

Naming Results

DCODE

Prepared for Jonathan Paley and Josh Weissglass

December 5, 2009

My Top 16

| | |
|------------------|--|
| DOJO | A training hall for martial arts practice. Where RecRoom is chaotic and messy, DOJO evokes power, focus, nimbleness, mental agility, mastery. Keeps the D from Dcode; JO is a subliminal shoutout to Jon + Josh. |
| Sling | A slingshot casts a small, speedy, targeted projectile – unconventional, unexpected, underrated in its power. Evokes David + Goliath – a small agency beating the big, lumbering guys. Evokes “slang” – has a hip quality. |
| J | Iconic, confident, classic, powerful. Feels like a boutique hotel, hip nightclub, or clothing line. J came from Jon + Josh, but could represent anything: your Just-in-time project model, your Jump-to-it attitude, etc. |
| Unusual | The opposite of the usual, the everyday. A non-traditional approach to traditional business. Unconventional, edgy ideas that cut through the b.s. Exceeding expectations, no matter what the challenge. |
| Tigerfly | The nimbleness and streamlined speed of a winged insect; the awesome power and stealthy cunning of a tiger. Swoops in and strikes in a split second. Or: Lionbug (friendlier, but possibly too cutesy). |
| HopRocket | Nimbleness, speed, and power. Leaps from 0 to stratosphere in a single bound. Full of vitality, freshness and fun. A shop that jumps right in and shoots for the stars. |
| Jitzu | In jiu-jitsu, the opponent’s brute strength is used against them – like how the small, nimble agency wins out over the big guys, with their big overhead, big fees, and inconsistent quality. Or: Jitsu . |
| GoLong | From football. Bold, confident, unafraid to think big. Go long – we’ll hit you right on the numbers. Team player, can-do spirit. We don’t drop the ball. We always come through and deliver the touchdown. Or: GoDeep . |

Hoverbird

Nimble, light, efficient. Like a sci-fi stealth aircraft. Zips around like a hummingbird, hits its target with accuracy. You never saw it coming.

Amphibian

Glides through the water nimbly, lean and streamlined, like you cut through big overhead and your ideas cut through b.s. “Amphi” = “both” – evokes your hybrid agency / production model. Or: **Amphibious, Amphibia**.

Zaptitude

Agility (ZAP!) meets ability (Aptitude) meets attitude. Has a fresh, fun approachability. Speedy, zippy, but still has intelligence and expertise.

PlayBig

Even the smallest, scrappiest player can win if he plays hard. Play = creativity; Big = big execution, big ideas, A-level production. An agency that thinks like a startup but executes like the million-dollar boys.

Pazaz

In Hebrew, “pazaz” means to be nimble, to leap, to be agile. Evokes “pizazz”, of course. Snappy, energetic, fresh, forceful.

OnFly

From your on-the-fly project model: lean, customized per-project execution. On = accuracy, “on it”, on top of things, on time, on target, turned on, electrified, energized; Fly = nimble, speedy, soaring, lean, efficient, aims high.

LaserBlade

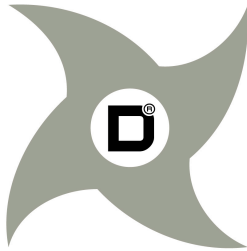
A play off of “razorblade”. Cuts through cleanly, efficiently, effortlessly – like your model cuts through big overhead and your creative ideas cut through the b.s. Confident, futuristic, streamlined, beyond “cutting edge”.

Shotclock

From basketball. Works well under pressure, agile, gets to the basket, delivers on time. Shot = propulsive speed, vitality; Clock = time management, execution. Or: **Buzzbeater** (from buzzer-beater).

Some Quick Logo Treatments

DOJO[®]



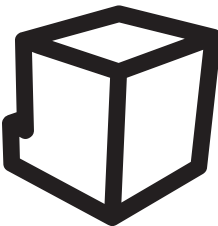
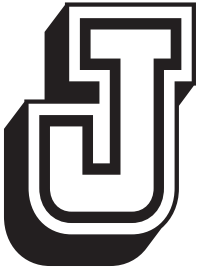
Not my work. I got these from the Web.

SLING 

The slingshot icon is not my work.


SLING

The impact burst is not my work.



Like the NYC subway line.

UNUSUAL



Tigerfly

Domain Name Availability

| | |
|-------------------|---|
| DOJO | dojo-nyc.com dojogroup.com dojopartners.com dojoagency.com dojonyc.com dojoinc.com dojo.com |
| Sling | slingnyc.com sling-nyc.com slingagency.com slinggroup.com slingpartners.com sling.com slinginc.com |
| J | j-nyc.com jnyc.com jgroup.com justj.com agencyj.com j.com jinc.com jpartners.com jagency.com |
| Unusual | unusual-nyc.com unusualagency.com unusual.com getunusual.com unusualnyc.com unusualgroup.com unusualinc.com unusualpartners |
| Tigerfly | tigerflynyc.com tigerfly-nyc.com tigerflypartners.com tigerflygroup.com tigerflyagency.com tigerfly.com tigerflyinc.com |
| HopRocket | hop-rocket.com hoprocketnyc.com hoprocketgroup.com hoprocketinc.com hoprocketagency.com hoprocket.com |
| Jitzu | jitzunyc.com jitzu-nyc.com jitzugroup.com jitzuinc.com jitzupartners.com jitzuagency.com jitzu.com |
| GoLong | golongnyc.com golong-nyc.com golonggroup.com golonginc.com golongpartners.com golongagency.com go-long.com golong.com |
| Hoverbird | hoverbirdnyc.com hoverbirdgroup.com hoverbirdinc.com hoverbirdpartners.com hoverbirdagency.com hoverbird.com |
| Amphibian | amphibiannyc.com amphibianinc.com amphibianpartners.com amphibianagency.com amphibian.com amphibiangroup.com |
| Zaptitude | zaptitudenyc.com zaptitudegroup.com zaptitudeinc.com zaptitudepartners.com zaptitudeagency.com zaptitude.com |
| PlayBig | playbignyc.com playbiggroup.com playbiginc.com playbigpartners.com playbigagency.com playbig.com |
| Pazaz | pazaznyc.com pazaz-nyc.com pazazgroup.com pazazinc.com pazazpartners.com pazazagency.com pazaz.com |
| OnFly | onflynyc.com onfly-nyc.com onflygroup.com onflyinc.com onflypartners.com onflyagency.com onfly.com on-fly.com |
| LaserBlade | laser-blade.com laserbladenyc.com laserbladegroup.com laserbladeinc.com laserbladeagency.com laserblade.com |
| Shotclock | shotclocknyc.com shotclockgroup.com shotclockinc.com shotclockagency.com shotclock.com shot-clock.com |

domain.com = Available for registration
domain.com = Registered, but possibly available for purchase
~~domain.com~~ = In active use

Also of Interest

| | |
|-------------------|---|
| Ammonia | Nothing “cuts through” like ammonia. Wakes you up, revives. Edgy. |
| Amphibia | See Amphibian, above. |
| Amphibious | See Amphibian, above. |
| AntHawk | Small + strong, nimble + powerful. AntHawk.com is available. |
| BopRocket | See HopRocket, above. BopRocket.com is available. |
| Brave | Evokes David + Goliath. |
| Buzzbeater | See Shotclock, above. Evokes “buzz”, delivers under pressure. |
| Clockwork | Evokes efficiency, on-time, ease, smooth sailing, professionalism. |
| GoDeep | See GoLong, above. |
| JumpFuel | Active, propulsive, energy, like HopRocket. JumpFuel.com is available. |
| Lionbug | See Tigerfly, above. Lionbug.com is available. |
| Lunge | Tiger-like reflexes, energetic, powerful. |
| Machete | Cuts through the tangles of jungle brush. |
| Mugsy | From Mugsy Bogues – small, agile, nimble, effective. Gangster cool. |
| Pounce | Tiger-like reflexes, energetic, powerful. |
| StreetHawk | Hawk-like reflexes with an urban, “knows what’s on the street” cool. |
| Vault | Vault = to leap over an obstacle; Vault = a solid, secure stronghold. |

Interesting Ideas, but Taken

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|-------------------|--|
| Acrobat | Nimble, flexible, mastery, showmanship. A consulting / marketing firm (including sports!) in the UK. acrobatonline.com |
| Airfoil | Airfoil = the shape of a wing. Streamlined, efficient, cuts through air. A tech PR firm in Michigan. airfoilpr.com |
| Ant | Small but nimble and powerful, can 10 times its weight. Used by lots of marketing and creative firms. |
| Blade | Cuts through with efficiency. A branding firm in Toronto. bladecreativebranding.com |
| Blueprint | Effective project planning, management, execution. An e-business solutions firm in New Jersey. acrobatonline.com |
| Bulb | Light bulb = ideas, creativity. A brand / design consultancy in Belgium. bulb.be |
| Butter | “Like a knife through butter” = easy, smooth sailing. A design firm in Australia. buttercreative.com.au |
| Drive | The running game in football. We get the yardage, don’t drop the ball. A marketing firm in Utah. drivemarketing.com |
| FireAnt | Small, but packs a punch. Not to be messed with. A digital design studio in Denver. fireantstudio.com |
| Jetpack | Propulsive, fresh, approachably futuristic. A brand design consultancy in Vancouver. jetpackcreative.com |
| Mantis | Nimble, lean, powerful. A marketing / design / PR firm in NYC. mantisdirect.com |
| PaperPlane | Propulsive energy, but approachable. Evokes brainstorming, ideas. A digital agency in India. paperplane.net |

All the Rest

| | | |
|-----------|-------------|-------------|
| 3path | Anvil | Clock |
| Acurant | Atom | ClockRocket |
| Admantis | AtomSmash | Cobrastyle |
| Adroit | B | Colony |
| Aerobat | B:RAVE | Dapt |
| Agencia | Bamboo | Dapta |
| Agentsia | Beam | Daptiv |
| Agido | Bee | Daptive |
| Agil | Big Play | Dart |
| Agile | BigPlay | Dartgun |
| AGL | Blaze | Decathlon |
| Airstream | BlockRocket | Deft |
| AirTiger | Blur | Deliver |
| Ajile | Bolt | Dex |
| Akido | BulletTime | dfuse |
| Akimbo | Bungee | dfuze |
| Amantis | BuzzRocket | Domino |
| Amaze | Cake | Droit |
| Amble | Carry | dsolve |
| Amonia | Catapult | Dzaz |
| Ampoline | Cathlon | dzolve |
| Antiger | Celera | Edge |
| Antlion | ClearPath | Elude |

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|-------------|-----------|------------|
| Emaze | Hammer | Jack |
| enfire | Hang | Jak |
| enfuse | Harpoon | Jampoline |
| Excede | Highwire | Jectile |
| Express | Hive | Jetfuel |
| Factory | HomeTeam | Jetstream |
| Fastlane | Hop2 | JJ |
| Fazr | HotRocket | JockRocket |
| FlipFish | Hovercat | Joose |
| Franchise | Hoverfly | JotRocket |
| Freepath | HoverHawk | Judo |
| G | Ice5 | Juice |
| Gazelle | Ice8 | Jump2 |
| Gear | Ice9 | Jump5 |
| Gecko | IceBlade | Jumpedo |
| Gekko | IceHawk | JumpFish |
| Geko | Imaze | JumpLeft |
| GlassBlade | Imble | JumpRight |
| Glasscutter | Immaze | JumpRocket |
| GlassKnife | Incise | JumpTeam |
| Glider | Incisor | JumpTime |
| GliderGun | Infuse | Lancer |
| GoBig | Ion | Landspeed |
| Goliath | Isotope | Laser |
| GoTime | J Factor | Lasr |
| HackSlash | J2 | Laze |

| | | |
|------------|------------|------------|
| Lazr | Nimbl | Project |
| Lean | Nimble | Project1 |
| Leen | NimbleCat | Pzaz |
| Level | Nimblefish | Rampoline |
| Level A | Offense | Raptor |
| Lever | onFire | RaptorBee |
| Leverage | Orpedo | Razor |
| Levl | Panthroid | Razr |
| Lionfly | path2 | Reticle |
| Lionmite | Payton | Rocketfuel |
| Luge | Phaser | Rocketpack |
| LVL | Phazer | Ropewalk |
| m:path | Phazr | RunGame |
| Macrobat | Phibia | Rush |
| Manshark | Phibian | Shard |
| MindHawk | Pincer | Sharkskin |
| Mojo | Pinicle | Shotgun |
| MotionBlur | Pinpoint | Slalom |
| Mugzy | Pinpt | Slice |
| Mustard | Pirana | Slingshot |
| n:fuse | Piranha | Slink |
| NFuse | Playmaker | Slinkfish |
| nFuse | PogoGo | Slipper |
| nfuze | PopRocket | Slipstream |
| Nim | Pouncer | Slither |
| Nimbal | Precis | Slithr |

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|-------------|--------------|-----------|
| Sliver | The Lab | Underhead |
| SmashAdams | TheFirm | Vault |
| Snap | TheOffice | Victor |
| Somersault | TheRush | WindFire |
| Sparrowhawk | TheZone | x:path |
| SpotRocket | ThinkHawk | Xcede |
| Squeeze | Thorpedo | Xceed |
| Stainless | ThoughtHawk | Xede |
| Steplight | Tightrope | xpath |
| Stinger | Toast | Xseed |
| Stinger | Torpedo | Zantelope |
| Stingr | Torpedo | Zaptude |
| Stream | Track | Zigzag |
| Streamline | Trampoline | Zimble |
| Struct | Trigger | Ziptime |
| StuntPilot | TripleJump | Zume |
| Teligency | TunnelRunner | |