

2025 NAMING TRENDS

PLUS PREDICTING THE UNPREDICTABLE

Hello There!

The world is moving fast — don't get left behind when it comes to brand naming.

We'll make it easy to stay up-to-date with this short report.

Discover what's happening in the world of naming right now, and what it means for how you name your new brand.

TREND #1

Natural Language

We're seeing an uptick in names that feel pulled straight out of a conversation that consumers might have.

When done well, this is a good technique for uncovering names that are both memorable and unique.

REALWORLD

 So Syncd


whatnot

By Rotation

ClearForMe

TREND #2

Don't Say That!

“We can't do that. Absolutely not. Are you crazy?”

These are names that a lot of people probably said no to, but one bold person pushed through.

There are always a few boundary-pushing names out there, but we see them proliferating a bit more lately.

Abnormal

UNWELL

 BIG ASS FANS®

smartasset™



(yes, they emphasize the “smart ass” – you’ve got to own it)

TREND #3

Ultra Simplicity

Simplicity manifests itself in a variety of ways in naming. A couple that are trending:

First: So simple, it's probably not a super protectable trademark. These names are very descriptive, very broad, and/or very common.

WRITER

captions™

Open

campus

 THE
HOTELS
NETWORK

Ultra Simplicity Continued...

Second: Names that hearken back to a seemingly simpler time. In a world that is increasingly tech-laden, this type of simplicity can feel like a balm for the soul.



TREND #4

Length, Schmength

Overall, there is still a preference for shorter names, but it's striking that more lengthy names are showing up.

This is likely due, in part, to trademark saturation — as well as a pendulum shift away from the more manufactured-feeling coined names toward a more natural sound.

Our Predictions

Look, we're not going to pretend anything can really be predicted right now.

2025 is off to a truly wild start.

But the mere fact of things being unpredictable right now suggests some trends we may expect to see in the near future.

PREDICTION #1

Cozy, Community, Grassroots

With large-scale distrust in the United States and globally, there will be a yearning for comfort and kindness.

We'll see more names that feel warm and community-oriented.

PREDICTION #2

Let's Be Honest

Americans' B.S.-meters are highly sensitive right now. They'll want to see names that are honest and believable.

Companies and organizations will need to say what they do and do what they say.

PREDICTION #3

Back to Serious

With the dismantling of CFPB, trust in the financial sector will plummet.

Financial names have been trending more and more lighthearted over the past decade, but that will likely reverse — and fast.

Think more names like Silverfort and fewer like Daffy.

PREDICTION #4

New Brands Abound

With lots of layoffs, we hope to see plenty of new startups.

Trademarks are always competitive.

We have a hunch we'll see more long names, including multi-word names, both to bypass the crowded field and to give more of a warm, human feel to these new businesses.

PREDICTION #5

Take a Stance

Will brands make big statements and calls to action? Will they toe the line? Will they try to lightly suggest a stance without saying it directly?

In the coming months, we think we'll see brands demonstrate their beliefs.

We'll be keeping an eye out for bold names, strong statements and call-to-action style names.

What's New from Tanj?

We've been hard at work, helping brands change the world, one word at a time. Here's a sampling of our latest naming and renaming work →

Tanj

ff
FEW & FAR
travel

TILTYARD
gaming

 Runa
fintech


OVATION
air travel

 goodstack
fintech

 movo
workforce technology


collaboration technology

attune
IoT

highfi
fintech

 /INDURENT
real estate

 Sidara
engineering & design

RETURNAL
gaming

 onomi®
by SpotMe
events platform

ATRIX 
gaming accessories

Attain
data platform

Tanj Who?

We're an NYC-based brand naming and language studio. We believe that words empower people and propel brands to achieve great things. So we help clients change the world — one word at a time — by doing only what we do best.

- ▶ **Brand Naming**
Capturing the essence of your brand, right in the name. For products, companies and more.
- ▶ **Brand Language**
Revealing your brand's purpose. Crafting strategies, stories and copy that people believe in.
- ▶ **Data & Research**
Testing names, concepts and messages with your audience to figure out what sticks, and why.

Say Hey!

Need help naming or renaming?
You know what to do.

<http://tanj.co>
+1-917-885-9509
hello@tanj.co

[LinkedIn](#)
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