The food service space is an extremely busy landscape and there immense competition for names. Magneti needed to make the startup stand out in the marketplace, while still having an explanatory company name. Magneti also identified two personas FoodMaven needed to satisfy: food sellers (grocery stores) and food buyers (at restaurants). These two personas have differing needs and goals, and it was compulsory to find a name, aesthetic, and message that would appeal to both.
Magneti worked to develop the name before trying to develop visual identity concepts. Through the rigorous naming process, the name FoodMaven naturally emerged. The name is easy to say and read, can be scaled as they grow, and won’t be easily outdated. It’s clear, flexible and modern. After establishing a name, Magneti identified a visual aesthetic for the brand that closely matched the needs and perceptions of the two personas. Below are examples of assets now used by FoodMaven.

“It’s hard to express how happy I’ve been with Magneti. There are things that are easy to define — the thorough process, the detailed creative thinking, the breadth of thought and experience, the deep listening for feedback, even just how fun the team is. The tough part is the magic that’s not quite explainable, but lands you in a place where you love your brand and marketing to the degree that you find yourself telling your friends and family all about it while grinning like a fool. Magneti makes magic.”

Daniel Lewis
FoodMaven Co-Founder / President / Chief Innovator

ABOUT MAGNETI
Magneti is a full-stack digital marketing agency based in Colorado. Our team of experienced and innovative marketers develop custom marketing strategies designed to grow organizations and tell their stories online. Our end-to-end digital marketing services include SEO, PPC, user experience strategy, content strategy + development, email marketing and more. Contact us to learn how we can put our solutions to work for you.

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