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The Fantasy World Naming Guide for 2026

A good world name sets the mood before the first page. This guide covers the five world themes, the four name styles, how to build a naming pattern for nearby places, a checklist before you publish and a page to shortlist your favourite world names.

The five world themes

Theme	What it feels like	Where it fits
Dark Fantasy	Gothic, haunting and mysterious	Horror fantasy, cursed realms, shadow kingdoms
High Fantasy	Epic, magical and noble	Classic fantasy, heroic adventures, magical kingdoms
Elemental	Ruled by fire, ice, earth or storm	Elemental planes, nature magic, primal worlds
Mythical	Ancient, legendary and divine	God realms, legendary kingdoms, mythic lands
Whimsical	Playful, light and magical	Fairy tales, enchanted forests, magical meadows

The four name styles

Style	How it sounds	The feel of
Harsh/Ancient	Strong, rough sounds that feel old and powerful	Kragmoor
Elegant/Melodic	Beautiful, flowing names that sound like music	Sylvaria
Tribal/Primitive	Simple, natural names close to earth and nature	Oruma
Arcane/Otherworldly	Mysterious, magical names from other dimensions	Xyth'aelor

Build a naming pattern

- **Keep a shared root.** If your world is Shadowmere, nearby places can be Shadowvale or Shadowkeep.
- **Decide who named it.** Names from inhabitants, discoverers and conquerors sound different.
- **Match the sound to the land.** Hard sounds for mountains and empires, soft sounds for forests and rivers.
- **Keep one language feel.** Places in one region should sound like they come from the same people.

Before you publish

- **Say it out loud.** Readers and players should be able to pronounce it.
- **Share it.** Ask a friend what the name makes them feel.
- **Search it online.** Check no well-known book or game already uses it.
- **Match the theme.** A dark world and a whimsical world need different names.

Shortlist your favourite world names

Fill this in, then make more world names on the Fantasy World Name Generator.

Your world's theme, name style and big idea

Three world names you like, and names for two nearby places

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