

Naming Project for Little Kingdom

Jyothi & Shivi | 7.09.2017

Little Kingdom

feedback

The sound of *Little kingdom* has a familiarity to it.

On the downside, it comes with traditional connotations and theist associations. It can also be considered patriarchal.

It has recall value, but will be remembered as 'just another school' as it doesn't offer anything new.

Elemenopy

l-m-n-o-p

noun

It's a humourous take on how we recite the alphabet.

Playful + Learning Basics + Phonetics

A familiar chant that is both colloquial and musical.
Sounds like Elementary

BEGINNERS

big-inn-errs

noun

A simple and direct definition of a pre school. Where we all begin.

Starting + Ambitious + Approachable

It's a democratic approach to the name of a pre-school.

Open ended enough to incorporate a vast scope of expression for the brand

Sounds reliable and global.

more glee

mow-gee
phrase

This word is a play on *Mowgli*, a fictional character from *The Jungle Book*.
Mowgli grew up in a diverse & unusual playground where he learnt through tangible experience.

Happy + Tactile + Extra

We believe in a joyful learn-by-doing method of teaching to provide the kids with that extra holistic growth. The beauty of the name is that it holds up independently without the literature reference.

PRIDE ROCK

Pride Rock
proper noun

The collective noun for lions is Pride. Pride Rock is a fictional place in lion king.

sharp phonetics + aspirational + trustworthy

Where Simba played, so a place for children

yellow BRiCK ROad

The yellow brick road
proper noun

The Yellow brick Road in the Wizard of Oz is a metaphor for a course of action that a person takes believing that it will lead to good things.

Hopeful + Sunny + Visually Striking

Derives from the blues in the collection which is the accent to the neautral palette.

Thank You !

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