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— A New Brand is born —

The name is created by mixing the onomatopoeia of eating something good and the continues verb form that is a way of describe an action.

1 NAMING

Brain Storm for "Meal":

- Meal
- Food
- Eat
- Lunch
- Dinner
- Yummi
- Desserts
- Coffee
- Drink

Brain Storm for "Action":

- Eat/Eating
- Have a Lunch
- Dinner/Dinning
- Take
- Do it

Brain Storm for "Share":

- With
- Share
- Meet

Some Trends and Inspirations:

- JustEat
- Bicing
- Vueling

Final Names:

- EatWith
- DoEat
- EatIt
- LunchEat
- SharEat
- **Yumming**

The symbol is created within the brain storming of two inspirational words for this brand: "meal" and "communication".

2 BRANDMARK INSPIRATION

Inspirations for "Meal":



Wagner, Timo (2012). User: jungblut.
<https://logopond.com/members/profile/89597>



Sanad, Dalia.
<https://www.logocowboy.com/product/healthy-burger-logo-food-logo-design/>

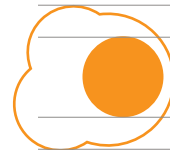
Inspirations for "Communication":



Facebook, Inc (2016). User: jungblut.
<https://play.google.com/store/apps/details?id=com.facebook.orca&hl=es>



WhatsApp Inc (2016).
<https://itunes.apple.com/es/app/whatsapp-messenger/id310633997?mt=8>



MEAL



RESULT



COMMUNICATION