

# Digital Techniques and Technologies in Fashion Advertising

## Lesson 2

# Step 1: Domain & Brand name

- Brand Name

Brand Name is the unique identifier of your brand

EXAMPLE: mybrand mysite me

- It should reflect your brand identity

# Step 1: Domain & Brand name

- Domain Name

The unique identifier name on www

EXAMPLES: myblog.com mysite.net example.org

TLD: .com > .org > .net > .it > .io

GENERAL RULE: .com WINS

# Step 1: Domain & Brand name

- Domain and Brand Name should be identical, although they are not the same thing
- They should be unique to you, don't violate any existing trademark
- Finding good Domain and Brand Name is crucial for any successful online initiative:  
**TAKE YOUR TIME TO FIND THE IDEAL ONE.**

# Step 1 – Domain & Brand Name

## **1. Make it Easy to Type**

Finding a domain name that's easy to type is critical to online success. If you use slang (u instead of you) or words with multiple spellings (express vs. xpress), it may be harder for readers to find your site.

# Step 1 – Domain & Brand Name

## **2. Keep it Short**

If your domain name is long and complex, you risk audience mistyping or misspelling it. Short and simple is the way to go.

# Step 1 – Domain & Brand Name

## **3. Use Keywords**

Try using keywords that describe your business or the services you offer. For example; if you're a glass replacement business, you may want to register [GlassRepair.com](http://GlassRepair.com) or [GlassReplacement.com](http://GlassReplacement.com). Include the keywords that people enter when searching for your products or services. It helps improve your rank on search engines (which increases traffic) and just makes more sense to your customers.

# Step 1 – Domain & Brand Name

## **4. Target Your Area**

If your business is local, consider including your city or state in your domain name to make it easy for local customers to find and remember. Example: PhoenixGlassRepair.com.



# Step 1 – Domain & Brand Name

## **5. Avoid Numbers and Hyphens**

Numbers and hyphens are often misunderstood — people who hear your website address don't know if you're using a numeral (5) or it's spelled out (five) or they misplace or forget the dash. If you need these in your domain, register the different variations to be safe.

# Step 1 – Domain & Brand Name

## **6. Be Memorable**

There are millions of registered domain names, so having a domain that's catchy and memorable is essential. Once you've come up with a name, share it with close friends to make sure it sounds appealing and makes sense to others.

# Step 1 – Domain & Brand Name

## **7. Research It**

Make sure the name you've selected isn't trademarked, copyrighted or being used by another company. It could result in a huge legal mess that could cost you a fortune, as well as your domain!

# Step 1 – Domain & Brand Name

## 8. Use an Appropriate Domain Name Extension

- Extensions are suffixes, such as .COM or .NET, at the end of Web addresses. These can have specific uses, so make sure to choose one that works for your business. .COM is far and away the most popular, but here are some other top extensions and how they're often used:
- .co : an abbreviation for company, commerce, and community
- .info : informational sites
- .net : technical, Internet infrastructure sites
- .org : non-commercial organizations and non-profits
- .biz : business or commercial use, like ecommerce sites
- .me : blogs, resumes or personal sites

# Step 1 – Domain & Brand Name

The screenshot shows the Wordoid website interface. At the top, there's a navigation bar with the Wordoid logo and a 'Sign in' button. Below the navigation bar, there's a main heading: 'Wordoids are made-up words. They look nice and feel great. They are good for naming things.' To the right of this heading, there's a sub-heading: 'Scouring your brain for a unique name for your next product, company or domain? Boost your inspiration with suggestions generated by an intelligent naming tool. Wordoid is the most creative way to find a catchy name for your new venture. Learn more...'

The main content area is divided into two columns. The left column contains a 'New' tab and a 'Recent' tab. Below these tabs, there's a section titled 'High quality wordoids in English, that are no more than 10 letters long...' with a 'Create wordoids' button. Below this, there's a 'Languages' section with a dropdown menu showing 'English', 'Spanish', 'French', 'Italian', and 'German'. Below the languages, there's a 'Quality' section with a dropdown menu showing 'High', 'Medium', and 'Low'. Below the quality, there's a 'Pattern' section with a text input field and a 'Create wordoids' button.

The right column contains a 'All' tab and a 'Favorites' tab. Below these tabs, there's a section titled 'High quality wordoids in English, that are no more than 10 letters long.' Below this, there's a list of four wordoids: 1. 'updisc' with buttons for '.com', '.net', 'Get updisc.com', 'Get updisc.net', and 'Pin'. 2. 'estable' with buttons for '.com', '.net', 'Check estable.com', 'Check estable.net', and 'Pin'. 3. 'univer' with buttons for '.com', '.net', 'Check univer.com', 'Check univer.net', and 'Pin'. 4. 'brilling' with buttons for '.com', '.net', and 'Pin'.

On the far right, there's a vertical sidebar with three design-related logos: '99 designs', 'The Dream Foundry', and 'AIDA PARIS FRANCE'. Below these logos, there's a logo for 'THE ROHINS' and a tagline 'Design done differently.'

# Step 1 – Domain & Brand Name

The screenshot shows a web browser window with the Namecheap domain registration interface. The browser's address bar shows the URL: <https://www.namecheap.com/domains/registration/results.aspx?domain=mysite>. The page title is "Domains → Registration → Results".

The main content area displays the domain "mysite.com" with a status message: "This domain is not available!". To the right of this message are links for "Make Offer" and "Whois". Below the status message is a search input field containing "mysite", with "Bulk Options" and "Search" buttons to its right.

On the right side of the page, there is a "Your Cart" sidebar showing a subtotal of €0,00 and a "View Cart" button.

Below the search input, there is a "Search Results" section with several filter tabs: "Popular", "New", "International", "Prime" (which is selected), and "Favorites". Below these tabs is a "Filter extensions" input field.

The search results list two domains:

- mysite.com with "Make Offer" and "Whois" links.
- mysite.net with "Make Offer" and "Whois" links.

# Step 1 – Domain & Brand Name

## GOAL

- Get your Blog Domain & Brand Name

# Step 2 – LOGO





# Step 2 – LOGO

## COLOR IS KEY

- Red: energetic, sexy, bold
- Orange: creative, friendly, youthful
- Yellow: sunny, inventive, optimism
- Green: growth, organic, instructional
- Blue: professional, medical, tranquil, trustworthy
- Purple: spiritual, wise, evocative
- Black: credible and powerful
- White: simple, clean, pure
- Pink: fun and flirty
- Brown: rural, historical, steady

# Step 2 – LOGO

- 1. Be Simple**
- 2. Be Dynamic**
- 3. Be Versatile**
- 4. Be Unique**
- 5. Be Meaningful**

# Step 2 – LOGO

- Ideal Formats: png (transparency), jpeg,
- Should be used in different formats: icon, square icon, favicon, rectangular, with\without background
- Check for similar TM LOGOs
- Should work with HI\Low resolutions

# Step 2 – LOGO



# Step 2 – LOGO



# Step 2 – LOGO



# Step 2 – LOGO

## GOAL

- Get an effective LOGO for your Blog, Website and Social

- FORMATS

32X32 .ico (favicon)

150x150 .png (website)

500x150 .png (website)

600x600 .png (socials)

1000x300 .png (socials)

Save .PSD and .EPS for later USE

# Step 3 – Socials

- Book your social pages NOW!
  - Facebook
  - Twitter
  - Instagram
  - Pinterest
- 
- Hook them to your Website later
  - Customize their Brand Image later



# Step 4 – Action

- Choose your hosting
- Deploy your Blog
- Hook Socials
- Develop your strategy
- **WRITE!**

Volumio x Massimiliano x Corriere dell' x Dagospia x volumio/TM x TMM/sys-up x Site Stats x WE LIKE TAL x Registrati a V x Michelangelo

← → ↻ https://signup.wordpress.com/signup/it ☆

App Repubblica Wittgenstein UniFI - Facoltà di Psi... Backups VPSs SkyGo Vice Wired Dagospia Dominum BladeVPS Auto usate: Fiat, Co... Fiat coupè nero imp...

WordPress.com Temi Supporto Forums Novità Funzionalità Sottoscrivi Login

wordpress.com IS ALSO AVAILABLE IN ENGLISH

<p>INDIRIZZO E-MAIL ✓</p> <input type="text" value="michelangelogarise@gmail.com"/>	<p>Ti invieremo un'email per attivare l'account, quindi assicurati di avere digitato correttamente l'indirizzo.</p>
<p>NOME UTENTE ✓</p> <input type="text" value="michelangelogarise2015"/>	<p>Il tuo nome utente dovrebbe essere minimo di quattro caratteri e può includere solo lettere minuscole e numeri.</p>
<p>PASSWORD ✓</p> <input type="password" value="....."/> Visualizza	<p>Le password efficaci usano caratteri maiuscoli e minuscoli, numeri e simboli come !"£\$%&amp;.</p> <p><a href="#">Genera una password forte</a></p>
<p>INDIRIZZO DEL BLOG</p> <input type="text" value="anfasaz"/> <a href="#">.wordpress.com Gratis ▼</a>	<p>Scegli un indirizzo per il blog. Puoi cambiare l'indirizzo WordPress.com in seguito. Als je geen blog wilt, meld je dan hier aan voor alleen een gebruikersnaam.</p>

## Pensando di un upgrade?

Scegliendo un upgrade alla registrazione puoi risparmiare rispetto al comprarlo in un secondo momento. Per ulteriori informazioni su ciascun upgrade, passa sul nome per una spiegazione delle funzioni.

PASSO 1

## Imposta il tuo blog

Titolo del blog

Motto (facoltativo)


Spiega in breve l'argomento del blog.

Lingua



it - Italiano ▼



*In quale lingua scriverai sul blog?*

Prossimo passo →

 **Anfasaz**  
anfasaz.wordpress.com

+ AGGIUNGI NUOVO WORDPRESS


 Vedi Sito 

 Amministratore WP 



 **Statistiche**


PUBBLICA


 Articoli del blog Aggiungi

 Pagine Aggiungi

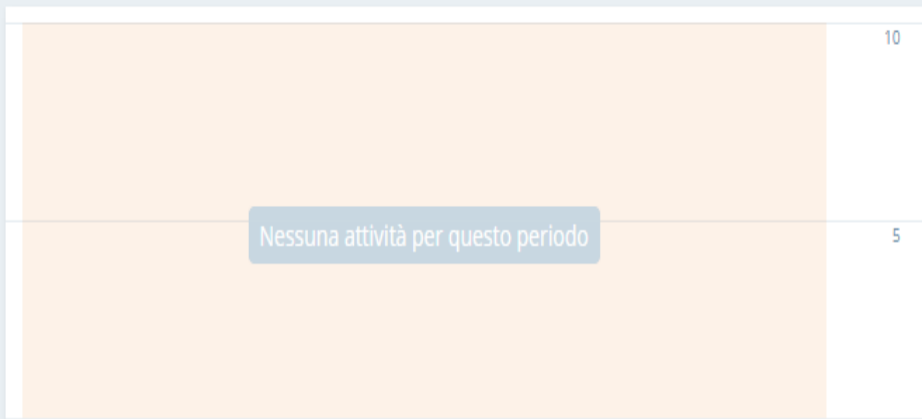
ASPETTO





 Temi 

 Personalizza



 Menu

Giorni Settimane Mesi Anni





feb 17			
 VISITE	 VISITATORI	 MI PIACE	 COMMENTI
0	0	0	0

### Statistiche per February 17

**Articoli e pagine**  

Nessuna visita su articoli o pagine

**Paesi**  

Nessun Paese registrato

# Step 5 – Content

- Blog Posts
- Galleries
- Promotions
- Polls