



**Bizmuth Process Book  
Designed by Colt Magri**

**Contact Information:**

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# Design Strategy

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## Creating Solutions for Modern Problems

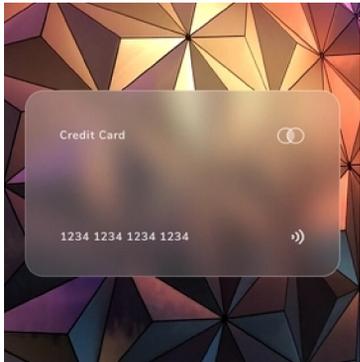
Bizmuth is a finance company that allows its users to buy, trade and sell crypto. However, Bizmuth also sets out to solve a problem that comes with the modernization and innovation of decentralized currencies, allowing for users to use their digital funds for any purchase at any time, no matter what the vender supports

Bizmuth does this by offering a Crypto-Card, a debit card users can sign up for that allows them to spend the money in their accounts at any store.

Bizmuth's mission is to put the people's money back into their pockets, quite literally. Bizmuth users expect a finance company that is friendly to new users and provides convince to those who decide to invest in the future of finance.

As such, Bizmuth's design is friendly, modern, sleek and intelligent.

# Mood Board



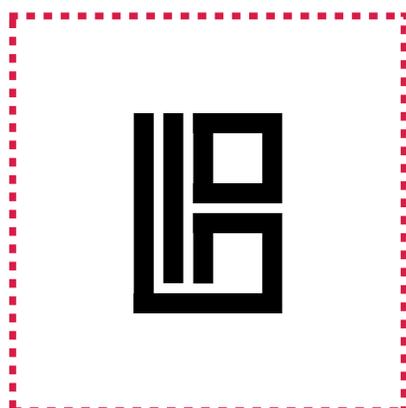
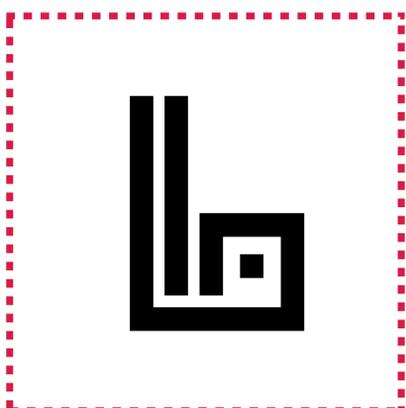
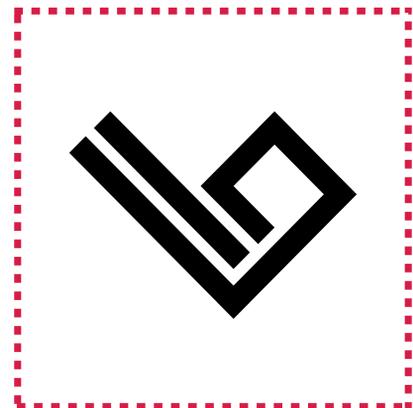
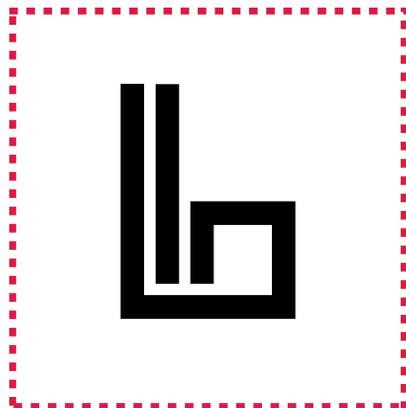
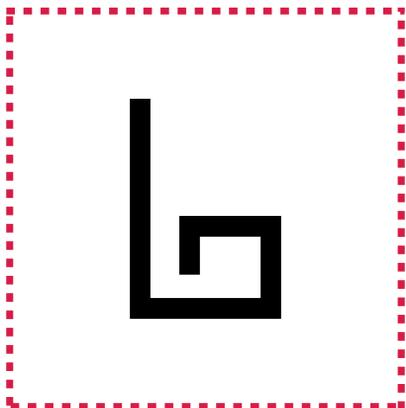
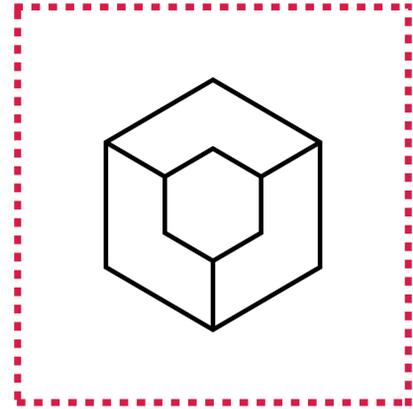
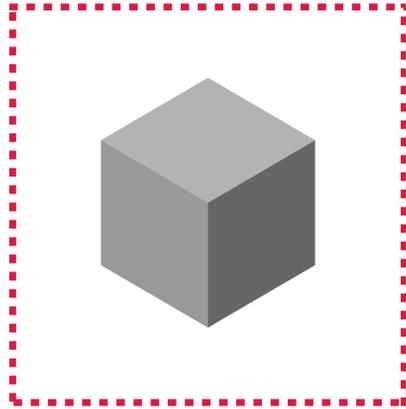
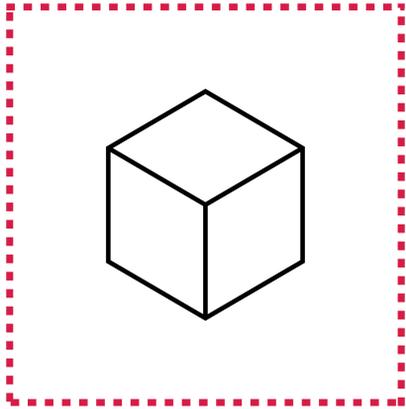
## - BIZMUTH - A NEW FINANCIAL DAWN

Bizmuth is all about innovating the financial world in the digital and crypto space. This leads the theme into dark UI examples and inspirations, as well as following the naturally occurring and spectacular color palette found in real world bismuth crystals. Contrasting these unique shades of colors that reminisce a sunrise over a dark landscape over a dark background allows our users to use our services without straining their eyes. It also follows the modern trend of dark mode themes.

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# Sketches

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## Logo

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### Main Logo

Combination of both the icon and logotype, used in most cases



**Bizmuth**

### Logotype

Main logo without the icon involved, replaced with standard type. Used in professional, readability prioritized situations



**Bizmuth**

### Icon

The icon, used to represent the brand in the quickest and most simple way possible



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# Color

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## Crystal Clear

The color pallet for Bizmuth's branding was designed around the beautiful array of colors seen on the real world bismuth crystal.

**RGB: 0/159/183**  
**HEX: #009FB7**

**RGB: 255/237/223**  
**HEX: #FFEDDF**

**RGB: 13/19/33**  
**HEX: #0D1321**

**RGB: 215/28/70**  
**HEX: #D71C46**

**RGB: 97/231/134**  
**HEX: #61E786**

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# Typography

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## Header (h1)

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Montserrat  
A bold and happy font face,  
used for short, sweet and  
effective titles and headers.

**Name (weight)**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890!@£\$%^&\*()**

## Sub-header (h2)

---

Poppins  
A sub header font that while  
retaining some boldness  
from Montserrat, shows a  
slightly lighter side, allowing  
for more text to be displayed  
without feeling too big or too  
small.

Name (weight)  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@£\$%^&\*()

## Body Copy (p)

---

Quicksand  
The lightest of all fonts  
chosen. Used for a majority  
of large text inclusive  
information and displays.  
Very readable and useful for  
diverse functions.

Name (weight)  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@£\$%^&\*()

## Additional (h3-6) OPTIONAL

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Quicksand Light  
In case a different style is  
need for further text  
features, this lighter version  
of Quicksand provides an  
even simpler visual.

Name (weight)  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@£\$%^&\*()

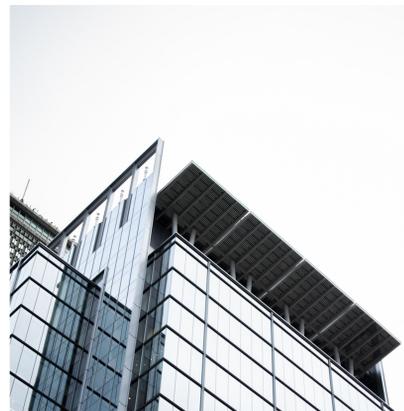
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# Imagery

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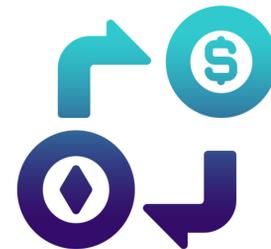
## Photography Style

During the design process, it seemed important to keep branding photos professional but casual, not including images with too much of a corporate feel.

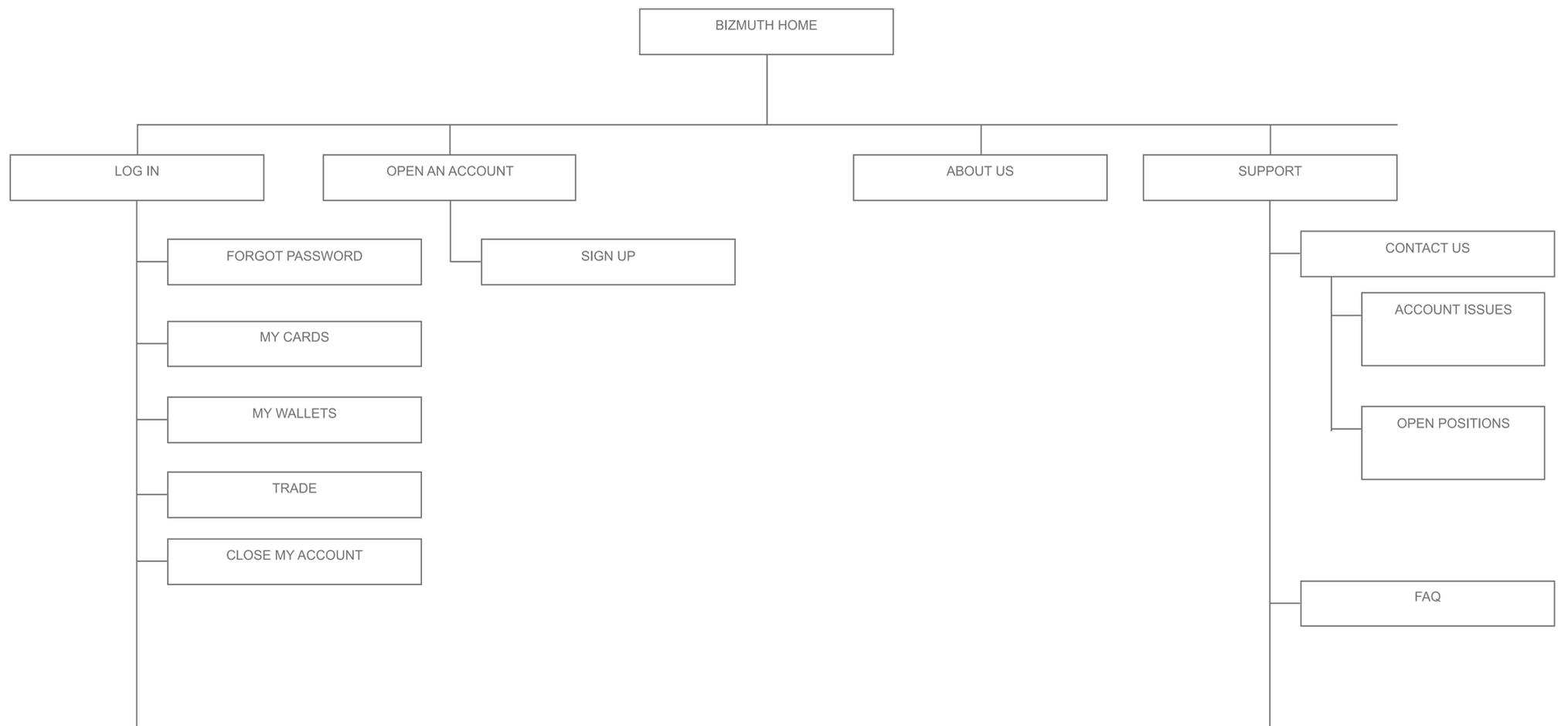


## Iconography

Being a modern and sleek finance company, Bizmuth design makes use of SVG icons that can be properly recolored to any color.



# Sitemap



## BIZMUTH HOME

- LOG IN
  - FORGOT PASSWORD
  - MY CARDS
  - MY WALLETS
  - TRADE
  - CLOSE MY ACCOUNT
- OPEN AN ACCOUNT
  - SING UP
- ABOUT US
- SUPPORT
  - CONTACT US
    - ACCOUNT ISSUES
    - OPEN POSITIONS
  - FAQ

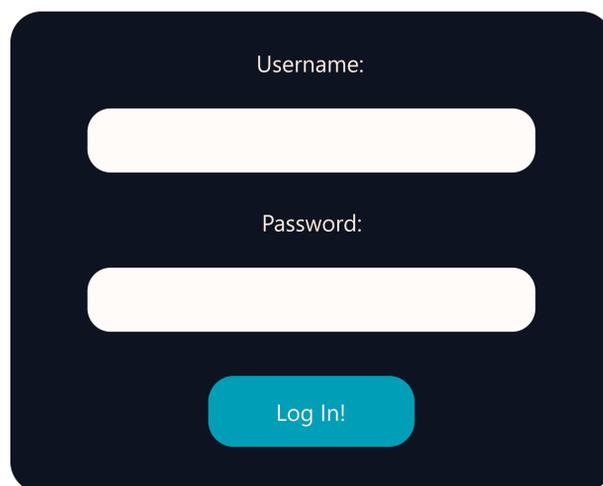
# Target Audience

## Who Uses Bizmuth?

Bizmuth's target audience is crypto investors, small or large, who are looking to make proper investments and fully utilize their hard earned funds. As such, the UI design is friendly and simple, keeping the process easy for beginners

[Log In](#)[Open An Account](#)[About Us](#)[Support](#)

The main navigation features only four links to other pages, the ones that should be prioritized to efficiently get new clients, as well as keeping the process familiar and easy to use for returning users



A dark blue rounded rectangular form containing two white input fields. The first field is labeled 'Username:' and the second is labeled 'Password:'. Below the fields is a teal button with the text 'Log In!'.

# Wireframes

## Homepage

Log In   Open an Account      About Us   Support

# Headline

## Sub-Head

IMAGE

Call To Action

# Headline

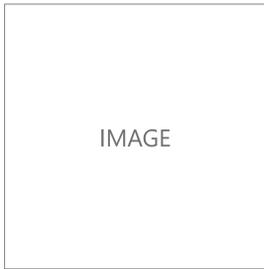
## Sub-Head



Body copy body copy body copy  
body copy body copy



Body copy body copy body copy  
body copy body copy



Body copy body copy body copy  
body copy body copy

Nav1   Nav2   Nav3   Nav3      Body Copy   Body Copy   Body Copy  
Sub Nav1   Sub Nav1  
Sub Nav2

Body Copy   Body Copy   Body Copy  
Body Copy   Body Copy   Body Copy

# Wireframes

## About Us

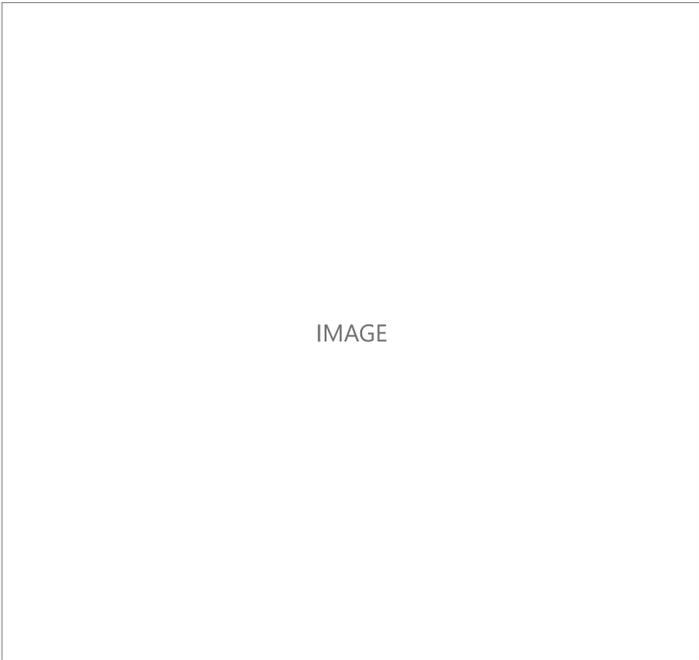
Log In   Open an Account      About Us   Support

# Headline

Body copy body copy body copy body copy body copy body copy

# Headline

Body copy paragraph



Body copy paragraph

Nav1   Nav2   Nav3   Nav3      Body Copy   Body Copy   Body Copy  
Sub Nav1   Sub Nav1  
Sub Nav2   Body Copy   Body Copy   Body Copy

# Wireframes

## Log In

Log In   Open an Account      About Us   Support

## Headline

Username:

Password:

Can't Log In? Have you tried:

Recover Your Account

Open An Account

Nav1   Nav2   Nav3   Nav3      Body Copy   Body Copy   Body Copy  
Sub Nav1   Sub Nav1   Sub Nav2   Sub Nav2   Body Copy   Body Copy   Body Copy

# Wireframes

## Sign Up

Log In   Open an Account      About Us   Support

# Headline

## Sub-Head

Username:

Email:

Password:

Confirm Password

Full Name:

Next

Nav1 Sub Nav1 Sub Nav2	Nav2 Sub Nav1	Nav3	Nav3	<input type="text" value="Logo&lt;br/&gt;Icon"/>	Body Copy	Body Copy	Body Copy
					Body Copy	Body Copy	Body Copy

## Home Page Design 001

Log In   Open An Account   **Bizmuth**   About Us   Support

### Crypto, right in your pocket

Get started with a Bizmuth Crypto-Card now!



Get Started

### We're on your side!

See why we are the world's fastest growing crypto company



The closest you've ever been to your crypto. With Bizmuth's revolutionary Crypto-Card, you'll be able to hold your digital, decentralized funds right in your very own hand.



Why wait around for the world to adapt to your financial needs? With Bizmuth, you'll be able to shop anywhere for anything with your crypto currencies, no matter what.



Not looking to get a card just yet? No worries! Bizmuth is also a full blockchain broker. Trade, buy and sell, right here from one account. Investing has never been easier!



# Designs

## Home Page Design 002

Log In Open An Account **Bizmuth** About Us Support

### Crypto, right in your pocket

Get started with a Bizmuth Crypto-Card now!



Get Started

### We're on your side!

See why we are the world's fastest growing crypto company



The closest you've ever been to your crypto. With Bizmuth's revolutionary Crypto-Card, you'll be able to hold your digital, decentralized funds right in your very own hand.



Why wait around for the world to adapt to your financial needs? With Bizmuth, you'll be able to shop anywhere for anything with your crypto currencies, no matter what.



Not looking to get a card just yet? No worries! Bizmuth is also a full blockchain broker. Trade, buy and sell, right here from one account. Investing has never been easier!

### Don't know where to start?

Bizmuth has professional staff ready to take your calls any hour of any day, twenty four seven, seven days a week. We're ready to help you setup an account or even just answer any questions you may have about the constantly evolving crypto space. We pride ourselves on helping our users get the best experience possible. Don't believe us? Reach out right now!

Get In Touch



### Learn more about us!

We are currently located in the heart of Boston, at 116 Huntington Avenue. You can contact our central offices at 617-123-456, or feel free to email an office representative at [contact@bizmuth.co](mailto:contact@bizmuth.co).

We've been a proud member of the Boston community since we opened our office doors almost three years ago, supporting local charities and giving high-schools resources to teach investment classes and other topics relating to the world of digital banking. Supporting our youth and those who share the same streets as us has and always will be one of our top priorities. We know how important the future is, and we plan do our part to build a better tomorrow.

Click here to see our full about page

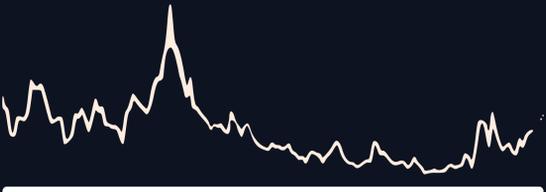
Log In Open An Account Support About  © Bizmuth 2021  
116 Huntington Avenue Boston, MA 02116 USA  
617-123-456

# Designs

## Home Page Design 003

[Log In](#) [Open An Account](#) **Bizmuth** [About Us](#) [Support](#)

**The market is currently up 13.6%**  
Based off average of today's change from supported currencies



[Top Gainers](#) [Top Losses](#) [Overview](#)

**Crypto, right in your pocket**  
Get started with a Bizmuth Crypto-Card now!



[Get Started](#)

**Ready to get started?**

First Name:

Last Name:

Password:

Confirm Password:

Email:

Confirm Email:

[Continue](#)

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617-123-456

# Designs

## Final Home Page Design

Log In Open An Account **Bizmuth** About Us Support

### Crypto, right in your pocket

Get started with a Bizmuth Crypto-Card now!



Get Started

### We're on your side!

See why we are the world's fastest growing crypto company



The closest you've ever been to your crypto. With Bizmuth's revolutionary Crypto-Card, you'll be able to hold your digital, decentralized funds right in your very own hand.



Why wait around for the world to adapt to your financial needs? With Bizmuth, you'll be able to shop anywhere for anything with your crypto currencies, no matter what.



Not looking to get a card just yet? No worries! Bizmuth is also a full blockchain broker. Trade, buy and sell, right here from one account. Investing has never been easier!

### Top Performers

Based off supported currencies

or search for a specific coin...

Bitcoin	%3.05
Ethereum	%9.748
Litecoin	%1.39

### Don't know where to start?

Bizmuth has professional staff ready to take your calls any hour of any day, twenty four seven, seven days a week. We're ready to help you setup an account or even just answer any questions you may have about the constantly evolving crypto space. We pride ourselves on helping our users get the best experience possible. Don't believe us? Reach out right now!

Get In Touch

### Ready to sign up?

Email:

Continue

### Learn more about us!

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We've been a proud member of the Boston community since we opened our office doors almost three years ago, supporting local charities and giving high-schools resources to teach investment classes and other topics relating to the world of digital banking. Supporting our youth and those who share the same streets as us has and always will be one of our top priorities. We know how important the future is, and we plan to do our part to build a better tomorrow.

Click here to see our full about page

Log In Open An Account Support About



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## Final About Page Design

[Log In](#)[Open An Account](#)[About Us](#)[Support](#)

### About Us

Your crypto is private, but our intentions are not



### Our Mission

The revolution of digital decentralized cryptocurrency has undoubtedly changed the world, but like all new things, it has raised more challenges to overcome. One of which is making sure everyone who utilizes decentralized currencies in the digital space has a reliable way to use their properly owned funds. We want to give the world a new way to not just think about digital currency, but use it. With Bismuth, we provide ways for our users to use their digital currencies in the real world, allowing users to pay for groceries, gas, bills and anything else that would normally require a transaction based on centralized funds. Don't wait for the world to adapt to your financial preferences, because here at Bismuth we are demanding the world adapts around us.

**It's your money. Use it for what you want, where you want and when you want.**

#### Our Story

Bismuth opened its doors almost three years ago with the sole mission of providing crypto users a way to not just trade, buy and sell their digital funds, but also use them in the real world for physical purchases. We support our local communities, donating funds and resources to local schools and universities to properly educate the youth on financial responsibility and the constantly evolving world of finance. Our business started small, with a team of only six employees. Now that we are the fastest growing crypto based business, we have a team of more than two hundred employees, ready to help and serve you for whatever you may need. We promise to make a commitment to our customers, no matter how big Bismuth gets, the client will always come first.

#### FAQ

##### Where is Bismuth Located?

We are proudly located at 116 Huntington Avenue in Boston Massachusetts

##### Is Bismuth independent from major banks?

Bismuth and all accounts from Bismuth users are independent from the centralized banking system. Our crypto-cards are managed internally by us.

##### Is there an open line of support staff?

Yes, all hours of every day. Contact us at 617-123-456, or email at [contact@bismuth.co](mailto:contact@bismuth.co)

[Log In](#)[Open An Account](#)[Support](#)[About](#)

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## Final Sign In Page Design

[Log In](#)   [Open An Account](#)      [About Us](#)   [Support](#)

### Welcome Back!

Username:

Password:

[Log In!](#)

Can't Log In? Have you tried:

Recover My Account:

[Reset Password](#)

[I no longer have access to my email](#)

[Contact Support](#)

Open An Account:

[Sign Up](#)

Other Quick Options:

[Close My Account](#)

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