



# Philosophy of Naming

**NAME AS POWER**

# Name → Power

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Naming is an act of control.

A way to claim space, shape perception, and assert identity.

In branding and beyond, names hold power.

Because they make the intangible real.

NAME AS POWER

**“The beginning of wisdom is to  
call things by their proper name.”**

— *Confucius*

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A well-chosen name brings clarity, direction, and trust.

NAME AS POWER

**“In the world of ideas, to name something is to own it.”**

— *Thomas L. Friedman*

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Naming is an act of control.

In branding, it transforms the abstract into something claimable.

NAME AS POWER

**“To name oneself is the first act  
of both the poet and the  
revolutionary.”**

— Audre Lorde

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Self-definition is power.

Great brands name themselves before the world can.

NAME AS POWER

**“A word is nothing but a painting  
of a fire. A name is the fire itself.”**

— *Patrick Rothfuss, The Name of the Wind*

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Names are so much more than a series of letters or a word  
plucked from the dictionary.

**“A good name is more desirable  
than great riches.”**

— *Proverbs 22:1*

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Your reputation is everything — and you’re known by your name.

So choose a great name, and live up to it.

NAME AS POWER

**“The finest language is mostly made up of simple, unimposing words.”**

— *George Eliot*

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There's power in simplicity.



# Parting Words

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The right name doesn't just stand out.

It stands for something.

Choose with purpose.



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

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