

WE HELP PEOPLE BUILD CIGAR BRANDS



*Complete Guide to:
Starting your Cigar
Company / Brand*

“What do you need to start a business? Three simple things: **know your product better than anyone, know your customer, and have a burning desire to succeed.**”

-Dave Thomas, Founder of Wendy's

If you've downloaded this e-book is because you're thinking or are in the process of launching your own cigar company / brand. So congratulations for reaching this point.

The purpose of this guide is to help you navigate the process of starting your own cigar brand and to help you answer some of the basic questions you may have upon starting this journey.

Our goal here at Cigar Package Design is to help the next 10,000 people build and successfully launch their cigar brands.



Choosing the right name for your brand.

Many factors go into play when crafting the right name for your brand. According to book author **Marty Neumeier**, in his book “ZAG” he writes that you must (A) choose a name that’s different, brief and appropriate, (B) make sure it’s easy to spell and pronounce, (C) find out if the name can be used as a URL and (D) determine how easy or difficult it will be to legally defend.

If you are using a family name or inheriting a name, this step should be straight forward. If this is not the case, make a list of potential business names. Then narrow down your list to your top three favorite names. Finally, choose the name that best represents your brand’s goals and values.

If you need help crafting brand names, here is a list of business name generating sites.

<https://businessnamegenerator.com>

<https://namelix.com>

<https://looka.com/business-name-generator>

<https://www.oberlo.com/tools/business-name-generator>

<https://www.wix.com/tools/business-name-generator>

PS: Check out Marty Neumeier’s book “ZAG” here:

<https://amzn.to/2yL4VR3>



Make sure you can trademark the name.

Name availability is one of the most crucial aspects of choosing the right name. You don't want to spend months developing your brand only to find out someone else is already using the name.

Many entrepreneurs find using the U.S. Patent and Trademark Office's online database helpful for conducting a name search. This allows you to search for similar names already registered, and if you find a match, you'll know to choose a different name for your business.

Confirming that your business name is available and trademarked before launching your company is critical.

Remember to check the following websites and perform a basic search before settling on a name.

<https://www.uspto.gov>

<https://www.trademarkia.com>



The importance of a trademark attorney.

A registered trademark is a valuable asset to any business. While registering a trademark may seem fairly simple, the process is actually quite detailed and requires many legal decisions along the way.

You should hire a trademark attorney because a skilled and experienced attorney will give you a significantly better chance of securing a trademark registration than if you file a trademark on your own. You will want to avoid unnecessary errors, costly re-filings, and even rejection at all cost.

We work with an experience trademark attorney who specializes in the cigar industry, and we can provide that information to you upon request.

Email your request to:
info@cigarpackagedesign.com



Domain name, URL, emails and more.

Now that your cigar company / brand is trademarked, you'll need to secure the domain names that match your new company name. And yes, you read "names" correctly, we recommend securing at least both .COM and .NET extensions for your domain names.

Choosing the best domain registrar for your website URL is more than just looking for the lowest price. Some registrars wear multiple hats, allowing you to register a domain and host your website in an all-in-one package. Be sure to take your unique situation into consideration when selecting a service, and remember that introductory rates generally do not carry over when it's time to renew.

If you need help in acquiring domain names, here is a list of sites you can purchase domain names from:

<https://www.namecheap.com>

<https://www.domain.com>

<https://domains.google>

<https://www.dreamhost.com>

<https://www.hover.com>

<https://www.godaddy.com>

<https://www.bluehost.com>

<https://www.hostgator.com>



Now the fun and creative stuff can begin.

At this point is where you can now begin working on your logo, cigar bands, cigar box packaging and the over all presentation of your cigar brand(s).

Your logo is one of the first things potential customers may notice about your brand, so it's crucial to ensure it reflects the name and style of your company.

Here are a few tips to help you create a logo and branding that accurately reflects your cigar brand.

- Consider what your business name represents. Is it traditional or modern? Serious or fun?
- Brainstorm logo ideas that reflect the general tone of your brand. Do you want your brand to evoke quality and craftsmanship, or are you taking more of a formal and straightforward approach?
- Take a look at your competitors' logos and branding. What do they communicate, and how does it compare to what you want to say with your brand?
- Don't be afraid to experiment. Try out different color schemes, fonts, and images until you find something right for your business.

You can develop a logo and branding that accurately reflects the name and style of your company if you put in some time and effort.



We Help People Build Cigar Brands



Best in Show
IPCPR 2014



Best in Show
IPCPR 2018



Outstanding Art
Cigar Journal 2020

Lets collaborate and create something great.

At Cigar Package Design, our goal is to help the next 10,000 people build and successfully launch their cigar brands. We are an award-winning creative studio that caters to the creative needs of premium cigar industry.

Since 2008, we provided people starting new cigar companies the creative tools needed to follow their passion for premium cigars.

Our job is to point you in the right direction, making sure you measure twice and cut once along the way. We provide the creative and packaging design tools needed to effectively launch cigar brands - We work with people, not companies.

So what are you waiting for? Get a hold of us and lets collaborate and create something great!



<https://www.instagram.com/CigarPackageDesign>



<https://www.facebook.com/CigarPackageDesign>



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<https://www.tiktok.com/@cigarpackagedesign>



<https://www.linkedin.com/company/cigar-package-design>



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