



Rebranding Project - **Phase II**  
Name Options

Prepared for  
**Hidasie Telecom**  
August 5, 2020

# Objective

The objective behind coming up with a new name was a culmination and rigorous process of reading and researching about the company, competitor companies, corporate naming, uniqueness, ease of remembrance and ease of read. We have teamed up linguists, psychological professionals, a communications specialist, an international creative consultant to filter how and what the words would mean to a local audience and an international partners, how the word would create emotion and reaction, and ease of use. I would like to thank the team behind choosing these 3 names out of the rest.



Fitsum Admasu  
Director

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## Core team

Fitsum Admasu  
Direction

Mikyas Belay  
Linguist and Journalist (MA)

Diana Yohannes  
Communications Specialist (MA)

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## Our process

1.

Filtering 10 names  
from a closed  
submission list

2. Running each name through our checklist

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Is it readable?

Is it offensive? (Cultural and religious checks)

How many syllables and vowels does it have?

Is it memorable?

Is there a bad definition?

Is it hard to spell? (SEO purposes,  
Foreign partnerships)

Is it unique?

Does it express the status or vision of the company?

Is it loud?

3. Internal and Foreign Perspectives

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What does it implicit for  
a local audience?

What does it implicit  
for an international  
audience?

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እርሶዎን ለማገልገል ሁሌም ቀዳሚ ነን

## ሳቢሳኮም

ትርጓሜ፡ ነጭ አሞራ፤ በጀማ ዳር በዘቶ የሚገኝ። በበሬ ጀርባ ተቀምጦ ወንዝ ይሻገራል፤ ከከብት ጋር ይሰማራል (ደተወ ገጽ 1159፤ ኢቁጥተ አአዩ ገጽ 132)።

መግለጫ፡ ይህ የአእዋፍ ዘርዩ በኢትዮጵያ ሐይቆች በብዛት የሚገኝ ሲሆን፣ ስሙ በቶሎ የሚያዘና የሚለመድ መለያ ነው። መዘገበ ቀላቱ በትርጓሜአቸው እንደመለከቱት፣ ሳቢሳ በከብቶች ጀርባ ላይ ሆኖ ወንዝ መሻገሩ፣ ለተቋሙ ደንበኞች ተሞሳሌትነት እንዲኖረው ያደርገዋል። ይህም “ሳቢሳ ቴሌኮም” የደንበኞችን ሞቶት ሳያጓድል የሚፈልገበት የሚያደርስ፣ አገራዊ ትእምርት (symbol) ያለው የቴሌኮም አገልግሎት ሰጭ እንደ ሆነ ማመልከት ይችላል።

አርማው የሣቢሳ ወፎቶን አንድነት እና ታማኝነት ተሞሳሌት ያረገ ነው። ብዙውን ጊዜ በመንገቶች ውስጥ የሚበርሩት ሳቢሳዎች፣ አንዳቸው ለሌላው ታማኝ በመሆን እያንዳንዱ የመንገድ አባል ከአንድ ከፍተ ወደ ሌላ ከፍተ አብሮ እንደሚሄድ ያረጋግጣሉ። ይህ ህዳሴ ደንበኞቹን በታማኝነት የሚያገለግልበትን ባህል እና ለደንበኞቹ የቴሌኮም ቴክኖሎጂን ገደቦች እና ተደራሽነት የማሳደግ ቆራጥ አቋምን መሰረት ያደረገ አርማ ነው።

Motto: እርሶዎን ለማገልገል ሁሌም ቀዳሚ ነን!

## Colors



### **Sherpa Blue**

Blue is associated with the sky and the ocean, which both evoke feelings of tranquility and security. It has also been proven that people are the most productive when they work in blue rooms. Blue is also the most popular favorite color of both men and women. This means that it is universally well-liked – a great quality in an image that is meant to be associated with your company.



### **Yellow Sea**

Yellow is associated with happiness and optimism, which should come as no surprise to anyone who has ever seen a classic “smiley face.” It is also seen as cheerful and warm, which encourages communication.





# እርስዎን ለማገልገል ሁሌም ቀዳሚ ነን

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ለገራቱ በሚገኙ ክፍፀዎች ጠንቃቄ  
ወይንም ማስጠንቀቂያዎችን በመስጠት ያግኙ።

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የገን ፍጥነት  
*Tomorrow's connectivity, today.*

## Hitel

Hitel is portmanteau of the words 'Hidasie' and 'Telecom'. This word was birthed from keeping the roots of the company, while having a completely new approach. By highlighting the 'Hi' from the combination, we also get the common greeting 'Hi', which represents a start of communication and relationship.

The play button shows a new start, directed to the future, hopefulness and unexpectedness.

Motto: የገን ፍጥነት / Tomorrow's connectivity, today.

## Colors



### **Royal Purple**

Royal purple represents: Royalty, Luxury, Celebration, Education and Elegance. Purple lies at the far end of the visual spectrum and it's also believed to exist at the edge of the imagination as well.

As with the other concepts associated with the color, creativity and wild imagination are tied to purple because of its scarcity in nature. Purple represents thinking that's outside average, free association, and the fantastical.



### **Pizazz**

This color is a blend of red and yellow and it stands out as a symbol of creativity and joy, and is often associated with autumn and harvest. It encourages emotional energies of compassion, warmth, and passion, happiness, and understanding.





# የካብተ ልሞድ፣ አዲስ አቀራረብ

አዲስ አገልግሎቶቻችንን በመላው  
አገሪቱ በሚገኙ ከ800 በላይ በሆኑ  
የመክፈሪያ ማዕከላቸንን በመጎበኘት ይገኙ።  
[www.hitel.et](http://www.hitel.et)

**Hitel**።  
ሀይቲል

የገንዘብ  
ጥምረት አገልግሎት

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