



Snellito Brand Identity Discover



- The process
- The company
- The competition
- Insights
- Naming Ideas
- Moodboards
- Overview
- Next steps

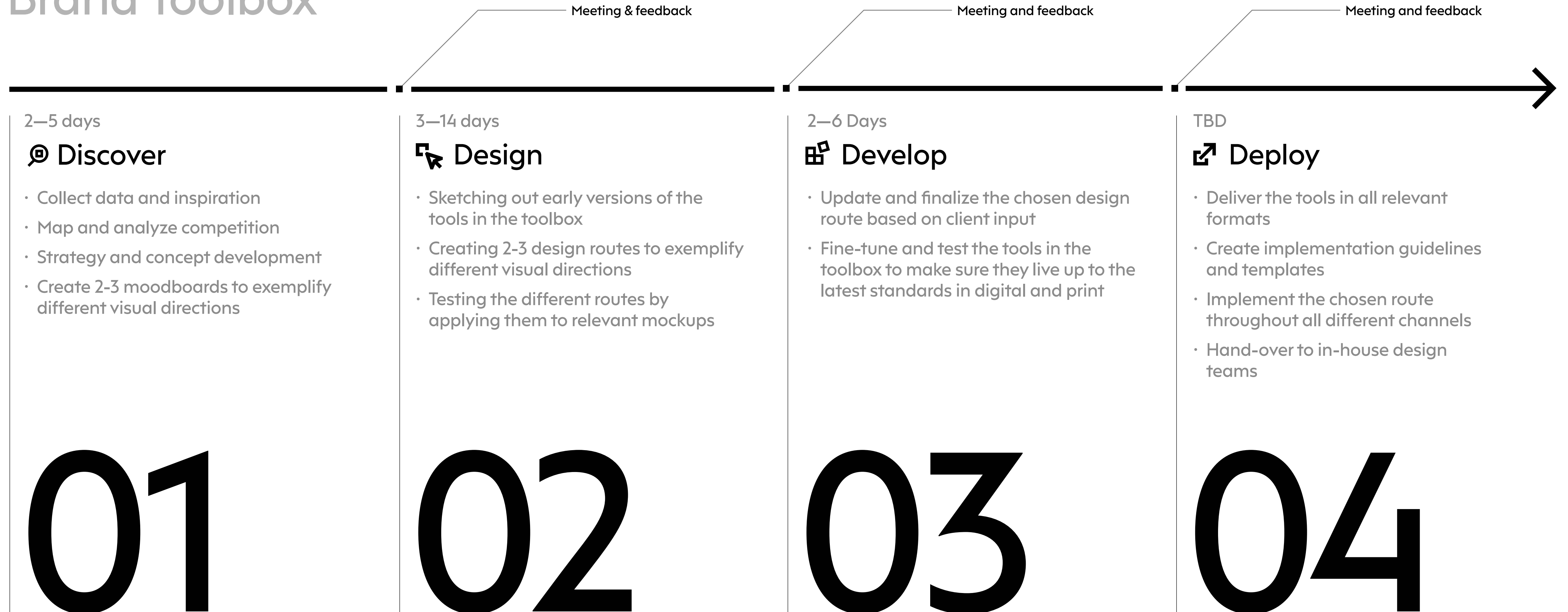
Agenda



The Process

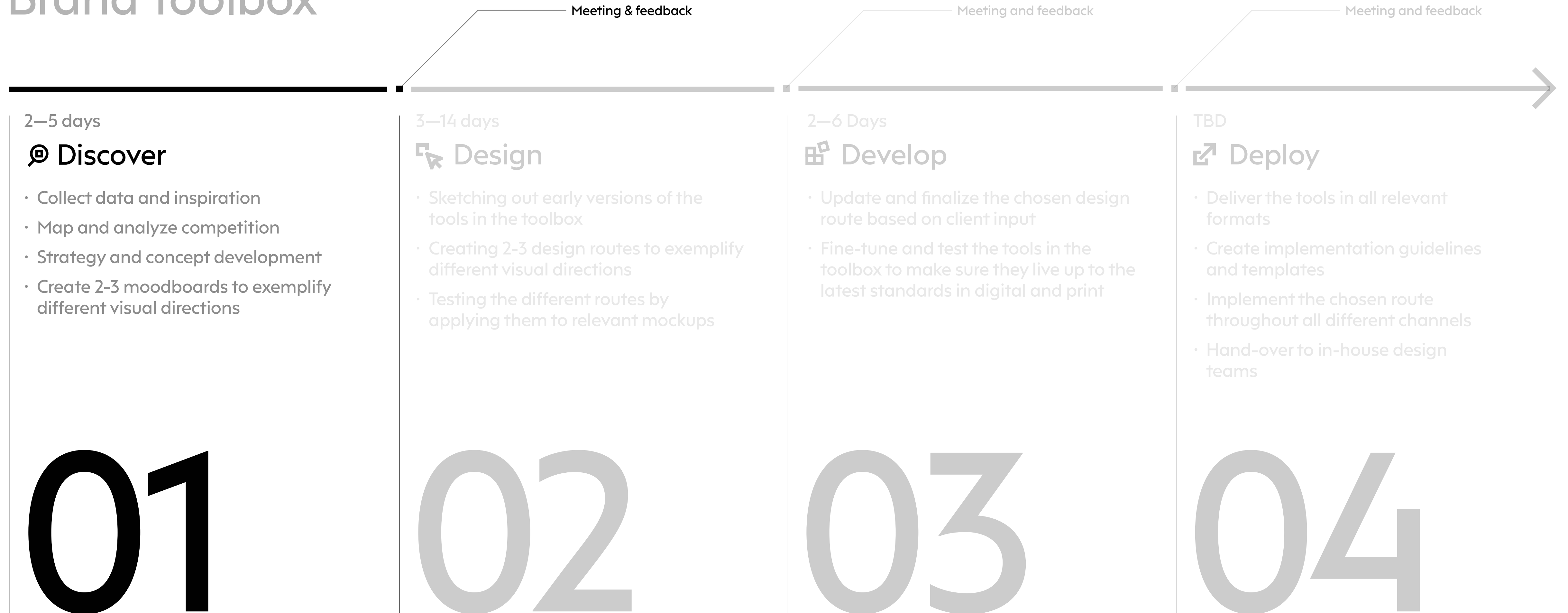


Process Brand Toolbox





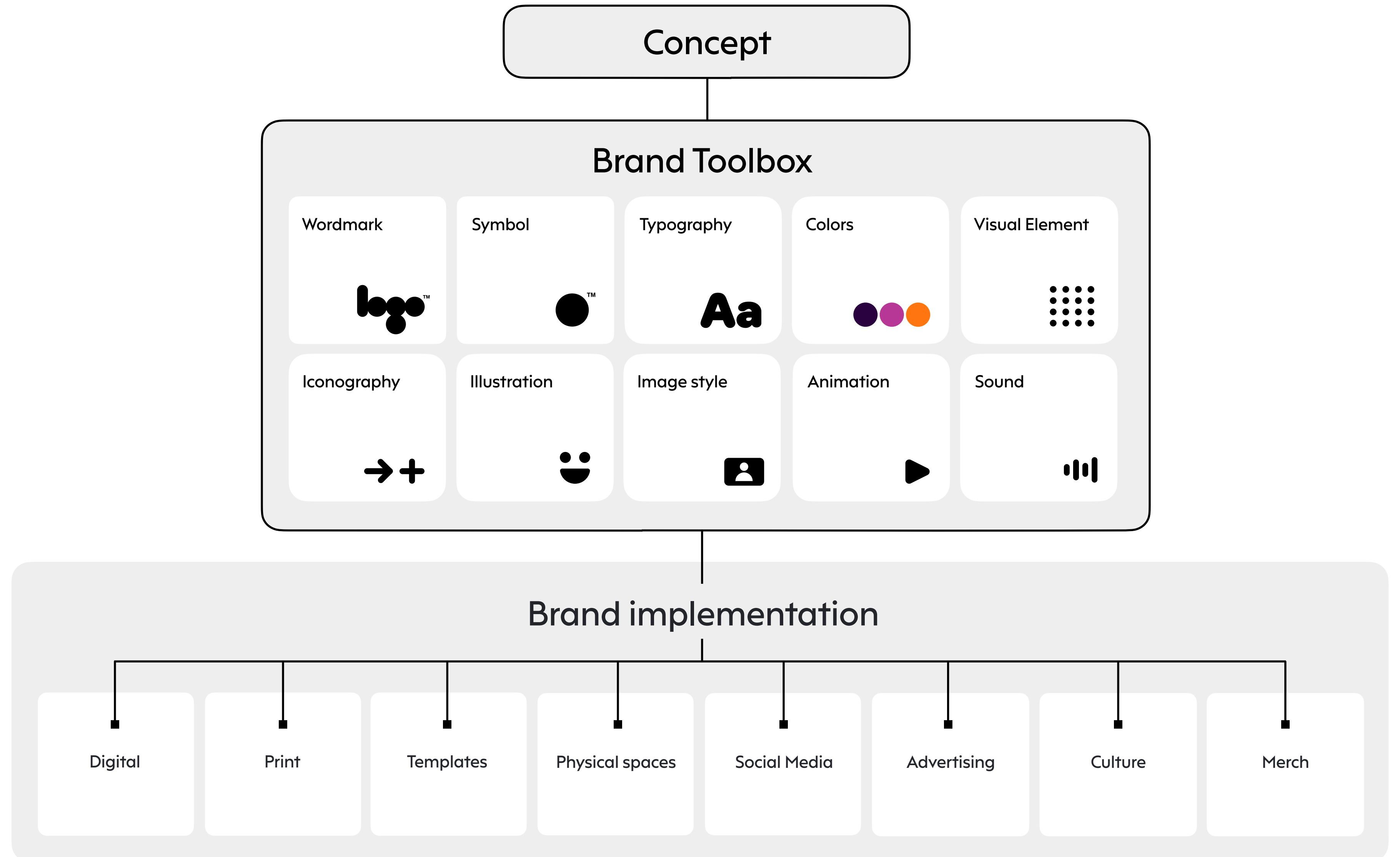
Process Brand Toolbox



The building blocks of a brand

A modular approach makes it easier to secure visual consistency throughout every touchpoint of a brand.

The components of a visual identity can be thought of as a toolbox of visual tools that can be combined in different ways to build a number of different implementations.





The Company



What

- A digital platform for all things related to **home cooking**
- Makes **personalized, affordable** cooking help **accessible** to families
- Gives chefs the **tools** to **launch** and run their own **businesses.**



How

- **All-in-one home cooking platform:** A single platform that helps users **organize** and **personalize recipes** while **connecting families with chefs.**
- **Unlocking opportunity for chefs:** Built-in tools lower the barrier to **starting a chef business:** 80% of pilot chefs were first-timers. Using AI to create jobs, not replace them.
- **Affordable alternative to takeout:** Reduces the cost of private chefs by 40%, cuts waste, and aims to become the go-to platform for everything home cooking—like **Uber for transport** or **Airbnb for stays.**



Why

- There is something deeply human about "coming home" — to a meal made for you, to a table where your family slows down, to food that reflects who you are.
- We want to make this accessible to more people, not just the wealthy. And we believe chefs deserve real economic opportunity, not just gig work.



Values

- Make things simple.
- Dream big and make it happen.
- Quality matters.
- Do impressive work, build something great
- Drive value. For clients, chefs, investors.

- **Simplicity**
- **Ambition**
- **Quality**
- **Craft**
- **Value**



Unique selling point

- We are the only platform focused on making personalized cooking help affordable.
- The market today is split between **expensive chef marketplaces** with no personalization, and **meal kits** that are processed, wasteful, and **impersonal**.
- ECJ sits in the white space between them: **human, affordable, and built around the home.**



Target audience

Current

- **Busy professionals** and **food enthusiasts** who cook at home and want better tools.
- Chefs, especially **first-time private chefs** who want to launch and manage their own businesses without the operational overhead.

Future

- **A broader consumer base** looking for a simple, modern cooking platform
- **Professional chefs** who need **advanced tools** for menu creation, scaling, and client management. The brand should speak to both.



The market

- Creating a **new category** › education needed › higher **onboarding threshold**
- Mind shift needed; people are used to having one delivery app, one recipe app and one grocery app. And it works fine. ECJ needs to communicate why it's better.

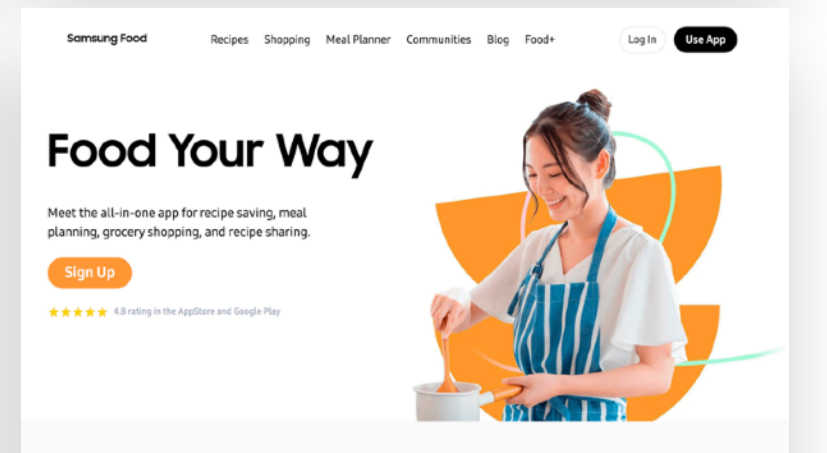
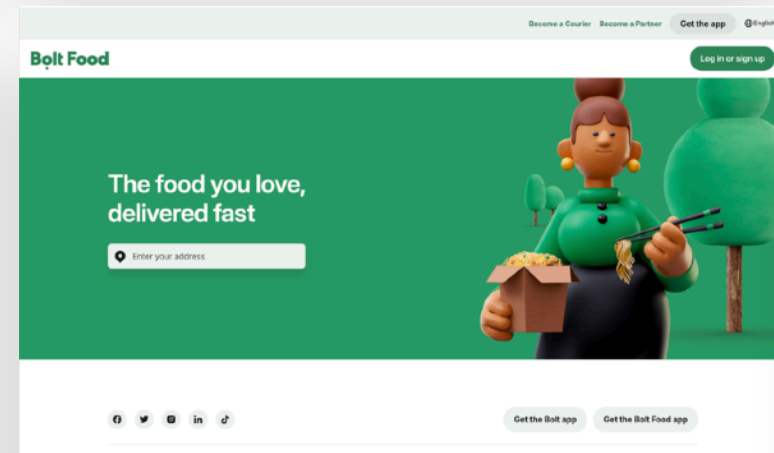
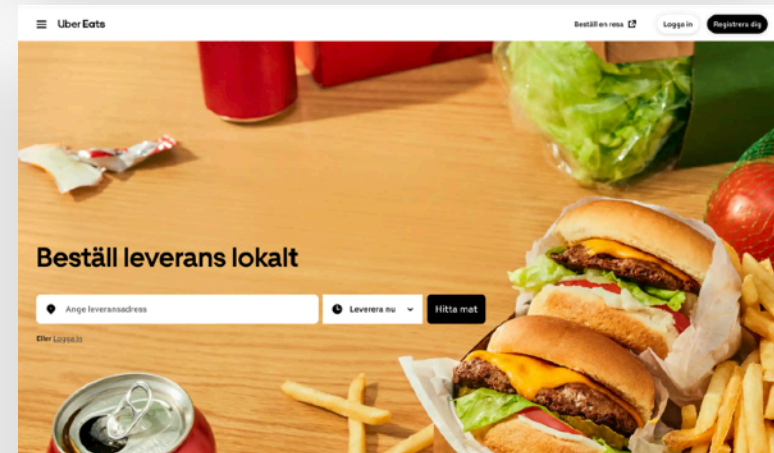
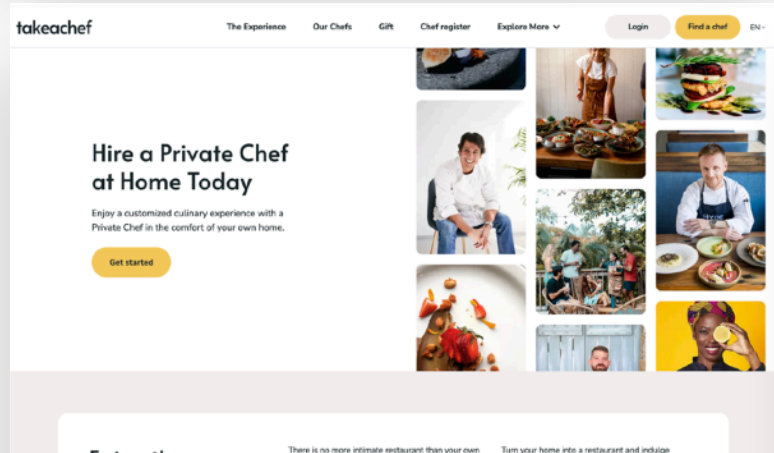
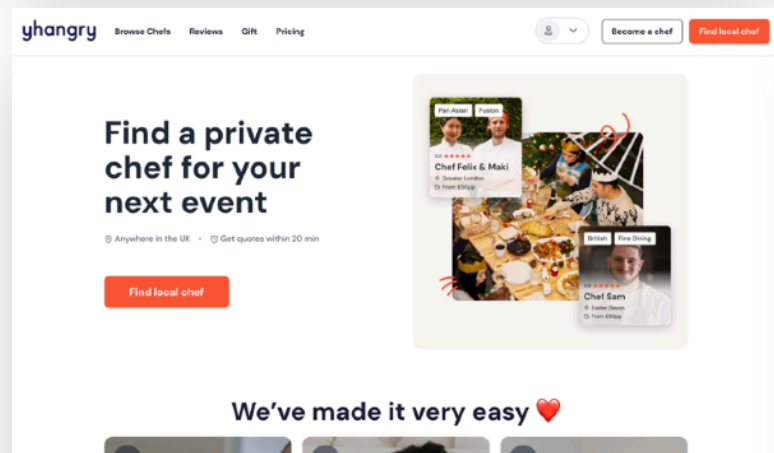
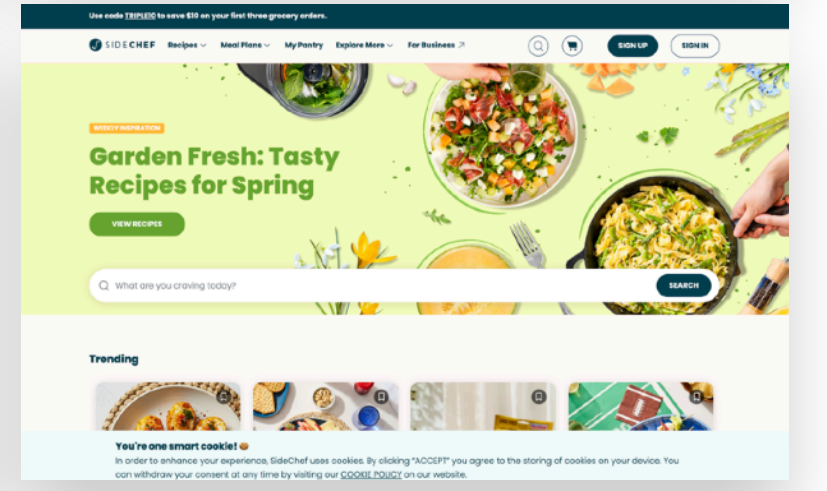
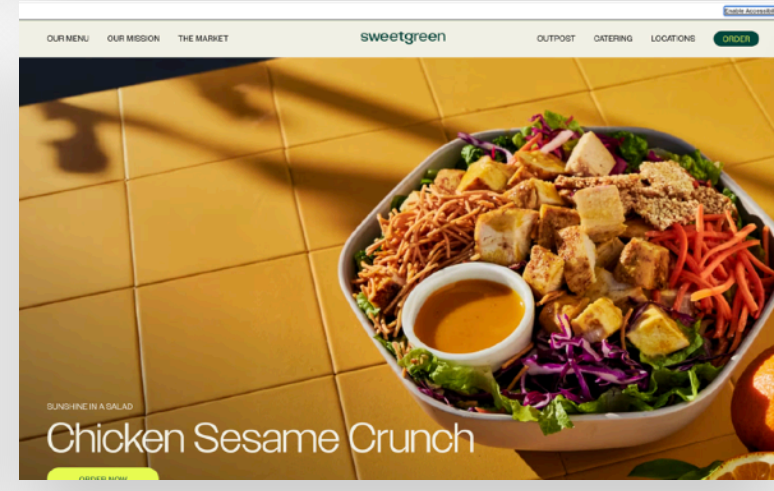
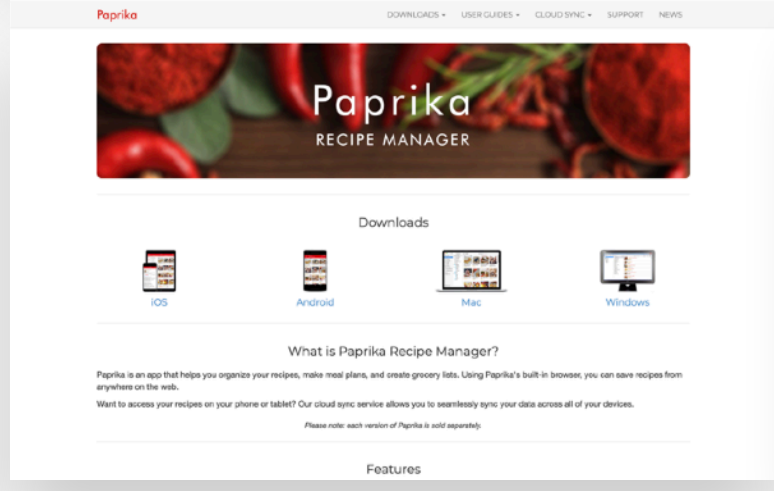
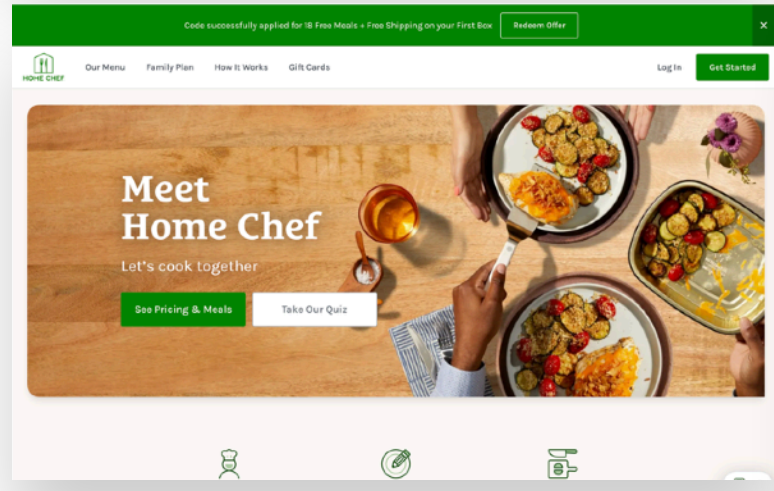
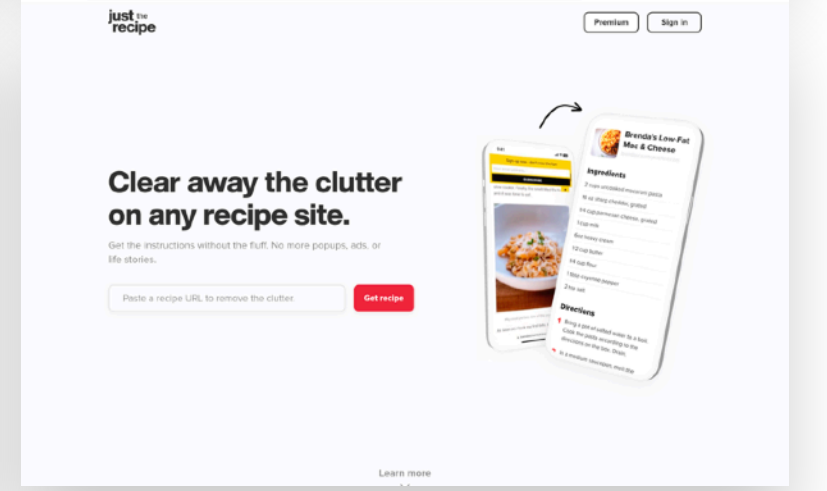
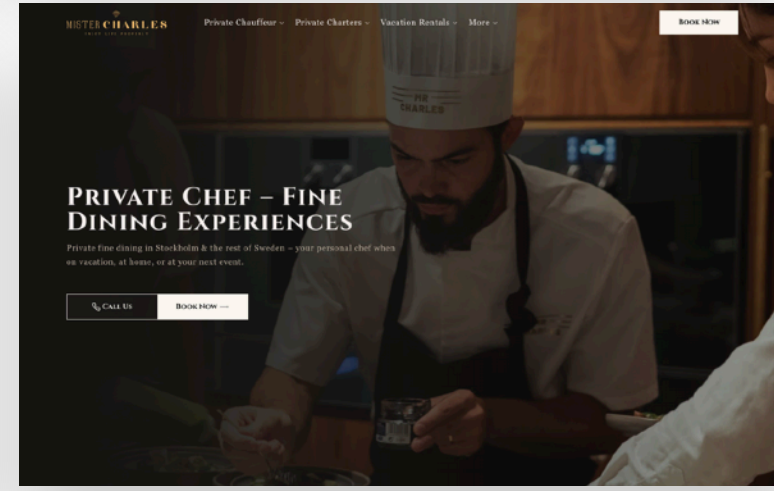
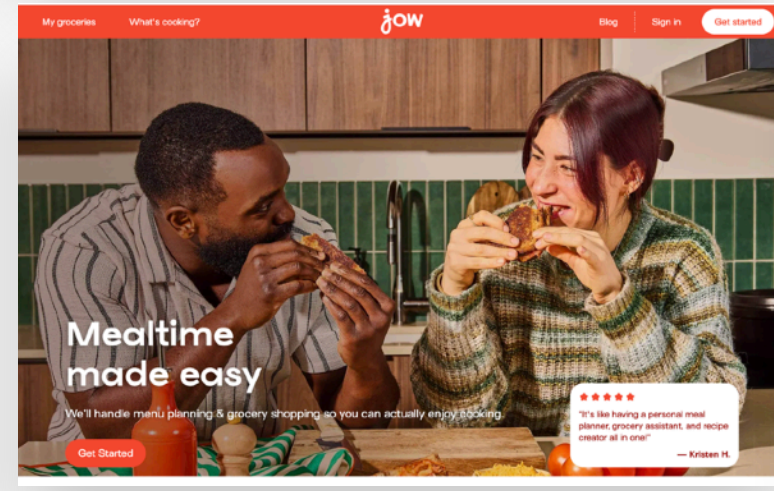
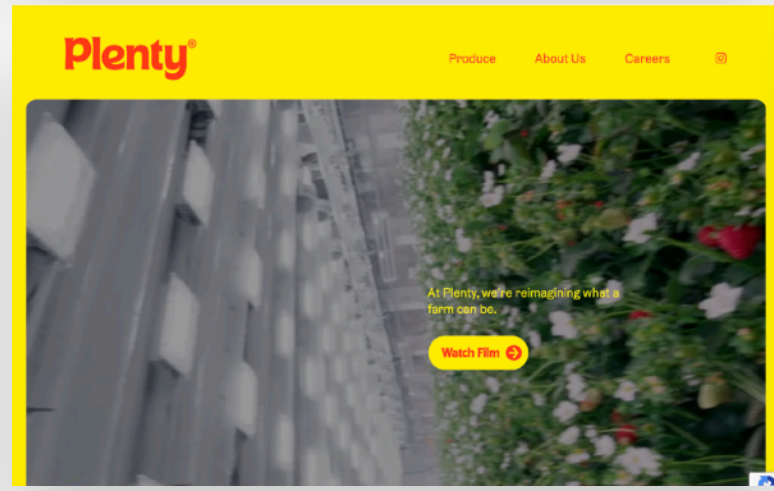
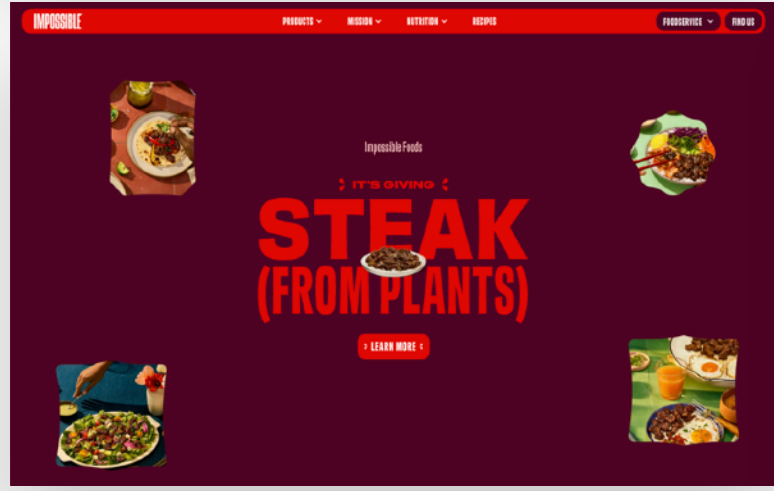
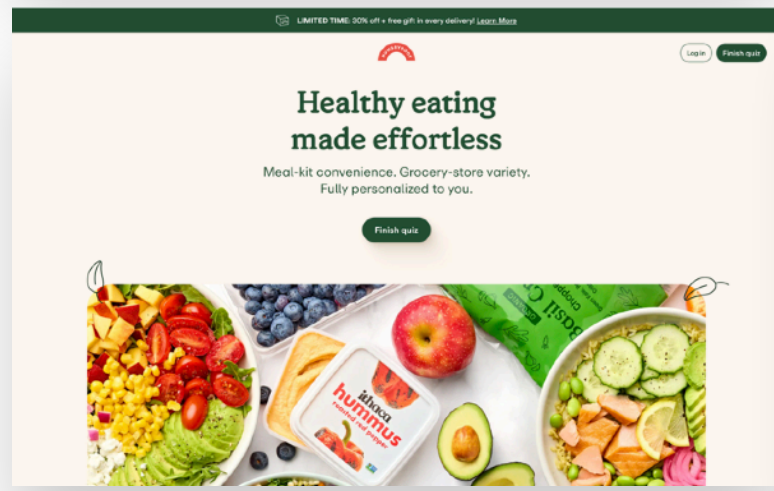
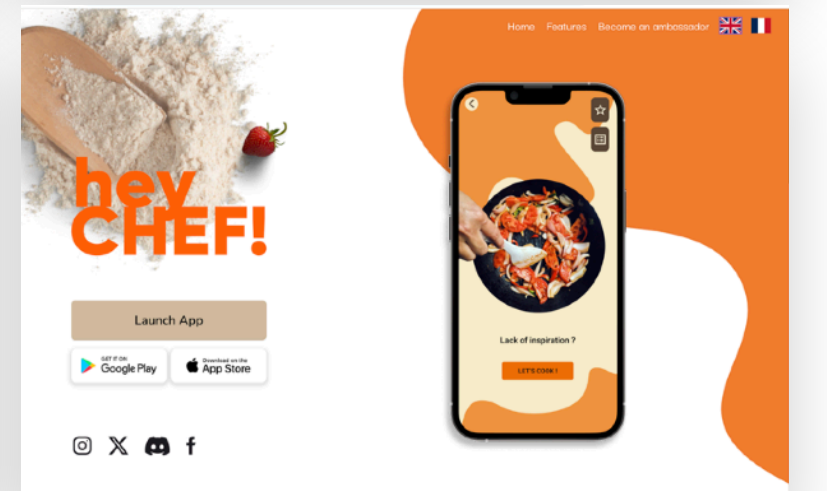
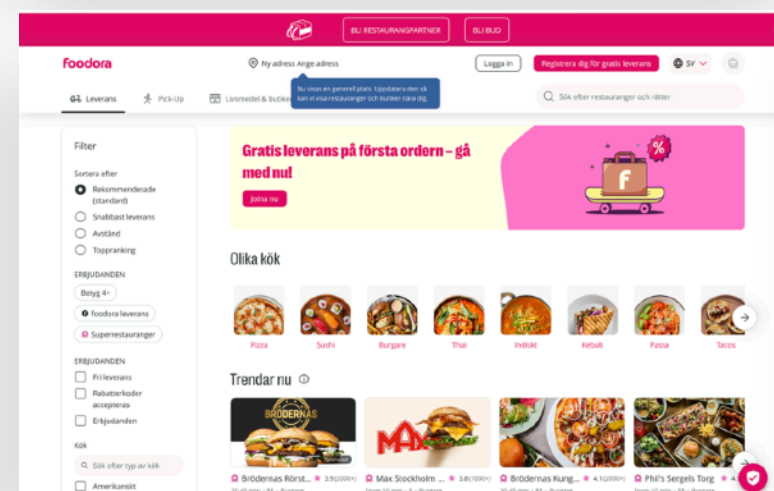
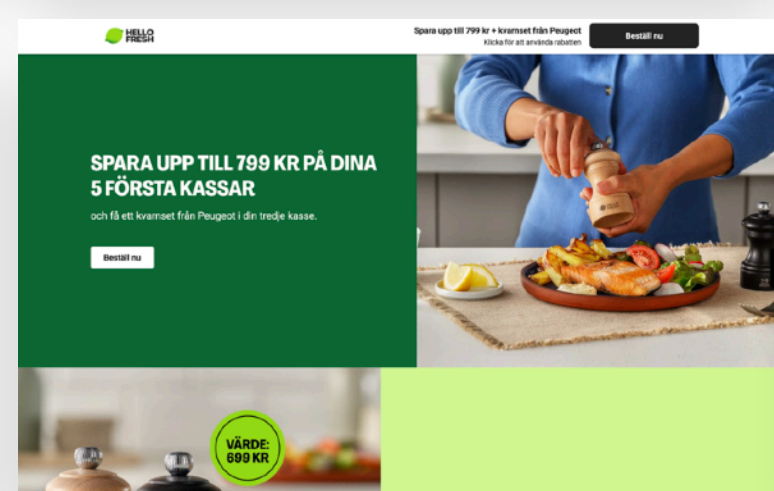
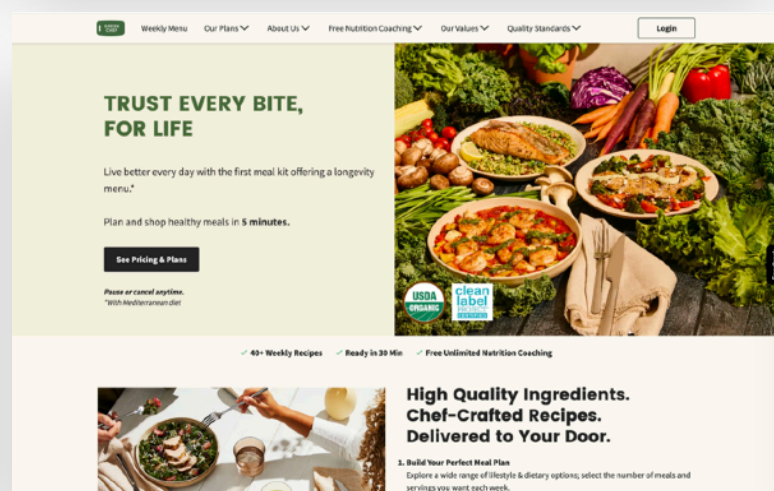
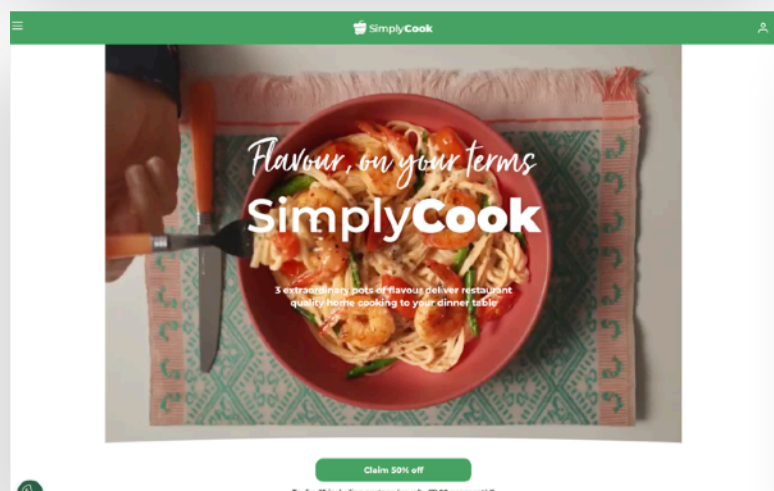
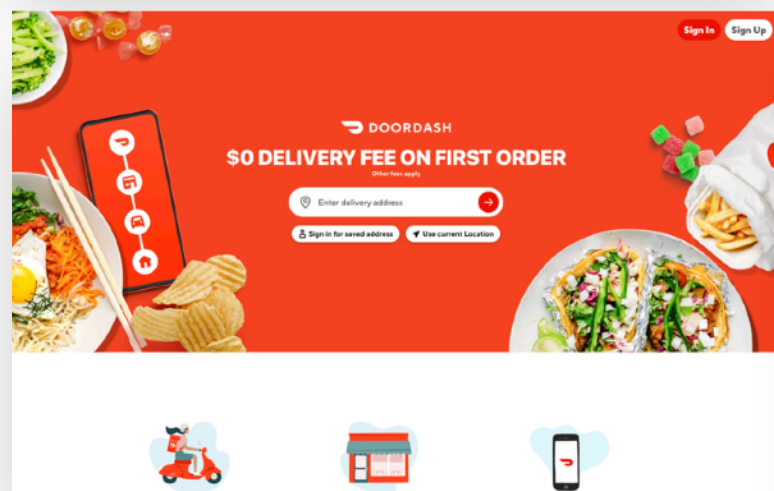
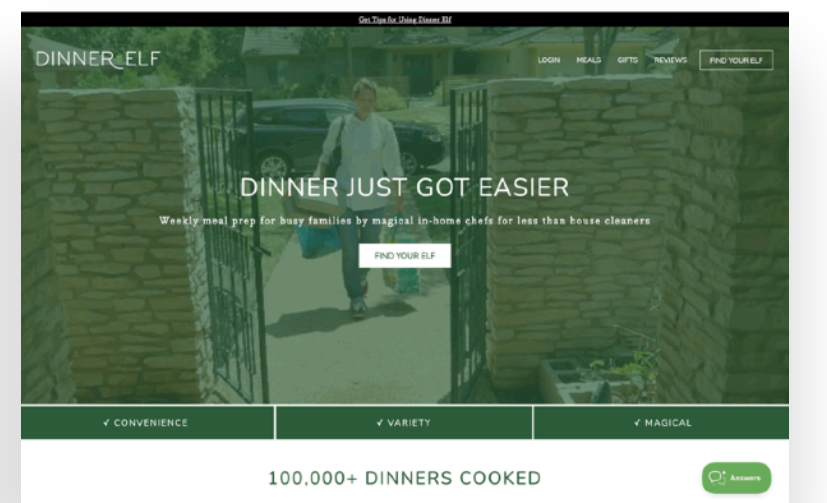
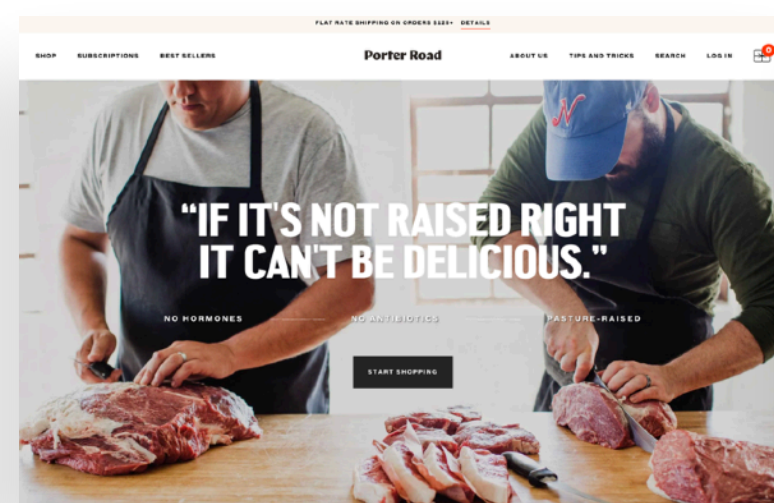
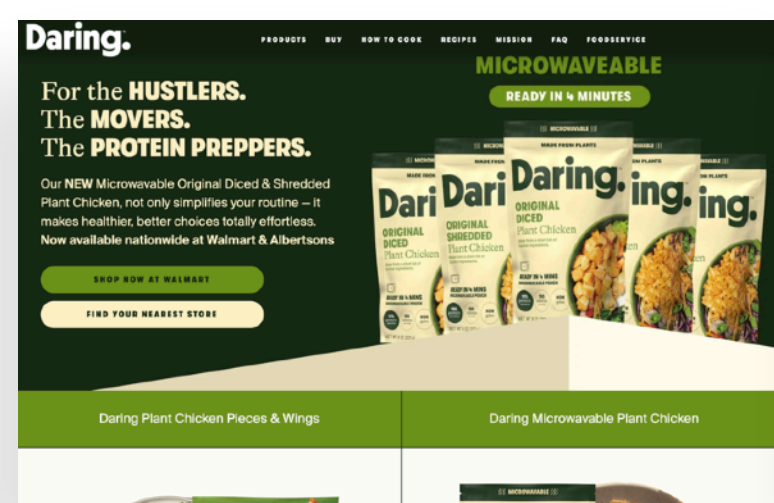
Challenge

- **Fragmented market**
- Recipe tools, meal planning apps, chef marketplaces and meal kits exists but **no one unifies** the home cooking experience
- ECJ can become the central hub for cooking — For families and chefs.
- **Owning the mental load category**

Opportunity



The Competition





 **CookBook**

Cozymeal

Daring.

Porter Road

DINNER*ELF

 **DOORDASH**

 **Simply
Cook**

 **GREEN
CHEF**

 **HELLO
FRESH**

foodora

**hey
CHEF!**



IMPOSSIBLE

Plenty[®]

jow

MISTER CHARLES
ENJOY LIFE PROPERLY

just the
recipe


HOME CHEF



planted.[™]

 **Recime**

sweetgreen

 **SIDECHEF**

yhangry

takeachef

RecipeBox

Uber Eats

Bolt Food

Samsung Food



Insights



Insight 01

Most competitors focus on what people eat.
Our advantage is solving the burden of
figuring it out.

The opportunity is not food — it's mental relief



Have a lot on your plate?

Let us handle dinner.



Insight 02

If something is too new, people reject it
If something is too familiar, people
ignore it

**Just enough novelty to
excite, but enough familiarity
to be understood**



**”If it’s new, make it familiar. If it’s
familiar, make it new”**

Raymond Loewy



Insight 03

Today's market is fragmented:
No one owns the whole experience.

**The strongest strategic
position is to be the system
behind home cooking.**



The OS of Home Cooking

From planning and discovering meals to booking a chef —
we help you at every step



Naming ideas



All name ideas

Cooker
Cheffy
 Cheffie
Cheffi
 Sheffi
 Sheff
Cheffin
 Chefit
 Cheffit
Cheffo
 Cheffio
 Chefio
 Cheffin
 Cheffora
 Cheffon
 Shiffer
 Heffe
 Chefe
 Jeff
 Cazzo
 SOU
Chefly
 Chefr
 Cheffry

Cheffer
Gusto — Taste /
 enthusiasm
Gustio
 Gusta
 Gustora
Tavola
 Vola
Voila
 Apetit
 Bon (Bon apetit)
Bonne
 Plate
 Plates
Plated
Playted
 Tabble
Sous
 Fork
 Butter
Sizzle
Ingrid
 Ingredient
 Al Dente

Dente
 Zest
 Zesti
Zesty
 Whisk
 First served
Served
 Apron
 Dine
 Bistro
 Line (on the line)
Sazon — Flavor /
 Personality
Fuego
 Cookbook
 Cookwell
 Cooking help
 Apetit
 Aptyte
 Apti
 Tangy
 Tangie
 Tang
 Whisk

Palate
 Kitchen magic
 Taste Bud
 Taste Buddy
 Yummy
Remy
 Caspa
Prego
 Swaad (Hindi for
 yum)
 Mazza (Mazaa =
 enjoyment)
 Wah!
Ta-dah!
Miam (French for
 Yum)
Buono
 Toque (Chefs
 hat)
 sous.io
 Sousio
 Sousy
 Topi
 Stove

Savora
Bite
 What the fuck
 should I make
 for dinner??
 Eat Curious
 Eat well
 Eat!
 Eatly
Neatly
 Eat Neatly
Cook Neatly
 Neet'o
 Eat
 Culinar
 Culinar.io
 Culi
 Culinario
 Relish
Yes Chef!
Bite!
Cookin
Get Cookin
 What's Cookin



GUSTO



SOUS



CHEFFIN



CHEFFY



PRONTO



PREGO



NEATLY



Possible Pre-fixes

- **Get (Get Gusto)**
- **Go (Go Cheffin)**
- **Cook (Cook Neatly)**



Possible Suffixes

- OS
- Home
- Cook
- Kitchen
- .io
- .ai
- App
- Assistant
- Cooking
- Cooking Assistant
- Cooking
- Technologies
- Platform
- Helper
- Kitchen Helper
- Technologies
-



Shortlist

- **Gusto Home**
- **Get Cheffin**
- **Cheffin Home**
- **Sous Technologies**
- **Cheffy Home**
- **Pronto Cooking**
- **Cook Neatly**
- **Voilà Cooking Technologies**
- **Get Cookin**



01 Sizzle

02 Simmer

03 Sear

Moodboards



Sizzle

01



Keywords

Joy

Family style

Focus on food

Quirky typography

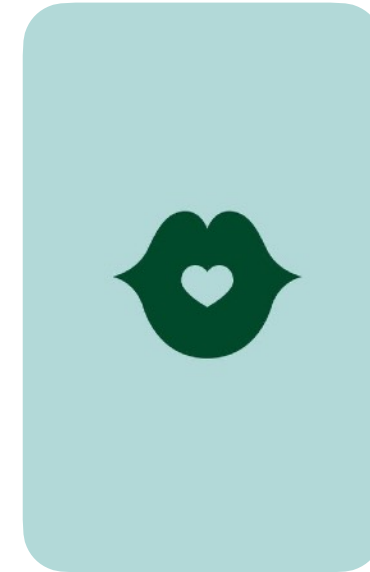
Bold colors

Hard flash imagery

Playful

Everyday

Startup-y



Foodies at heart

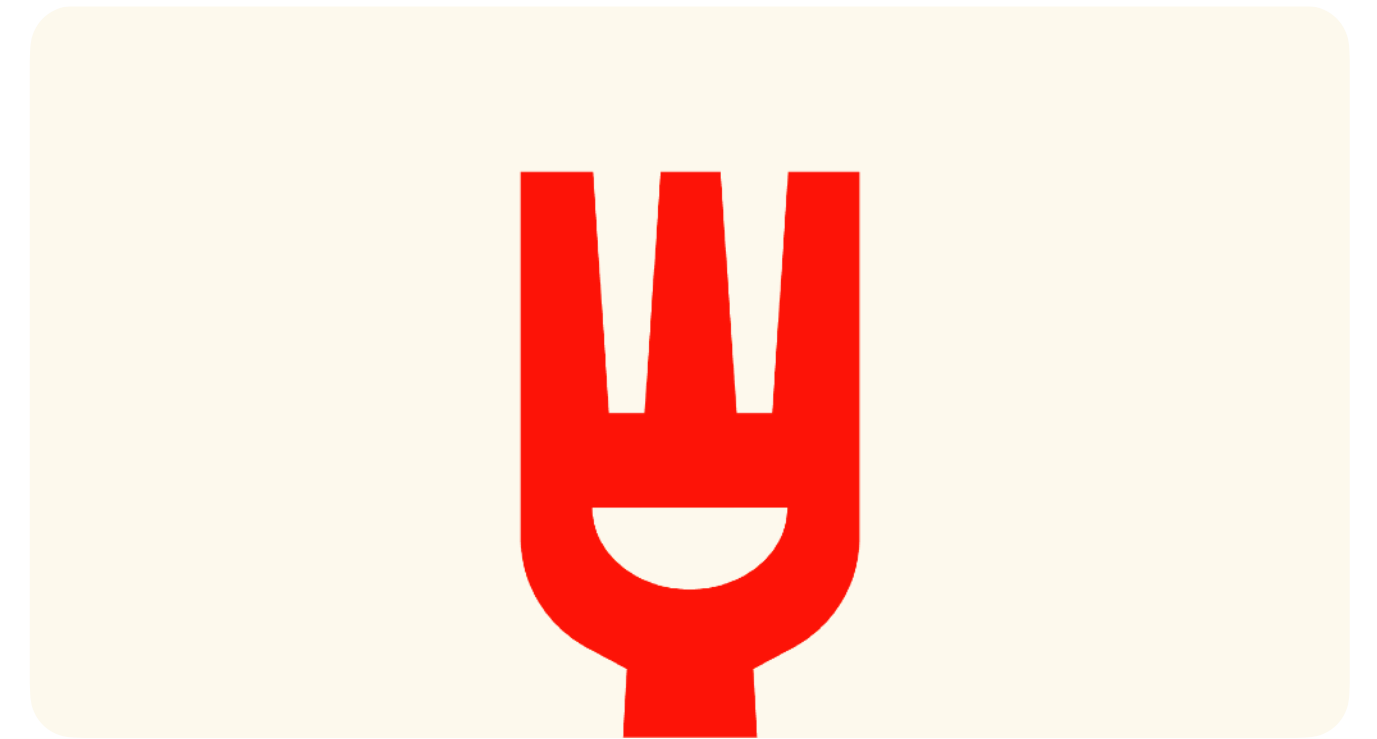
Silje Andersen
Purchasing Director, Oslo

460m+
€ in revenue 2024

Flavour for growth
Gela Group powers the European food industry with innovative solutions, category expertise and close partnerships that turn ideas into standout products.

About us →

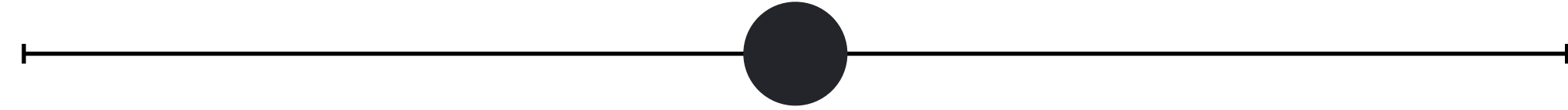
Are you our missing ingredient?





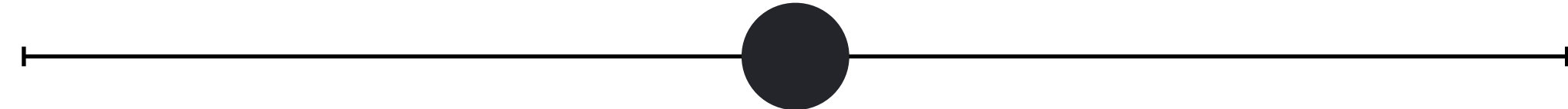
The Brand-O-Meter

Technical



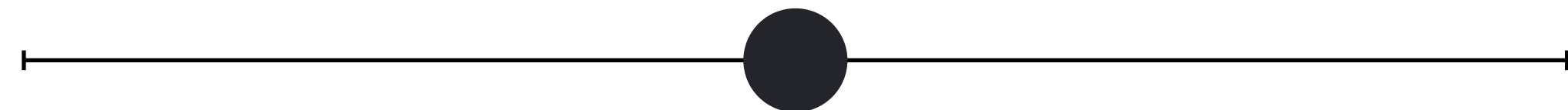
Simple

Timeless



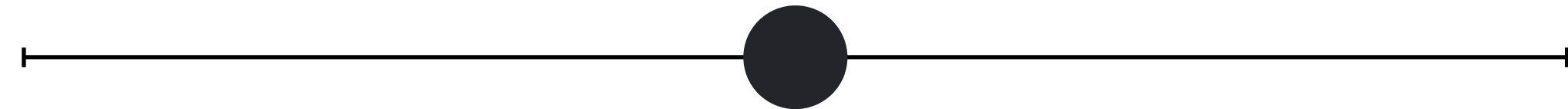
Modern

Established



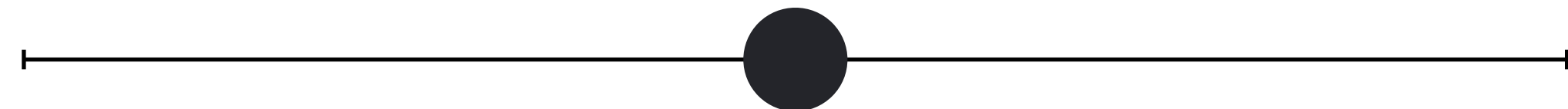
Challenger

Trustworthy



Expressive

Sophisticated

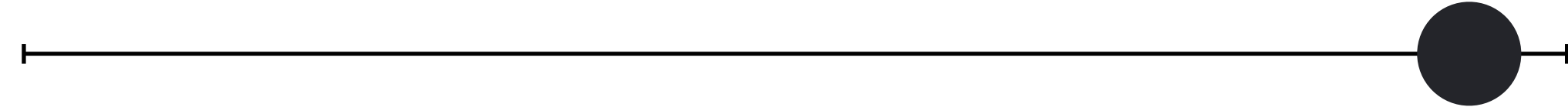


Playful



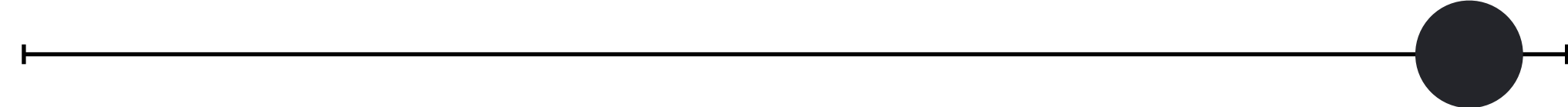
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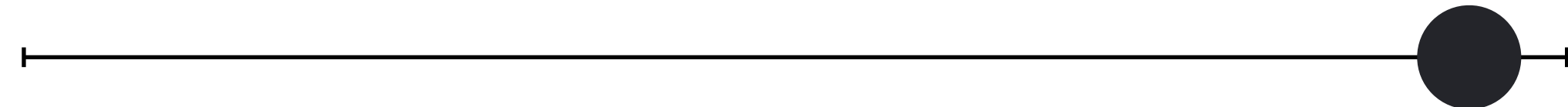
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Timeless



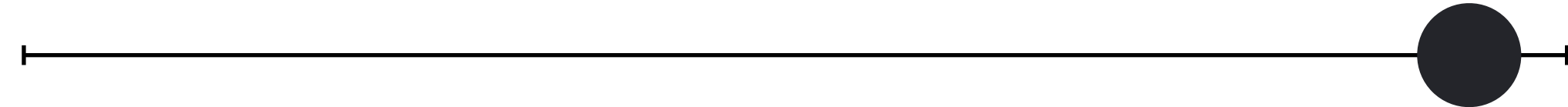
Modern

Established



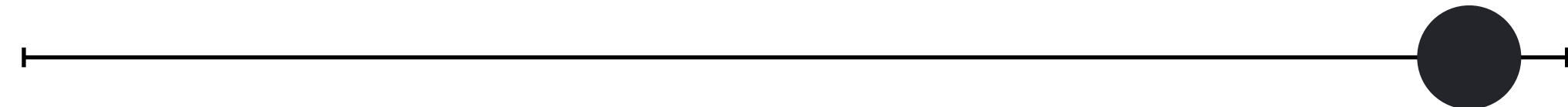
Challenger

Trustworthy



Expressive

Sophisticated



Playful



Simmer

02



Keywords

Relaxation

Focus on the interaction

The dinner table

Soft warm light photography

Perfection

Elegance

Elevated

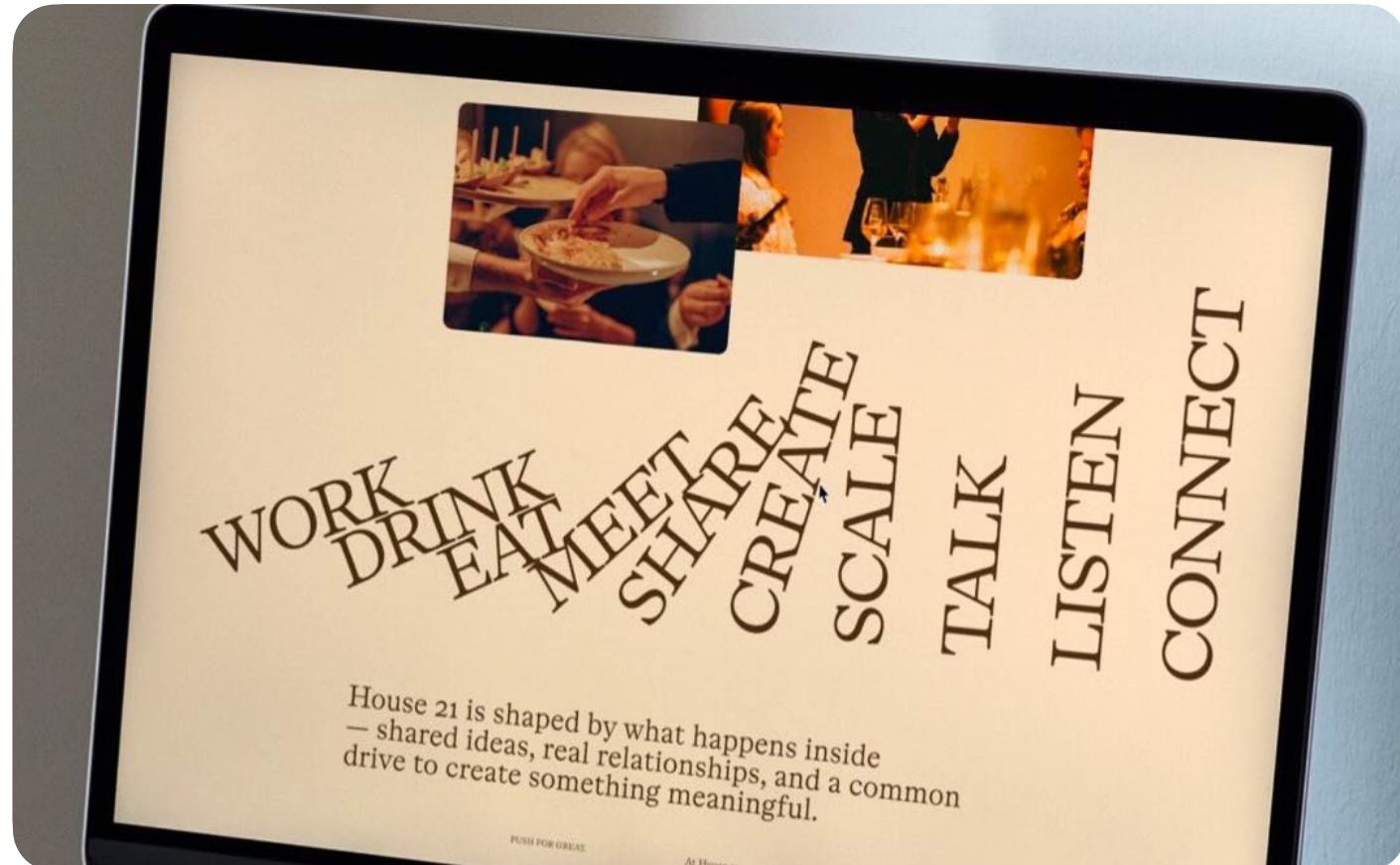
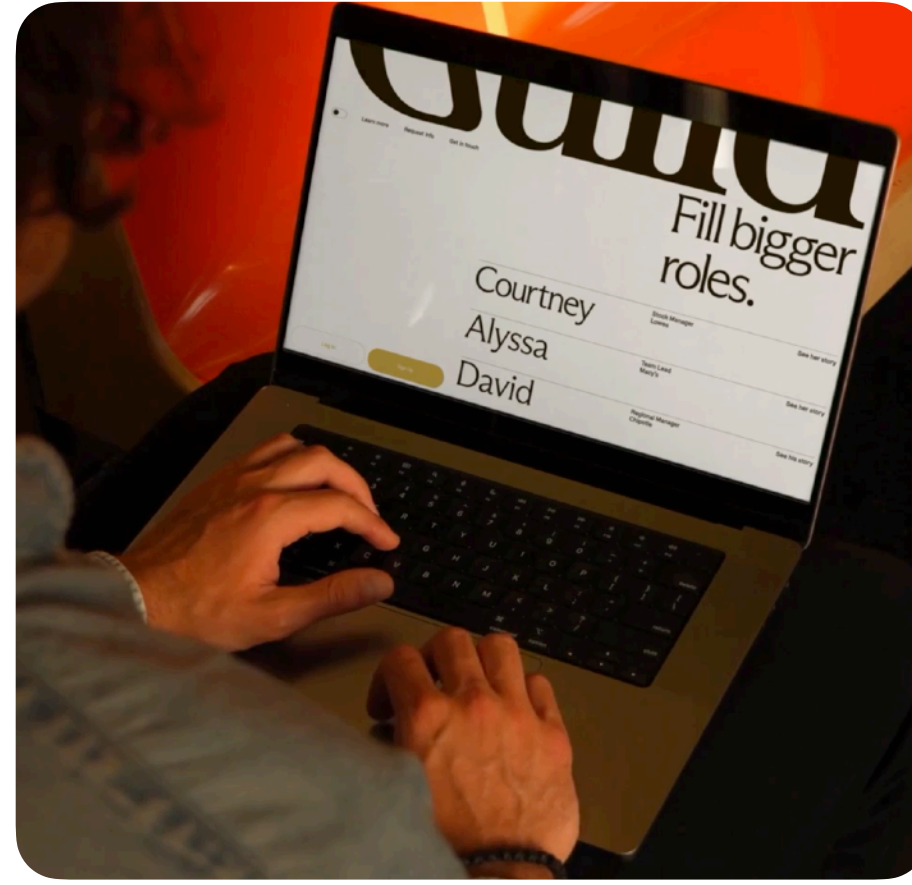
Premium

Organic

Dinner party

More like a cookbook

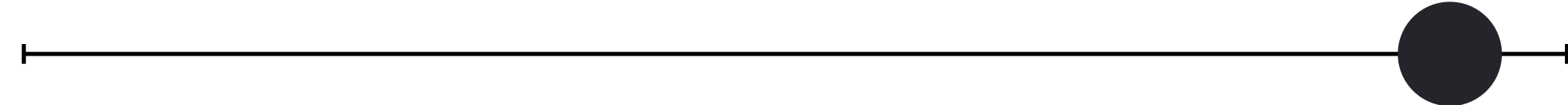
Inpiration





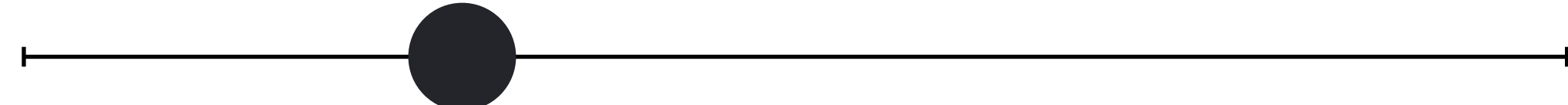
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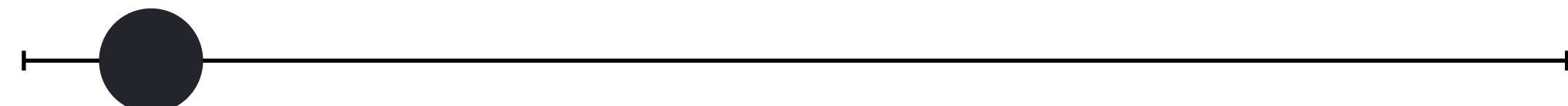
Simple

Timeless



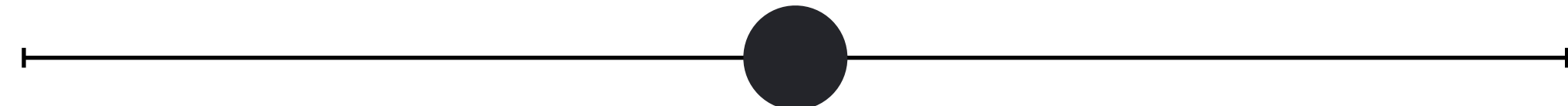
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Established



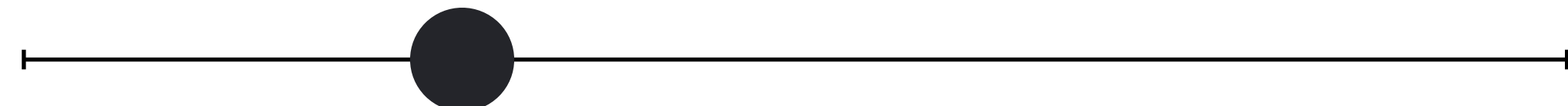
Challenger

Trustworthy



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Sophisticated

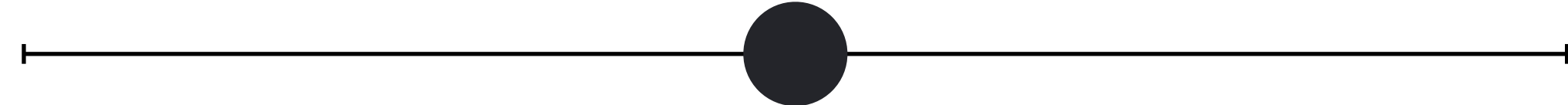


Playful



The Brand-O-Meter

Technical



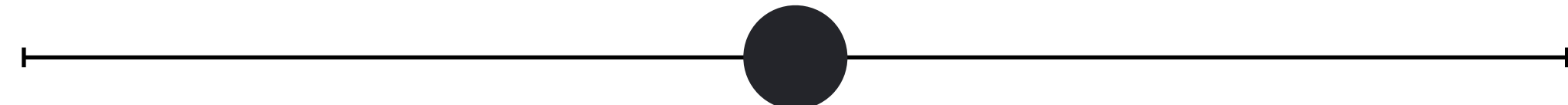
Simple

Timeless



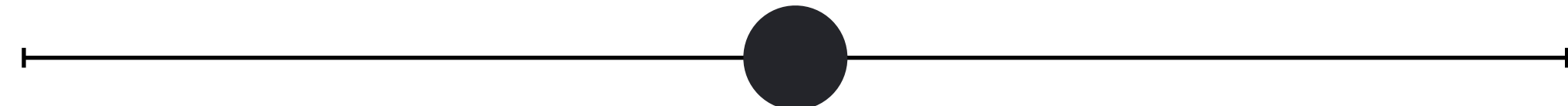
Modern

Established



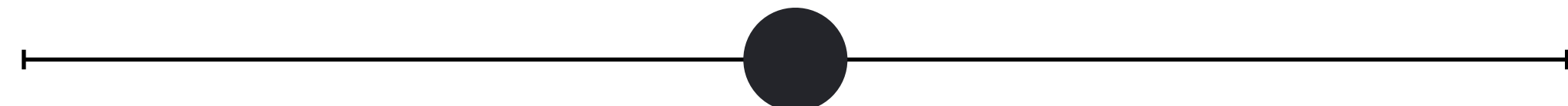
Challenger

Trustworthy



Expressive

Sophisticated



Playful



Sear

03



Keywords

In the moment

Focus on the craft

The act of cooking

Details

Flame, heat, movement

Messy kitchen

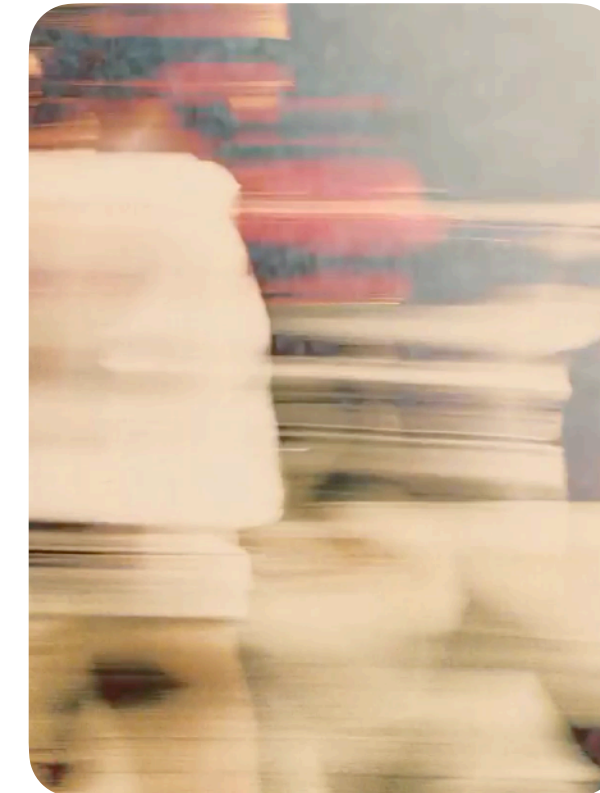
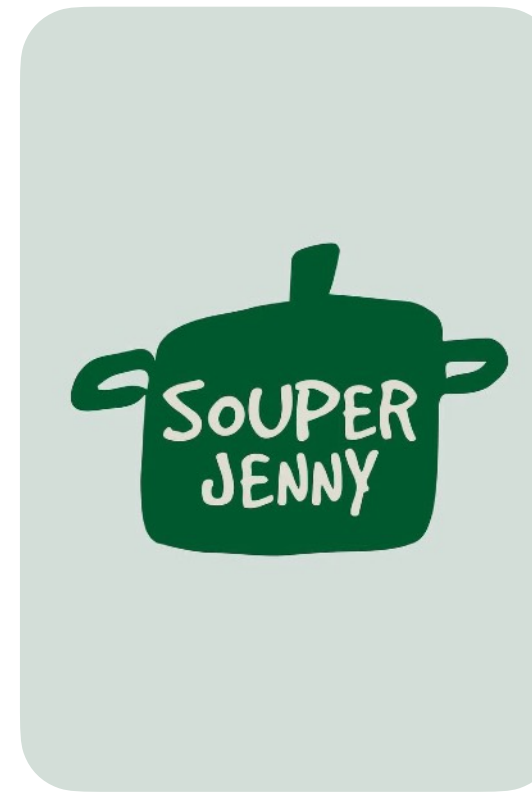
Professionalism

Strength

Feels like a professional tool



A typeface by Stable
Swell



**YO
SWI**



Carrot ↓

FRIVE

Typography Primary Helvetica®Now variable builds
Helvetica®Now
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
Light
Regular
Medium
Bold
Yes Chef!

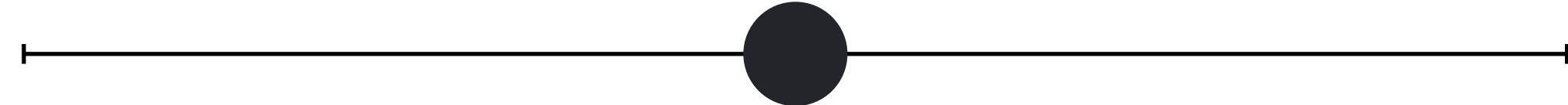
 **caladan**

Seed®
H① AFU DS-01
Probiotic



The Brand-O-Meter

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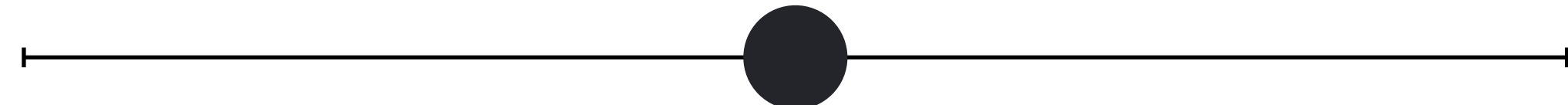
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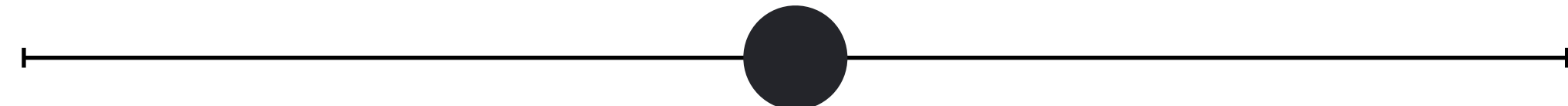
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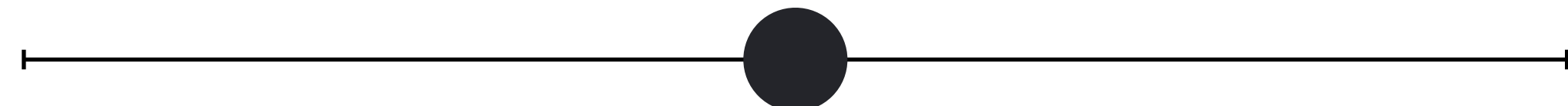
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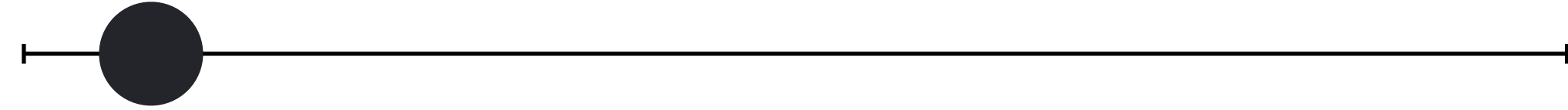


Playful



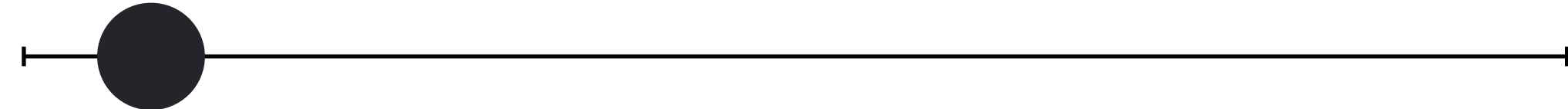
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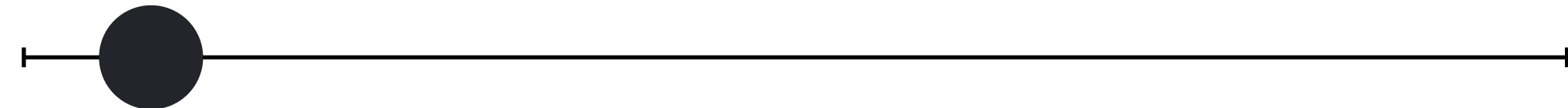
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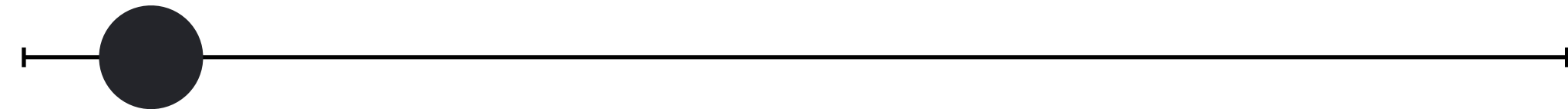
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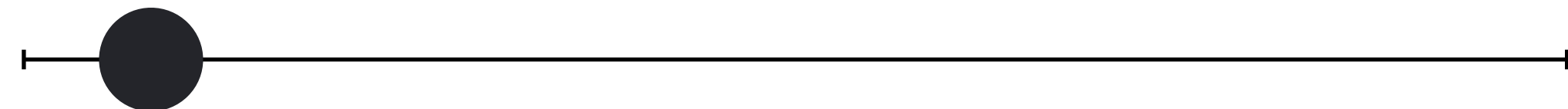
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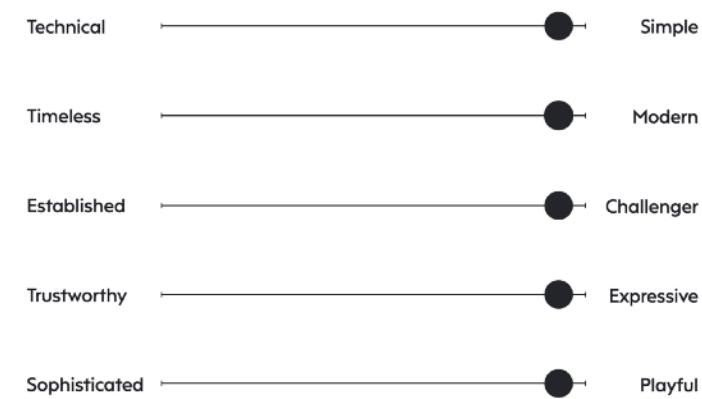
Overview

Snellito

Moodboards



- Joy
- Family style
- Focus on food
- Quirky typography
- Bold colors
- Hard flash imagery
- Everyday situations
- Startup-y

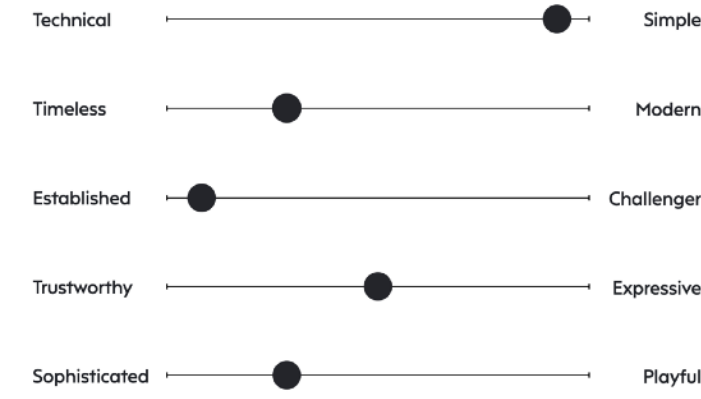


Sizzle

01



- Elegance
- Premium
- Organic
- Focus on the interaction
- Feeling of a dinner party
- Soft warm light photography

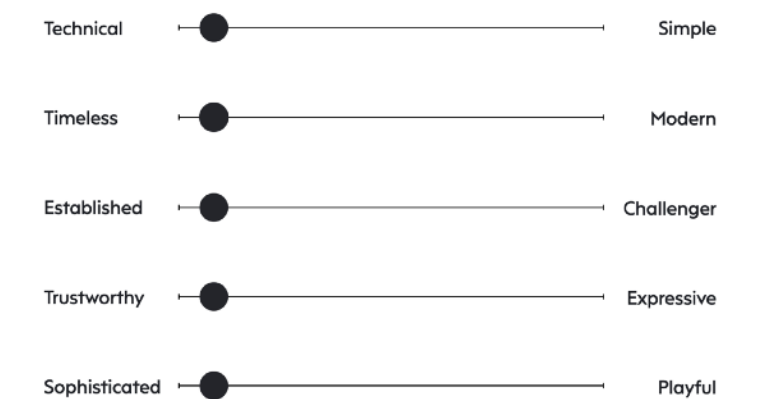


Simmer

02



- Professional
- In the moment
- Focus on the act of cooking
- Details
- Flame, heat, movement
- Messy kitchen



Sear

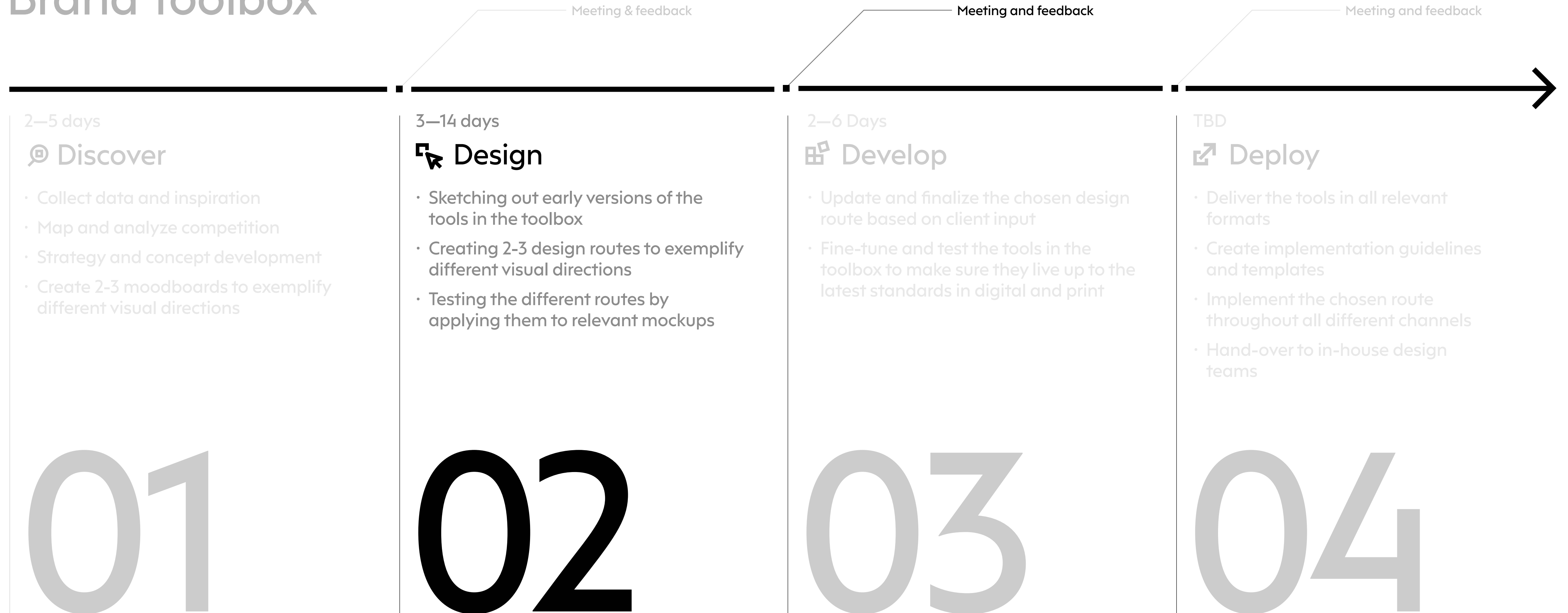
03



Next steps



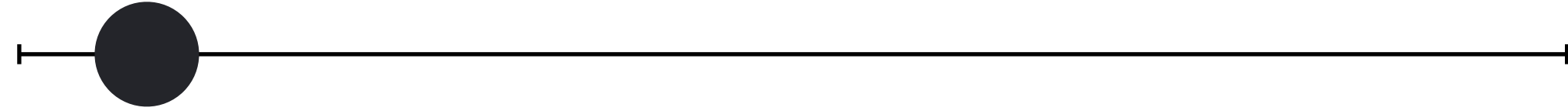
Process Brand Toolbox





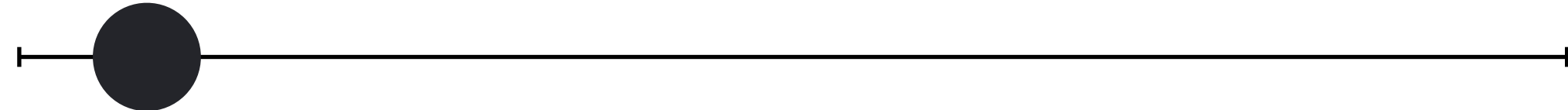
The Brand-O-Meter

Technical



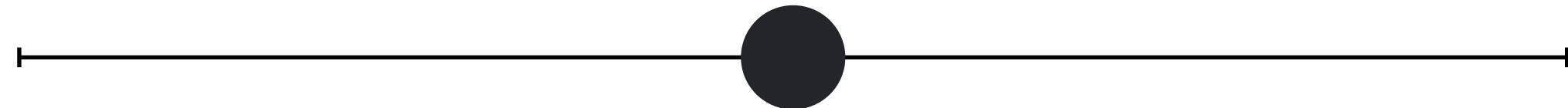
Simple

Timeless



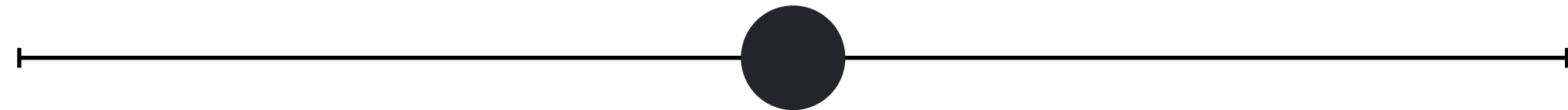
Modern

Established



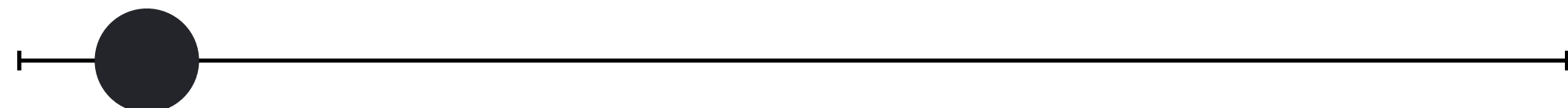
Challenger

Trustworthy



Expressive

Sophisticated



Playful



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Thank You!