

What you need
to know about...
Naming in Brazil

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Olá!

The country that gave the world Bossa Nova knows how to make words dance.

We turned longing into *saudade*, and came up with *xodó*, *cafuné* and *dengo* (which, by the way, it's also the name of a beautiful chocolate brand in Brazil) to express our untranslatable way of being close.

The truth is: if you open your arms our words will hug. As Tom Jobim once sang, “*É impossível ser feliz sozinho.*” (It is impossible to be happy alone).

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6 things you need to know
about naming in Brazil.

Or: how to sound like you've always
been here ;)

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01.

We love to nickname

McDonald's became Méqui.

WhatsApp? Zap.

Facebook? Face.

Instagram? Insta.

Volkswagen? Volks.

If there's a simpler, more chill way to say it, we'll go for that. But it has to happen naturally. Nicknames only stick when the name feels close, easy and familiar. Don't try to force it.

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02.

When we say we're big,
we mean *really* big

Brazil has over 200 million people,
countless cities, accents, and ways of
speaking.

The same word can sound completely
different depending on where you are.
And sometimes, it even has a different
name. Depending on the city, even your
regular breakfast bread goes by
something else.

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03.

We're more than a vibe

Carnival, jungle, exotic fruits, Indigenous names. Well, we've seen it all. But the way the world sees Brazil isn't always the way Brazilians see themselves or their brands. And while some words rooted in culture can be powerful, others can feel disconnected (or even naive).

So if you want to get it right, come closer. Spend some time, learn the rhythm, feel the language. Bet you're gonna love it!

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03.

We're more than a vibe



Natura got it right. The Brazilian company is rooted in a deep respect for biodiversity and local communities. Its name feels naturally Brazilian and is backed by real sustainable purpose.



Rooted in the warmth of Brazilian Portuguese, *dengo* is a word that evokes affection, tenderness, and care. By choosing this name, the Brazilian chocolate brand truly connects with Bahia's unique language, the state where its cocoa is grown by local producers.

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04.

We are vigilant

Brazilians love a good story, as long as it's true. If a burger claims to have special meat, someone's going to find out if it's really there.

You say your coffee is *pure* but it's a mix of who-knows-what? Your brand might leave a bitter taste to Brazilians.

If a brand says one thing but delivers another, we won't just let it slide. We'll post, comment, share... and probably turn it into a viral meme.

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05.

Brazilian challenges, Brazilian names

Many brands in Brazil were created to solve real, local challenges, from mobility and finance to delivery, health and access.

And in doing so, they embraced what made sense, which is naming in our own language.

When a brand really understands Brazil, Portuguese becomes more of a bridge than a barrier.

05.

Brazilian challenges, Brazilian names

The logo for 'tino' is displayed in a white rounded rectangle. The word 'tino' is written in a lowercase, orange, sans-serif font. The letter 'o' is stylized with a small circle above it, resembling a dot or a stylized 'e'.

Tino means *instinct* or *natural talent* in Portuguese, often used for business savvy. A fitting name for a credit and payment solution between companies.

The logo for 'caju' is displayed in a red rounded rectangle. The word 'caju' is written in a lowercase, white, sans-serif font. The letter 'j' is stylized with a horizontal line through its middle.

Caju is the Portuguese word for cashew, a fruit known for its versatility and for being fully used. The name aligns with a complete platform for companies and employees.

The logo for 'vammo' is displayed in a white rounded rectangle. The word 'vammo' is written in a bold, black, sans-serif font.

Vammo echoes the Brazilian way of saying “vamos” (let’s go), adding movement and energy. It’s a name that feels local, informal, and connected with the electric mobility startup.

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06.

Playing with words is part of the game

We play with sounds, swap letters, blend languages and invent new ways to bring out the brand's personality.

From a single letter change that says a lot to the way we absorb other languages through a uniquely Brazilian lens, we look at these possibilities with open arms.

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06.

Playing with words is part of the game

The logo for PLEY BY NEY is displayed on a bright green rounded rectangular background. The word "PLEY" is written in a large, bold, black, sans-serif font. To the right of "PLEY", the words "BY NEY" are written in a smaller, black, sans-serif font, stacked vertically.

Pley is a playful twist on “play” and the nickname *Ney*. The name connects directly to the soccer player Neymar and the world of sports, energy, and lifestyle.

The logo for co.liga is displayed on a white rounded rectangular background. The text "co.liga" is written in a black, sans-serif font. A thin blue horizontal line is positioned above the "co" part of the text.

Co.liga mixes *colega* (colleague) and *coligar* (to join forces), both from Portuguese. The name reflects a network built to connect, include, and empower young people through creativity and collaboration.

The logo for Paderri is displayed on a white rounded rectangular background. It features a yellow heart shape with a brown outline. Inside the heart, the word "Paderri" is written in a brown, serif font.

Paderri blends the Portuguese word *padaria* (bakery) with a French-inspired pronunciation. The name evokes authenticity with a playful twist: a Brazilian take on traditional French recipes.

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Obrigado! (Thank you!)