



Bizmuth Process Book Designed by Colt Magri

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Design Strategy

Creating Solutions for Modern Problems

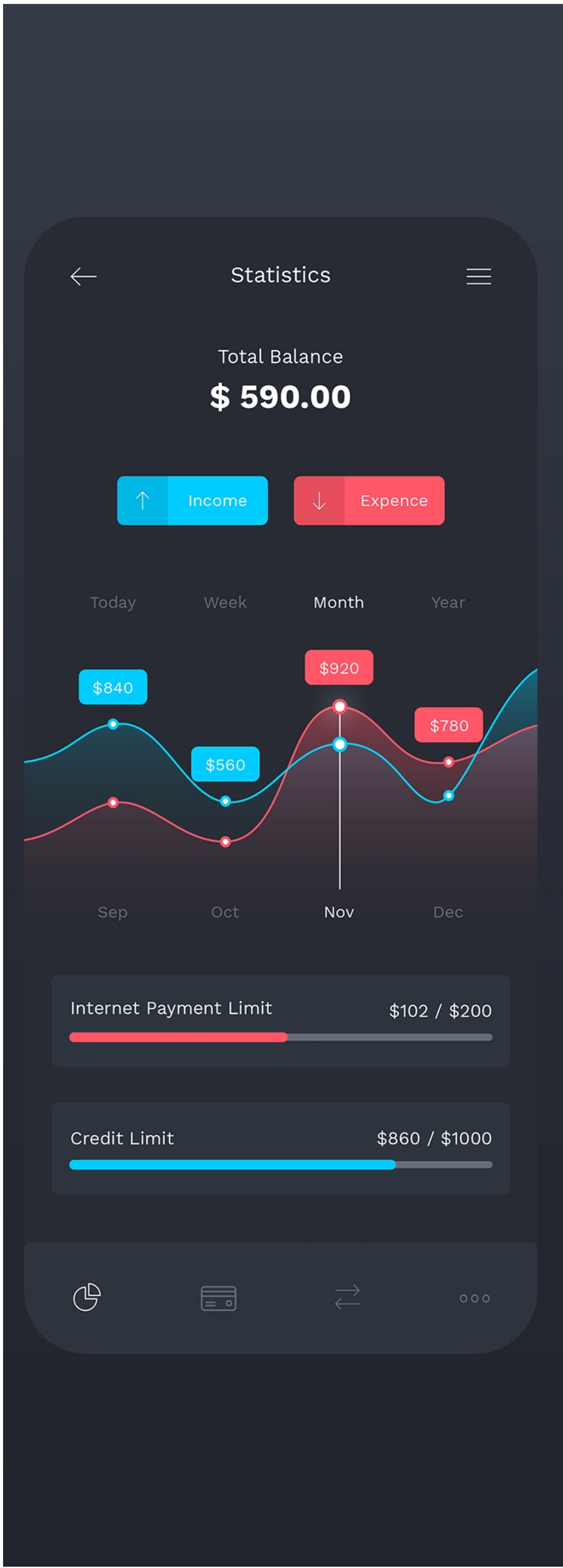
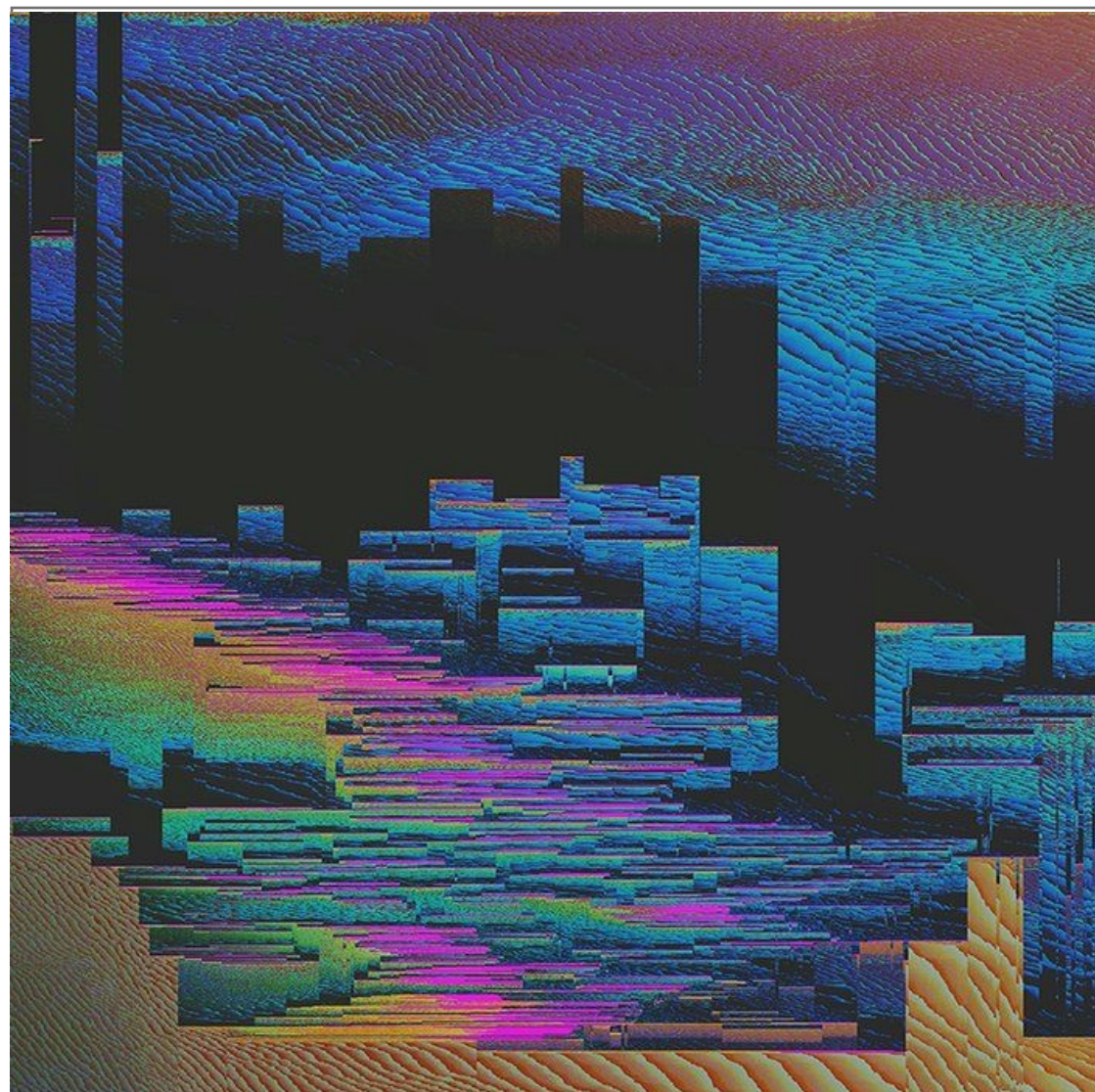
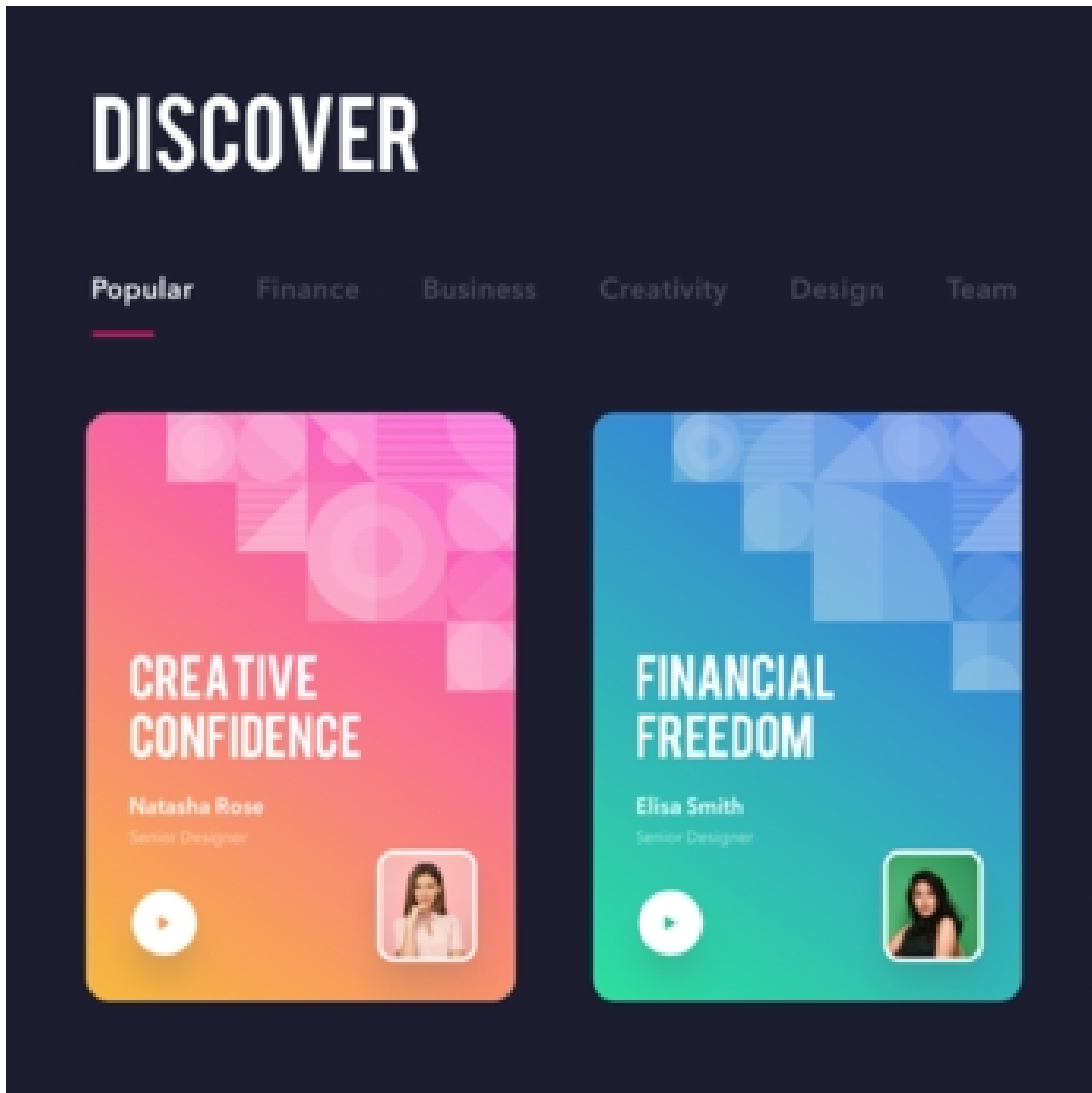
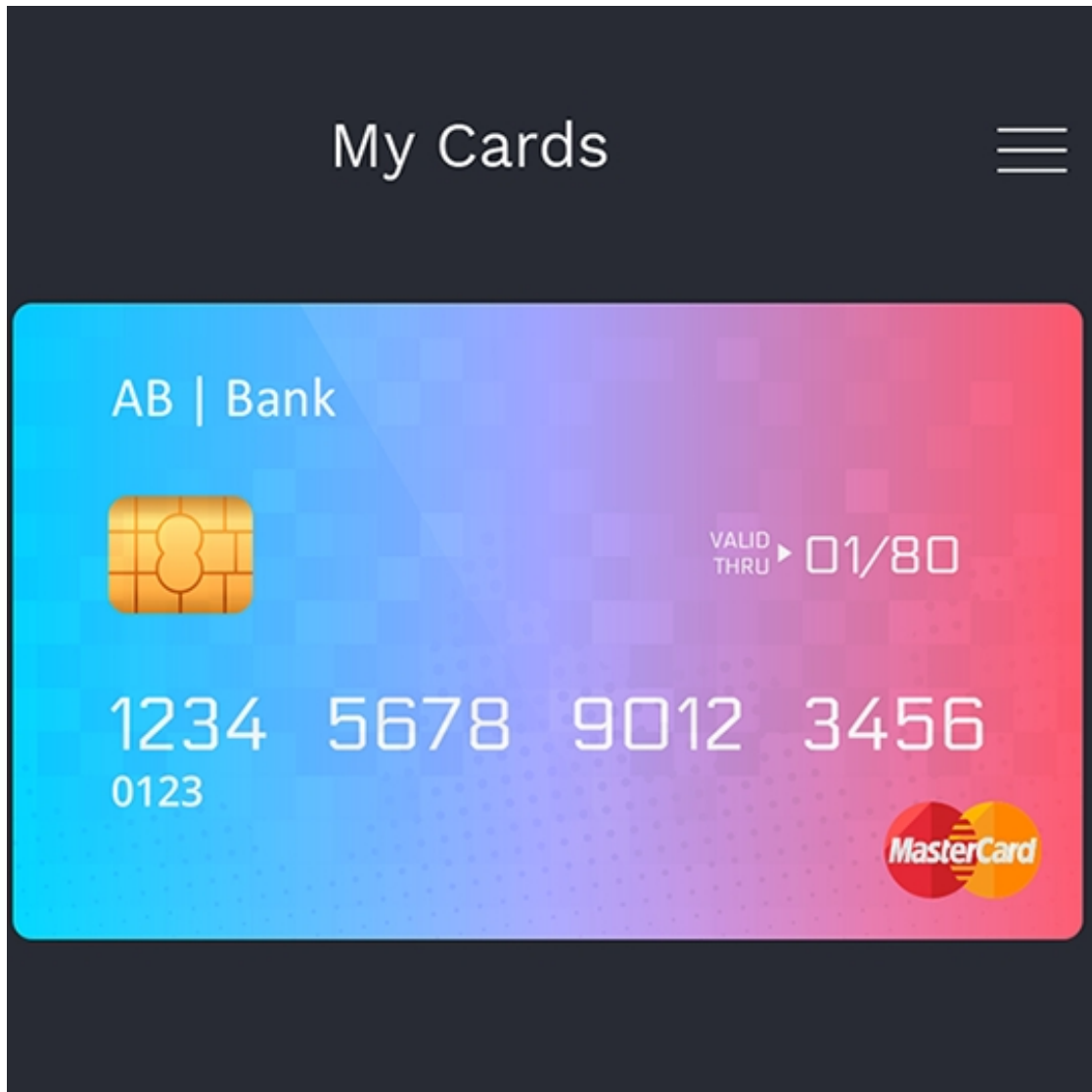
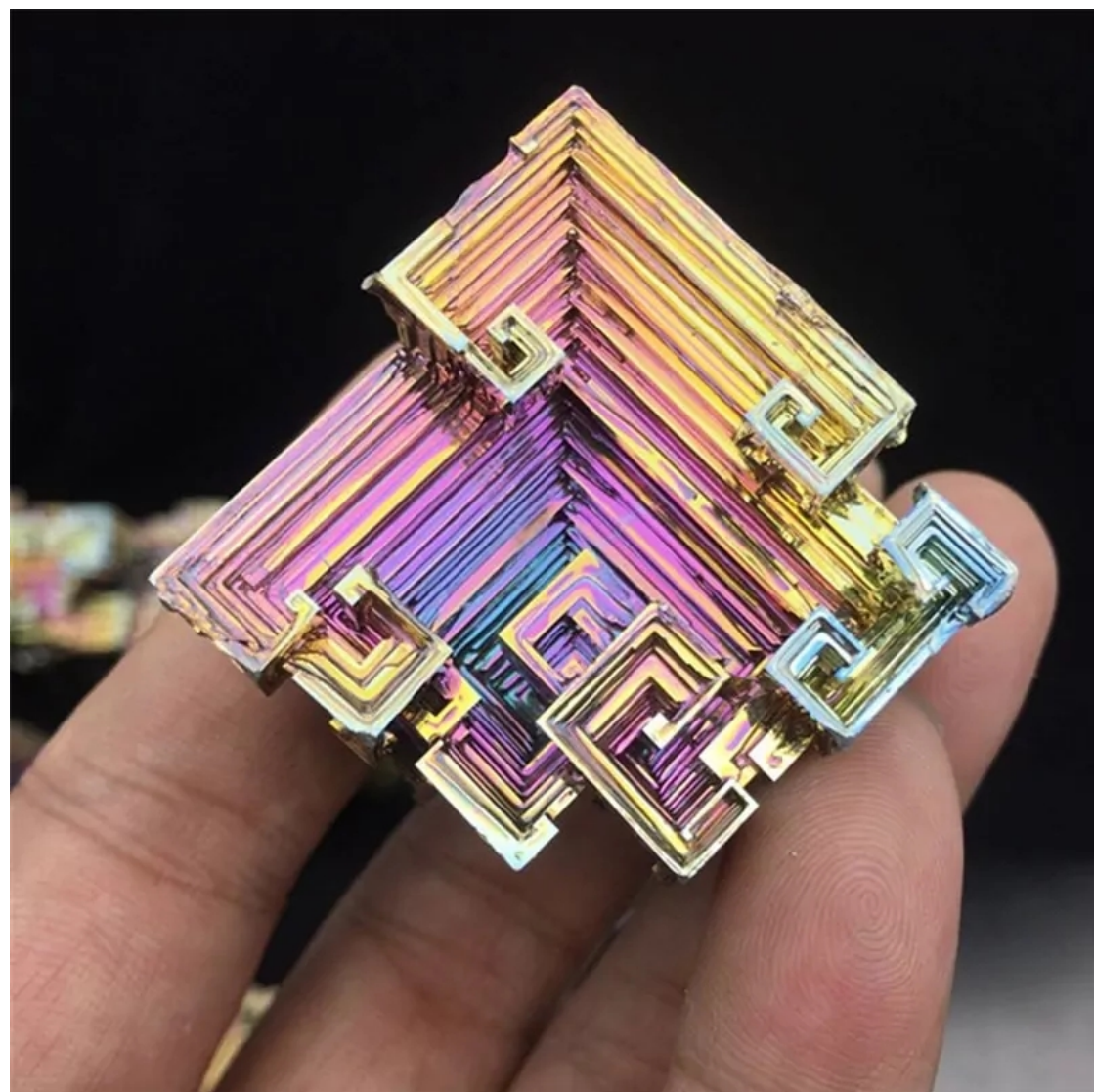
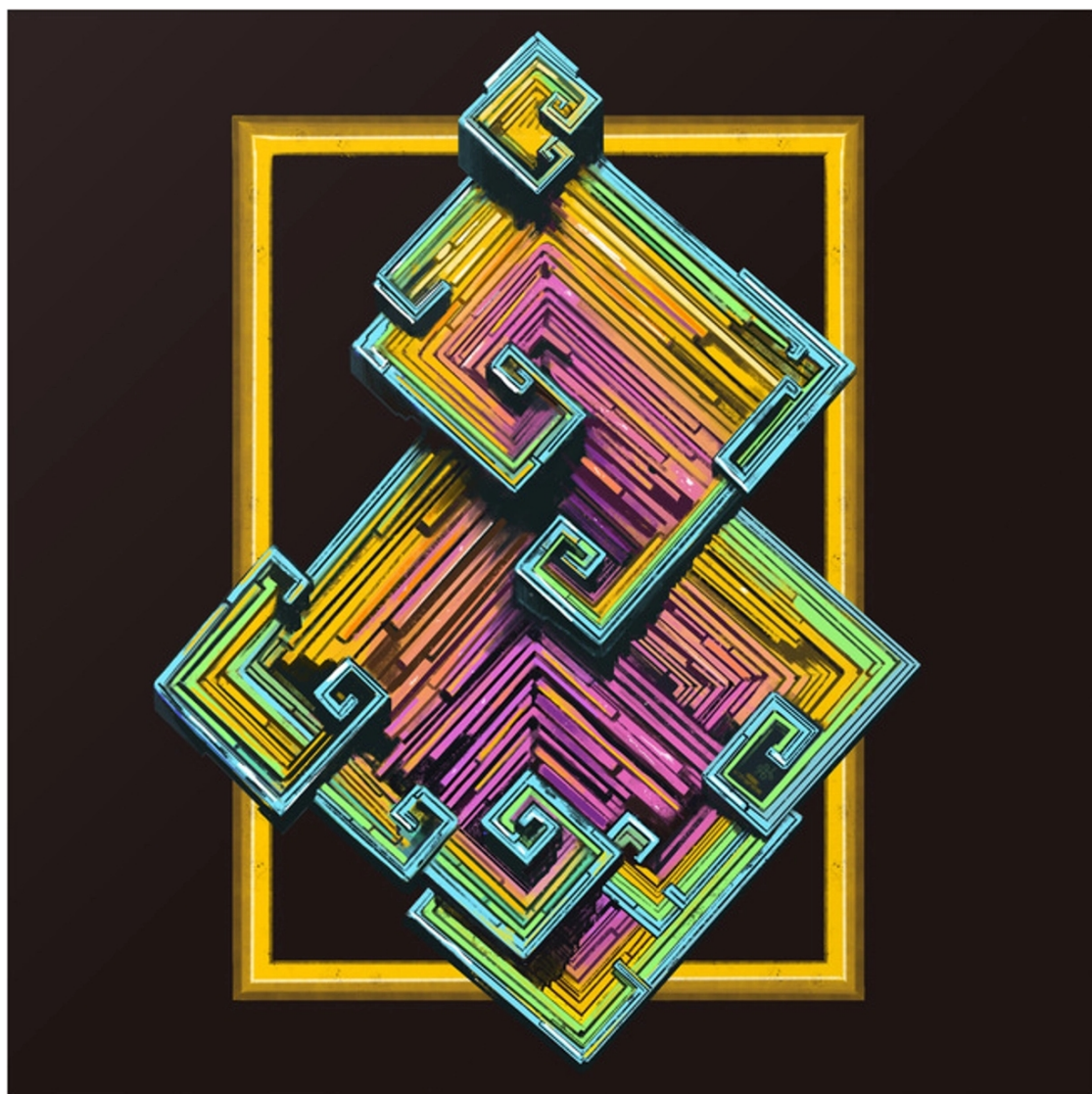
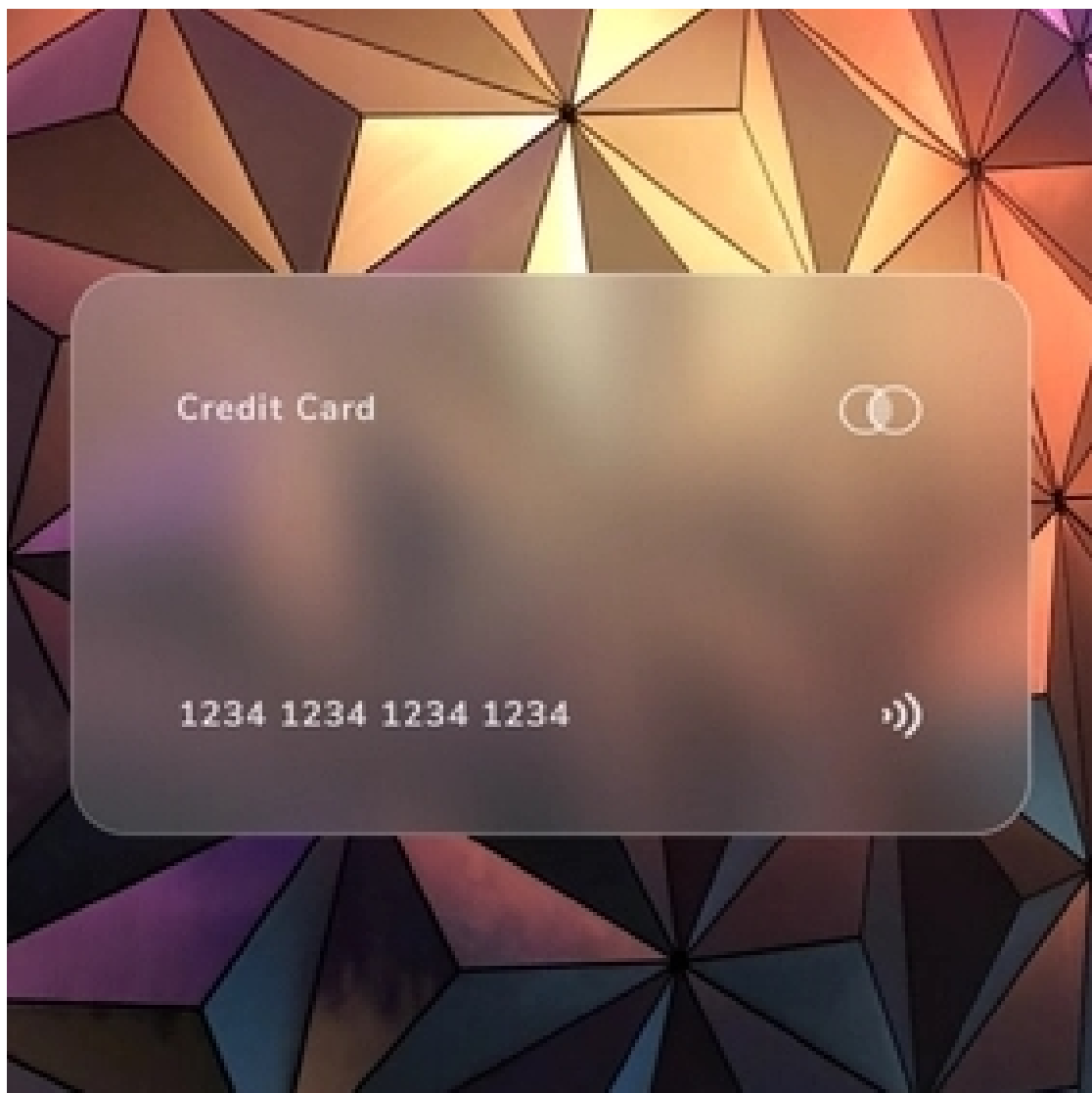
Bizmuth is a finance company that allows its users to buy, trade and sell crypto. However, Bizmuth also sets out to solve a problem that comes with the modernization and innovation of decentralized currencies, allowing for users to use their digital funds for any purchase at any time, no matter what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

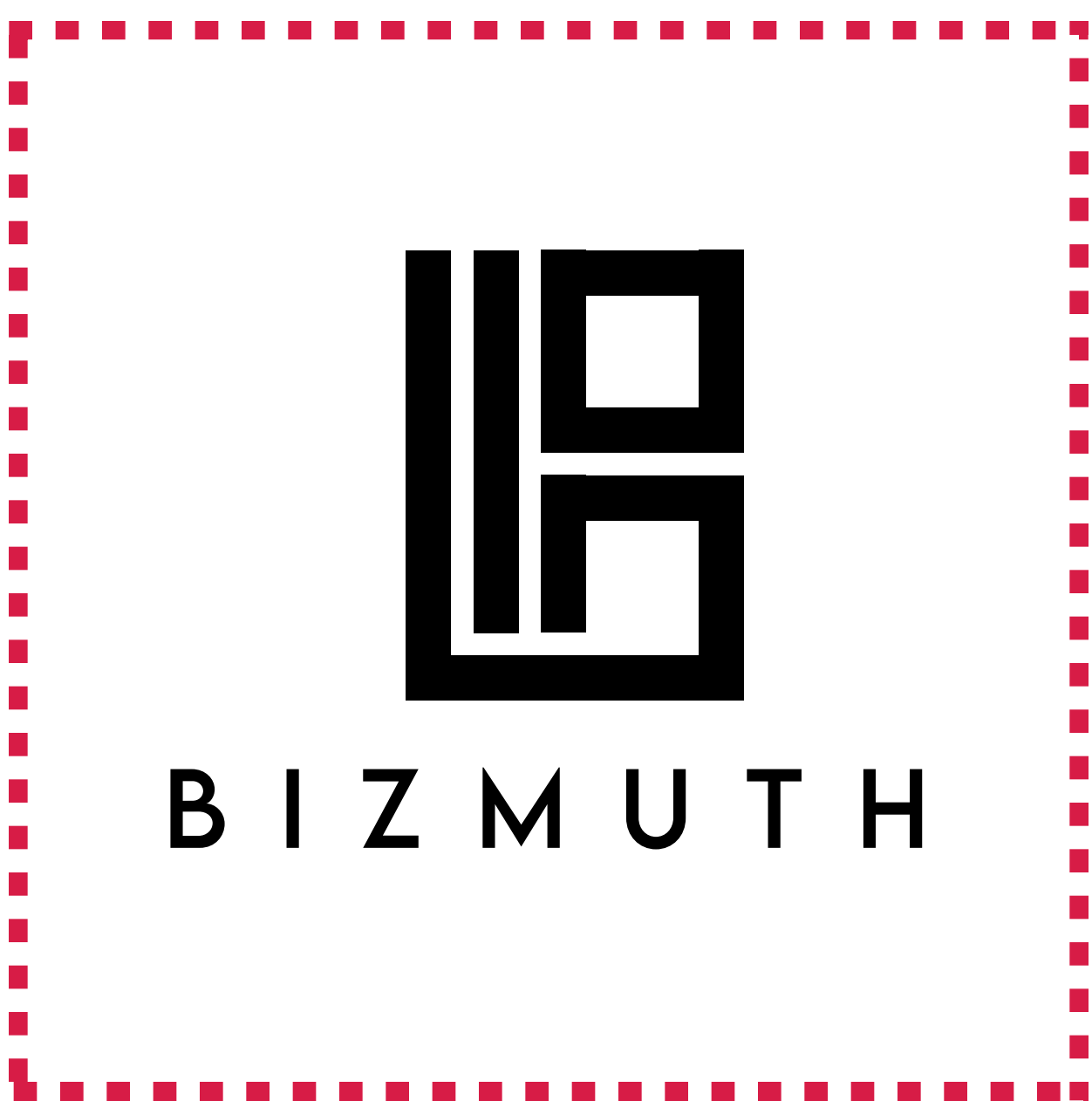
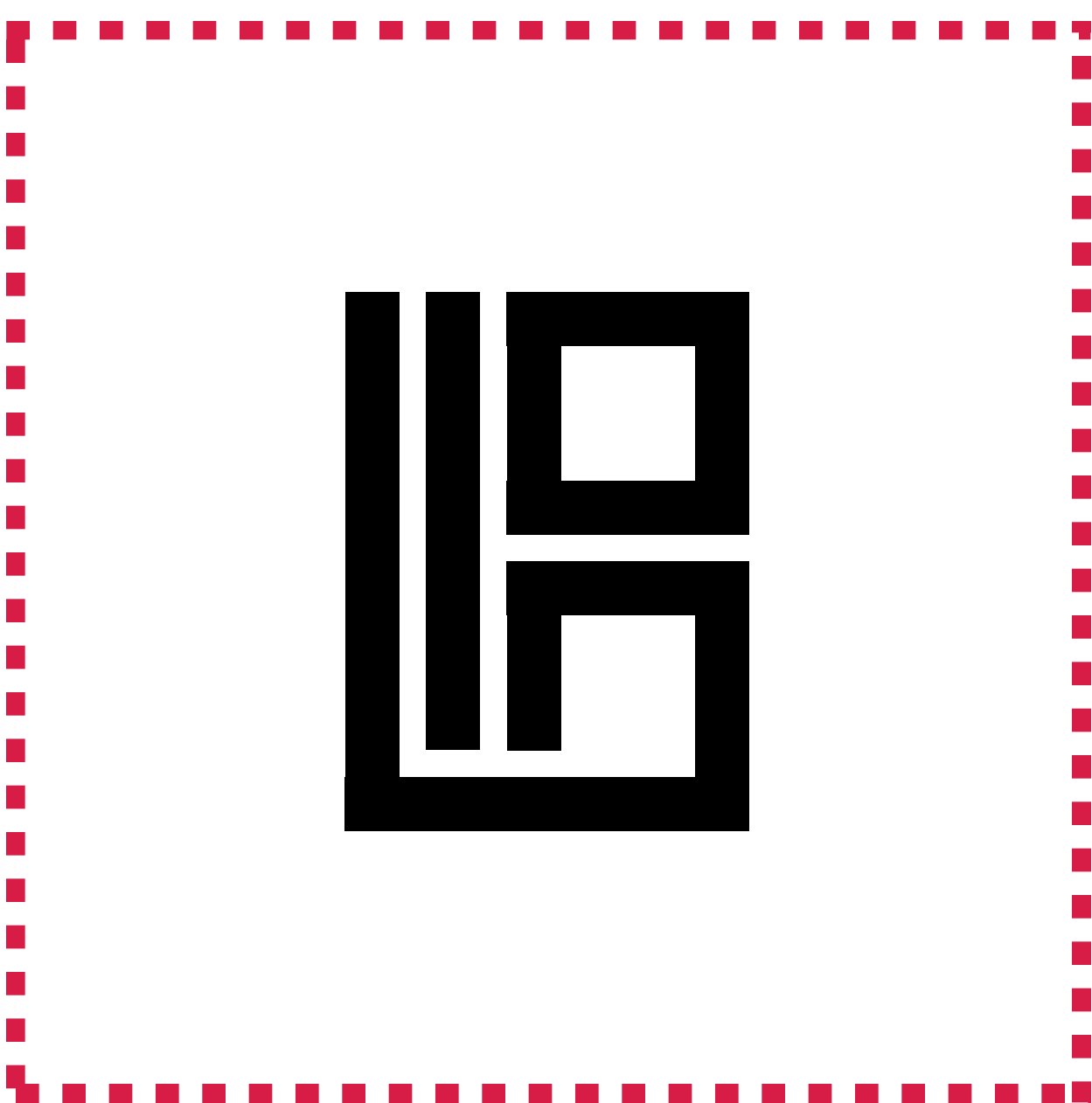
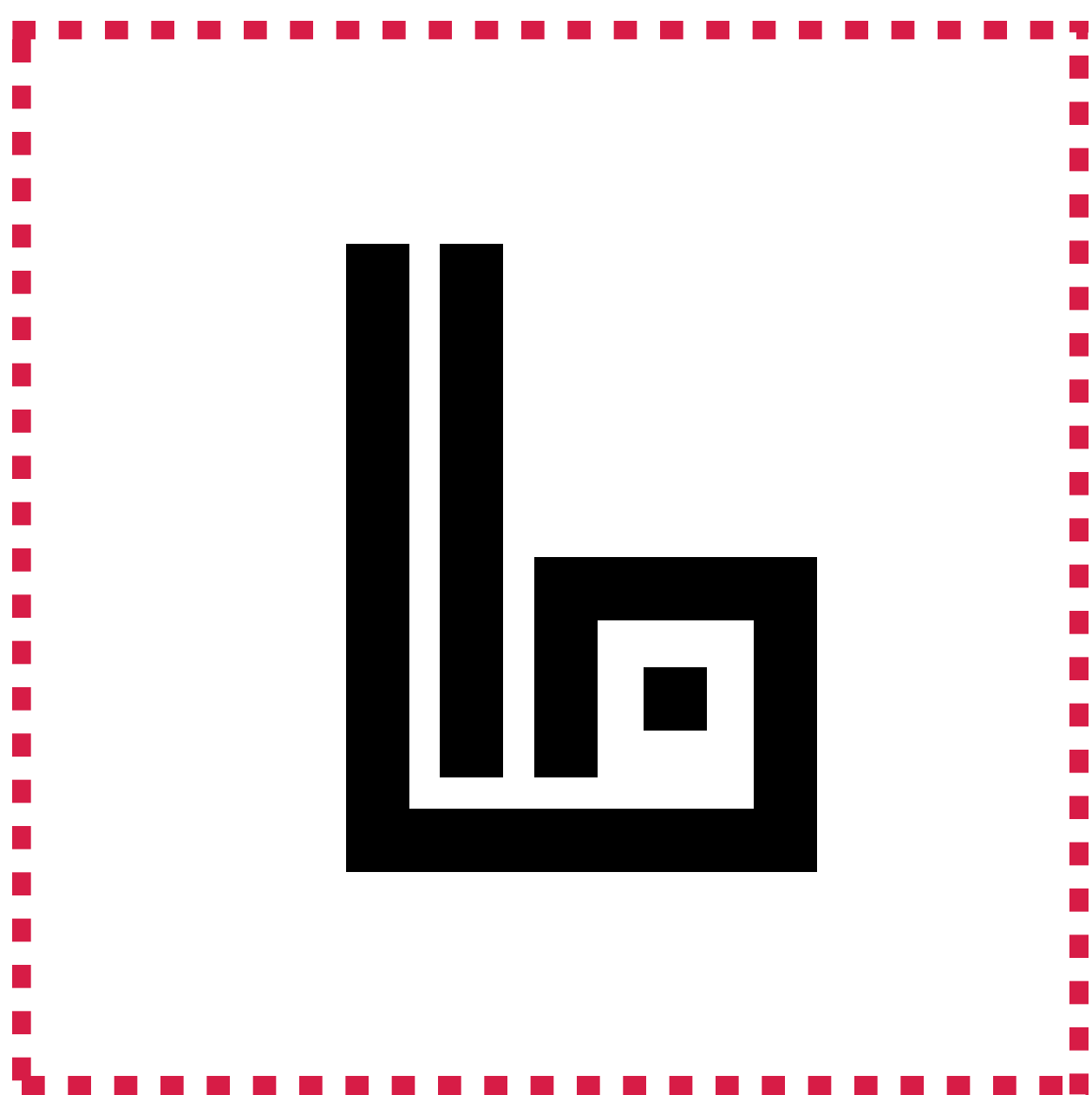
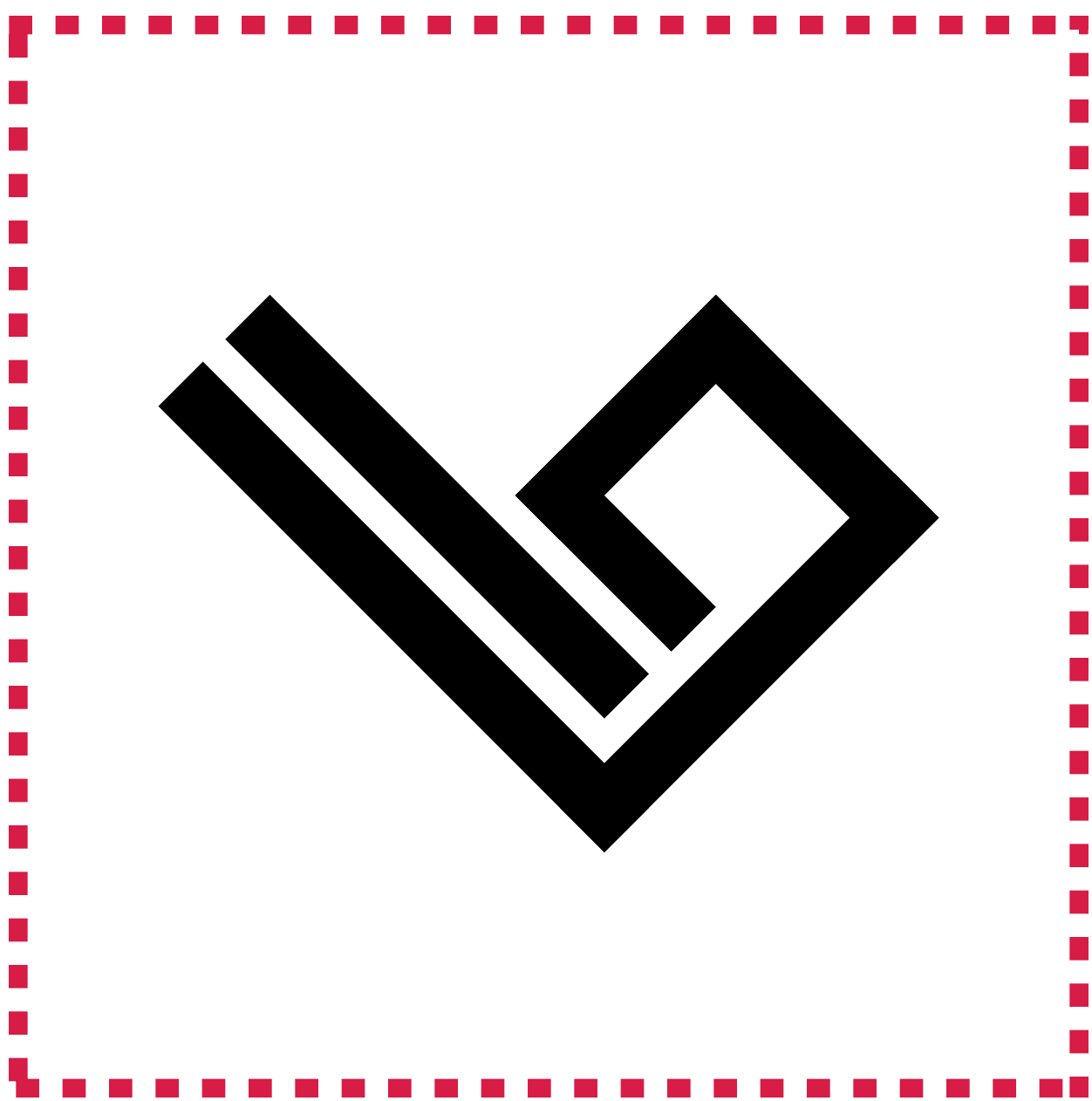
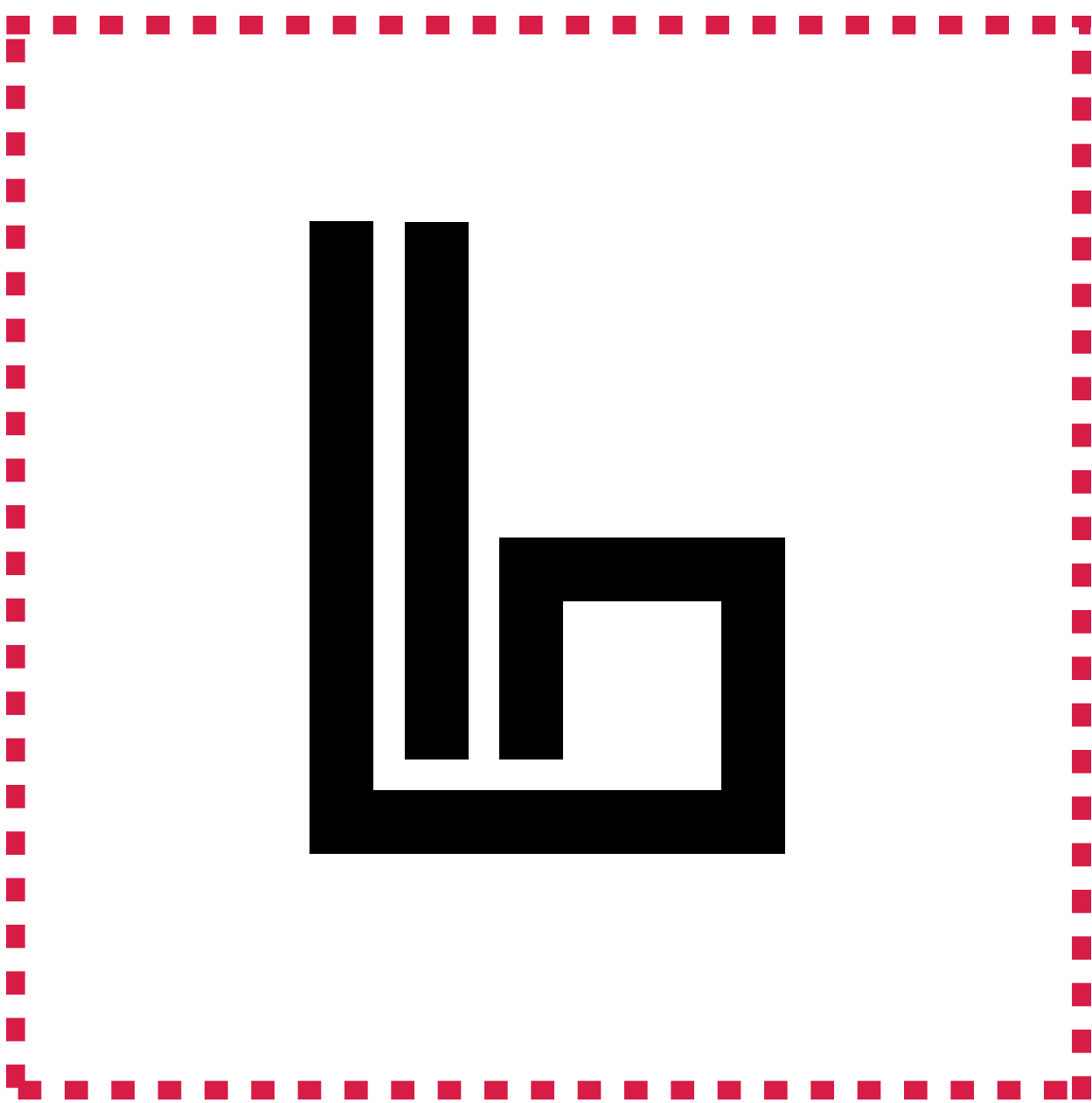
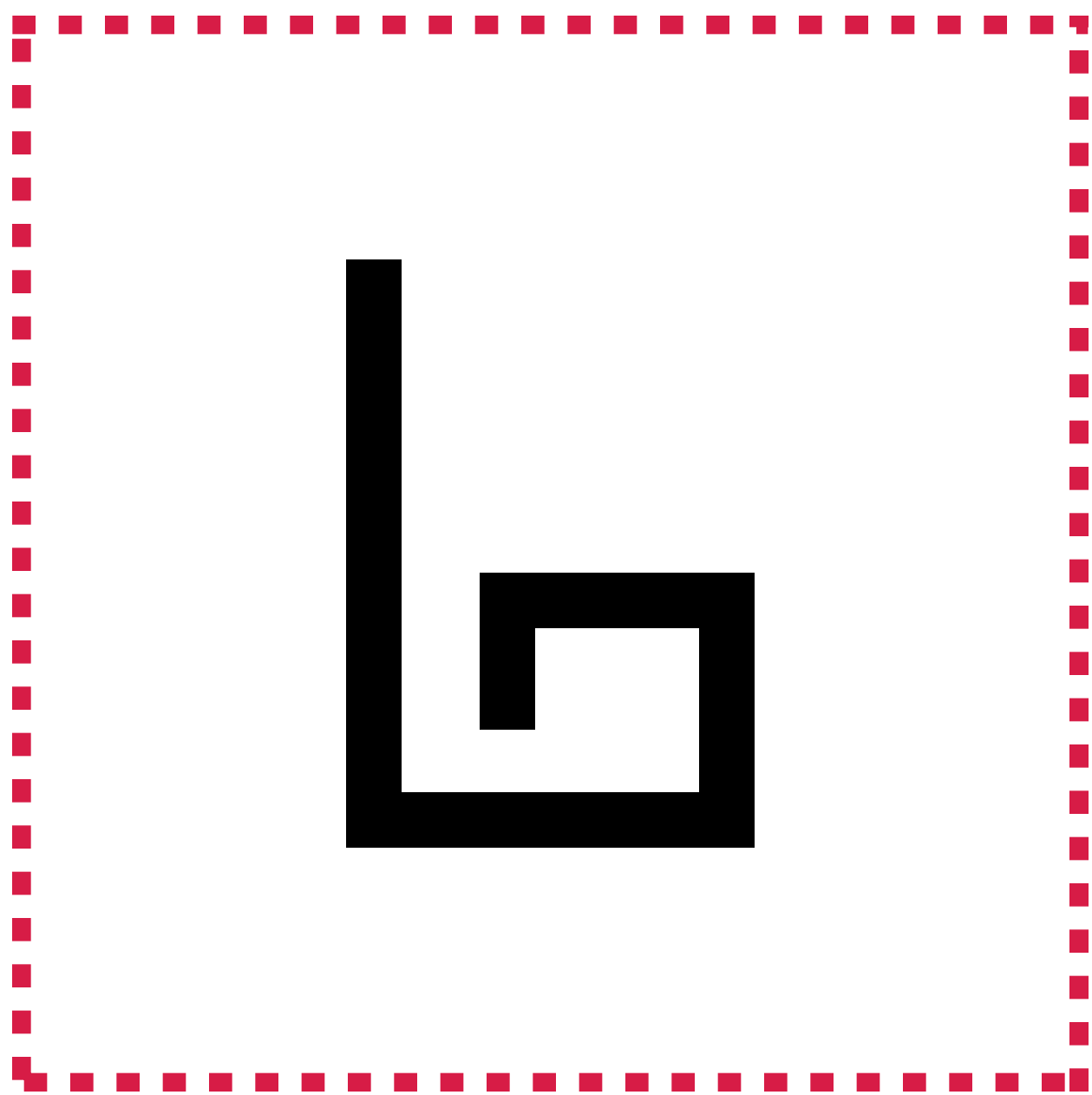
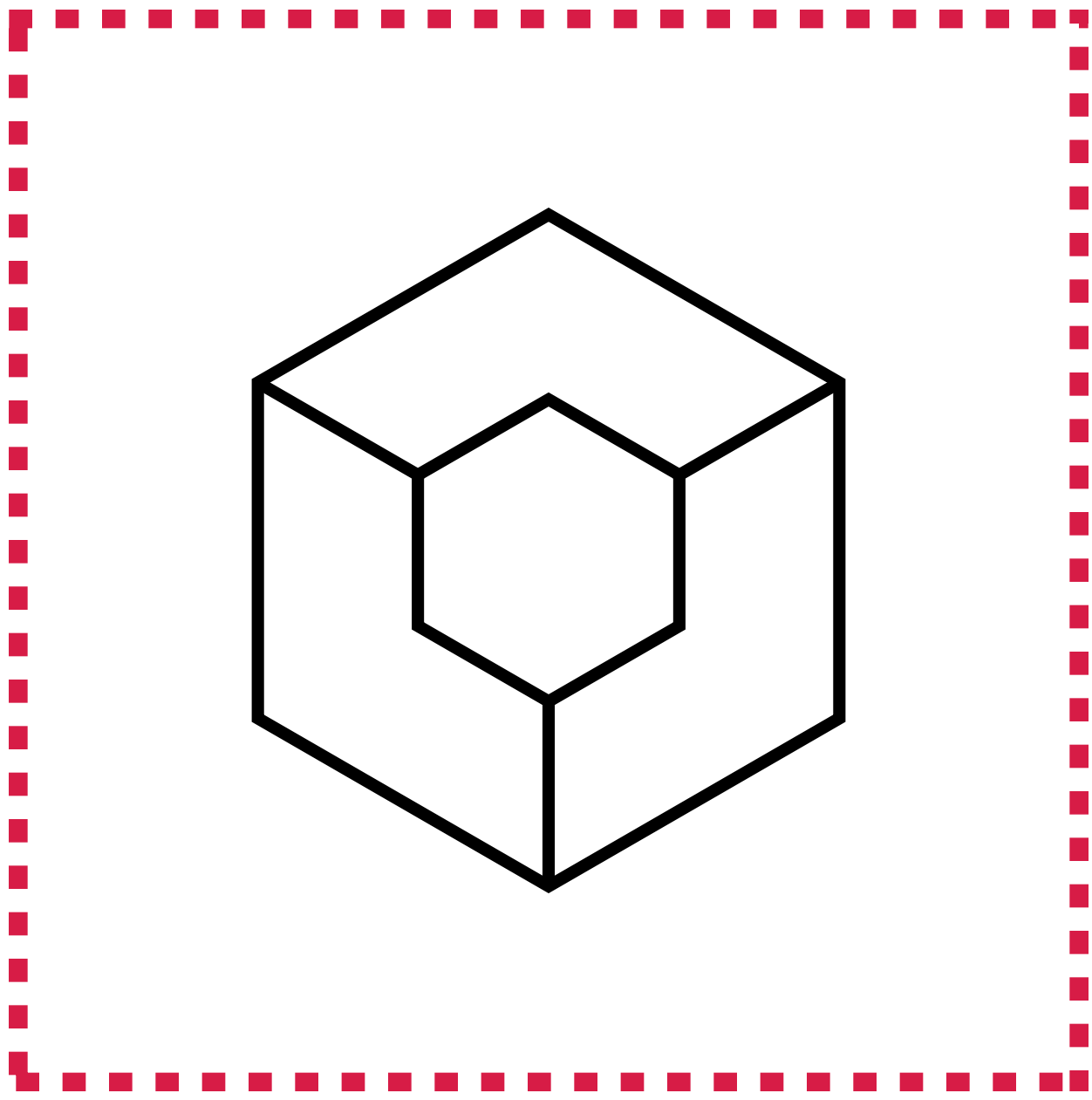
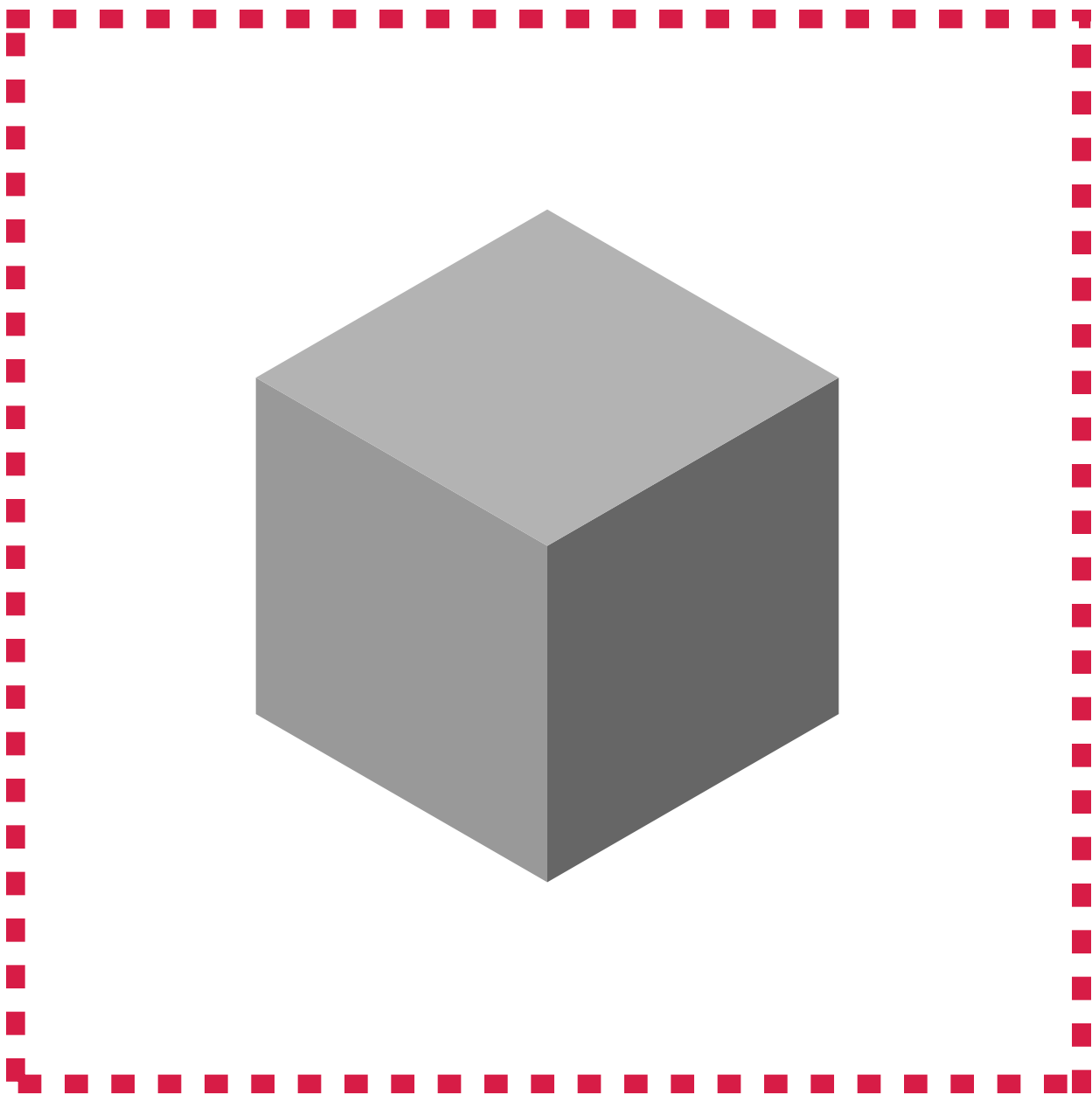
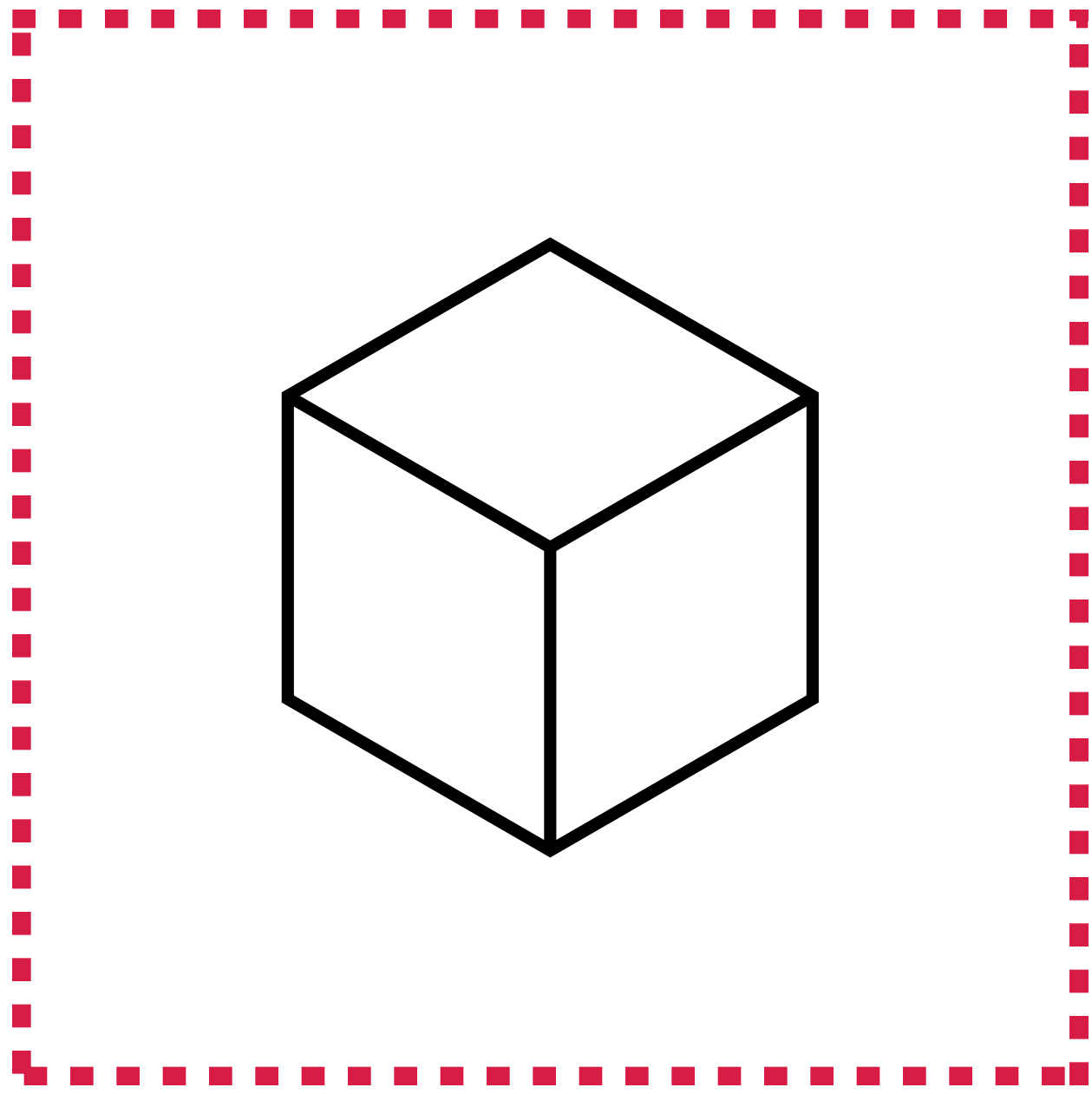
Mood Board



- 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.

Sketches



Logo

Main Logo

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



Logotype

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



Icon

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



Color

Crystal Clear

The color pallet for Bismuth'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

Typography

Header (h1)

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

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!@£\$%^&*()

Imagery

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.

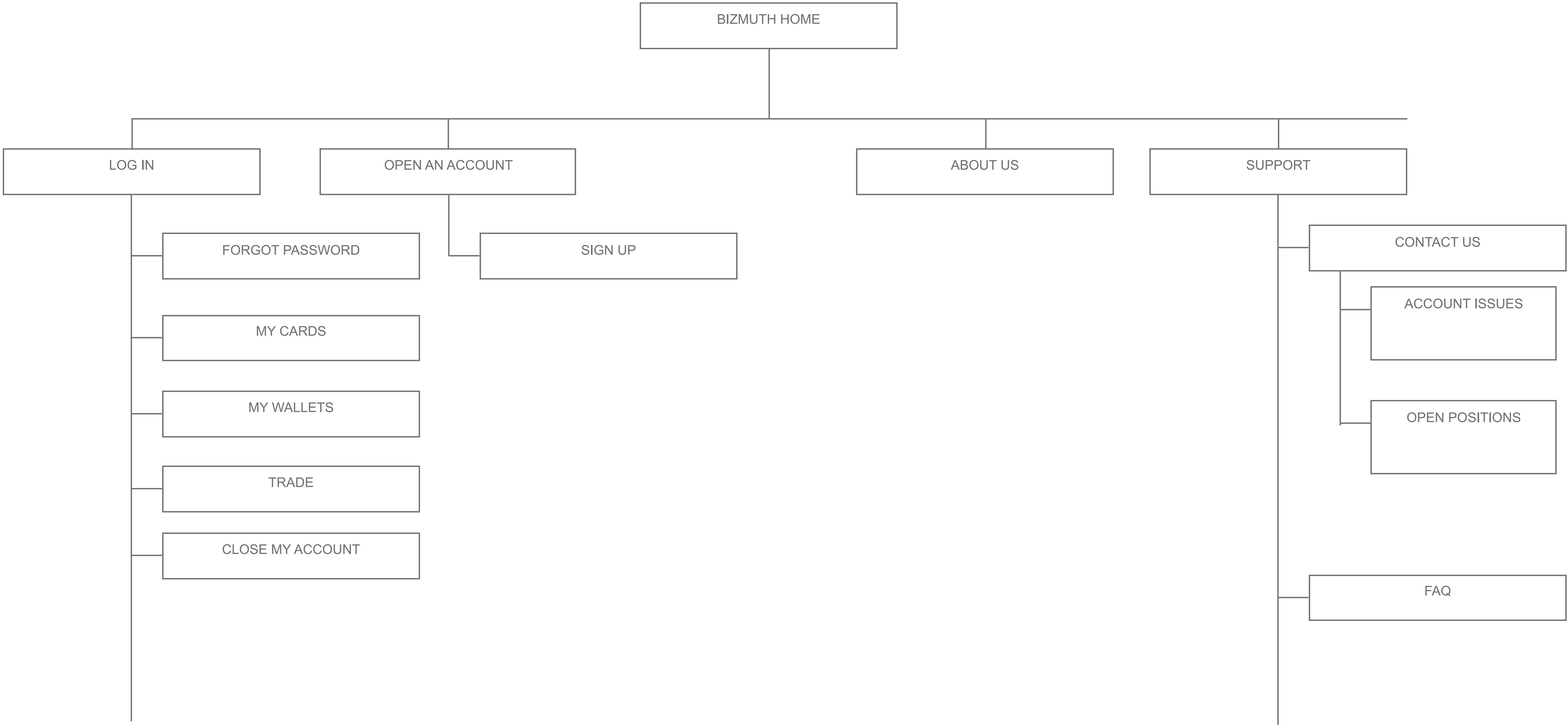


Iconography

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

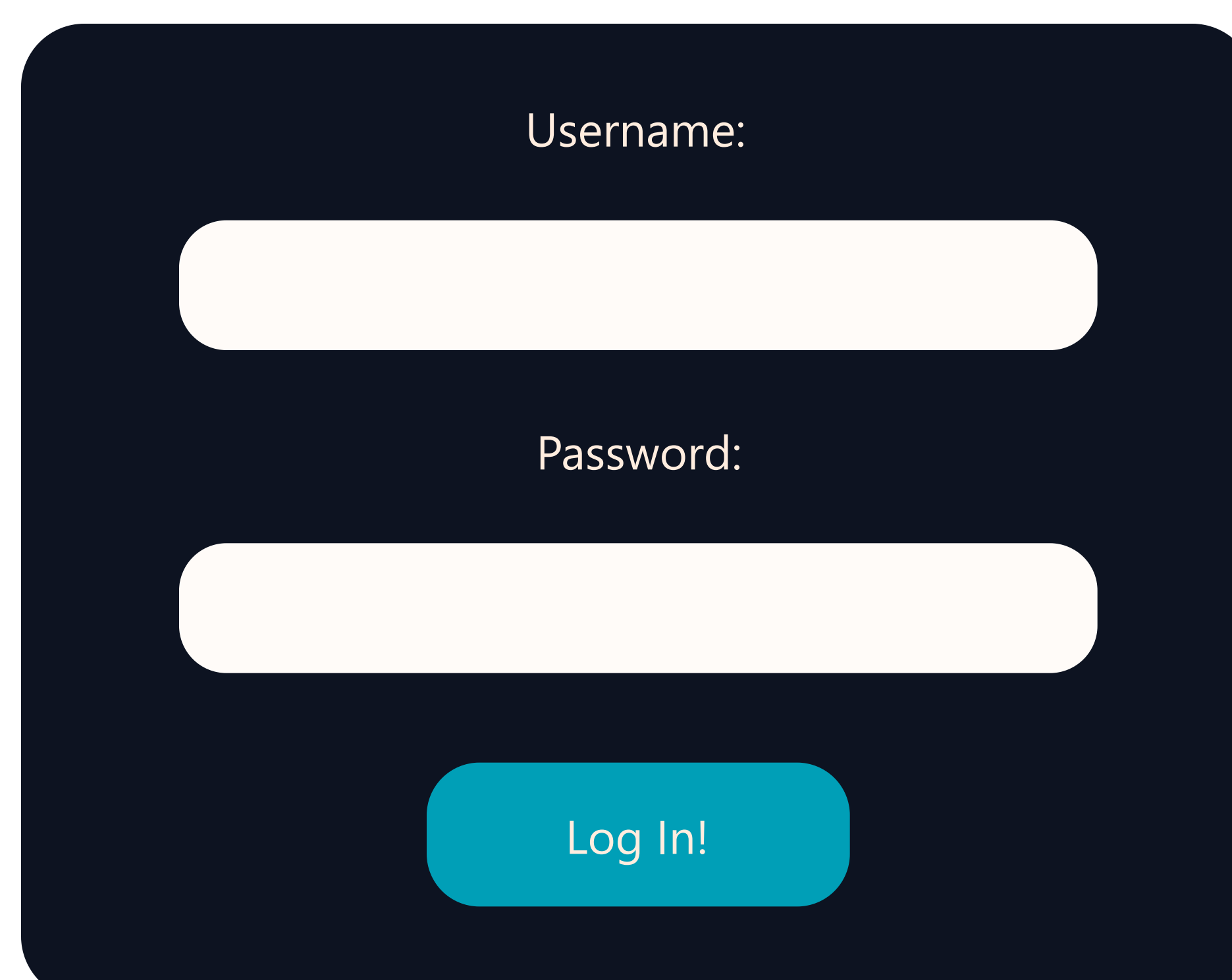
Target Audience

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-themed login form with rounded corners. It contains two white input fields: the top one is labeled 'Username:' and the bottom one is labeled 'Password:'. Below the password field is a teal button with the text 'Log In!' in white.

Homepage

Log In

Open an Account

Logo

About Us

Support

Headline

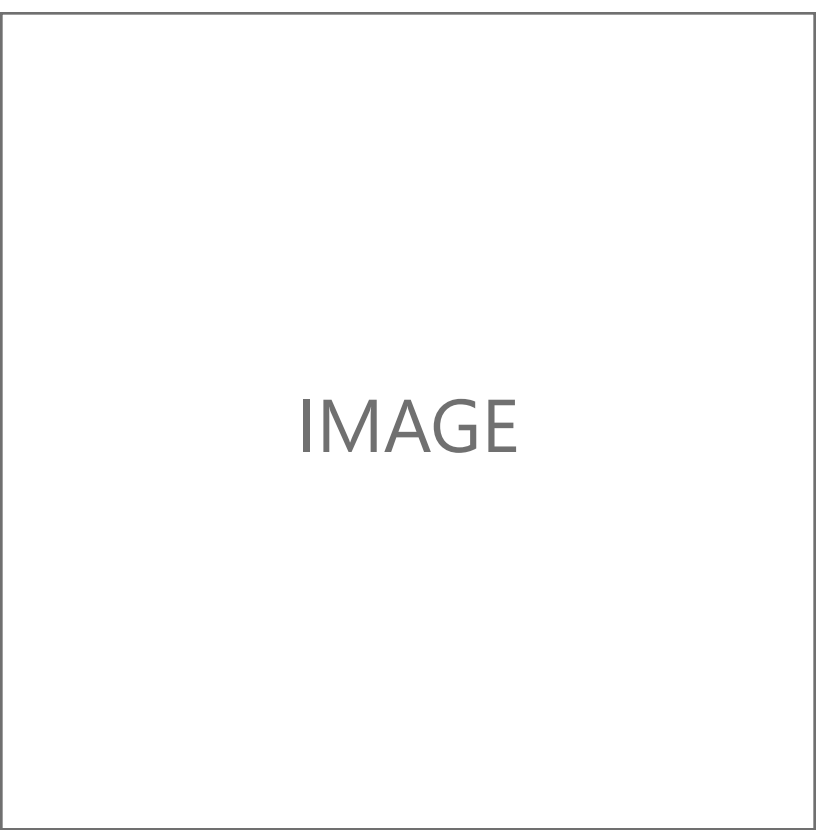
Sub-Head

IMAGE

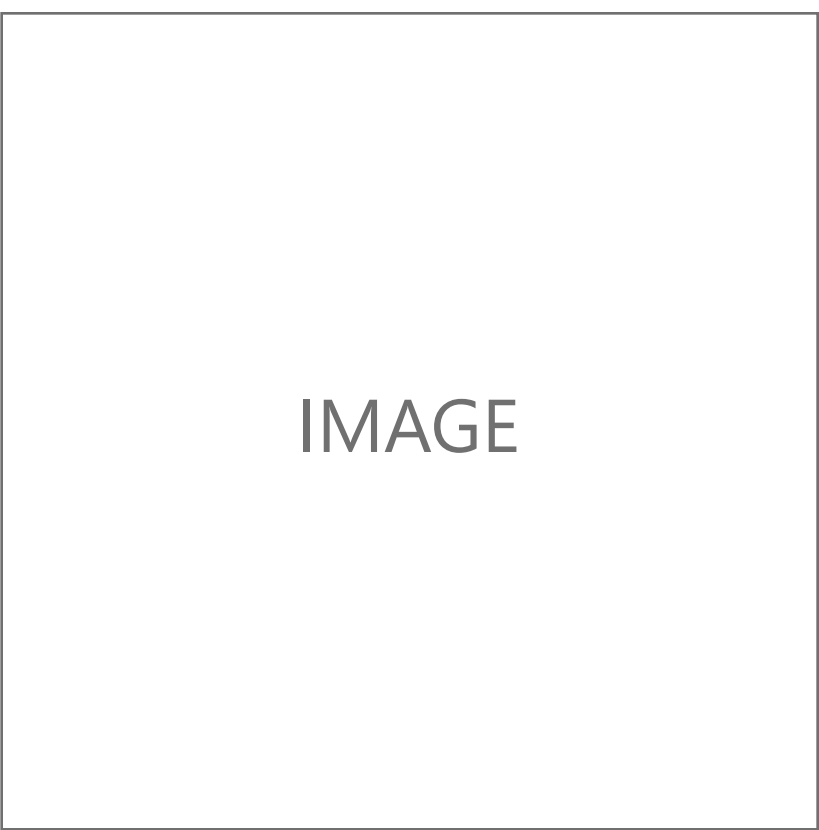
Call To Action

Headline

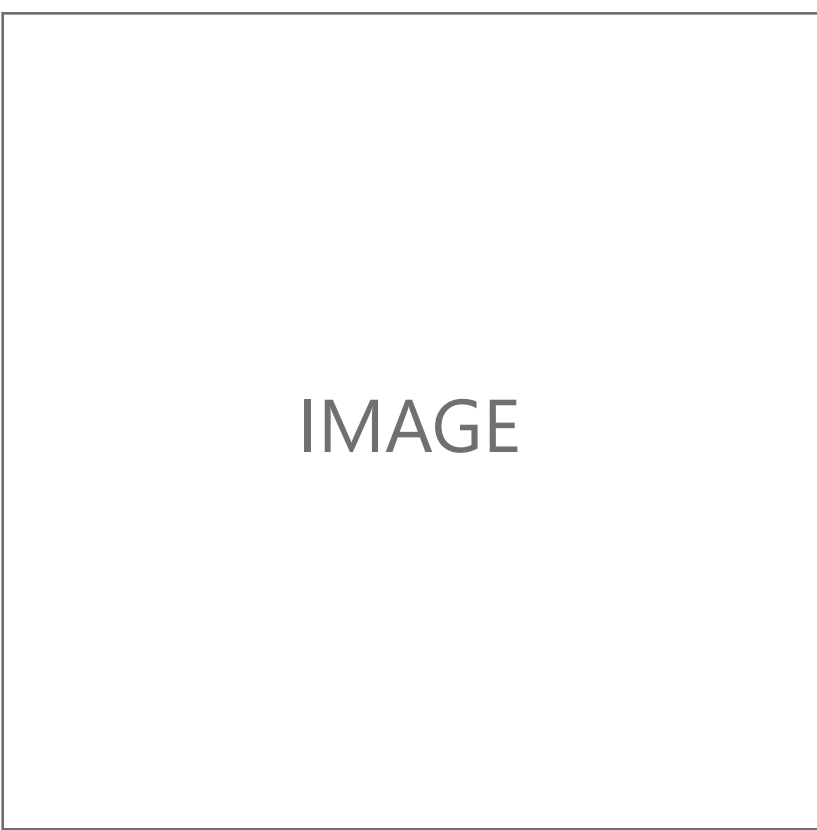
Sub-Head



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
Sub Nav1
Sub Nav2

Nav2
Sub Nav1

Nav3

Nav3

Logo
Icon

Body Copy

Body Copy

Body Copy

Body Copy

Body Copy

Body Copy

Wireframes

About Us

Log In

Open an Account

Logo

About Us

Support

Headline

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

Headline

Body copy paragraph

IMAGE

Body copy paragraph

Nav1

Sub Nav1

Sub Nav2

Nav2

Sub Nav1

Nav3

Nav3

Logo
Icon

Body Copy

Body Copy

Body Copy

Body Copy

Body Copy

Body Copy

Wireframes

Log In

Log In

Open an Account

Logo

About Us

Support

Headline

Username:

Password:

Log In!

Can't Log In? Have you tried:

Recover Your Account

Button

Open An Account

Button

Nav1

Sub Nav1

Sub Nav2

Nav2

Sub Nav1

Nav3

Nav3

Logo
Icon

Body Copy

Body Copy

Body Copy

Body Copy

Body Copy

Body Copy

Sign Up

Log In

Open an Account

Logo

About Us

Support

Headline

Sub-Head

Username:

Email:

Password:

Confirm Password

Full Name:

Next

Nav1

Sub Nav1

Sub Nav2

Nav2

Sub Nav1

Nav3

Nav3

Logo

Icon

Body Copy

Body Copy


Body Copy

Body Copy

Body Copy


Body Copy

Home Page Design 001

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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.

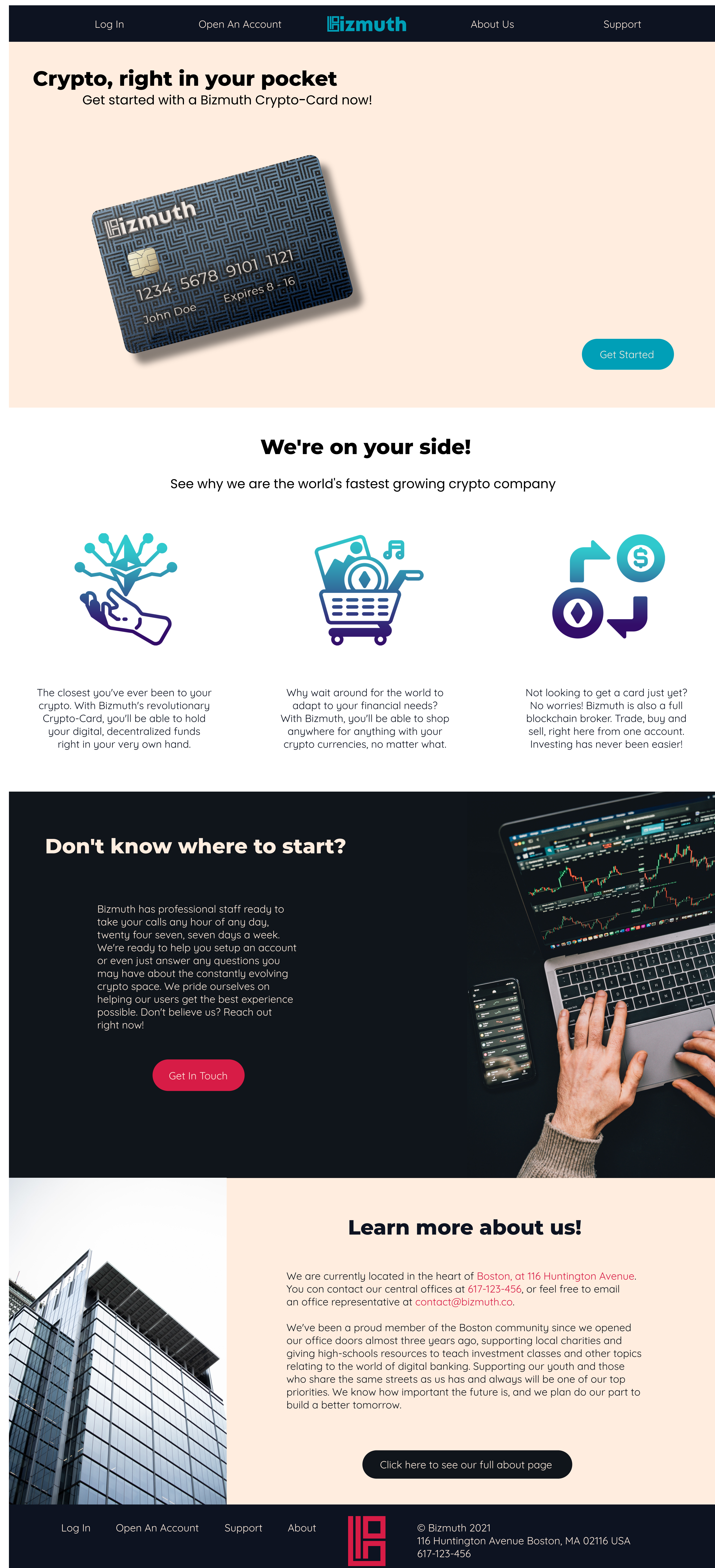


Not looking to get a card just yet? No worries! Bizmuth is also a full blockchain broker. Trade, buy and sell, right here from one account. Investing has never been easier!



Designs

Home Page Design 002




Designs

Home Page Design 003

Log In

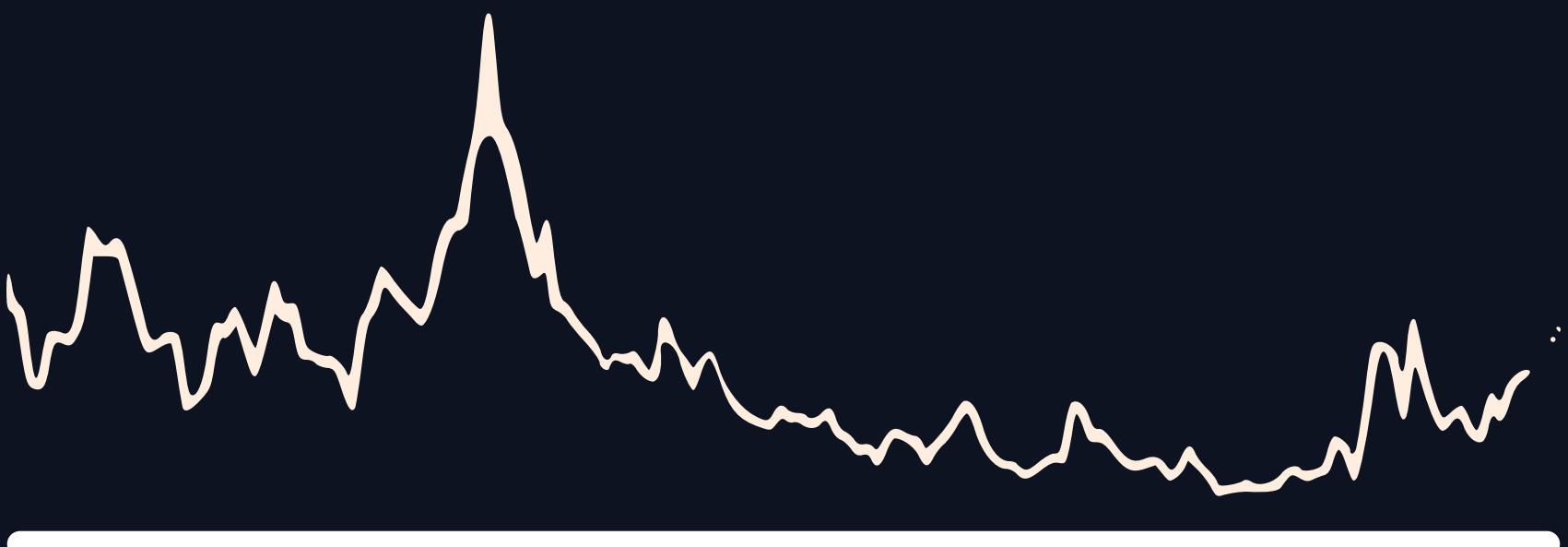
Open An Account



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:

Month

Day

Year


Continue

Log In

Open An Account

Support

About



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Designs

Final Home Page Design

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Crypto, right in your pocket

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[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.



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Top Performers

Based off supported currencies



 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?

[Continue](#)



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.

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](#)

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Final About Page Design

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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 Bizmuth, 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 Bizmuth 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

Bizmuth opened it's 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 out 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 Bizmuth gets, the client will always come first.

FAQ

Where is Bizmuth Located?

We are proudly located at 116 Huntington Avenue in Boston Massachusetts

Is Bizmuth independent from major banks?

Bizmuth and all accounts from Bizmuth 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@bizmuth.co


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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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