

# Cima Soluciones, Inc.

Case Study  
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Printed, Moving, and  
Interactive Media

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## PROJECT SUMMARY

Cima Soluciones was founded in 2007. With four founding partners – all former employees of Oracle, one of the world’s largest IT companies – Cima rode the rapid expansion of Argentina’s IT industry that followed the collapse of its currency in 2001. Argentina’s industrialized economy and highly educated population made it a highly attractive country for the world’s top IT companies to find talent. In turn, Cima found a niche as an outsourced IT services provider for clients in Latin America, North America, and Europe.

With around 50 staff, Cima remains a small company with growth ambitions. Many of its local competitors are larger organizations with international offices. Cima’s initial years of growth and development have stretched its founders’ ability to address bigger-picture questions around marketing and positioning. After several years of fast-paced expansion, Cima’s leadership decided it was time to better understand the needs and concerns of their target market and reconsider its means of presenting itself to the world.

I was brought in to re-evaluate its copywriting, brochures, and website, but also to suggest new avenues of communication, such as social networking, online advertising, and promotional gifts.

## RESEARCH & DIRECTION

Through research into Cima’s clients, operations, and competition, I familiarized myself with Cima’s business and determined the aspects of Cima’s communication strategy to prioritize. Key themes emerged: trust, integrity, ascent. We discussed the meaning of Cima (Spanish for ‘peak’), the reasons for its original selection, and ways to integrate those reasons into the messaging.

## PROCESS

The processes were pursued concurrently:

- + Researching various marketing avenues (such as on-line advertising, social media, and promotional items);
- + Interviewing clients (such as Oracle and ManPower); and
- + Exploring updating Cima’s branding to update the typography and better reflect the meaning and intent of the word “Cima” for an English-speaking audience.

Research into marketing avenues primarily took place on-line, but was not pursued in-depth once client interviews revealed that clients’ affinities were decided more strongly by ongoing action and the provision of complimentary, informative material than any other means. Attention was then focused on redeveloping the company branding and developing a strong English-language slogan.

## Original identity



The inclusion of the word “soluciones” or “solutions” in Cima’s original branding created a conundrum for localization, and also reflected a dated approach to marketing in IT. While the triangular logo makes sense to an audience already aware of the meaning of “cima,” it did not seem clear to a non-Spanish-speaking audience.

## Sketches

I sought an elegant, trustworthy sans-serif to set in upper case to take advantage of the uppercase A’s similarity to a mountain peak, tightening up the logo’s presentation. Many of the sketches explored using the bar of the A to delineate the peak of the a mountain. At the same time, I tried to avoid drastically diverging from the original logo.

## First version



After evaluating a range of options, we selected Hoefler & Frere-Jones’ Verlag Black for the logotype. I explored some of the sketched ideas in greater detail and presented a single option for consideration, along with some of the explorations.



## Feedback and revision

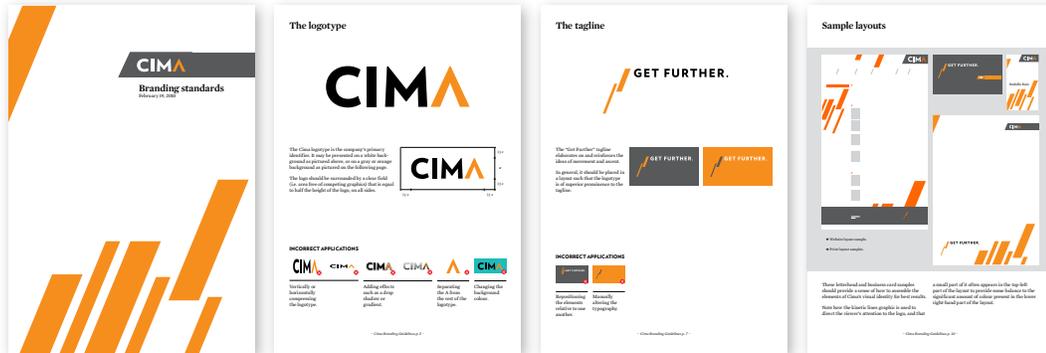
Cima’s leadership was pleased with the direction of the first version, but was concerned about the heaviness of the black and white version.

I continued exploring options while considering the ideas of ascent, improvement, and action. It was clear that the logo needed to be simplified, and less of a compromise. Taking the simplification of the logo to its logical extension, I returned to the original capital-A letterform and removed the bar to create a simple upward-pointing arrowhead. Something about it clicked.

## Slogan development

Around this time, after many back-and-forth conversations about the nuances of Spanish and English slogan development, we settled upon a phrase to drive home Cima's competitive advantage and values: *Get Further.*

## Elaboration



Experimenting further with various compositions to convey the ideas of motion and ascent in concert with the logotype, I developed a system of graphic elements and compositional rules to create the desired affect. I documented them in a detailed branding standards manual.

## Production

I applied these standards to new designs for Cima's website, invoices, business cards, letterhead, brochure portfolios, internal document templates, and presentation templates.

## EPILOGUE

This work was produced under the auspices of an Ontario Global Edge internship. Prior to completion of the internship, I coordinated a handover of all relevant documents and website development to a local web developer.

In response to the rebranding work shown here, the CEO of Cima called a "re-launch" of the company, and gave a presentation to all company staff he titled "Cima v2." Cima's new website is currently in development.