



lego: means to collect and gather in latin, it is used as a verb and the reason of using it is to represent the action of constructing and putting blocks together.

### 1. Audi



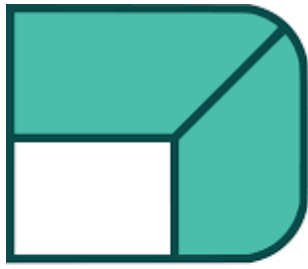
圖片：

含意：audio, hear, listen, accept with obey

詞類： transition verb IV conjugation

使用原意：Audi is an automobile manufacturer originates in Germany. Audi is the Latin translation of the surname of the founder, August Horch. Horch in German means listen, and the Latin translation of the Horch.

拉丁文目的：To memorize the founder.



香港  
眾志

## DEMOSISTŌ

Demosisto is formed by demo and sisto. Demo is the dative or ablative singular declension of demos, which means a piece of land originally but the meaning is extended to the inhabitants on the land, which is, namely, the common people. Sisto is the first person singular indicative present active conjugation of sistere, which means I stand. Grammatically speaking, the name does not make sense as the verb does not conjugate according to the apparent subject “demos” here. If we take the first person singular as the subject here (which is suggested by the verb conjugation sisto), the prefix “demo” can be treated as either “demo” in the singular ablative form or “demos” in the plural accusative form. “Demo(ablative sg) sisto(intransitive)” could mean “I stand because of the people” (the people as the instrument); or “demos(accusative pl) sisto(transitive)” could mean “I stand the people up”. However, both explanations differ from the original meaning that “the people stand”.

### 1. Bifesta

含意：雙喜慶

詞類：形容詞（陰單主）

Bifesta 為潔面卸妝品牌，希望在潔面時就像在過慶典時一樣的感覺讓人開心，在潔面的同時做到開心的效果，「雙喜臨門」。



### 3. Demento



Demento 在拉丁文中解作「變得瘋狂」，詞性為動詞，亦有被迷惑的意思。這款遊戲是一款含有驚悚元素的第一人稱逃脫遊戲，遊戲主角在故事中失去記憶，要在一座不知名的城堡中逃脫，中途遇上不同的敵人，所有的敵人都失去理智並不斷攻擊主角。而遊戲以拉丁文「Demento」一詞命名，以表現玩家會在遊戲過程感受到被困境壓迫以變得瘋狂的體驗。

( 圖 片 來 源 : <https://www.play-asia.com/demento/13/70eu9> )



Flora

含意：花

詞類：陰單主、名詞

目的：說明產品是由花油製成



## Ipsa

含意：她

詞類：代詞、陰單主

用意：婉轉地表達此化妝品品牌的對象-女人

## Royal Hong Kong Regiment ( 皇家香港軍團 )



### Nulli Secundus in Oriente

nulli ( nullus , 陽單與 )( 於 ) 無人

secundus ( 形容詞 , 陽單主 ) 次 ( 於 )

in 前詞

oriente ( oriens , 名詞 , -tis , 陽單奪 ) 東方

目的：加強卓越感



Description: Mi Spacium is a local company in Hong Kong. It is a Latin phrase meaning my space.



Description: Nivea is a skin-care brand. It has the meaning of snow white in Latin.



“Lumen” 在拉丁文是指「光明」，屬變格三法的中類名詞。電影是以光影說故事的藝術形式，光產生影並構成影像、畫面，配合聲音在銀幕上放映來呈現故事。電影畫面的色調是由不同程度的曝光率形成，建構出視覺上的冷暖感受。若果沒有光，則不可能有電影。所以，“Lumen” 作為電影院的名稱，強調了電影用光影說故事的性質。



含意：船隻

詞類：名詞，中主複

用拉丁文的目的是：他的品牌名稱來自航海語「Nauticus」，這品牌的服裝哲學崇尚海洋無拘無束、充滿生氣活力的生活，富自然色彩，因此改名為在自由的海上航行的船隻。

美國移動網路運營商 Verizon



拉丁文解說：Verizon 由拉丁文 Veritas(名詞陰性，含義為真理)與 Horizon(名詞陽性，含義為天邊，時空)拼綴而成。該品牌採用拉丁文拼綴主要是想表達提供高速，便捷，便利的通信服務，追求科技進步，不斷創新的品牌精神。



CAPRI:  
含意：<sup>1</sup>

1. goatish/arnpit smell [山或者腋臭味]
2. grunting fish [發出呼嚕聲的魚]
3. he-goat, billy-goat [山羊]
4. star in Auriga (L+S)

詞類:

陽類、複數主格或者單數屬格<sup>2</sup>

用拉丁文的目的:

這間豪宅以「The Chorus of Sea and City」<sup>3</sup>作為宣傳字句，指城市和海的合唱。這間豪宅沿海而建，可以環望海境，所以地產公司也以「海」作為賣點。而 Capri 有發出呼嚕聲的魚的意思，與海息息相關，令人聯想起在近海的豪宅中可以聽到海浪聲的情景，因此選用了這個名字。加上拉丁文有種高貴的味道，因而令地產公司選用了拉丁文的名稱而非英文。



Lux 是英國聯合利華公司出品的香皂的名稱，Lux 在拉丁文中為名詞，陽性，主格，其含義為陽光。聯合利華公司以 Lux 命名是因為 Lux 陽光的含義讓人們聯想到明媚的陽光和健康的皮膚，並且 Lux 在各國發音大致相同，便於傳播。





品牌：Nivea

相關的拉丁字：niveus

詞類：形容詞

意思：雪白



Brand: Acer	
Part of Speech	Adjective (third-declension three termination adjective)
Meaning	sharp, acute, able, keen and fierce
Purpose of Using Latin	The word "Acer" has multiple meanings in Latin, it has the meaning of sharp, acute, able, keen, and fierce and therefore fits the purpose and proposition of the company. Acer is a Taiwanese electronics hardware brand that promotes low-budget products. The company was originally named Multitech International. Nevertheless, this name is too common in other parts of the world and it brings the company some legal disputes. To promote an image associated with gaming hardware (which are developed and promoted by the company in early stages), the company chooses the word "Acer" to promote a sharp and energetic appearance. Besides, the company would also like to demonstrate its ambition and leading position in the industry and therefore the name with the meaning of acute and fierce is chosen.





Brand name: Fluxus<sup>i</sup>

Fluxus is an online store in Hong Kong. In Latin, 'fluxus' means flowing as an adjective; it can also be a masculine noun which means flow or flow of the river. The reason why they use 'Fluxus' as the brand name is that they like the property of river flow, which is changeable and having beautiful ripple, and they use that as the creative inspiration on their product.

<sup>i</sup> The idea of the brand is taken reference from <https://hk.pinkoi.com/store/fluxus>



1. Corona

-noun

-feminine

-singular

-first declension

-nominative/ablative/vocative

-meaning: crown, wreath, garland

-Used as a beer brand name. The word corona on the one hand echoes with the shape of the bottle cap, it is also suggestive of good quality, since crown usually indicates linkage to the royal family.



### Apivita

含意：由 Api (蜜蜂) 及 Vita (生命) 組合而成

詞類：Api 陰單與，Vita 陰單主

用拉丁文的目的：Apivita 是希臘天然護膚品牌，使用拉丁文能營造源遠流長、天然的感覺

### Ad-lib



Ad-lib is a short form of ad libitum. It means without restriction or allow improvising during a musical performance in music terminology. It is an adverb in latin. Naming the shop with ad-lib may mean that this clothing shop advocates fashion style that is without restriction and feels very free.



Squale 是一個瑞士的潛水錶殼製造廠，這個名稱源自拉丁文，Squale 的拉丁文是「鯊魚」的意思，是一名詞。它以拉丁文 Squale 為名的目的，是希望帶出它們的潛水錶殼有如鯊魚般的堅硬和型格，為消費者帶來信心。

參考資料:

<https://www.thewatchdrobe.com/blog/posts/【說時】潛水錶先驅--squale>



Octo 為蠟燭品牌。

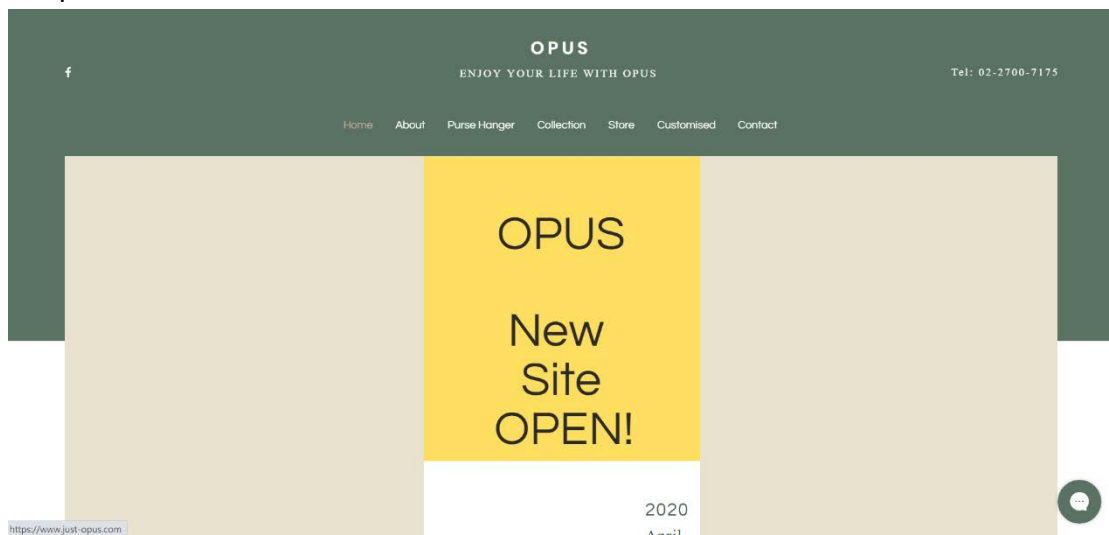
Octo 拉丁文中的含意為「八」；詞類為陽性，屬於數字形容詞，翻譯成拉丁文並沒有特別目的。





Volvo car

The word “Volvo” is a Latin verb means “I roll” which the company wants to describe the power of the wheels.



意義：

Opus Operis：作品

詞類：

名詞

類：

中類（按第三變格法）

數：

單數

格：

主格

目的：

突顯牌子的品位非流於俗。



拉丁文：dixit

含義：他／她說

詞類：動詞 dico 的第三位，單數，常過時，主動態，直述式

用拉丁文的目的：Dixit 是一款桌上遊戲，中譯「妙語說書人」，要求參加者依照卡上圖畫編造一個故事，故此用了 dixit 作為遊戲名稱。



Finally is the charity organisation Caritas Hong Kong. They have a medical centre which is pictured on the left. In Latin, “caritas” is the singular nominative noun that means ‘charity, love, affection and favour’. The organisation provides social work services, education, medical care, community development and hospitality to people in need in Hong Kong. A name that connotes love would be and is suitably representative and meaningful.

In my opinion, although Latin is not widely known and understood, it is still unconsciously significant to everyone. People are impressed when they know that something means a certain thing in Latin; the centuries-old language is still relevant and recognised today. For me, it carries an air of dignity which symbolises importance and solemnity, and for all the companies that name themselves with Latin words, it gives them the impression of a ruler that dominates the industry they represent. A language as old as such is culturally significant.



Product 1: Ceres (orange juice)

Meaning: I smear or coat with wax

Part of speech: verb

Conjugation: second-person singular present active subjunctive (of cero)

Aim: Ceres was the goddess of agriculture in ancient Roman religion. The company selling fruit juice may want to use Ceres as the brand name to offer crop after-products that is in good (God) quality.



(圖片來源: <http://www.queenbeauty.hk/tc/product?no=4>)

verso 屬於動詞，有轉動、反轉、細微動作(maneuver)的意思。這款護膚產品採用 verso 一詞，應該是希望消費者使用這款產品時能夠讓這款產品在皮膚上細微動作(maneuver)，最終能夠逆轉衰老，相當能夠強調產品的強大功效。





Source: [http://www.chinahotelsreservation.com/HongKong/Excelsior\\_Hotel\\_Hong\\_Kong.html](http://www.chinahotelsreservation.com/HongKong/Excelsior_Hotel_Hong_Kong.html)

The Excelsior hotel in Hong Kong

The word “Excelsior” is the latin adjective (comparative, masculine/feminine nominative singular)

Root would be the adjective “excelsus” meaning elevated, and the verb excello (to elevate)

The entire meaning would be “more elevated” or “more risen”, which would hint at the quality service and status of the hotel and its self-perceived grandeur and high class. It was the first hotel in HK to have more than 1000 rooms.

The use of latin here would adhere to the novelty and ostentation of the aforementioned hotel. I have yet to discover a particular reason which latin was used except to appeal to people.



圖中拉丁文：Puella 含義：少女 詞類：陰性、主格、單數

用拉丁文的含義：此海報是一部動畫作品的宣傳，講述的是一群魔法少女的故事。故事的角色都是未成年的少女，所以用拉丁文的 Puella 來指向這些角色。



### Carpe Diem Studio

Carpe 涵義：拔起、振作

詞類：陽單奪

Diem 涵義：一日

詞類：中單賓

目的：Carpe Diem 是耳熟能詳的拉丁成語，意指活在當下。此餐廳以 Carpe Diem 作為英文名稱，或許是想要勸告人們要活在當下，別顧忌太多，想吃就要盡情享受，看到餐廳的美食就不要忍耐，**seize it, take it, enjoy it**。

#### 1. Magnum 雪糕



Magnum是一個比利時雪糕品牌，其雪糕產品在香港有售。該品牌主打的產品是巧克力或香草味雪糕雪條，外面裹一層巧克力脆皮。

“Magnum”是拉丁文的形容詞，是“magnus”的陽類賓格、中類主格或中類賓格，有「大」、「多」、「重要」的意思。

“Magnus”是英語“magnificent”的詞根。估計該食品公司希望消費者看到其品牌名稱後聯想到品嚐雪糕的美好體驗。該品牌又以金色M字配啡色底作為商標，一方面是希望顧客可以聯想到啡色巧克力雪糕的濃滑口感，也藉看似豪華的包裝及“Magnum”品牌使消費者聯想起“great”和“magnificent”，認為享用該品牌的雪糕是一種奢華享受，故願意以較高的價錢購買。

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(2) Castello (A private housing estate's name in Hong Kong, located in Siu Lek Yuen, Shatin.



Source:  
<https://www.28hse.com/en/buy-property-72533.html>

Latin Word: Castello

- Definition:  
Castle
- Part of speech:  
Castello (Noun)
- Purpose of using Latin:  
The architecture style of this private housing estate was influenced by European castles, therefore the developer – Sun Hung Kai Properties used a Latin word Castello to present this castle-like private estate.



Sapientia et virtus

Sapientia -ae n.f. meaning: wisdom

Et conjunction meaning: and

Virtus -es n.f. meaning: courage/virtue

It is also called as Coat of Arms, that recognized by the College of Arms. Therefore, it followed the tradition of English university which used latin to record the school motto.





Lenovo “novo” – 電子產品公司品牌名稱

含意：創新，發明 To make new, renovate<sup>i</sup>

詞類：動詞

用拉丁文的目的：此公司是售賣電子產品，目的是寄望公司推出新穎的產品，站在科技的尖端



拉丁文：edo

含義：I eat 我吃

詞類：動詞，現在式

目的：這是食物牌子，用拉丁文“edo”表達食物的美味及吸引力，令「我」被吸引，想要品嚐。而究竟我在吃甚麼呢？圖片可見的是香蕉朱古力批，但其實 Edo 旗下仍有其他零食，例如梳打餅、腰豆糖、巨浪大切等，就像是在說「我吃各式各樣美味食物」的感覺。因此以拉丁文“edo”命名，不但表達了該食物令人垂涎的吸引力，亦表達了該品牌多元的零食選擇。

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Verbatim (科技產品品牌)



含意：逐字的

literally, word to word

(from NoDictionaries, Novifex <https://nodictionaries.com/novifex?text=verbatim>)

詞類：副詞 詞根 *verbum* (“word”) + *-atim*

用拉丁文的目的：此科技產品公司以生產儲存硬件起家，而儲存裝置和技術講求精準可靠，不可錯漏，名字中強調逐字抄錄、一字不漏，寄寓其儲存裝置技術之可靠



<https://www.asics.com/us/en-us/>

“ASICS” 是一日本運動品牌，主要售賣運動鞋及體育用品。而這字拉丁文全寫為”Anima Sana In Corpore Sano”。Anima 是一名詞，在拉丁語意思為「靈魂」<sup>i</sup>。至於“Sana In Corpore Sano” 為一成語，總解為「健全的精神寓於強健的體魄」<sup>i</sup>。

我認為企業旨在強調，強健體魄於個人身心發展十分重要，而企業產品(運動鞋)有助人們向鍛煉體魄這一方向邁進。



[https://www.sebamed.com/fileadmin/user\\_upload/fb\\_share\\_logo.jpg](https://www.sebamed.com/fileadmin/user_upload/fb_share_logo.jpg)

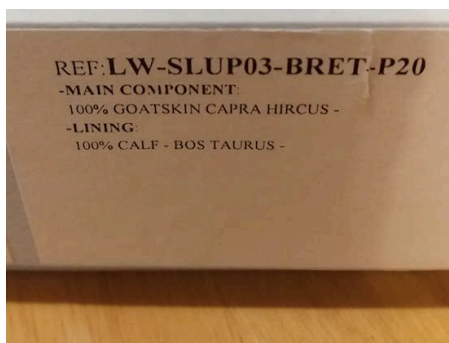
“Sebamed”，或作施巴，是一德國護膚品企業。上詞可分為”Seba”和”med”。”Seba” 是拉丁名詞”sebum” 的複數詞，解「油脂」<sup>i</sup>。至於”med” 可追溯”medeor”，有治療的含意<sup>i</sup>。我認為整個品牌名字意思說明了企業產品護膚的路線，保持皮膚「柔滑」<sup>i</sup>，如油脂一樣。此外油脂與皮膚狀態密不可分，也象徵了企業和皮膚有關。



*Pterocarpus pedatus* Pierre(鳥足紫檀)

檀)，原產地為東南亞中南半島，是一種木材名稱。它的硬度大，強度高、耐腐，而且切面光滑，宜用作製造地板、高檔傢俱、工藝品等；另外中醫學亦指出其香氣有平心靜氣、殺菌止癢之功效。

自然界裡植物種類繁多，每種植物因各個國家的文字不同，常常出現同物異名、同名異物的現象，這對識別植物、利用植物帶來不少障礙。為將植物命名規範化，瑞典植物學家林奈於 1735 年出版《植物種志》，採用「雙名命名體系」。其中的生物，如植物，採用兩個拉丁化的名字（拉丁雙名）來命名。第一個名代表「屬」名，第二個名代表「種加」詞。由屬名和種加詞組組合起來，就構成了物種名。在種名的後面，再註上命名者的姓名，既表示榮譽歸屬於命名者，同時亦表示此人要對這個命名負責。這個命名法則得到了生物學家的支持，經過二百多年的應用和修訂，成為國際上學者命名新物種的統一準則。



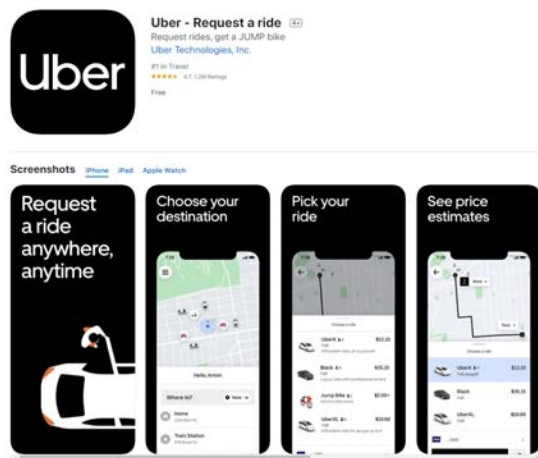
Hircus	雄性山羊	名詞; 陽性; 單數	此拉丁詞用以表明皮革種類
Taurus	公牛	名詞; 陽性; 單數	此詞用以表明皮革種類





### Emporio:

Dative singular of emporium or ablative singular of emporium; means “trading station”. I saw it on a tram in Central exactly near the **physical outlet** of Emporio Armani which sells Italian fashion items.



Uber

(noun) *uber, uberis, n*

3<sup>rd</sup> declension, nominative and accusative singular

meaning: plenty/ abundance, rich (soil)

(adjective) *urber, urberis*

meaning: fertile, rich, abundant, productive

The word *uber* used as a company name of the ridesharing service platform reflects the goal of the company: to provide ridesharing service so abundant that people feels convenient.

There is another suggestion that *uber* means “highest” in German.<sup>1</sup> However, such suggestion is not supported by any source. I would suggest the Latin meaning of *uber* is closer to the company objective.