convero ■ Bank of Montreal
- Bar-eX ■ BMO Custom Select ■ BMO Money ■ Clineo ■ Emera ■ Empori
- Canada Trust ■ Cebra *Intelligent Commerce* ■ Classwave *Wireless Polyphony* ■ Competix
- CT Market Partner ■ DreamWeave ■ Empori ■ Emfisys ■ iFire *Going Flat Out* ■ Inmet Mining
- Innocon *Value At Every Turn* ■ Lorus Therapeutics *Advancing Cancer Therapy*
- Mosaik MasterCard ■ MyChoiceInsurance ■ MDS *Science Advancing Health*
- Olon *It All Comes Together* ■ Oxford Properties ■ Perigee Investment Counsel ■ Perimis
- Proponix ■ Tarion ■ Terasen ■ Total Trade ■ Univeris ■ University Health Network
- Veev *Personal Electronic Marketplace* ■ Versent ■ Workbrain *Enabling the New Workforce*



S I D E R E N

Brand Creation and Alignment

Sideren is a brand solutions and strategic communications company.
We partner with our clients to help them develop and implement effective programs that identify, communicate, capture and defend their opportunity for value creation.

416 410-5075

Naming Services

Brand Platform Development

- Brand promise
- Brand architecture audit and recommendations
- Strategic research
- Name Strategy

Name Development

- Name generation
- Tagline and descriptor development
- Preliminary screening for availability and linguistic fit
- Name presentations
- Brand identity design

Name Selection

- Research/testing with customers, staff or other groups

Selling the Name Through the Organization

- Internal communications strategy
 - *Filling the name with meaning*
- Naming Workshops

Launching the Name

- Name launch strategy
- Launch planning
- Launch communications materials development