



# Philosophy of Naming

**NAME AS MEANING**

# Name → Meaning

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To name something is to frame it.

To shape how it's understood and remembered.

The right name brings clarity...

Unlocks insight...

And changes how we think.

NAME AS MEANING

**“The limits of my language are  
the limits of my world.”**

— *Ludwig Wittgenstein*

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Naming expands what people can understand.

And what they believe is possible.

NAME AS MEANING

**“If names be not correct,  
language is not in accordance  
with the truth of things.”**

— *Confucius*

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Misnaming leads to misalignment.

Precision matters in branding.

NAME AS MEANING

**“Language shapes the way we think, and determines what we can think about.”**

— *Benjamin Lee Whorf*

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A name frames reality.

Choose the frame, shape the mind.

## **“To define is to limit.”**

— *Oscar Wilde*

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This may sound like a negative, but in branding, it's essential.

A name provides a label and carves out a clear space for an offering, distinguishing it from other offerings.

The trick is to figure out how much you want to limit it.

NAME AS MEANING

**“The difference between the almost right word and the right word is... really a large matter — it’s the difference between the lightning bug and the lightning.”**

— *Mark Twain*

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The right name can be electrifying.

The wrong one?

A spark that never catches.

# Parting Words

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Names shape understanding.

The best ones make meaning stick.





**Change the world, one name at a time**

Tanj.co