

LOGO CONCEPT PRESENTATION

Brand Name: Finstack

Client Name: Tejas

Designer: Manisha

CORE OF THE BRAND

FinStack is a startup dedicated to delivering premier Software as a Service (SaaS) solutions tailored specifically for fintech enterprises specializing in diverse financial services, including loan provisioning, bill payment facilitation, and a spectrum of other fintech solutions.

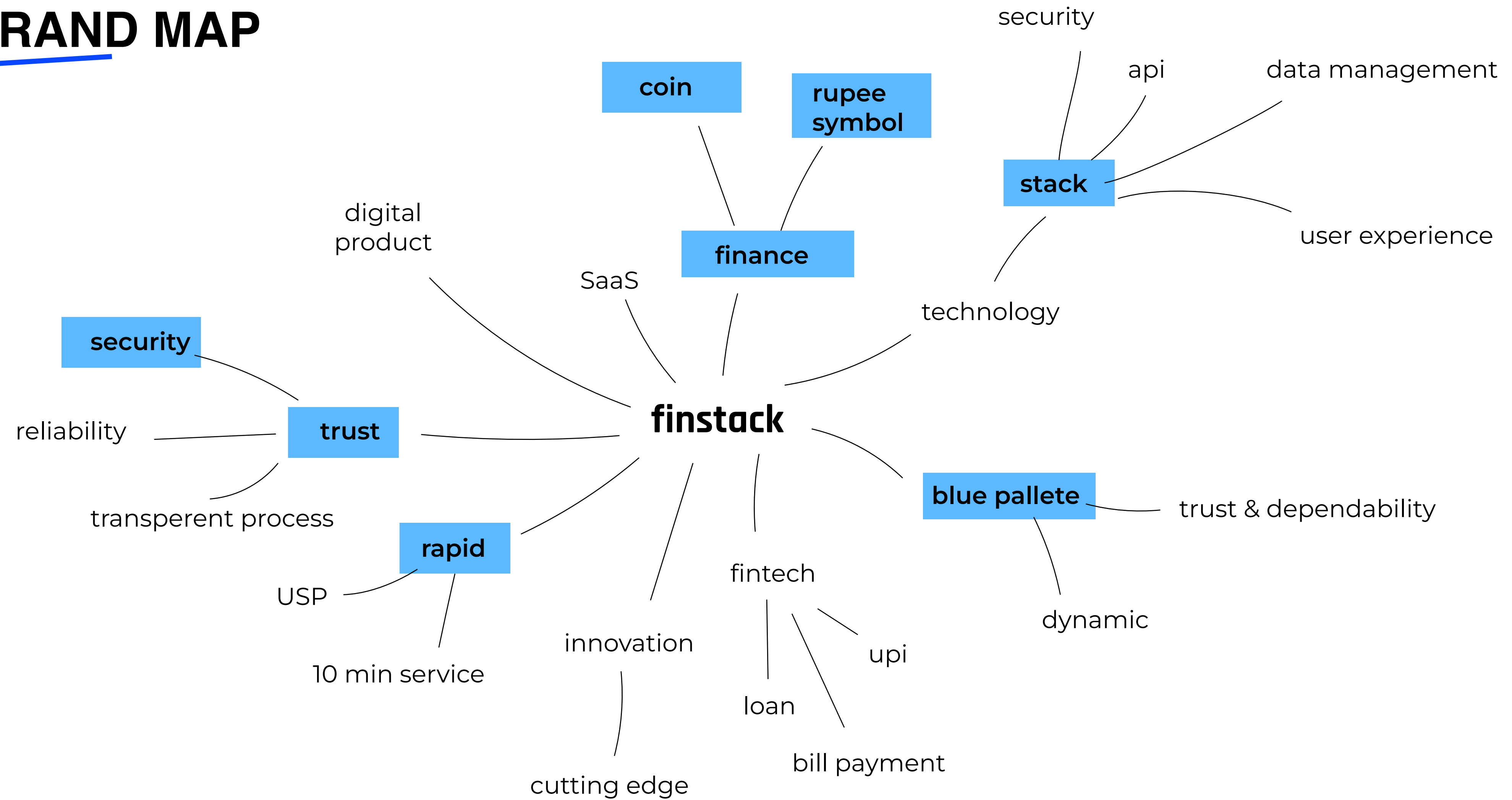
It's suite is crafted to empower fintech companies with cutting-edge technological tools, enabling them to optimize their operations, enhance customer experiences, and drive sustainable growth in the dynamic landscape of financial technology.

GOAL OF THE BRAND

Through innovative no-code approach, It empower one to swiftly and effortlessly customize their product offerings to precisely align with their unique requirements.

FinStack aim to catalyze a transformative shift in the provision of financial services, offering a seamless spectrum of fintech solutions.

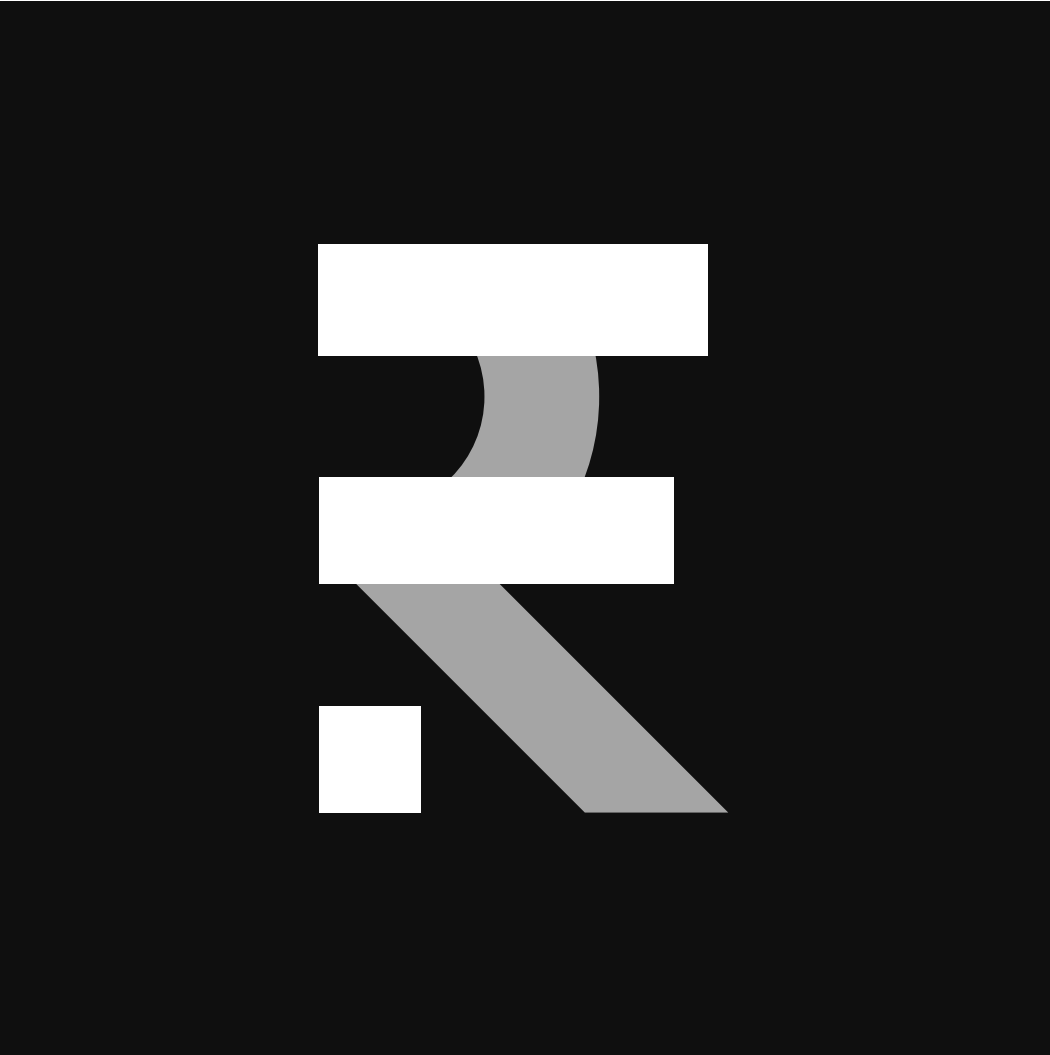
BRAND MAP



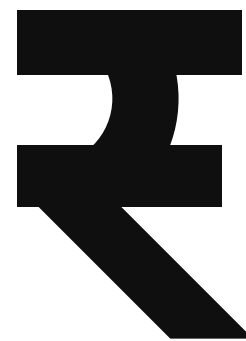
CONCEPT 01



Finstack



initial letter 'F'



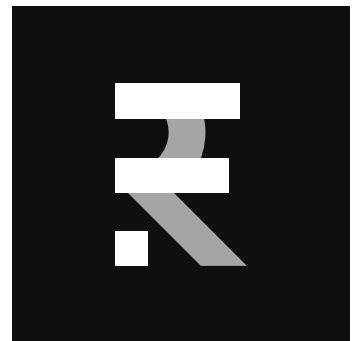
rupee symbol



stack



solidity &
trustworthiness.



logomark

CONCEPT TWEAKS



minimal



dynamic



modern rounded

Finstack

The image displays the word "Finstack" in a bold, blue, sans-serif font. A light gray shadow of the same word is positioned directly behind it. Two curved lines with labels point to specific letter features: one points to the top of the 'k' and is labeled "modified", and the other points to the bottom of the 'k' and is labeled "original".

modified

original

Finstack

modern and sans-serif font : **PROFESSIONALISM**

clear and legible letterforms : **EFFECTIVE COMMUNICATION**

CONCEPT 02

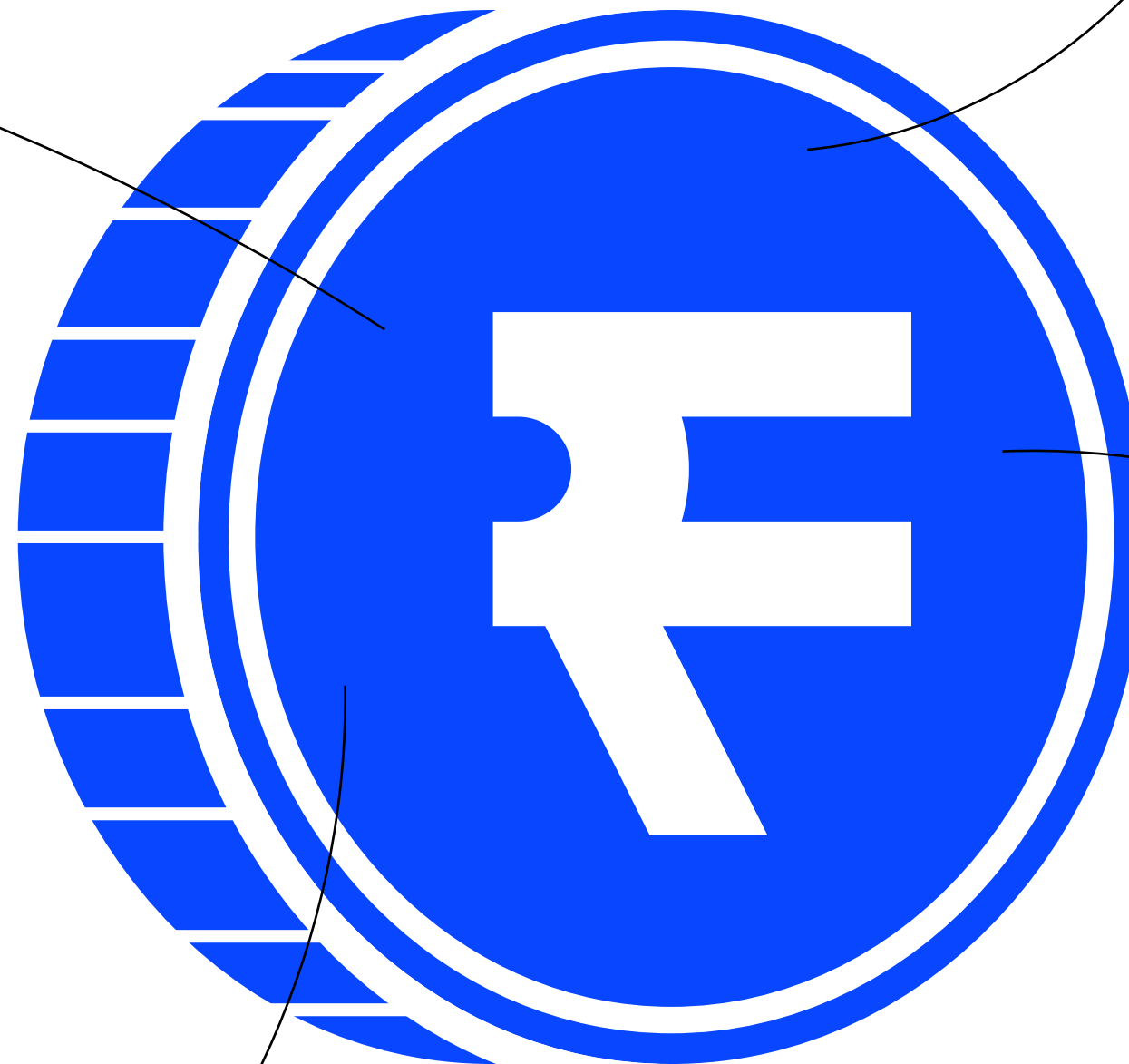


Finstack

standing coin represent the
balance of seamlessly integrating financial
expertise with cutting-edge technological solutions

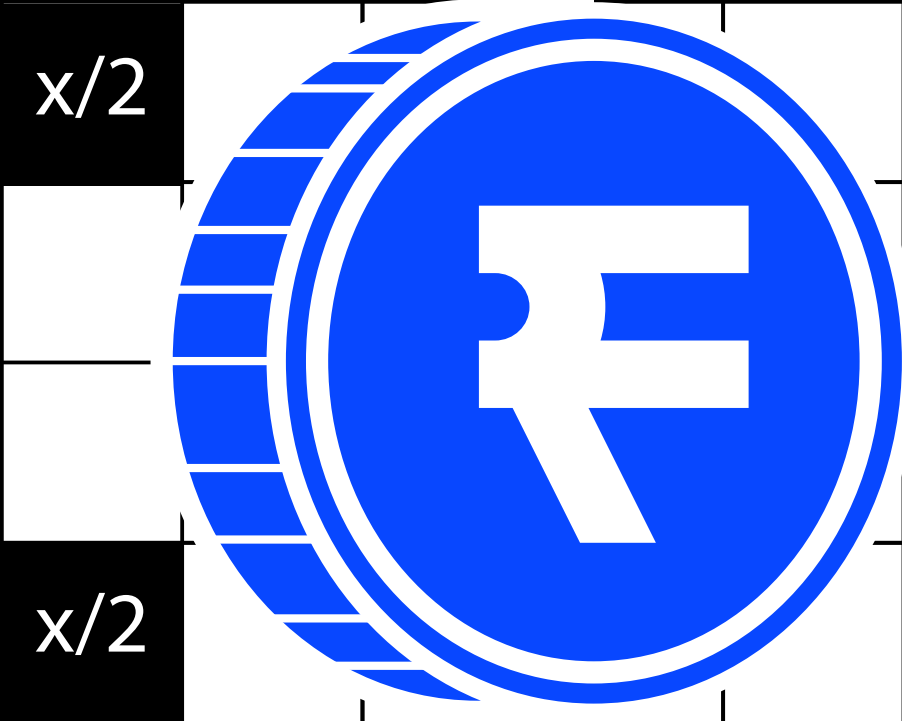
fin (finance) + stack (technology)

coin to represent finance



incorporated angled coin strategically to
create visually compelling representations of
companies fast services (USP).

instead of rupee symbol on coin, integrated F and ₹ symbol is used.



Finstack

$x/2$

$x/2$

$x/2$

x

$x/2$

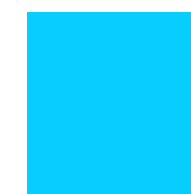
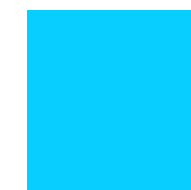
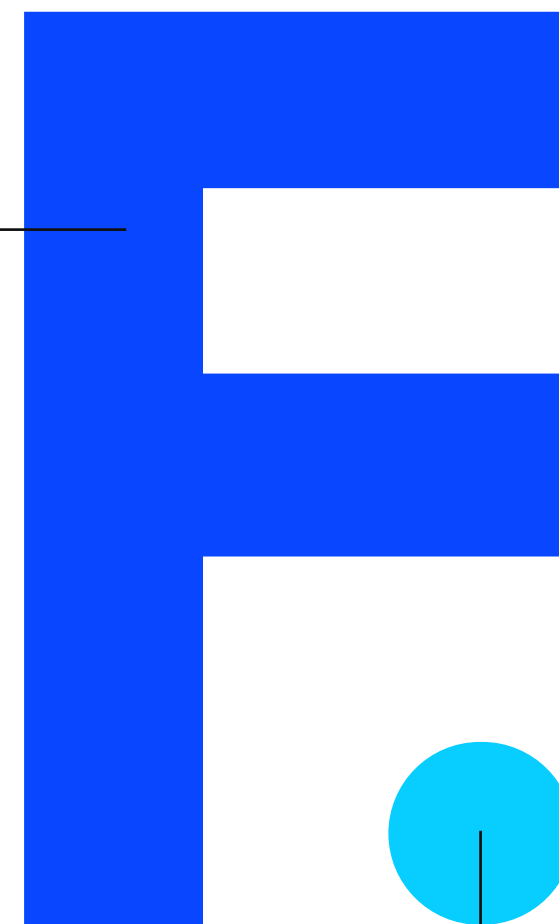
$x/2$

$x/2$

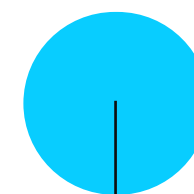
CONCEPT 03

F. Finstack

initial letter 'f'
(**FINANCE**)



visual representation of **STACK**
(technology)



ATOM

(connectivity and interoperability, allowing different
financial systems to work together seamlessly)

We enable digital lending

Personal Loans

Finstack enables Banks, NBFC's
& Fintechs to underwrite loans !

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