



Philosophy of Naming

NAME AS POETRY

Name → Poetry

Names aren't just functional.

They're emotional.

Like poetry, the best names carry rhythm, resonance...

And raw emotion.

**“What’s in a name? That which
we call a rose by any other name
would smell as sweet.”**

— William Shakespeare

Would it, though?

A name shapes perception.

Poets certainly wouldn’t write about roses as much if they were called *frinkles* or *groinks*.

“The shortest poem is a name.”

— *Anne Michaels*

The rhythm, aesthetics and semantic components within a name come together to evoke emotions and convey experiences or ideas beyond the surface-level meaning.

One word.

Limitless feeling.

“His name tasted of fire and wings, of curling smoke, of subtlety and strength and the rasping whisper of scales.”

— Naomi Novik

A well-crafted name can evoke a whole world, stirring the senses with just a few letters.

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**“Proper names are poetry in
the raw.”**

— *W.H. Auden*

Names aren't just information.

They're compact expressions of beauty and feeling.

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**“A poet’s work is to name
the unnameable.”**

— *Salman Rushdie*

Brand namers aren’t just wordsmiths.

They’re explorers of the unseen.

Parting Words

A name can move you.

Make sure yours says something worth feeling.



Change the world, one name at a time

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