



Philosophy of Naming

NAME AS MEANING

Name → Meaning

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*

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*

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*

A name frames reality.

Choose the frame, shape the mind.

“To define is to limit.”

— *Oscar Wilde*

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*

The right name can be electrifying.

The wrong one?

A spark that never catches.

Parting Words

Names shape understanding.

The best ones make meaning stick.



Change the world, one name at a time

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