

## CASE STUDY



# LUCIDO COMPLETES REBRANDING WITH LEADING FINTECH MARKETING FIRM PLUS BRAND DESIGN AGENCY

**Company:** Lucido

**Founded:** 2018

**CEO:** Sean Kilpatrick

**Focus:** Trade and risk management solutions for energy and capital markets

**Location:** Dallas, Texas HQ with offices in Calgary, London, and Sydney

Lucido provides consulting services and platform tools for energy trade and risk management systems and capital markets derivatives trading platforms. Clients include energy trading companies, central banks, financial institutions, and utilities. Lucido is working with investors and industry-leading firms to drive thought leadership and explore enterprise level solutions for the energy market.

Lucido turned to BPM Works and Salmerón & Co. to build out the company's strategic messaging and branding – positioning the company for growth in its core business and expansion into software solutions.

Highlights of the solution:

- Fractional CMO to scope requirements and lead the rebranding effort
- Build-out of compelling messaging for target segments and personas
- Development of brand strategy and creation of brand identity design including logo, style guide and branded templates
- Creation and publishing of website that reflects that new brand identity

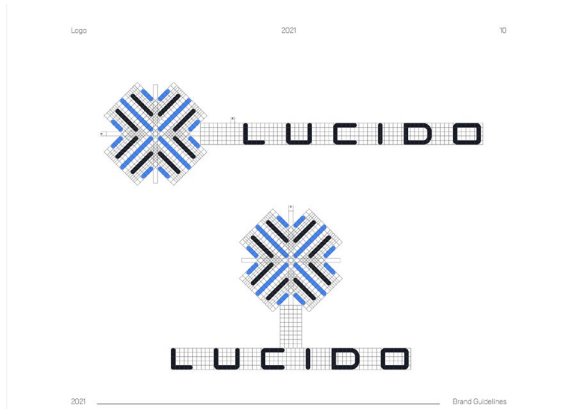
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“We had a key deliverable for investors for a re-branding and what I loved about working with Paul and Jose was that they brought fantastic expertise and were great listeners. As a firm that is growing quickly, we did not have a lot of time and we did not have to sacrifice quality given we had less time. They were exceptionally capable and, at the end, our investors were quite pleased as well” says **Sean Kilpatrick, CEO, Lucido**

CHALLENGE	SOLUTION & VALUE DELIVERED
<ul style="list-style-type: none"> <li>• Lucido’s CEO had been leading marketing efforts with ad hoc help from colleagues.</li> <li>• A formal rebranding required in-depth marketing expertise and dedicated bandwidth.</li> </ul>	<p><b>Delivered company rebrand without distracting the business</b></p> <ul style="list-style-type: none"> <li>• BPM provided a fractional CMO with more than 25 years fintech experience.</li> <li>• BPM additionally undertook messaging and brand strategy work.</li> <li>• CMO brought in Salmerón &amp; Co. to collaborate in the definition of the brand strategy and for identity design and website creation.</li> </ul>
<ul style="list-style-type: none"> <li>• Lucido provides trade and risk management solutions to a variety of firms in energy and capital markets.</li> <li>• Challenge was to align messaging with their different business issues.</li> </ul>	<p><b>Developed customer-oriented content and website navigation to engage prospects</b></p> <ul style="list-style-type: none"> <li>• Leveraged BPM’s Proposition Mapping™ methodology and industry expertise to develop compelling messages.</li> <li>• Laser-focus on target segments and personas to drive website content and navigation.</li> </ul>
<ul style="list-style-type: none"> <li>• Lucido’s brand required a renewal to properly reflect the company’s recent growth, evolution, and direction.</li> <li>• The goal for the project was to design an engaging brand that would further Lucido’s industry reputation while attracting new clients.</li> </ul>	<p><b>Developed a creative and effective brand identity</b></p> <ul style="list-style-type: none"> <li>• Salmerón &amp; Co., in collaboration with BPM Works, provided a framework and methodology to define and articulate Lucido’s brand personality, to further support the company’s new brand strategy.</li> <li>• Designed a comprehensive new set of multichannel branded assets, specified in a style guide, designed the user experience and interface for the new Lucido website, and developed it in collaboration with offshore firm Canic Interactive.</li> </ul>

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Logo 2021 10

Brand Guidelines



Iconography 2021 20

Brand Guidelines



Typography 2021 17

### Typography

Lucido's selected typeface for text unrelated to the logo itself is **Bal Jamjuree**, a Thai font inspired by Eurostile among other square sans serif types.

It couples well with the Eurostile-like font in our logo without being too similar.

Bal Jamjuree is a free web typeface available at Google Fonts:  
<https://fonts.google.com/specimen/Bal+Jamjuree>

**Bal Jamjuree**  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 Áá Êé Íí Óó Úú Ññ  
 ¡¿?()+-/<>=%\*S&EYF"«»',,:;#@

**Bal Jamjuree**  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 Áá Êé Íí Óó Úú Ññ  
 ¡¿?()+-/<>=%\*S&EYF"«»',,:;#@

Brand Guidelines



Colors 2021 15

### Colors

Blue is our defining color. Lucido uses two shades which together reflect our brand attributes. According to conventional color psychology, blue is primarily evokes trust. Blue is commonly associated with **security, order, and cleanliness**, all ideal to reinforce the knowledgeable and competent attributes in our brand.

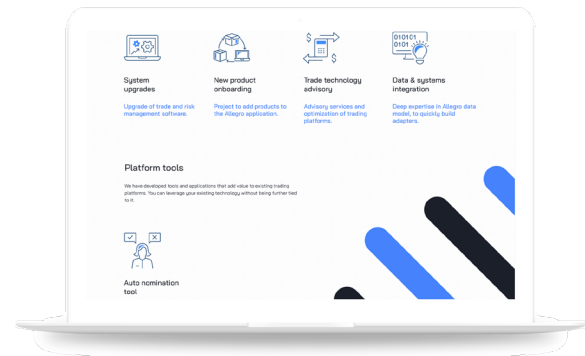
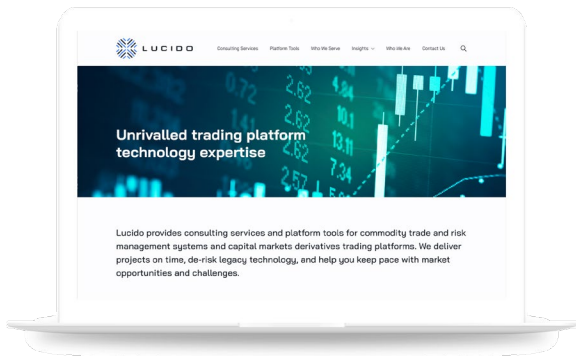
The darker shade of blue highlights all of these traits while the brighter shade adds excitement to the mix, as does the fact that both blues incorporate a tinge of red to function as an energetic and innovative accent completing the overall look.

**Dark Blue**  
 C: 100 M: 100 Y: 0 K: 57  
 R: 23 G: 36 B: 39  
 Hex: #19272C  
 PANTONE: 2865C

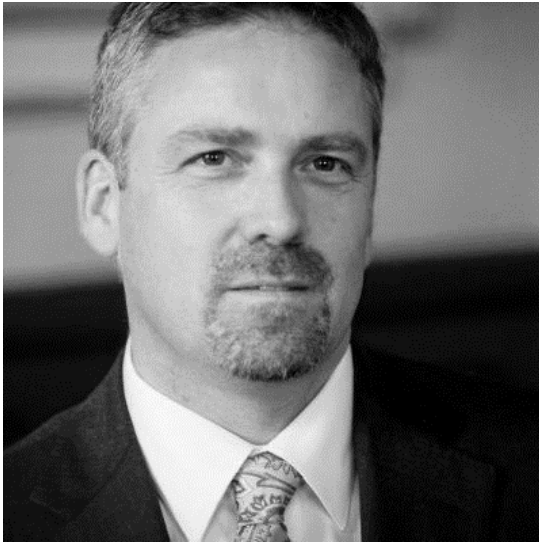
**Light Blue**  
 C: 66 M: 34 Y: 0 R: 0  
 R: 57 G: 134 B: 232  
 Hex: #4299E3  
 PANTONE: 299C

**White**  
 C: 0 M: 0 Y: 0 K: 0  
 R: 255 G: 255 B: 255  
 Hex: #FFFFFF

Brand Guidelines



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### **BPMWorks**

BPM provides expert services and tools for capturing customer insights and developing go-to-market messaging for B2B propositions.

Paul Geraghty runs the Fintech business at BPM and acted as fractional CMO for Lucido. He has more than 25 years experience, as an executive at Thomson Reuters for 15 years and working with BPM clients such as ICE Data Services, Openlink, Fitch Solutions, LexisNexis, and Lumen / CenturyLink over the last 10 years.

**[bpmworks.com](http://bpmworks.com)**

**[pgeraghty@bpmworks.com](mailto:pgeraghty@bpmworks.com)**



### **Salmerón & Co.**

Salmerón & Co. is a brand strategy and identity design firm that helps organizations develop their unique personalities in a creative and effective way.

José Martínez Salmerón is the Principal & Creative Director at Salmerón & Co. He has a long career spanning over twenty years working as a creative leader on global accounts for Ogilvy, Thomson Reuters, Frog Design, and more. His work has won awards such as ADDY, Anvil, Effie, FWA, Hermes, PR News, SABRE, Shorty, Thoth, W3, and WPP Cream.

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