

How to create a WhatsApp name

Display Name Guidelines

All display names should have a relationship with your business and should not violate WhatsApp Commerce and Business policies. Having display names compliant with our guidelines is required to send messages using the WhatsApp Business API or to qualify for WhatsApp official business accounts.

Below are principles for display names and guidance for best practices to avoid formatting errors.

Principle	Examples
Compliance with policies	A display name should not violate WhatsApp Commerce and Business policies. An example for a store that sells wine glasses: <ul style="list-style-type: none">• Accepted: ABC Wine Glasses• Not accepted: ABC Wine
Accurate representation of your business	A display name should represent: <ul style="list-style-type: none">• A business or its service, product, or department• A test account or a demo account and it must maintain an association to the business (e.g., Fresh Produce Test)
Consistency with external branding	A display name must have consistent branding with external sources (e.g., a company's website or marketing). An example for a product line named "Fresh Produce Cold Pressed Juices"

Principle	Examples
Clear relationship with your business	<p>A display name must have a clear relationship with your business (must be referenced on the business's website or external media references). For example:</p> <ul style="list-style-type: none"> • Accepted: Name of a charity mentioned on a non-profit organization's website • Not accepted: Name of a charity not mentioned on any external websites

Formatting Guidelines

Your display name will be rejected if there are formatting errors so it is important to comply with the following rules. (**Note:** These rules do not apply if a business or an organization already brands this way. In that case, the display name may incorporate punctuation, capitalization, etc. that matches the external branding.)

Formatting Rule	Examples
A display name may not be in all capitals, must have grammatically correct capitalization, and should match the capitalization used in your business name.	<p>For example:</p> <ul style="list-style-type: none"> • Accepted: New City Computers • Not accepted: NEW CITY COMPUTERS
Do not change the spacing from the spacing used in your business name.	<p>An example for a business called "Lil'Cupcakes":</p> <ul style="list-style-type: none"> • Accepted: Lil'Cupcakes
Do not add any extra punctuation, emojis, or character symbols (such as trademark designations).	<p>For example:</p> <ul style="list-style-type: none"> • Not accepted: @New City Computers • Not accepted: New City Computers™
<p>Do not add extra words to your company or brand name unless the words indicate:</p> <ul style="list-style-type: none"> • country or region; • department or function; or • "Test" or "Demo" accounts. 	<p>For example:</p> <ul style="list-style-type: none"> • Accepted: Fresh Produce Mexico • Accepted: Fresh Produce Customer Support
If you add permitted words, the first letter of the word must be capitalized.	<p>For example:</p> <ul style="list-style-type: none"> • Accepted: Fresh Produce Test • Not accepted: Fresh Produce demo
A display name must contain a minimum of 3 characters.	<p>An example for a business, "KT Sir":</p> <ul style="list-style-type: none"> • Accepted: KT Sir • Not accepted: KT
A display name may not be in URL format.	<p>For example:</p> <ul style="list-style-type: none"> • Not accepted: FreshProduce.com

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