



Finexa is a fintech company that finances small vehicles through digital loans, primarily for the everyday people of Mexico, often excluded from traditional banking.

Positioned to formalize and expand credit in the individual mobility market, Finexa combines digital onboarding with proprietary risk models to make financing clear, fast, and fair.

Finexa is a financial partner built for real life Mexicans.



Proprietary Risk Model



Loan Product



Finance

Financial Technology

Finexa asked us to define a trust-first brand system that scales with honest, clear, fintech communication

SKULPT led Finexa through the Skulpting Process, developing a living internal tool to contain the deep conversations, semantic decisions, and founder stories that have created the founding story.

POSITIONING
We analysed the brand persona, target audience, and demographics alongside key competitors to identify the market gap.

BRAND CONSTRUCT
We clarified Finexa's core identity, business pillars, brand story, audience insights, and tone of voice.

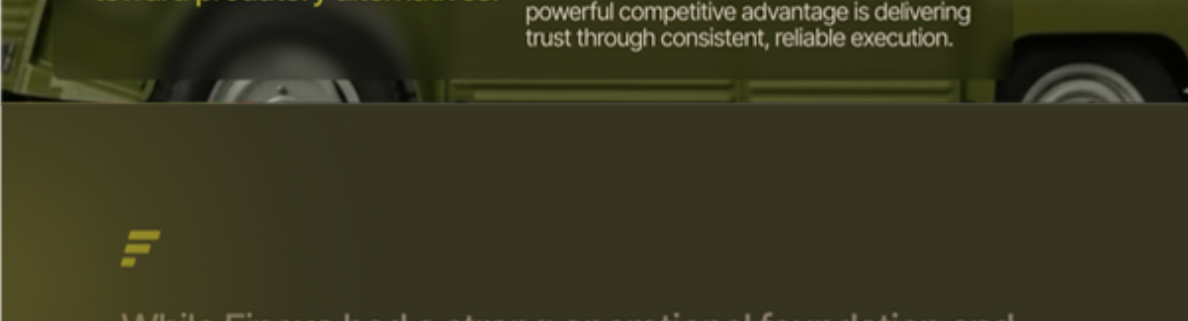
CREATIVE IDEA
We developed a strategy-first visual identity, translating the analysis into clear, usable brand assets.

SWOT Analysis
Brand Playbook
Brand Identity
Visual Identity
Pitch Deck



About Services Contact

Schedule a Call



Créditos que sí entiendes

Finexa provides small-vehicle loans for the working class of Mexico who rely on transportation to get to work, support their families, and move through their day. We focus on simple digital processes and clear terms so customers know exactly what they're committing to before they sign.

Finexa serves working people who rely on small vehicles to get to work, many of whom have been excluded by traditional lenders or pushed toward predatory alternatives.

What started as a practical fix for a single motorcycle dealership in Mérida has grown into a modern financial platform expanding across Mexican states without losing sight of the principle it was built on: honesty.

In a sector often driven by fine print and mistrust, Finexa proves that the most powerful competitive advantage is delivering trust through consistent, reliable execution.



While Finexa had a strong operational foundation and rapid growth, the company needed shared internal language and visual competitiveness/professionalism to support their current growth stage.

Operating in a high-trust, high-distrust industry, it was essential that everyone—from internal teams to customers and dealerships—understood not just what Finexa does, but how and why they do it.

The challenge was creating a trust-first identity without becoming rigid or corporate.

"We have internal meetings every week, but we only talk about Finexa operationally. With the Skulpting Process, we got a dedicated time to talk about important things we normally don't make time for."

Carlos Guerrero
COO and Co-Founder | Finexa

Loans you understand.

We made sure Finexa's tagline captured one of their dearest differentiators:

honesty and transparency.

It speaks directly to the everyday working people Finexa serves by addressing a core need:

Understanding what they're committing to before they sign.

Skulpting Process

BRAND PERSONA

A brand persona is the human-like aspect of a company. It shapes the way a company communicates, interacts, and presents itself to the world. Just like we humans do, a brand has traits, values, and a distinct way of engaging with others.

Diego, 31

Yucatán, Mexico

Key Personality Traits

Approachable, Playful, Grounded, Dependable

Core Values

Loyalty, Honesty, Respect

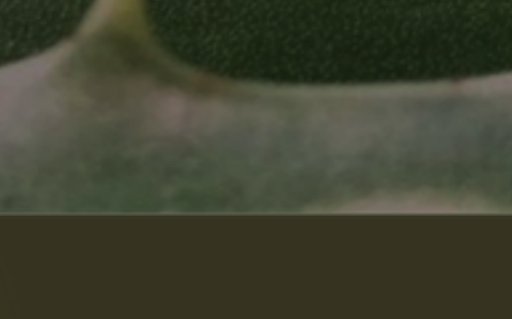
About

Diego is the kind of person who feels familiar the moment you meet him, like someone you might have grown up with or run into around town. He's approachable and easy to talk to, the type who explains things clearly without ever making you feel talked down to. Diego values honesty and believes that people deserve to understand exactly what they're committing to, especially when it comes to money and long-term decisions.



"Putting a real personality to the brand was like removing a blindfold for me. It made me realise that branding is much more than just singular elements, it's a complete system."

Luis Miguel López
CEO and Co-Founder | Finexa



Visual Identity

STYLE GUIDE

A Style Guide makes your brand visually interesting, coherent and scalable. It helps prevent confusion, reduce energy spent design application, and ensure consistent assets.

Operating in a category often defined by opacity and distrust, Finexa was crafted as a transparent, dignity-first brand for underbanked borrowers, prioritising clarity, safety, and fairness over complexity.

Clear steps. Fair terms. Your loan, simply explained.



Alejandro Cárdenas
CTO and Co-Founder | Finexa

"The branding is amazing. The assets are beautiful, and it's very clear how to use them."



Productos financieros
est. 2022 - Yucatán, MX

FINEXA



FINEXA Primary

FINEXA Workmark

FINEXA Stacked

FINEXA Logomark

The type pairings communicate forward momentum and modernity while remaining grounded and friendly, qualities that reflect Finexa's mission to provide honest, accessible financial services.

Headline: Sink Regular

A fair yes.

Subline: Inter Bold

Our job is to make the motorcycle loan process easy to understand so you can choose what works for you.

Body copy: Inter Light

Finexa provides small-vehicle loans for the working class of Mexico who rely on transportation to get to work, support their families, and move through their day. We focus on simple digital processes and clear terms so customers know exactly what they're committing to before they sign.

Annotation: Inter Light

Visit finexa.com for more information

Button: Inter Regular

Apply Now

Finexa's color palette is designed to support trust and approachability, so it avoids bright or typical "fintech" colors.



Design Applications

Applying the new visual identity, we translated Finexa's brand system into a complete, ready-to-use pitch deck template for partners.

The deck was designed to be immediately deployable across sales conversations, partnerships, and investor discussions, ensuring consistency in how Finexa presents itself at every touchpoint.



"I feel like we have a unified narrative now. The tone of voice and how to talk to customers, this will permeate our copy, marketing, landing page, internal tooling, and even our app messaging."

Alejandro Cárdenas
CTO and Co-Founder | Finexa