

Rebranding a digital financing platform for speed and trust.



ABOUT Zelo is a digital-first financing platform that gives businesses fast, secure, and flexible access to capital, so they're never held back by cash flow constraints.

INDUSTRY Fintech

HEADQUARTERS Abu Dhabi, United Arab Emirates

PROJECT BRIEF

“With eFunder, we set out to move beyond startup optics and build a regulated, institutional-grade financing platform for SMEs and mid-market suppliers across the IHC ecosystem.

To shift that perception, we needed a rebrand and a website that built trust, clarified our products, and proved we could match banks on speed and reliability.”



DHANUSH ARJUN
CO-FOUNDER & CEO

SERVICES PROVIDED

Brand Strategy	Brand Naming	Visual + Verbal Identity	Website Design	Website development
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PROJECT TIMELINE

2.5 months

KEY STRATEGIC SOLUTIONS

Benefit-first messaging

We wrote for business impact first, then mechanics: plain-spoken, de-jargonised copy that frames the problem → promise → proof → product.

Essence into strategy

We defined positioning, tone of voice, and messaging pillars, then paired them with visual + verbal identity centered on speed and trust.

Distinct visual identity

We built a brand system that stands apart in the regional fintech space to signal credibility and institutional strength.

A New Chapter

NAME CHANGE

We developed the name and supporting narrative specifically built for the UAE. The name feels institutional, credible and evolutionary while also being scalable for future products.

LOGO - BEFORE

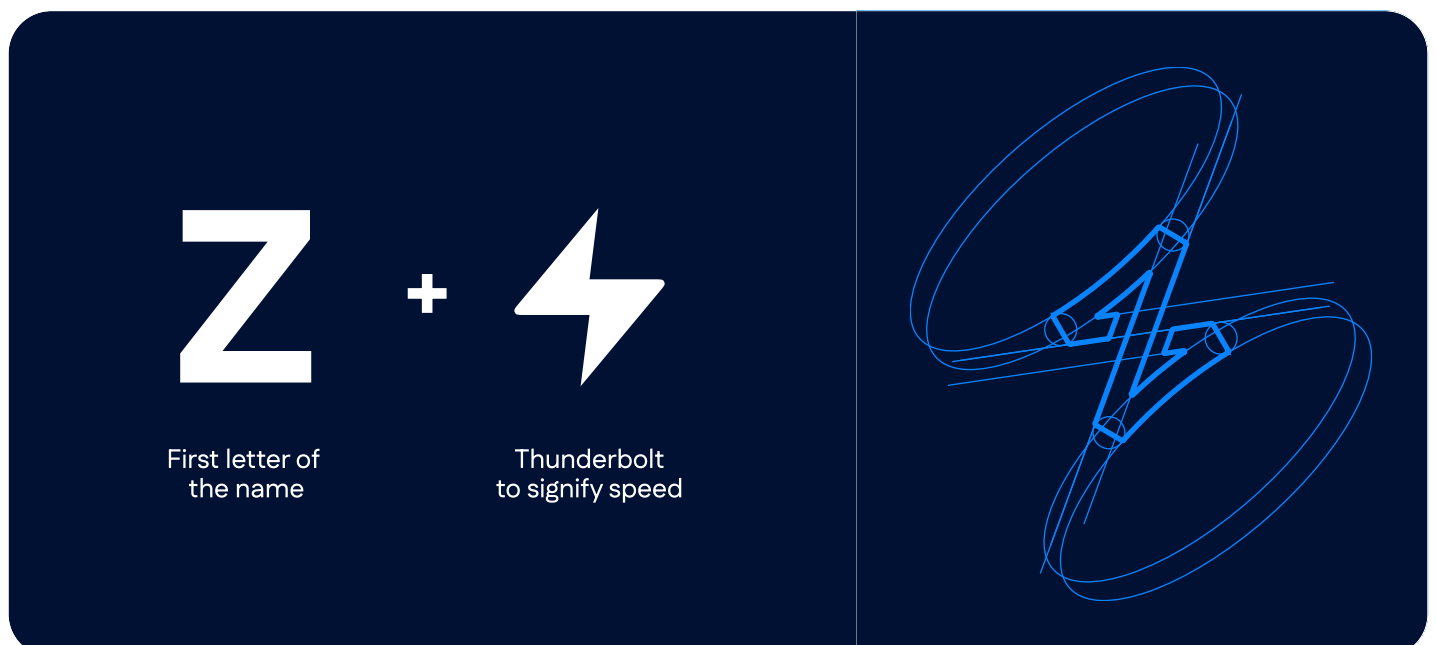


LOGO - AFTER



LOGO STORY

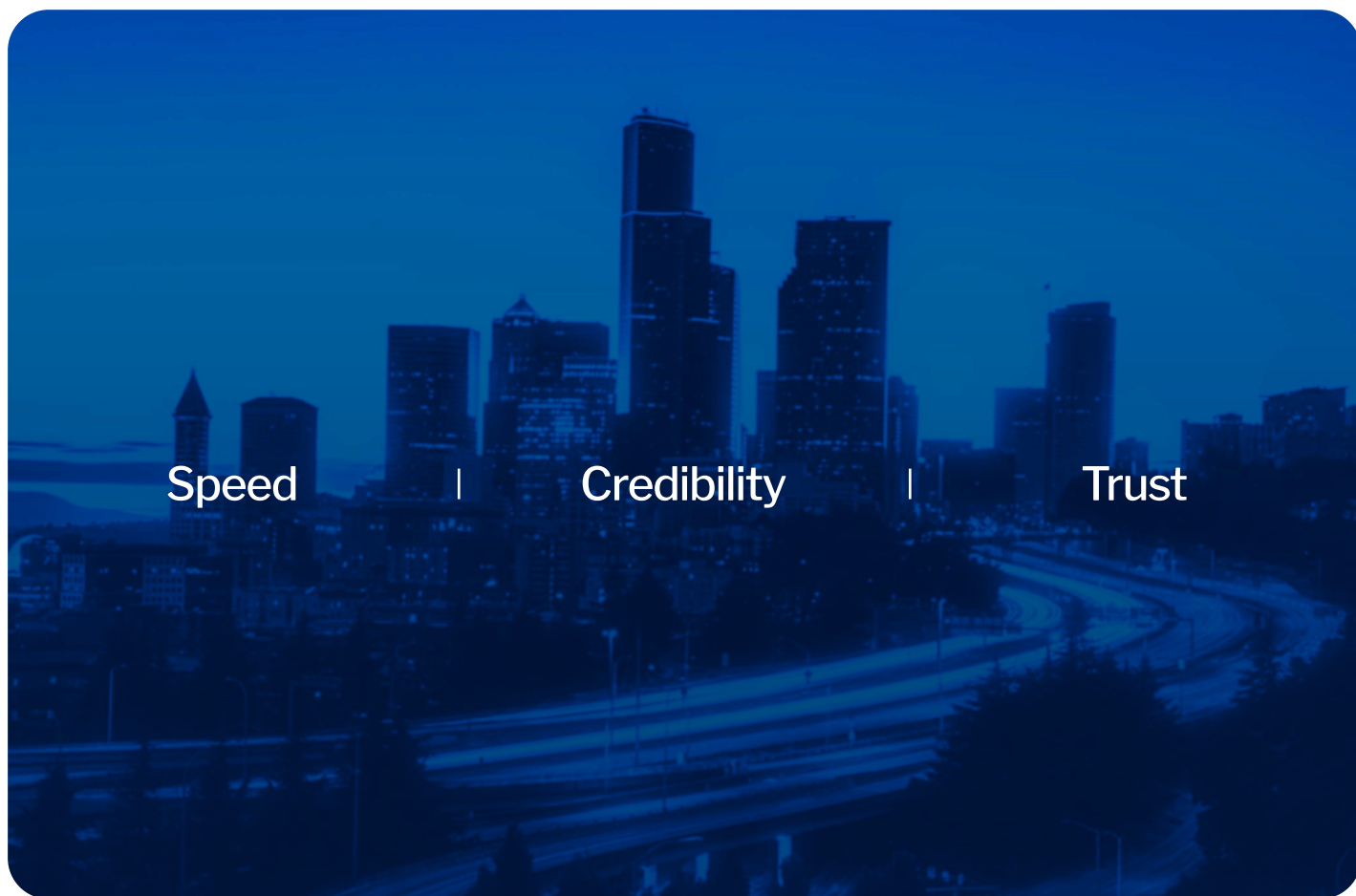
A Z fused with a lightning bolt, the mark embodies capital at speed, turning opportunity into action, while refined blue grounds that energy in trust and institutional credibility.



Strategy

DIRECTION

We positioned Zelo as a financing partner that brings speed, flexibility, and ease to business financing, unlike traditional banks. By understanding the challenges businesses face, it removes the friction, making financing no more a roadblock for growth.



CORE CONCEPT

“Financing that’s fast, flexible, and stress-free.”
This became the north star.

Fast - Access funds instantly when businesses need them the most.

Flexible - Financing that adapts to your business, with terms that grow as you grow.

Stress-free - Clear, compliant, transparent process.

Before & After

WEBSITE - BEFORE

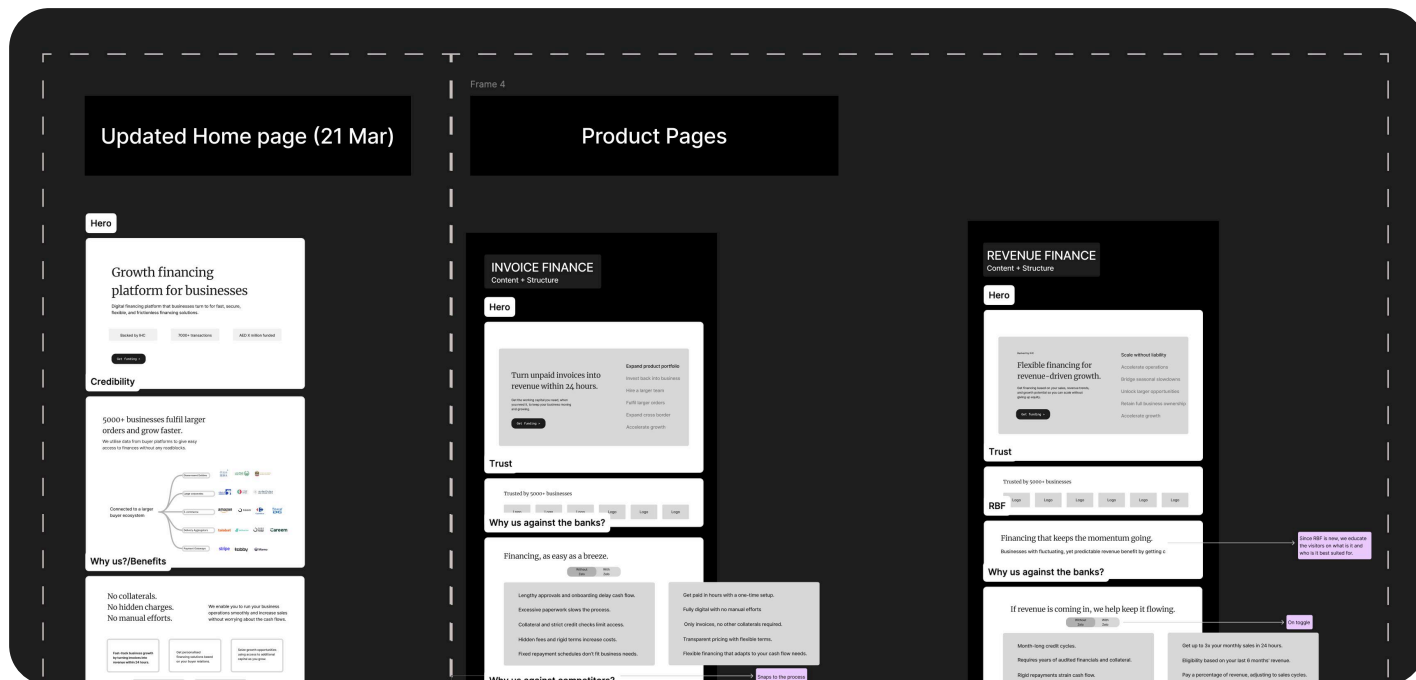
The 'Before' website for eFunder features a clean, professional layout. At the top, there is a navigation bar with 'Home', 'Solutions', and 'Company' menus, along with 'Log in' and 'Get started' buttons. The main hero section is titled 'Helping Small and Medium Businesses Unlock Growth' and includes a sub-headline 'Get funds in 24 hours to invest in your business growth, manage your liquidity and alleviate your financial stress'. Below this, there are 'Get started' and 'Download on the App Store' / 'GET IT ON Google play' buttons. A central image shows a smartphone displaying the eFunder app interface. The page is recognized by Future 100, the Ministry of Economy, ADGM, and HUB71. A video player is embedded, showing a man in a suit talking about the platform. Below the video, a section titled 'Who is it for?' lists various business categories: Vendors, Marketplace sellers, Restaurants, Pharmacies & Clinics, and Others. A 'Scale your business with eFunder' section highlights key statistics: \$56m cash advanced to date, 2-3x growth by SMEs, 25% month-on-month growth in advances, and >3,200 transactions to date. The 'The eFunder Advantage' section lists benefits like instant cash, consistent cashflow, quick onboarding, transparent processes, digital integration, and flexible funding. At the bottom, a 'Quick & Hassle Free Onboarding Process' section explains how users can convert receivables into working capital financing in a few simple steps.

WEBSITE - AFTER

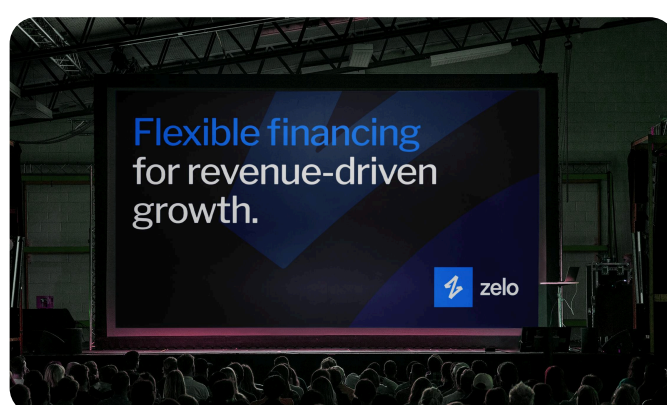
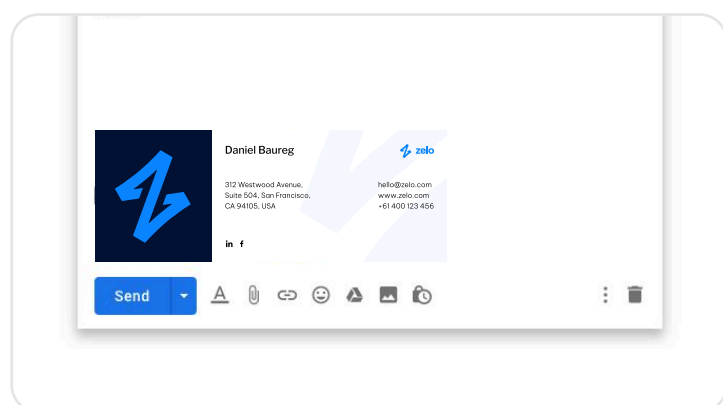
The 'After' website for Zelo features a more modern and visually engaging design. The top navigation bar includes 'Product', 'Resources', and 'Company' menus, along with 'Login' and 'Book a demo' buttons. The hero section is dominated by a large image of a woman in a hijab working on a laptop, with the headline 'Fast Capital. Incredible Growth.' and a sub-headline 'The digital financing platform that businesses turn to for fast, secure, flexible, and frictionless financing solutions.' A 'Book A Demo' button is prominently displayed. Below the hero section, the website is recognized by BIC, Transactions 7000+, Funded AED 1 Million, ADGM, EDB, and HUB71. A large section titled 'Regulated. Reliable. Ready.' features the ADGM logo and text stating that Zelo is licensed and regulated by the Financial Services Regulatory Authority (FSRA) of the Abu Dhabi Global Market (ADGM) under a Category 4 license to operate a Private Financing Platform. It emphasizes regulation under one of the world's most respected financial centers. The 'Designed for Speed, Built for Growth.' section highlights 'Get Paid in 24 hours' and 'Use What You Need, When You Need It'. The 'Partners in Growth, not a Lender.' section features an illustration of a man in a suit. The 'Finance that works the way you do.' section emphasizes 'Fully Automated, End-to-End' processes. At the bottom, an illustration shows a woman in a blue jacket pointing at a large screen displaying various charts and graphs.

Copy Writing

We crafted every section's copy with clear strategic intent, built to inform, engage, and convert.



Brand Applications

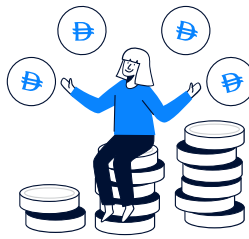


Custom Illustrations

We designed illustrations that bring rhythm and visual balance, breaking the monotony of dense content.



Flexible Terms



Fair Pricing



Easy Integration

Project Team

Sanjana Hanagodimath
Lead Designer

Lakshmi Akula
Junior Designer

Saurabh Chakradhari
Head of Webflow Department

Akhilesh J
Lead Designer

Shilpa Tawania
Junior Designer

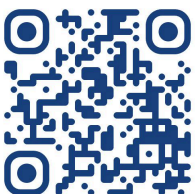
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[VIEW PROJECT](#)



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