

# Names, Logos & Tag Lines for Medical Practices

## Names

- Your own name for the practice is fine unless it is difficult to spell or speak.
- Fictitious names are generally best for groups or difficult surnames, unless there are only two doctors and their names are short and simple.
- To choose a fictitious name, invite 5 friends to help you post all possible words to a chart, then make all possible word combos, then do a process of elimination. Consider specialty, diagnosis, geography, history, street, city, neighborhood. Check the phone book and Google it to see if it is available, then register it.
- Names starting with "A" are listed first in the Yellow Pages and most directories, a marketing advantage.
- Check that the acronym is not detrimental, like for "Professional Medical Services".

## Logos

- The purpose of a logo is to create a visual impression of your practice.
- Including the practice name is desirable.
- If you plan to promote/market your practice for the long haul, a logo may be useful.
- Logos are not required, particularly if you are a specialist who obtains most new patients by physician referral rather than direct public choice.
- You can use a "stylized" font for your practice name in lieu of a logo. Don't use more than 2 fonts. Serifed fonts project a more professional image than san-serif.
- No logo is better than a bad or confusing logo.
- The best logos would allow the viewer to guess the nature of the practice from the graphic; what's called a "talking logo" ..
- Beware multi-colored and pastel logos, since they don't photocopy or fax well, and are more expensive than grayscale of 1-2 colors.
- For ideas, go to Google>Images and search keywords like "allergist logo"
- Do not use humor, like the GI with the brown business card.
- Beware use of red, the color of " blood, danger, & stop"

## Tag Lines

- A tag line summarizes and communicates the practice's values & benefits
- A tag line should not exceed 7 words.
- A tag line should be adjacent to your name and logo every time they appear.
- Think about how referrers and lay persons see & understand it, rather than how you see it.

Examples:

*Allergy & Asthma Care for the Whole Family*

*Advanced Allergy & Asthma Care for Women Only*

*Allergy & Asthma Care for Adults & Adolescents*

*National Quality Locally Delivered*

*Allergy & Asthma Care From Cradle to College*