## Logo, image and branding

Greenbox has gone through several rounds of name and logo changes based upon customer feedback as well as the instincts of the team about how we wanted to position our company.

The original name “GreenXpress” was generated from the idea that we are a “green” service (low waste and low energy consumption) so it was fitting to include that in the name. “Xpress” was added to the name to convey our role as a delivery service. This was in the early days of the company, when we were still operating under the idea that part of our business model would be getting the produce to our customers as fast as possible. Additionally, the script font of the original “GreenXpress” logo reflects the motivation of “express,” as it looks like it was written by someone in a hurry.

After several rounds of outside feedback (from our peers, customer base and insights during team brainstorming sessions) we discovered that GreenXpress might be sending an “un-green” message of prioritizing speed over sustainability. It’s for these reasons that we decided to go back to the drawing board and come up with new branding for ourselves.

We relied on the intuitiveness of our customer base and let them choose between three different new names “GreenXpress,” “GreenBox,” and “GreenCart.” The feedback was clear that GreenBox was something the customer base saw being more easily tied to our service and mission. Due to these results, the company rebranded itself to Greenbox.

The Greenbox logo kept it’s original colors or light green and dark green. However, because we were no longer an “express” service and had a better feel for who our end customer would be, the team created a logo that was meant to feel a little more premium and more calm and composed aesthetically. To elevate that “box” was a major part of our service, that word was created to look like it was literally inside of a box. Additionally, in keeping with the “green” motif, the “g” is stylized with a leaf, symbolizing our enduring connecting to the natural world.

In summary, the Greenbox branding evolved over the course of many business iterations, customer research and brainstorming sessions over how best to convey our image and message to the world. We hope that for our customers, this logo will become synonymous with a reliable yet sustainable to fresh produce and their community as a whole.