



What you need
to know about...

*Naming in
Germany*

**we are
naming.**

The German language

- **Geographic scope:**

Germany, Austria, Switzerland, Liechtenstein, Luxembourg, and parts of Belgium and Northern Italy.

- **Characteristics:**

Phonetic consistency, use of umlauts (ä, ö, ü) and the ß (sharp s) letter.

- **Literal nature:**

Known for its literal word expressions, such as:

- Krankenhaus (“sick people’s house” = hospital)
- Flugzeug (“flight thing” = airplane)
- Staubsauger (“dust sucker” = vacuum cleaner)

Definitely not exactly famous for being particularly melodic.

German has a superpower: compounding.

Why use three words when you can build one gloriously long?
There's (almost) no limit to how many words you can stack –
making German perfect for poets, lawyers, and people with
really long breaths:

“Geschirrspülmaschine”

dish + wash + machine

“Sozialversicherungsfachangestellte”

social + insurance + qualified + clerk

“Kraftfahrzeughaftpflichtversicherung”

motor + vehicle + liability + insurance

The result? Words that are terrifyingly long... but wonderfully
precise.

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Naming in Germany

Iconic German brands



named two models after the first names of its founders **Karl** and **Adam**



rooted in national identity and Bauhaus-inspired minimalism



traditional family name (from 1774) perfectly reflecting eco-friendly/healthy values, meaning “birch wood stick”



Immer Besser.

using tagline **Immer besser.** (always better) internationally

Brand names representing typical German characters



classic food brand named after its founder, emphasizes scientific credibility, reflecting Germany's deep respect for academic titles



traditional sparkling wine brand, referring to the iconic fairy tale character "little red riding hood", deeply rooted in German folklore



the world-famous spirits brand translates to "Master Hunter", deeply embedded in German tradition, blending hunting culture and folklore

Denglish names



food delivery service – mixing German liefern (to deliver) and English suffix



sales platform for used cars – mixing German Auto (car) and English hero



energy drink – mixing German gönnen (to indulge oneself in something) and English energy

Even traditional German brands often switch to English



although originally developed as a German abbreviation for 'intelligent design,' I.D. is VW's first English-style model naming on the German market.



customizable skincare products by the world-famous NIVEA brand



payment service by Volksbank

Is naming particularly difficult in the German language?

There are some challenges

German language's compound-heavy structure and strict grammar make it less flexible for short, catchy brand names.

German lacks a range of trendy suffixes and prefixes like -ify, -ly, -gy, or re-, limiting the creation of easily adaptable names.

How to overcome limitations

Creativity and skilled use of the language, such as imaginative word combinations and catchy sounds, can lead to strong, memorable German brand names.

Watchout for nationalist tonality and hidden far-right codes

When developing a brand name in Germany, special care must be taken to avoid associations with nationalist or far-right ideologies.

For example, Helly Hansen's HH logo, was unintentionally associated with extremist sympathies in Germany, which highlights the importance of considering historical and legal implications in branding.

- **Symbols and references:** Norse symbols and tonality can lead to associations with the far-right scene
- **Numerical Codes:** Avoid using numerical codes like 88 or 18, as they are associated with far-right ideologies.
- **Terms with Negative Connotations:** Avoid terms with NS-era or militaristic connotations, such as Sturm, Blitz, or Reich.
- **Romanticized Patriotism:** Be careful with romanticized patriotism, like Heimat or rein Deutsch, as it can appear exclusionary.

Wir sind Naming.

We love language. We love to play with it – shaping words, sparking captivating images, and crafting brand names that surprise and stand out.

And especially, we love our native language – the language of Goethe, Schiller, and Kafka. Its complexity, precision, and cultural depth aren't obstacles – they're the very spark behind our creativity. When you truly understand your language and culture, there are no limits to what you can imagine, express, and create.

Los geht's!

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naming around the world?

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Danke!