

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

**we are
naming.**

**Let's start with some fun
naming facts:**

**# We have five co-official
languages: Spanish, Catalan,
Basque, Galician & Aranese
Occitan.**

**# We also have two protected
languages: Asturleonese &
Aragonese.**

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But more than **300 different languages** are spoken in Barcelona.

This means that even the most local projects must keep an international sensitivity.

So, a name aimed to the Spanish market doesn't only have to work in Spanish.

This probably explains the use of **anglicisms** and **linguistic hybrids**.

Also, the wish to be perceived as a **global company** and to be seen as a **cool brand** reinforce this trend of linguistic hybridization.

Anglicisms and...

The logo for cabify, featuring the word "cabify" in a bold, lowercase, sans-serif font.

Platform to connect customers and private drivers using a mobile app

The logo for cooltra, featuring the word "cooltra" in a bold, lowercase, sans-serif font, followed by a blue circular icon with a white stylized "C" and a green dot.

Scootersharing and bikesharing services in European cities

The logo for PLAYTOMIC, featuring a stylized icon of a tennis racket and the word "PLAYTOMIC" in a bold, uppercase, sans-serif font.

The largest community of racket sports players worldwide

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... linguistic hybridisms.

pans
& COMPANY

Fast food sandwich chain

vueling

Low-cost airline

Lookiero

Online personal shopper for women

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Another trend worth highlighting is the search for **short, easy-to-pronounce names** that sometimes sound like nicknames and that seek easy memorization and a **human touch**.

Designers are also fond of these short names because they are easy to logotype and contribute to better digital usability.

The shorter the better.

iryo

Private high-speed
rail operator in Spain

badi

Room and apartment rental
platform

HOFF

Sneaker brand.
Acronym of “hall of
fame”

Glovo!

On-demand
courier services

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Probably the most noticeable trend is the **use of humor and irony**, especially in sectors such as restaurants and alcoholic beverages.

There are countless examples of wines and beers with such names.

Being a bad boy in Spain is not only trendy, it's almost obligatory.



The beer Kusfollin, literally “f*uck you” in Catalan

VICIOTM

Burger chain, literally “vice”

MALPARIT

Restaurant, literally “bastard” in Catalan

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Irony names have a great buzz in social nets.

@mastersofnaming is a IG channel with more than 125.000 followers. It was created 12 years ago and it depicts the most surrealistic (and real) product and company names you can imagine.

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Masters of Naming

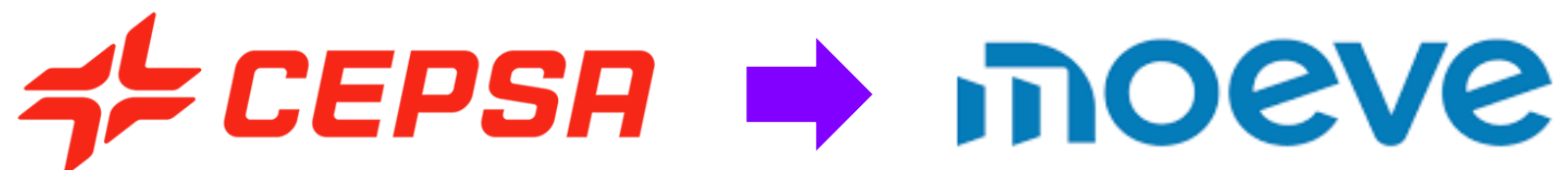


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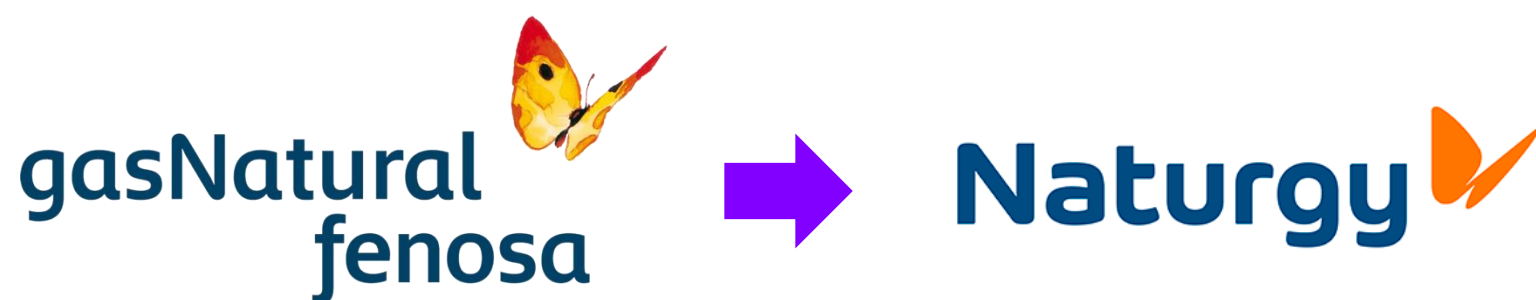
Renaming is also a trend in Spain and we'll likely continue to see cases of companies that change its names.

Brands that were once very descriptive and have become obsolete are seeking new, more flexible and long-lasting names.

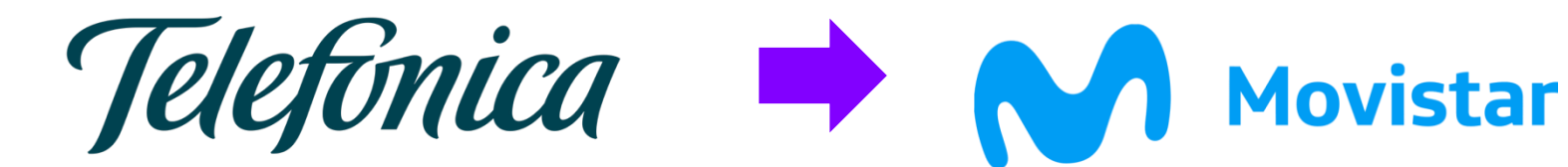
A rose by any other name
would smell as sweet.



From petrol to sustainability



From gas to energy



From telephone to communications

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¡Gracias! (Thank you!)