

# Startup Name + Logo

FoodMaven

magneti  
CASE STUDIES

## EXECUTIVE SUMMARY

FoodMaven, formerly FoodEx, is a for-profit food-tech startup headquartered in Colorado Springs, Colorado. The company started out strong but faced legal issues with the name “FoodEx.” For that reason, and in search of a new identity that could be scaled as they grew, FoodMaven teamed up with Magneti to create the new name, face and website for the company. Magneti came up with the name “FoodMaven” and created a [visual identity](#) that is modern and scalable. The brand assets for FoodMaven include full web and print guidelines, custom iconography, vehicle wrapping for the delivery trucks, print assets (such as business cards), and more. Magneti has gone on to design to the FoodMaven website, which can be found at [www.foodmaven.co](http://www.foodmaven.co).

## ABOUT THE CLIENT

Founded in 2015 by Chairman/CEO Patrick Bultema and President/Chief Innovator Dan Lewis, FoodMaven aims to end food waste from grocery stores. FoodMaven is the online B2B marketplace for high-quality food, connecting local restaurants to oversupply from grocery stores. The startup benefits suppliers (grocery stores) by recovering revenue that would be lost by throwing food away and benefits restauranteurs by offering discounted food. As FoodMaven says: *Good for business. Good for the hungry. Good for the environment.*

 **FoodMaven**

## CHALLENGE

**FoodEx**

FORMER NAME + LOGO

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.

## SOLUTION + RESULTS

Magneti walked the startup through a unique naming process. 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 The name is easy to say and read, can be scaled as they grow, and won't be easily outdated.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



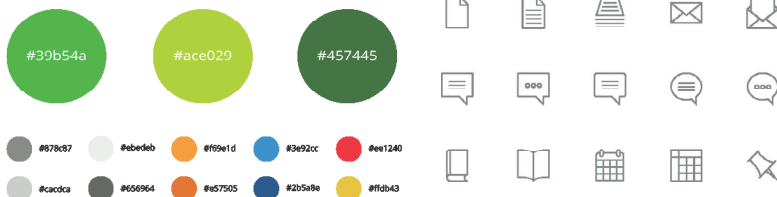
### WRAPS FOR DELIVERY TRUCKS



### SAMPLE BUSINESS CARDS



### WEB COLOR GUIDE + ICON SELECTION



## 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.

## CONTACT US

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