



Case Study: Yesimo

Valoran USA, a digital commerce and logistics company, sought the services of FINIEN to help launch an online marketplace with international reach. Targeting the Latin American market first and reaching out to a global audience from there meant FINIEN was tasked with creating a brand that would have universal appeal. Ultimately, the brand would need to communicate quality, trust, security, and ease-of-use.

"It's a pleasure to endorse Fabian and the entire team at FINIEN. With the almost impossible task of creating an easy-to-remember, global brand name, and URL, in a short period of time, FINIEN delivered not just one, but 4 great names -- in their first attempt! In addition, we were very happy with the visual representation of our chosen brand name and the web design. FINIEN makes the process fun, easy, and they deliver on time. We look forward to working with them again!"

Rocky Hansler
President, Yesimo

✓ Naming

YESIMO™

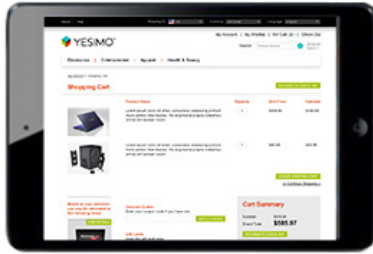
The Yesimo name is derived from a combination of the word "yes" in three languages: English, Spanish, and Latin. Easy to pronounce, remember, and spell, the name communicates positive emotion almost instantaneously to a wide audience.

✓ Identity

Yesimo sought a distinct and highly identifiable mark to represent their brand as secure, trustworthy, and customer-centric. The "Y" in Yesimo is cleverly revealed at the meeting of the 3 corners of this three dimensional cube alluding to the shipping and retail nature of the business.



✓ Digital Design



As an international online retailer, a simple and easy-to-use interface was one of the top priorities in the digital design phase. Shipping, language, and currency selection drop-downs allow a broad demographic to navigate and use the site to ship anywhere around the world, while Yesimo's distinctive color scheme enhances the friendly and secure look-and-feel of the website.

