

Tanj

A Guide to
NAMING
TERMS

By Tanj

SAY WHAT?

We aim to make naming discussions straightforward, clear and fun. But we admit there's a bit of jargon that comes with the territory. We explain it all as it comes up in our naming process – but if you're the type who likes a solid pre-read before every meeting, here's a primer on the basic naming terms we use at Tanj with relevant examples from our portfolio.

NAMING STRATEGY

A framework used to define the range of names to explore for a project, and to select appropriate names.

The core elements of a naming strategy are the construct, expression and tone.

CONSTRUCT

The way a name is constructed. The main constructs are real word, composite, simplex, phrasal, and acronym.

REAL WORD

A name that can be found in a dictionary. (May be English or any other language.)

Ex. → Coast, Between

COMPOSITE

A name comprised of two real words put together.

Ex. → Brainforest, OnePass

SIMPLEX

A coined or invented name; one that cannot be found in a dictionary.

Ex. → Wii, Bravia

BLEND

A specific type of simplex name created by blending parts of two words together. (Also known as a portmanteau.)

Ex. → Returnal

SHAVE

A specific type of simplex name created by shaving letters off of a real word.

Ex. → Fello, Atrix

PHRASAL

A name made up of multiple words that constitute a phrase.

Ex. → The Plot Thickens, Few & Far

ACRONYM

You know this one.

A modern example → RQD

EXPRESSION

The degree to which a name connects to the product/company.

We categorize name expressions as descriptive, suggestive or abstract.

DESCRIPTIVE

A name that describes what the product/company is or does.

Ex. → Advancing Cities, MyTeams

SUGGESTIVE

A name that suggests an attribute of the product/company.

Ex. → SmokeFire, Humanly

ABSTRACT

A name that has no literal connection to the product, service, offering or company – it may be a metaphor or may be completely arbitrary.

Ex. → Chestnut, Orium

TONE

The way a name sounds and feels. For example...

Flowing vs. Firm → Versana, Attain

Fun vs. Serious → Allo, Pursuit

Premium vs. Accessible → Few & Far, MyTeams

Warm vs. Cold → Fello, Atrix

NAMING ARCHITECTURE

The way a company's brand names are organized to support portfolio navigation and brand coherence.



THAT'S IT!
TALK SOON!