CREATIVE LEADERSHIP /
BRAND CASE STUDY

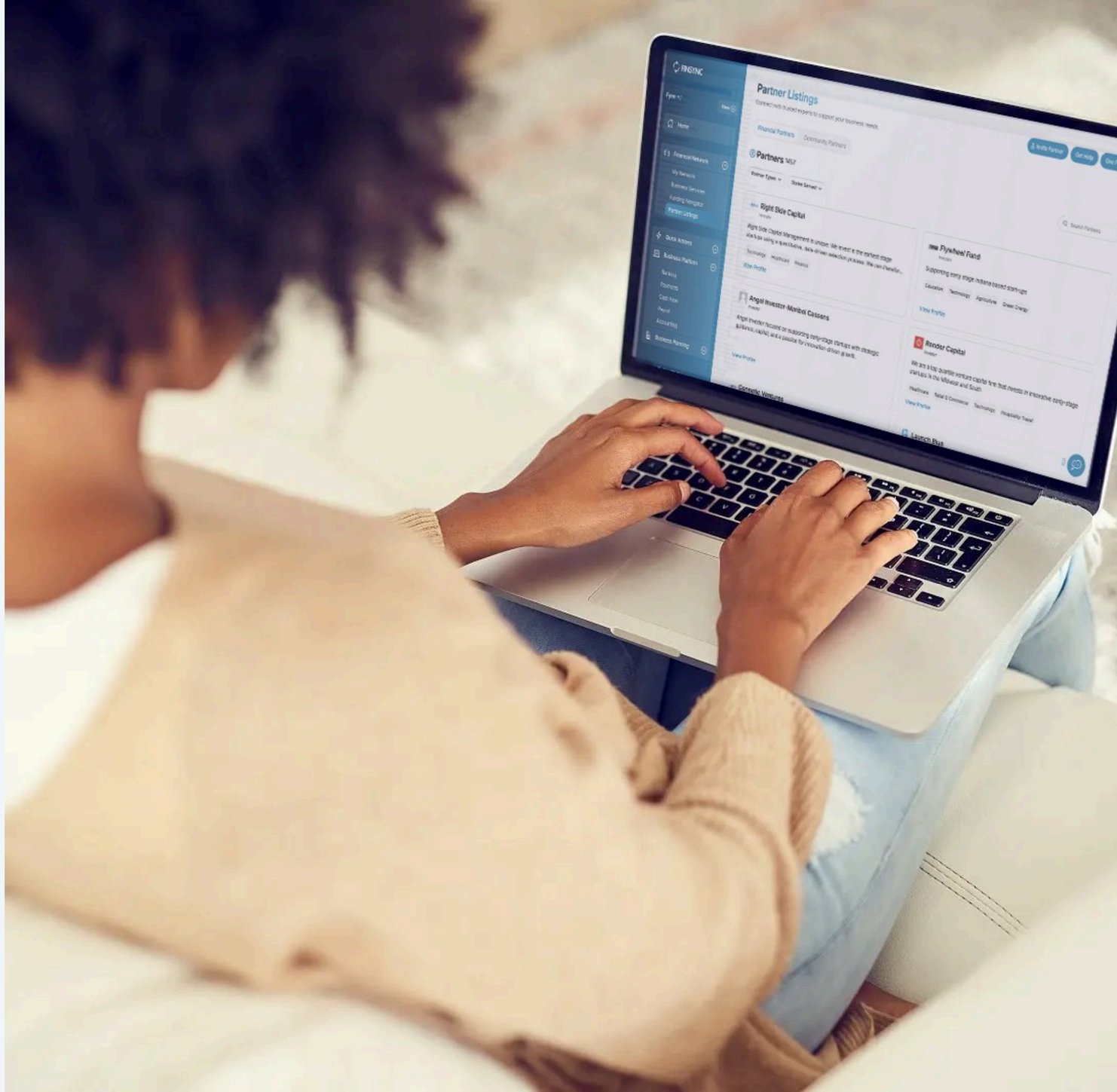
FINSYNC

The Operating System for Builders

Brand Strategy • Brand Architecture • Personas
Design System • Web & Product Experience

How a builder-first brand strategy, a two-brand architecture and a disciplined design system turned a collection of financial tools into one clear story — from the first idea to a scaling company.

Kara Skandier
Head of Brand Strategy, Creative & Design | FINSYNC



Build the business.
Keep the life.

AGENDA

1. A Little History
2. Brand Strategy
   - The Builder Journey • Personas • Architecture
3. Building Blocks
   - Logo • Typography • Color • Components
4. Design & Imagery
5. Consistency Equals Recognition & Awareness
6. Conclusion



WHO WE SERVE

A person who wants to grow a successful business and have a life they love.

Every decision in this work — strategy, architecture, design and voice — starts with that founder and what they need at each stage of the journey.

ONE

A Little History

THE OPPORTUNITY

QuickBooks owns back-office software. But they do not own the beginning of the founder journey. **That is where the next generation of builders starts.**

THE CHALLENGE

FINSYNC had grown into a broad platform — banking, payments, cash flow, payroll, accounting, business services and a financial network of partners. Powerful, but hard to explain in one breath, and easy to mistake for “just another tool.” A companion brand, StartToScale, needed a clear role alongside it.

THE GOAL

One journey

A story that follows the founder from idea to scale.

Two brands

Clear, complementary roles for FINSYNC and StartToScale.

One system

A design system that scales across web and product.

TWO

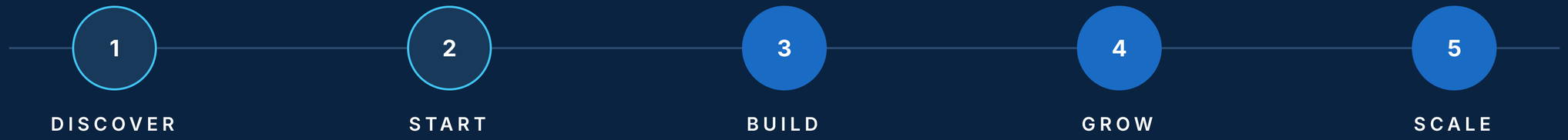
Brand Strategy

The Brand Growth System — architecture, personas, look & feel, and voice.



The Ambitious Builder Journey

A founder committed to building a real company — not just starting a business.



StartToScale

Learn how to build a real business

Frameworks • Guides • Founder stories

FINSYNC

Run your business in one place

Payments • Accounting • Cash flow • Funding

We're not building two brands — **we're supporting one journey.**

The Ambitious Builder

A founder committed to building a real company.

- Intentional
- Systems-oriented
- Growth-minded
- Values time and clarity
- Seeks trusted partners

> “Running my business with scattered tools and unclear finances is holding me back.”

TWO EXPRESSIONS OF THE BUILDER

EARLY STAGE

Intentional Founder

Learning how to start the right way.

→ StartToScale

OPERATING STAGE

Serious Builder

Running and growing a real business.

→ FINSYNC

Both share the same psychology. StartToScale serves the first; FINSYNC serves the second.



One Profile.
One System.

Everything about your business, in one place.



YOUR BUSINESS PROFILE

Money in. Money out.
Always clear.

GROWTH
Make better decisions as you scale
Insights • Forecasting • Planning

GUIDANCE
Work with the right people
Advisors • Bankers • Coaches

CAPITAL
Access funding when you need it
Loans • Credit • Investors

OPERATIONS
Run the day-to-day with confidence
Invoicing • Payroll • Reporting

FINANCIAL CORE
Money in. Money out. Always clear.
Payments • Expenses • Cash flow

One journey. Two brands.

StartToScale is the front door: discovery and education for founders who are just beginning. FINSYNC is the operating system that runs the business once it's real. Each has its own personality, tuned to the emotion its stage of the journey needs.

FINSYNC

Operating system for the business

PERSONALITY

Human fintech tone

Founder-first language

Calm confidence

Infrastructure feel

LOOK & FEEL

Minimal layouts · Strong typography

Dark or neutral palette · System diagrams

Clarity & control.

StartToScale

Discovery + education

PERSONALITY

Discovery platform

Exploration

Trusted navigation

Ecosystem connections

LOOK & FEEL

Lighter palette · Journey graphics

Founder imagery

Possibility & discovery.

Beyond software — a growth engine.

The system goes beyond software, connecting builders with the people who help them scale. Listening to the business sized the opportunity:

1,000
entrepreneurs / week

200
per day

20
partners / day

1 **Discover**
StartToScale — content + tools for ambitious builders

2 **Start**
Create a profile

3 **Operate**
FINSYNC

4 **Optimize**
Funding + operations

5 **Scale through relationships**
Trusted partners

THREE

Building Blocks

The pieces that come together to create the look, feel and visual tone of FINSYNC — on the site and inside the product.



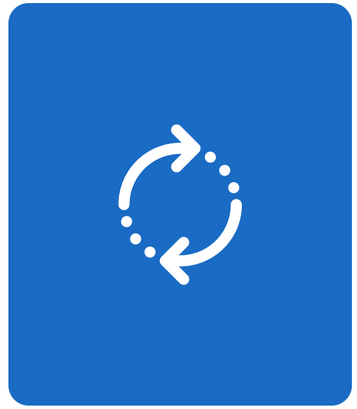
The FINSYNC Logo

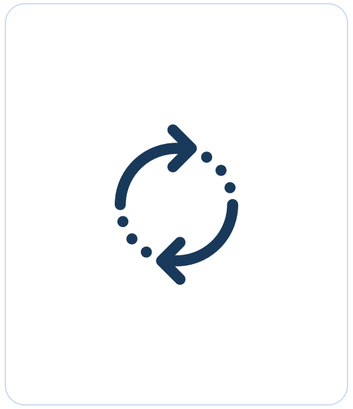
A sync mark — two arrows chasing each other in a continuous loop — paired with a bold wordmark. It says what the platform does: keeps every part of the business in sync. The mark stands alone in the product, favicons and small spaces.

Logo navy (#19395A) on light grounds; white on navy.









Typography & Hierarchy

Inter does everything — a clean, highly legible sans that feels like financial infrastructure without feeling cold. Hierarchy comes from size and weight: tight, bold headlines; calm, readable body; small tracked eyebrows to label.

Inter

PRIMARY

Hero · 60 / 700	**Focus. Forward.**
Section · 36 / 700	**Make Your Business Official**
Card title · 24 / 600	**Use Connected Business Tools**
Lead · 20 / 400	Cut through the noise. See what actually moves your business.
Body · 16 / 400	Once your business is official, you can keep building with tools designed to work better together.
Eyebrow · 12.7 / 600	GET READY TO GROW

The FINSYNC Color Palette

A deep navy foundation for calm and trust, one action blue so every click is obvious, and cyan used only as a highlight on dark grounds. Pale blue tints build quiet, layered surfaces.

NAVY FOUNDATION

Navy 900	Navy 700 · Brand	Navy 600 · Logo	Navy 400 · Body	Navy 300 · Muted
#061525	#0A2340	#19395A	#3A5070	#5C6F8A

ACTION & HIGHLIGHT

Blue 600 · The action color	Blue 400	Cyan · Highlight	Green · Start CTA
#1A6BC4 — buttons, links, active states	#4BAAE8	#40C5F3	≈ #5FA238

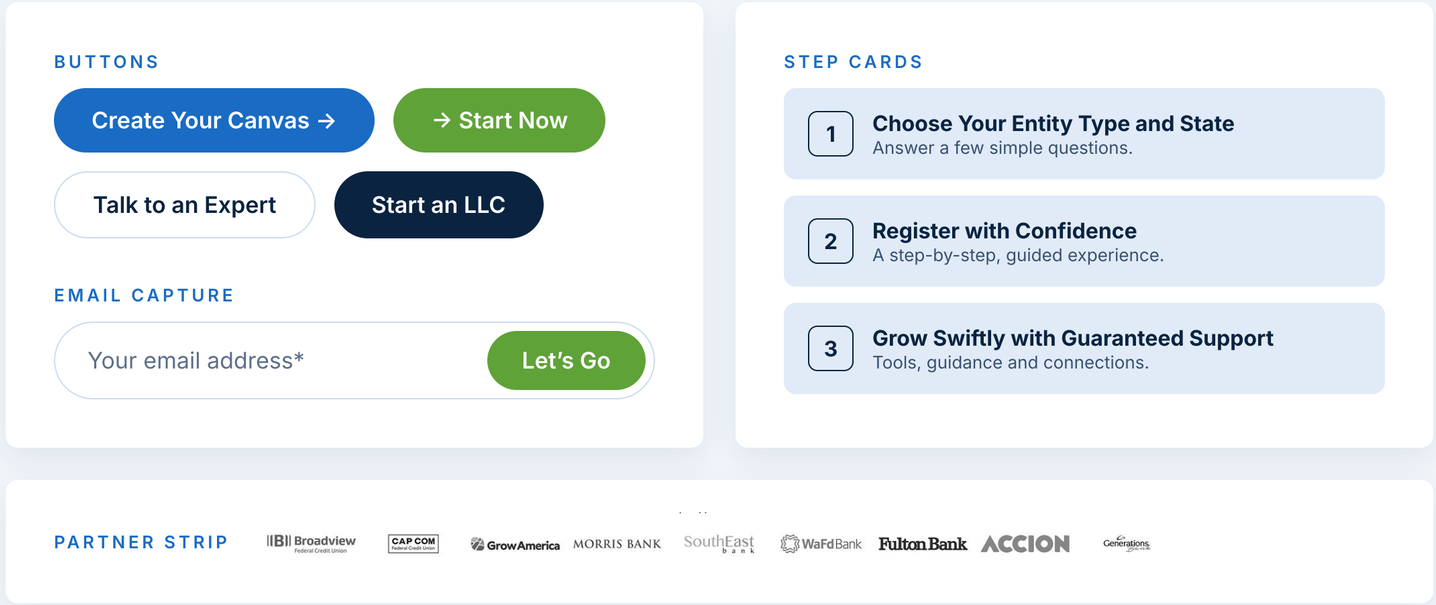
TINTS & SURFACES

Blue 050	Blue 100	Blue 150	Blue 300
#F0F5FA	#E0EBF7	#CDDDF0	#A0CCEE

A system built to scale.

Tokens and components shared by the marketing site and the platform: one spacing scale, one radius family, soft navy-tinted shadows, and a few firm rules that keep every page consistent.

- **Every CTA is a pill.** Buttons, email capture and search fields.
- **One action color.** Blue 600 marks what's clickable.
- **Cyan is a highlight,** never a background or body text.
- **Cards rest on soft shadows,** 9px corners, 35px gutters.

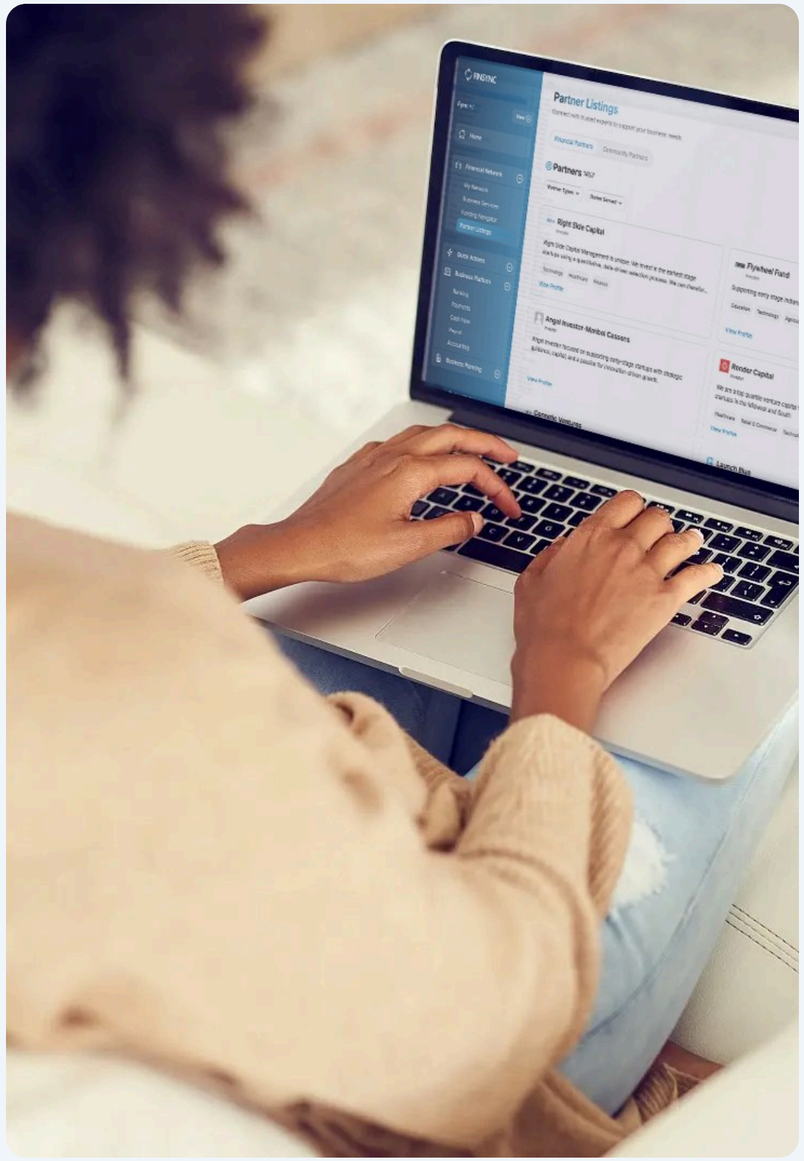


Design
& Imagery



Real builders, real work.

Photography shows the owners FINSYNC serves in the middle of real work — packing orders, on the phone, at the kitchen table — often with the platform on screen. Warm, natural light balances the cool navy system and keeps the brand human.



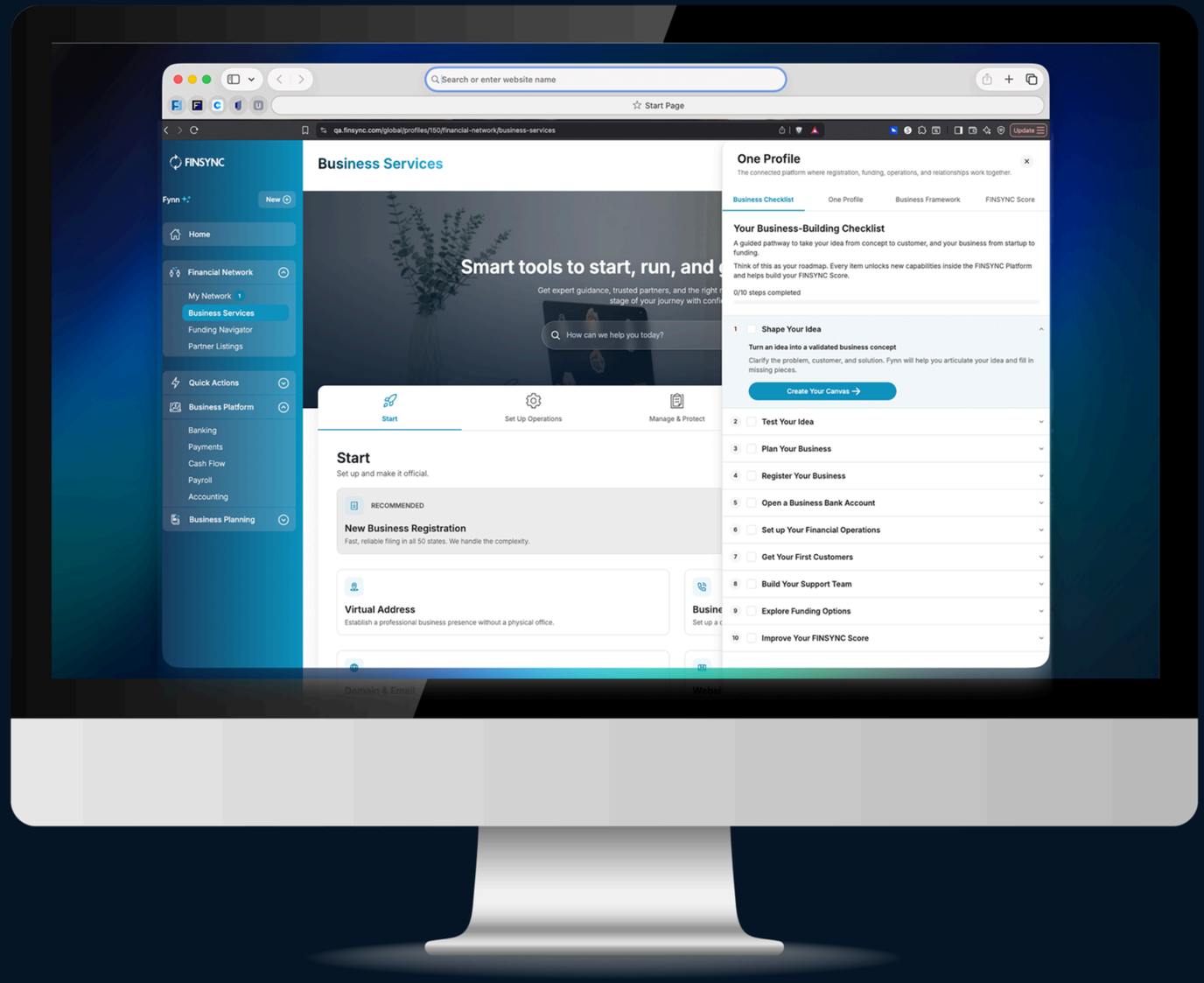




One Profile, in product.

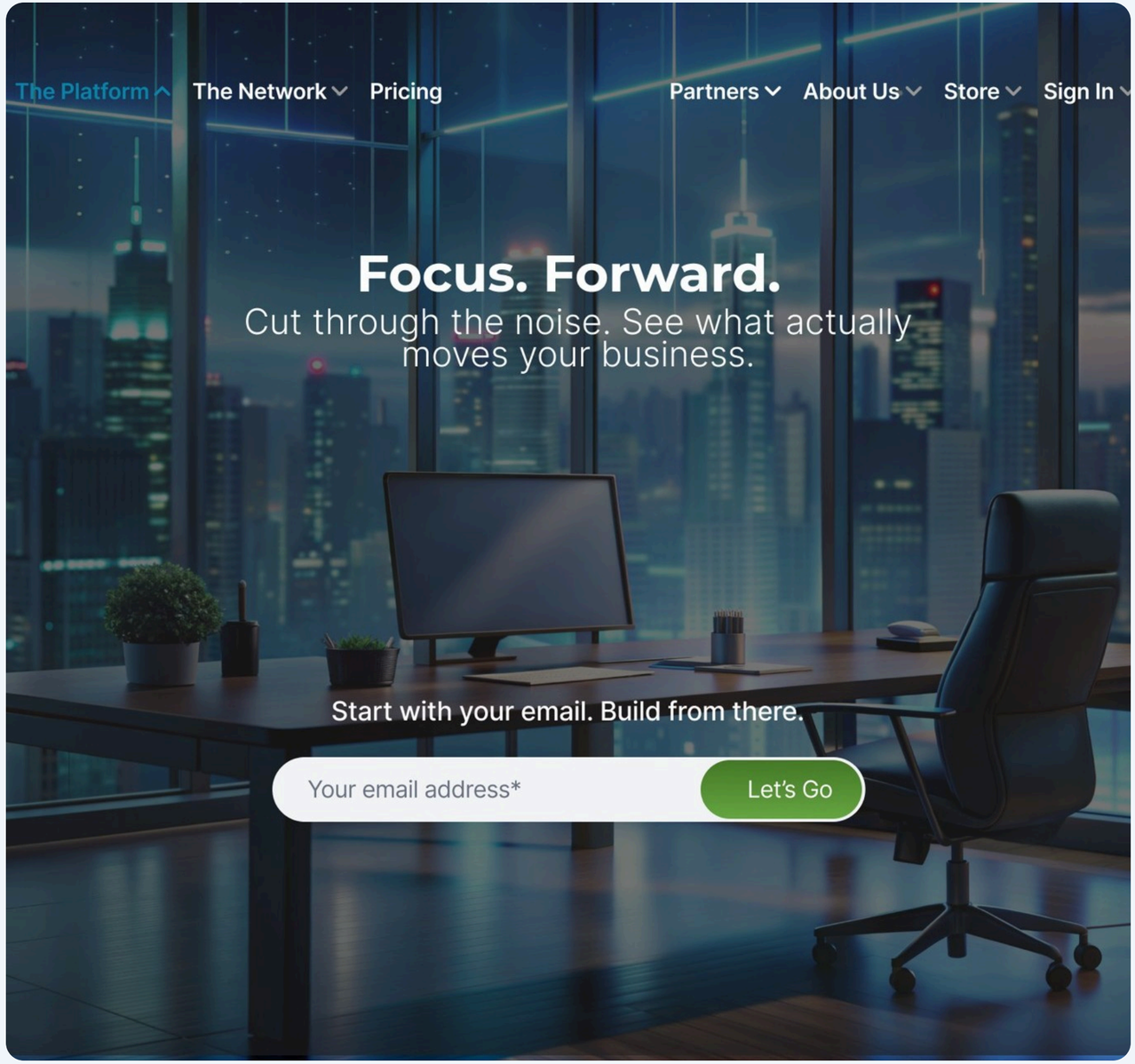
The strategy lives inside the platform. The One Profile panel turns the builder journey into a ten-step business-building checklist — from Shape Your Idea to Improve Your FINSYNC Score — with Fynn, the AI guide, helping fill in the gaps.

Business Checklist | Business Framework | FINSYNC Score | Financial Network



Consistency Equals Recognition & Awareness

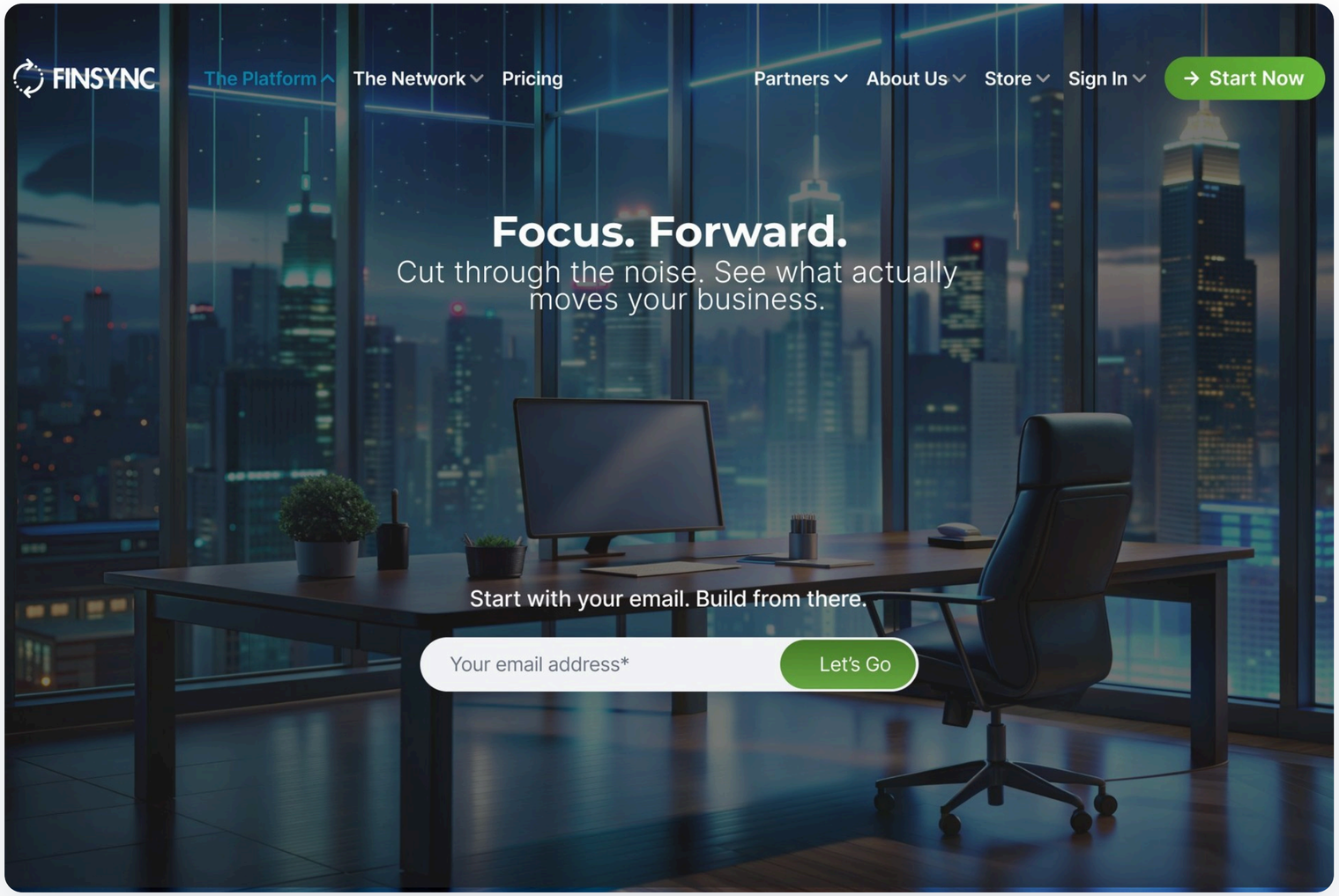
One brand from the first website visit to the day-to-day product — so every interaction reinforces the same clear, trustworthy identity.



Focus. Forward.

A homepage hero built for the Serious Builder: one bold line, one promise — “Cut through the noise. See what actually moves your business.” — and a single pill email capture that starts the profile.

Start with your email. Let’s Go



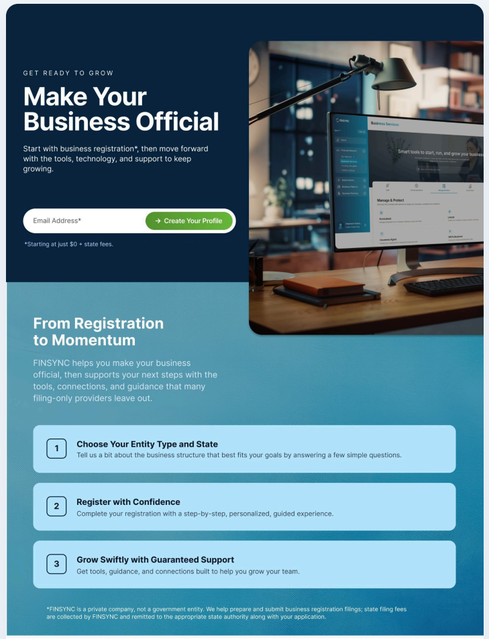
Make Your Business Official

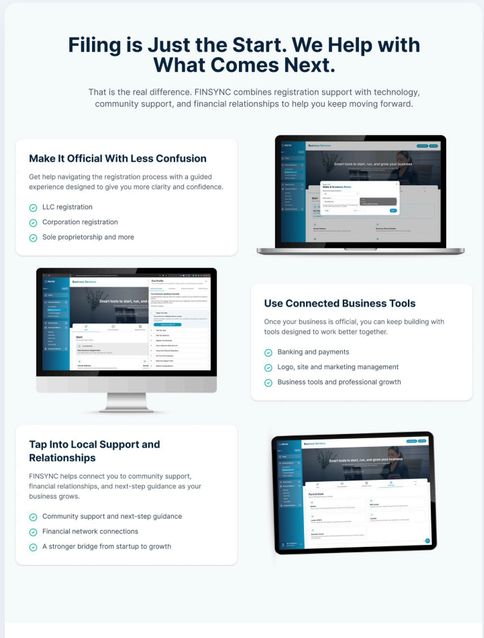
A business-formation landing page that meets the Intentional Founder at “Start” — then shows how FINSYNC keeps helping after the filing: connected tools, local support and financial relationships.

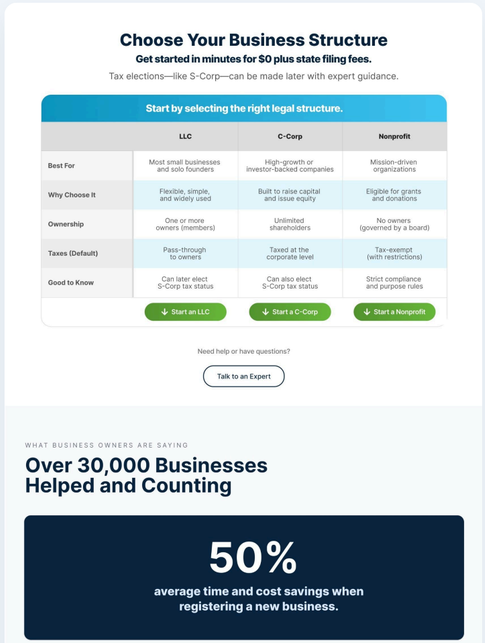
30,000+
businesses helped

50%
average time & cost savings registering a new business

“Before FINSYNC, I didn’t know where to begin. They made it easy to register my business.”
VAL MARTIN · PACK PROTECTION

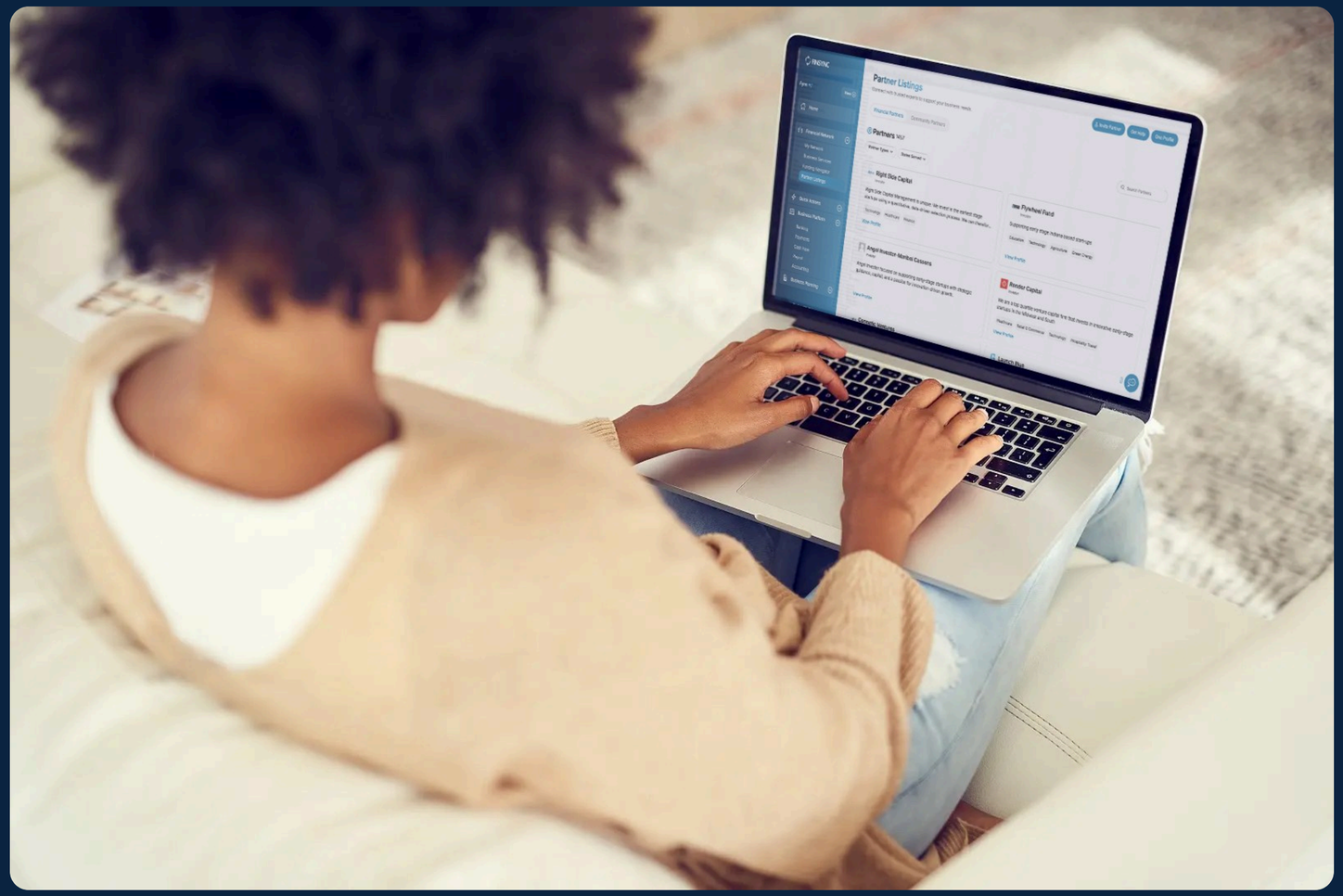






Scale through relationships.

The final step of the growth engine, designed in. Partner Listings and Funding Navigator connect builders with investors, bankers, advisors and coaches — the people who help them scale — in the same calm, consistent interface.



Broadview Federal Credit Union · CAP COM Federal Credit Union · GrowAmerica · MORRIS BANK · SouthEast bank · WaFd Bank · Fulton Bank · ACCION · Generations

From a set of tools to the operating system for builders.

A builder-first strategy gave FINSYNC a clear role in the founder journey; the architecture gave StartToScale a job of its own; and one design system carried that story from the homepage to the product.

01 **A clear position**

FINSYNC: the operating system for builders.

02 **A front door**

StartToScale: discovery and education for the next generation of founders.

03 **One design system**

Tokens, components and rules shared by marketing and product.

04 **Proof in market**

30,000+ businesses helped; 50% average time and cost savings on registration.

FINSYNC

Thank You.

Kara Skandier · karaskandier.com