

SUCCESS STORY

BRAND STRENGTHENING FOR FINOSEC



COMPANY PROFILE

Finosec is a Fintech startup out of Alpharetta, GA founded by long time industry leader Zach Duke. Zach's passion for serving community banks drove him to launch Finosec to help them face modern cybersecurity challenges, automate labor-intensive tasks, and streamline their processes for IT and Cyber examinations administered by federal regulators.



**WHAT
DID
THEY
NEED?**

BRAND REFRESH
NEW PRODUCT NAME
WEBSITE
TRADE SHOW GEAR
CONTENT



**WHAT
SOLUTION
WAS
DEPLOYED?**

NEW LOGO
PRODUCT NAME
STYLE GUIDE
WEBSITE OVERHAUL
CONTENT REFRESH



**WHAT
WERE
THE
RESULTS?**

PROFESSIONAL LOOK
IMPROVED NAV
MEETING SCHEDULER
NEW MATERIALS

CHALLENGE

Finosec began much like many technology-based startups. They had an idea, a laser-focused mission, and a great audience of potential customers. Immediately following their official launch, they quickly found success. With such a fast start, Finosec was very busy with selling, implementing and supporting their customers.

Although recognizing the importance of branding and messaging, **they had little time available to put together a logo, print business cards, and create a website** to promote their solutions. Finosec had a great name, they needed a great brand, stronger messaging and new website to reflect it.

SOLUTION

The initial plan was to create a new website that better represented Finosec and provided a structure that would be easier for visitors to use and be easy to maintain and update. A WordPress theme was chosen and customized to fit their needs. This was a good start, but more was to be done to make a real impact for Finosec.

Brand Strengthening was the answer.

Old Logo



Old Wordmark

F I N  S E C

New Logo



New Wordmark

FINOSEC

CORINGA CONSULTING

- MARKETING STRATEGY
- MARKETING CAMPAIGN MANAGEMENT
- MARKETING AUTOMATION
- EMAIL MARKETING
- LEAD GENERATION
- NURTURE | DRIP
- BRANDING
- PRODUCT MARKETING
- TAGLINES
- HEADLINES
- STORYLINES
- WEBINARS
- WEBSITES

NEW BRAND

With the creation of a **new logo and wordmark**, Finosec branding provided an image more representative of their solutions. The new brand portrays strength, safety, security, and confidence.



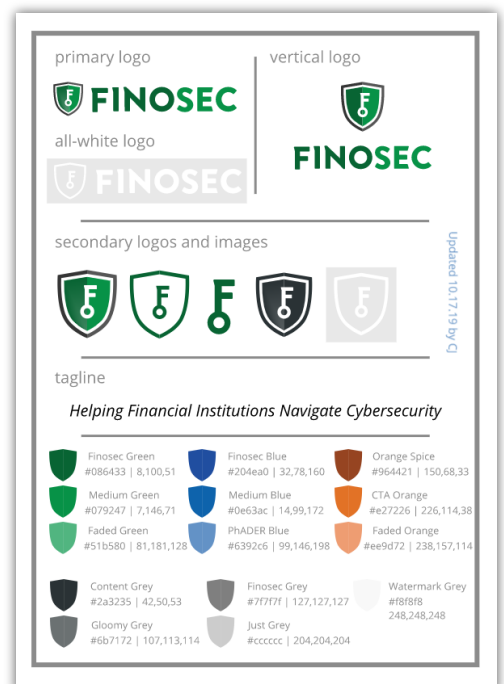
Science Behind the New Logo

- The green* - positive emotions, financial industry
- The shield* - defense, protection, strength
- The "F" key* - both the "F" in "Finosec" and a representation of control over access.

NEW STYLE GUIDE

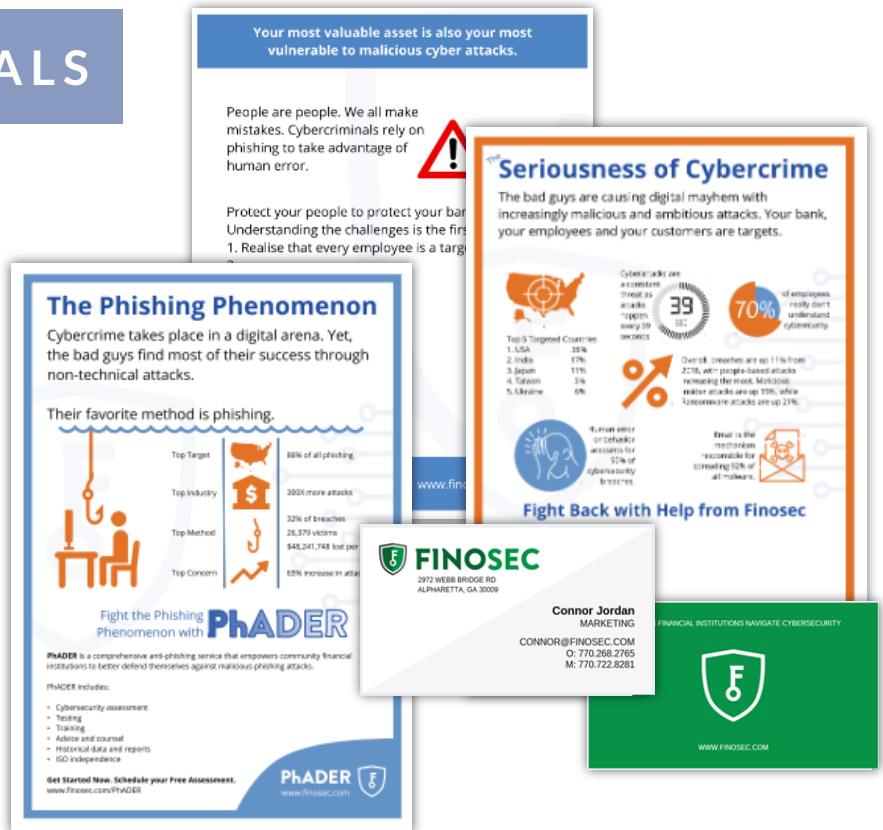
A **new style guide** was created to ensure Finosec has a reference to the company and product colors, fonts, and logos. Along with a style guide, a name and logo were given to their unique Anti-Phishing training services. **Logos were also developed** for their Industry-first User Access and Management solution, Sysorec, and their popular charitable giving initiative, Finosec Forward.

NEW LOGOS



NEW MATERIALS

Along with a new brand, new product name and new logos, Finosec needed some new sales and marketing materials and business cards. Finosec also got a PowerPoint template makeover to align with the new look.



NEW WEBSITE

With a fresh new look and simplified focus on helping visitors find answers to their issues, Finosec's website was rebuilt and launched. The website keeps navigation simple, uses icons and images to attract attention and prominently features the call-to-action to "schedule a meeting." Finosec also added and elevated content promoting their "Finosec Forward" charitable giving initiative, something near and dear to their founder's heart.

