

# UI COURSE WORK

Designing Screens for a Startup Bank



# CLIENT INTRODUCTION

Clear Bank was founded in 2018 by two former Goldman Sachs Board of Directors, Ellen Hullman and Jen Tighe.



Ellen is the driving force behind the Clear Banks customer-centric vision with a background in technology, degrees in Human-Computer Interaction and Computer Science from Stanford.



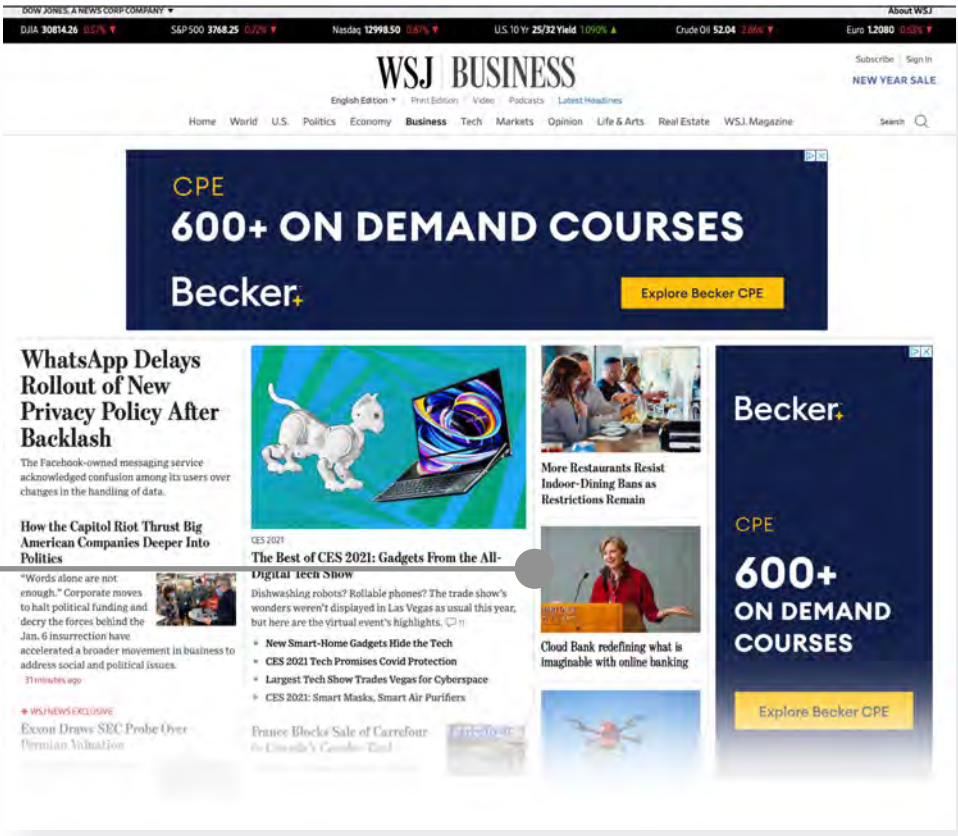
Jen oversees all aspects of the finance and legal organizations to drive strategic growth and efficient operational scaling. Jan is a graduate of Union College and Harvard Business School, bringing more than two decades of experience in key senior executive positions at some of the industry's leading publicly traded financial services companies

Together they lead a formidable team as joint CEOs of Clear Bank, who pitch for Series C funding later in the summer.

Privately owned Clear Bank's revenue in 2019 grossed \$350 million; the start-up is scaling operations across the US to meet demand.

Clear Bank target customers are high-salary professionals expecting bespoke financial services that are socially-conscious and sustainable.

The Wall Street Journal wrote, "Clear Bank is the Telsa of cloud banking, services."



BRAND TONE

Our customers say its a joy to work with us, we even make talking about banking **playful**



Be cognitive; we are administering customers finances, present information **clearly**



We earn **trust** in how we present ourselves

## TOP TEN TRUSTED BANKS AND BRANDS 2020

While the 2008 financial crisis has deteriorated Americans' trust in banks to a record low, COVID-19 may be a turning point for good.

With all of the financial confusion going around, customer trust in banks has risen. Unlike the 2008 financial crisis, individuals don't feel helpless or like their money and possessions are at risk.

One survey shows that 78% of consumers surveyed trust their banks to do right by the consumers. It is crucial for all individuals to feel that their money is safe, even if they aren't optimistic a paycheck will keep coming their way.

Similarly, individuals need to think that they will not lose a life of hard work if they cannot afford their mortgage, car loan, or student loans during this time. So far, banks are stepping up and handling the COVID-19 crisis better than they dealt with the 2008 financial fiasco.

### Most Trusted Banks 2020

- 1: Amex
- 2: BBVA
- 3: HSBC
- 4: Chime
- 5: SoFi
- 6: nbkc
- 7: Varo
- 8: Chase
- 9: Aspiration
- 10: Discover

Source: Top10.com



### Most Trusted Brands 2020

- 1: Pampers
- 2: Meituan
- 3: China Mobile
- 4: Visa
- 5: Netflix
- 6: LIC
- 7: FedEx
- 8: Microsoft
- 9: BCA
- 10: UPS

Source: Kantar.com



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## CREATIVE BRIEF

Clear Bank customers expect products and services to be time-efficient and task-oriented, with minimal steps between them and completing their tasks to get on with their daily activities.

Clear Bank offers unrivaled premium cloud banking services comparable to a favored high-end luxury brand.

Clear Bank builds trust through its proprietary consultancy platform called "Clear Chat.". Customers partner with experts to review their financial goals via secured video and shared money management tools.

Clear Bank's brand tone is aspirational, conveying trustworthiness with a joyful even playfulness hint, adding personality to cloud banking.

## DELIVERABLES

Create mood boards and research, presenting Clear Bank's brand expression through visuals and typography. The objective is to design a responsive financial app for our client.

### Mood Board Screens

Inspirational examples usable for a financial app. Explore typography, color and imagery covering the following titles

Mood Boards

PLAYFUL

CLEAR

TRUSTWORTHY

UI ELEMENTS

FONTS

COLOR PALLETS

ICONS

### Responsive Screens

Design three responsive screens, made ready for hand off. Using the mood boards as inspiration to design screens for Mobile, Desktop and Tablet.

Responsive Screens

My Account

Current Account

My Spending

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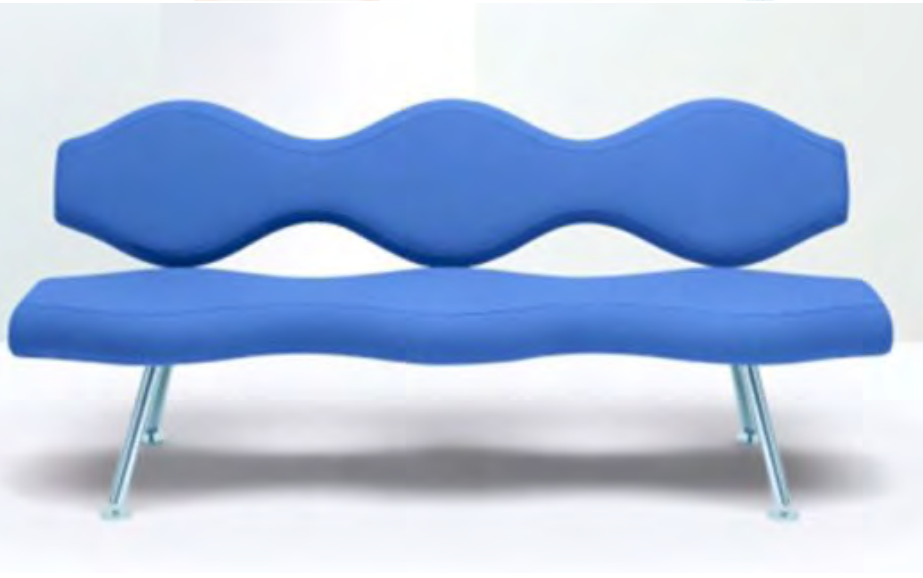
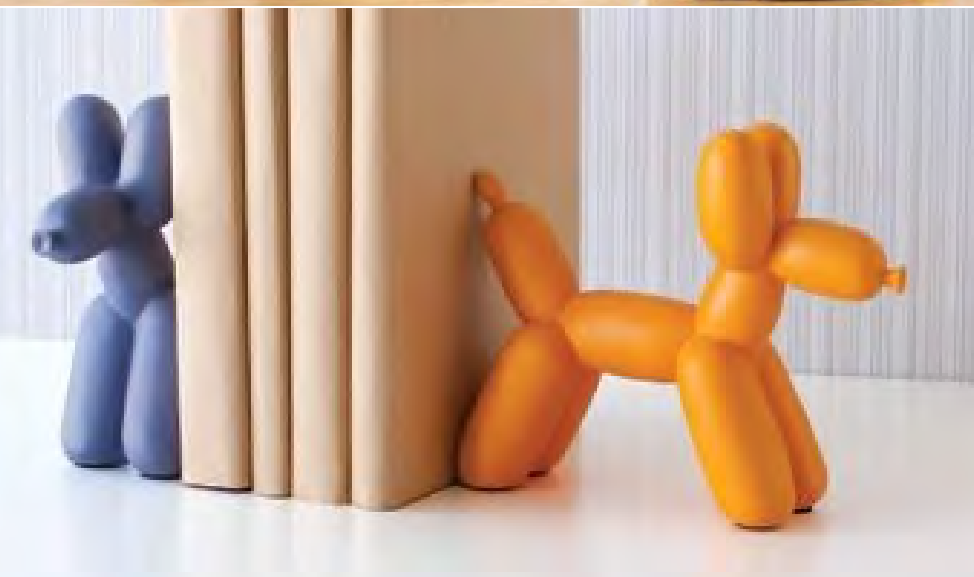
PLAYFUL IMAGES

Images depict customers engaged in family activities, playfully enjoying a live style associated with financial success, even blowing carefree bubbles.



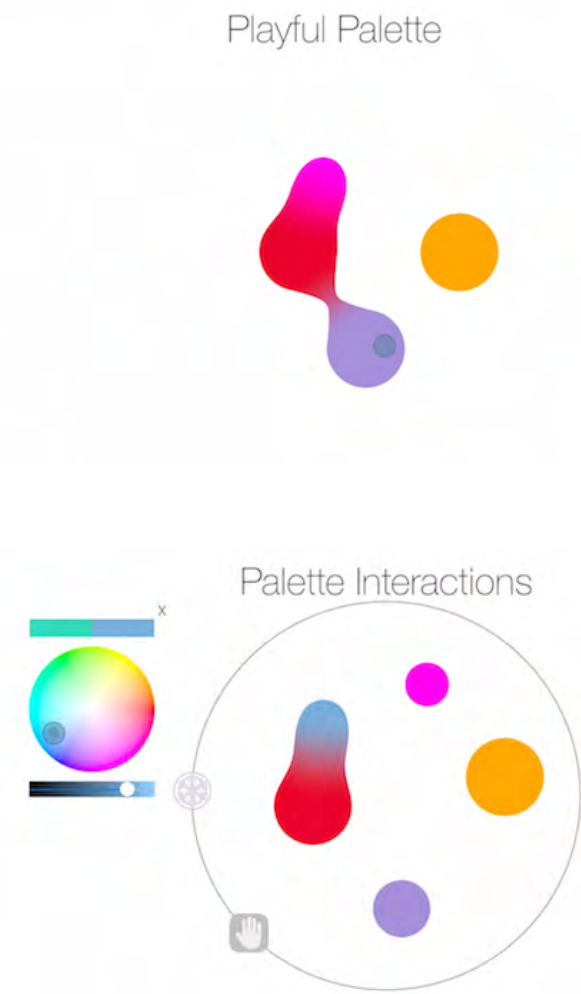
PLAYFUL COLOR + SHAPED PRODUCTS

Being whimsical through color, shape, and the slightly unexpected. Selected items could easily be promotional items, the furniture not out of place in a corporate setting.

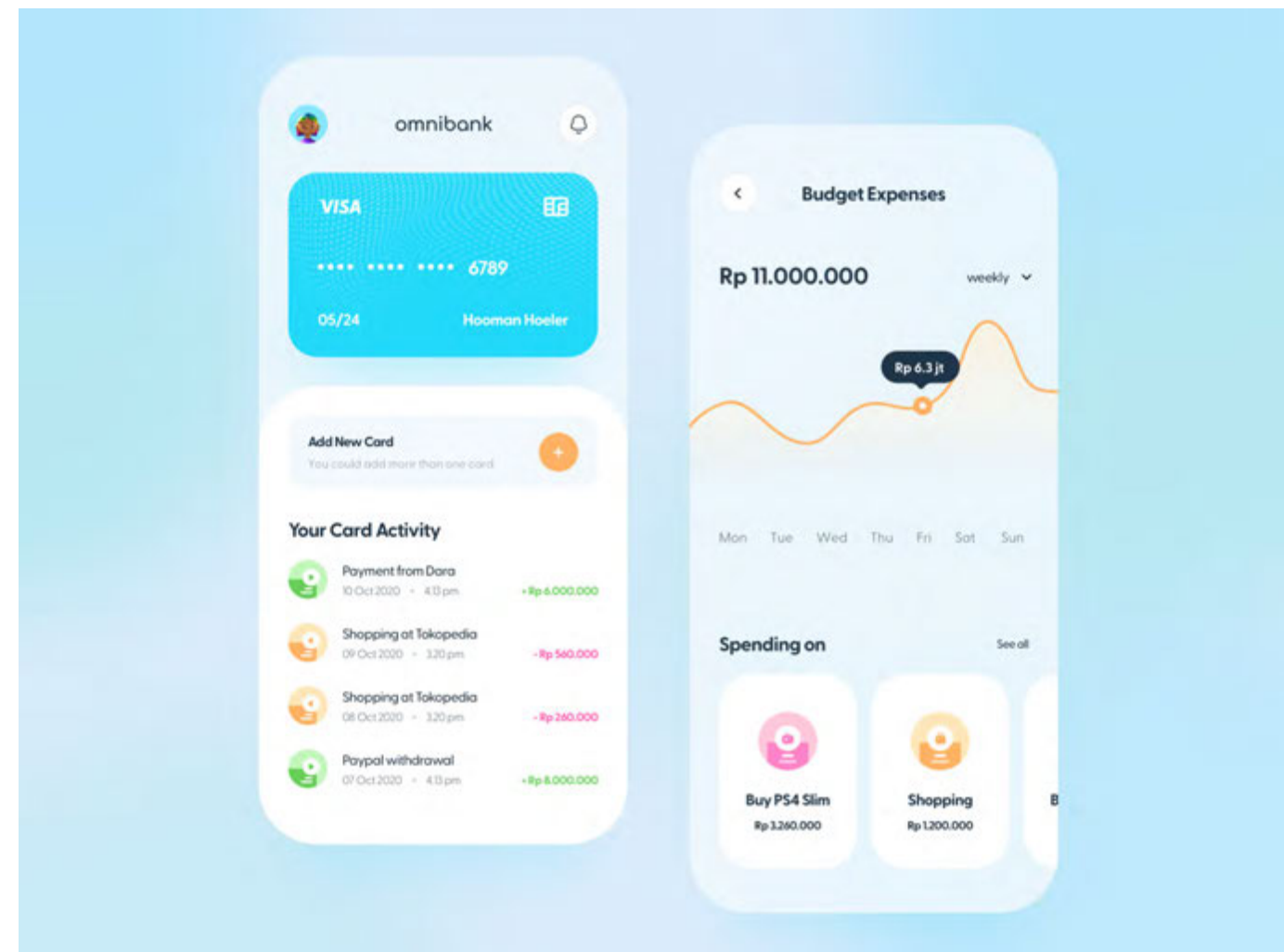


# PLAYFUL UI ELEMENTS

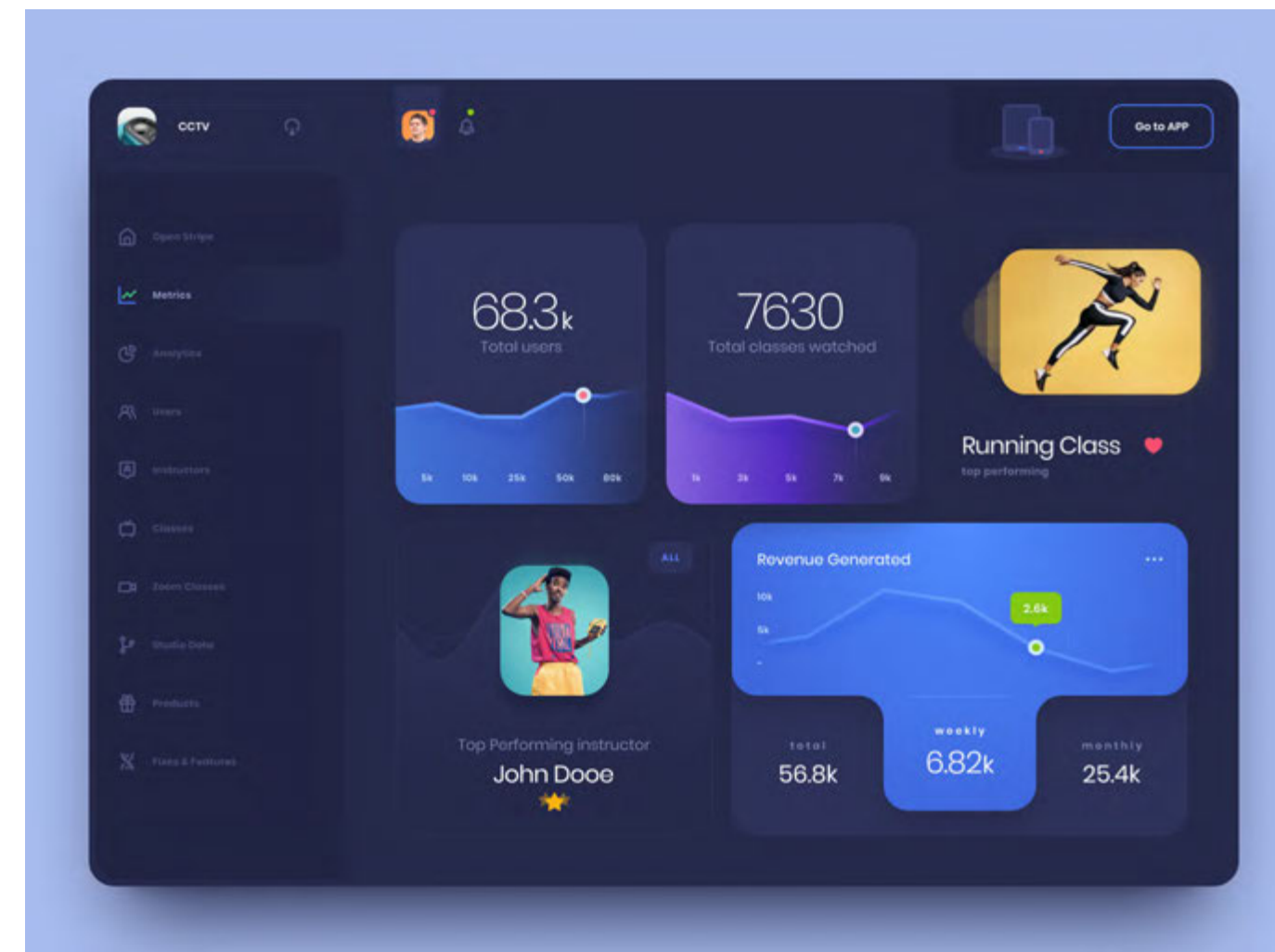
Banking is serious business, but there is room for organic shapes, brighter colors while keeping the layout clean and simple to follow.



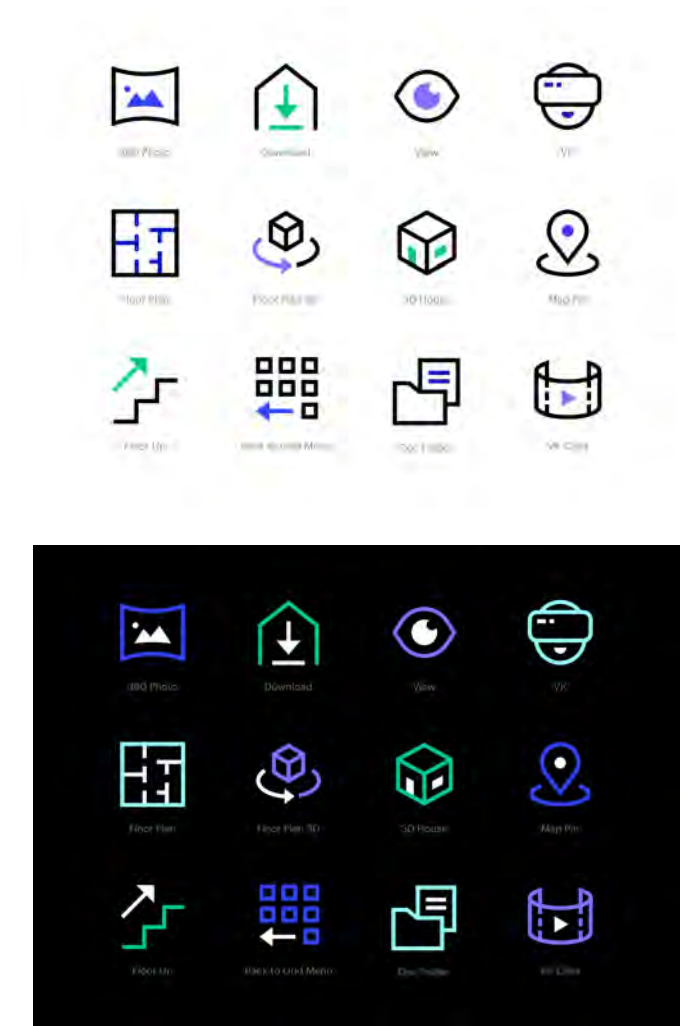
Organic bright shapes and colors Credit: Adobe Research App



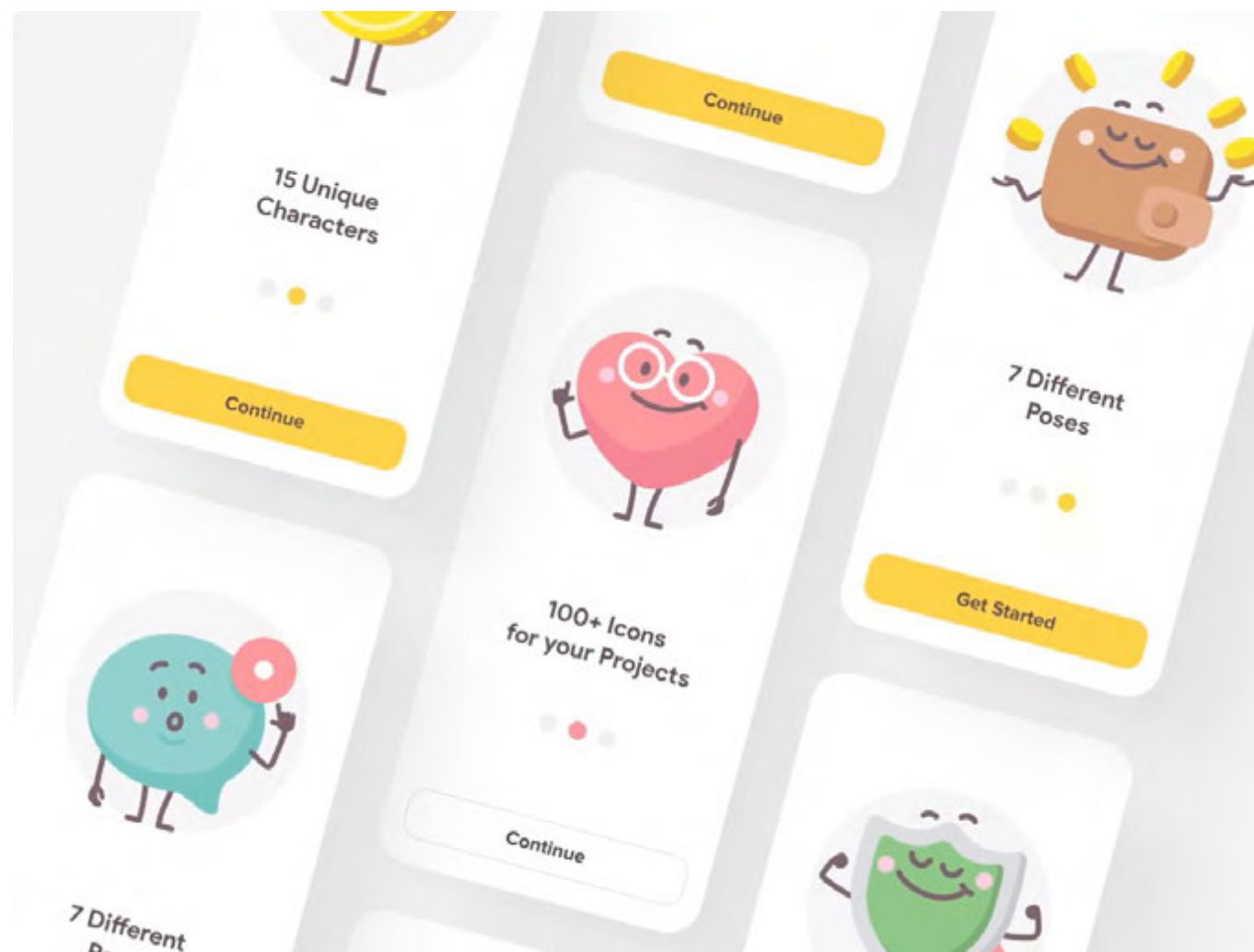
Glass effect trend Credit: Rahmadhana Ramadan



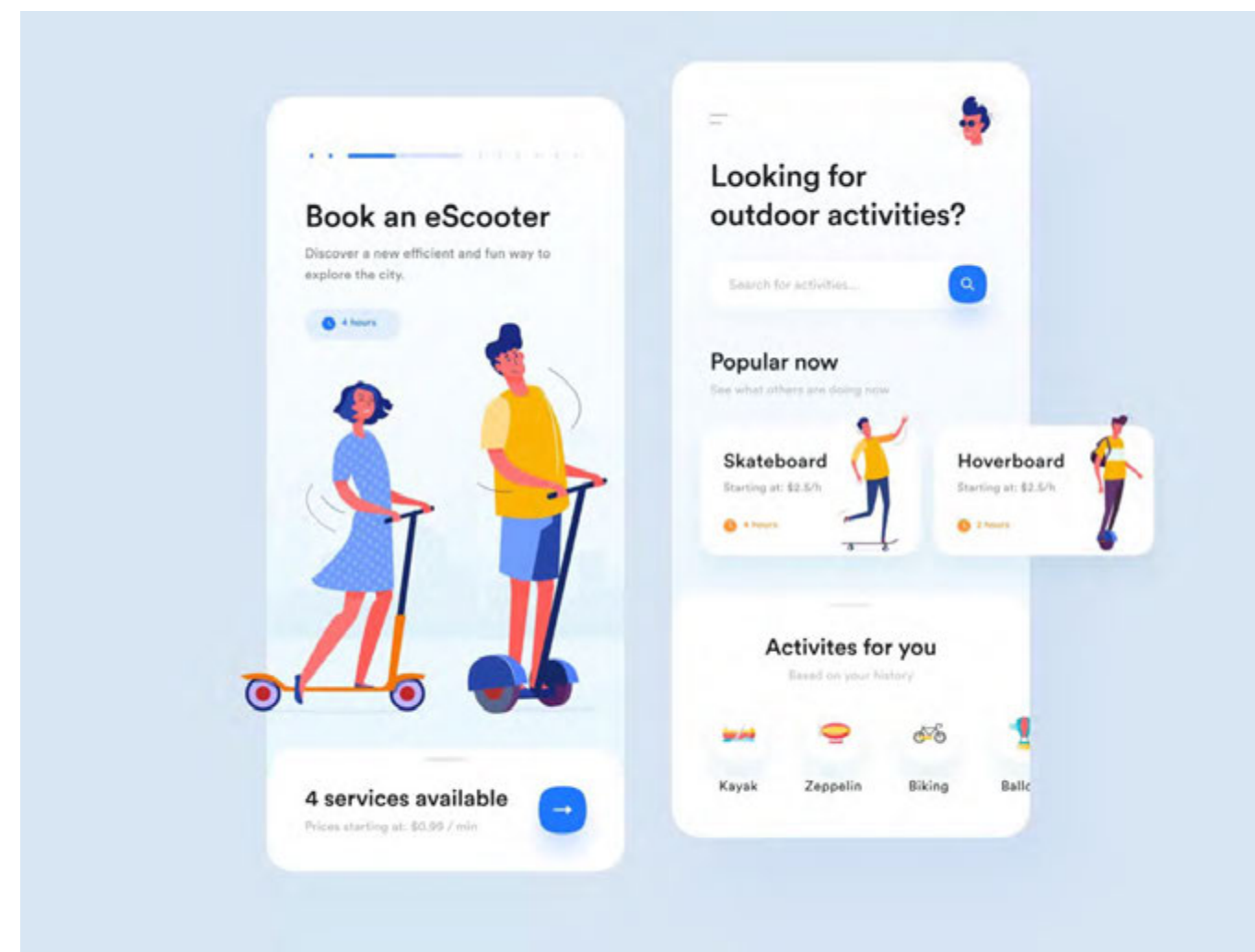
Gradient shapes, images and clear typography Credit: uixNinja



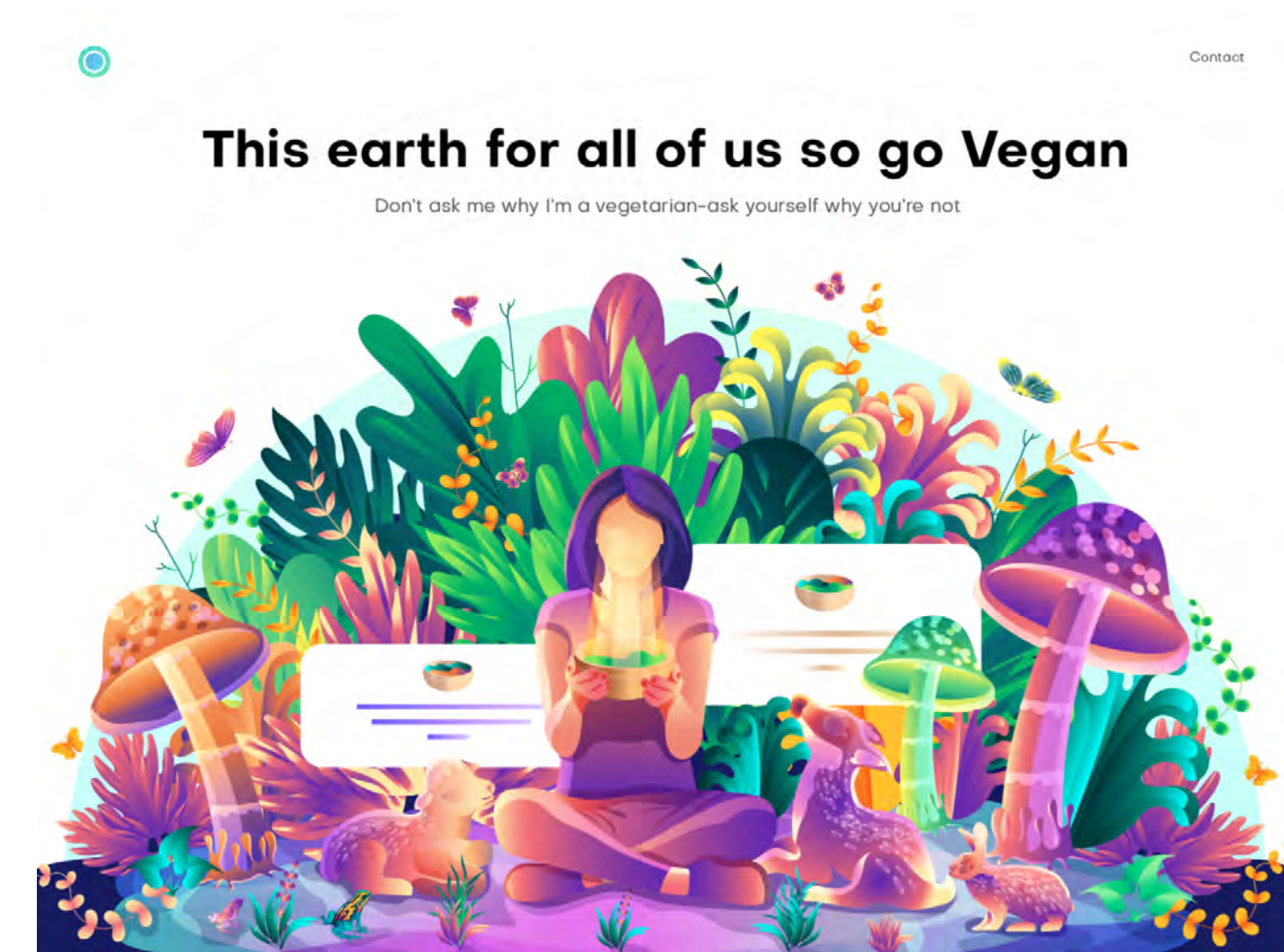
Icons and minimal color Credit: Balkan Brothers



Playful icons. Credit: UI8



Illustrations balanced with colored drop shadow U. Credit: Flexin Studio



Colorful illustration. Credit: Zahidul



# PLAYFUL TYPOGRAPHY

1 Graphic designer, typographer and lecturer Neville Brody typography has influenced print and digital. 1957-present



**DRINK  
PUNK.  
LONDON**  
40 YEARS OF SUB-  
VERSIVE CULTURE

**Channel 4**

2



**THE  
PUBLIC  
THEATER**

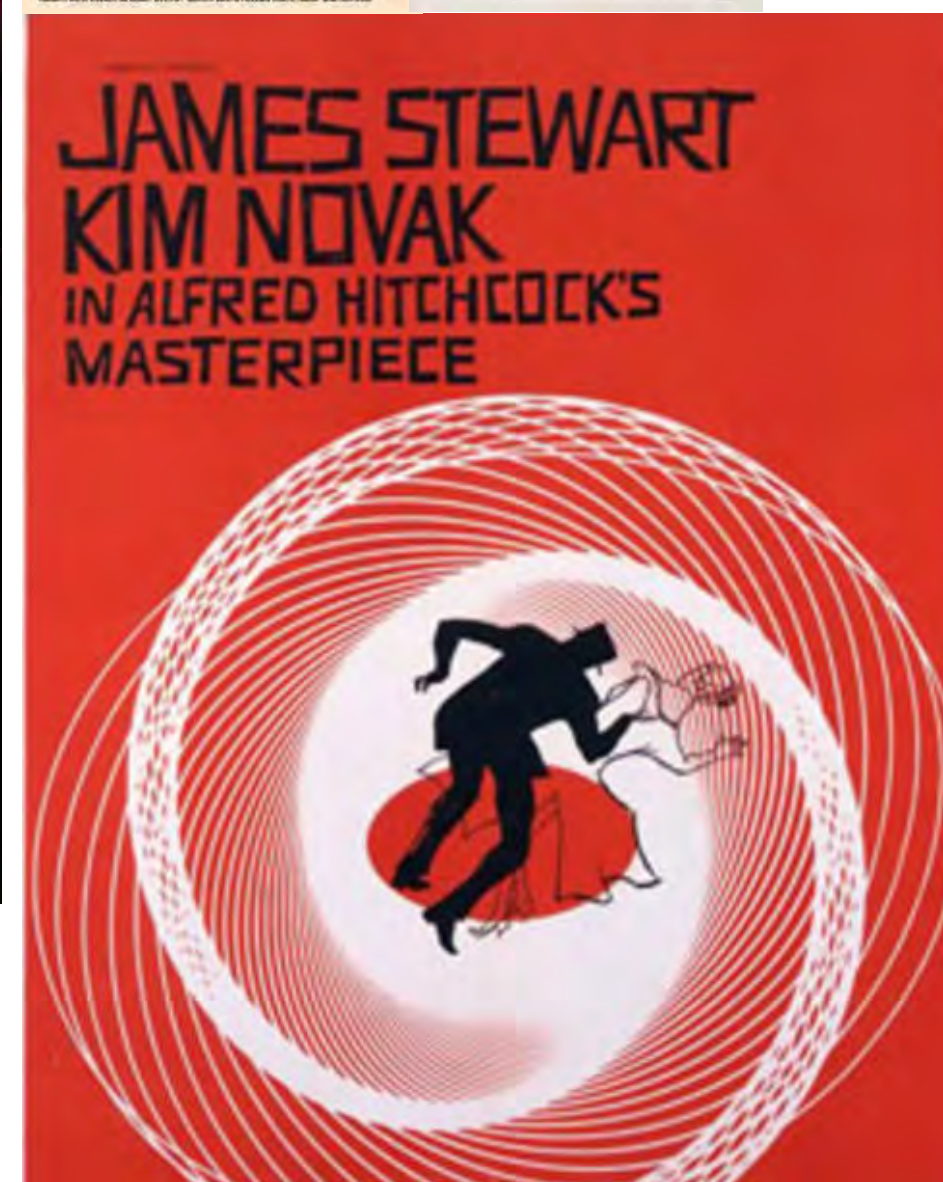
**NEW  
YORK  
CITY  
BALLET**

2 Paula Scher, partner at Pentagram is one of the most influential designers of pop culture to instantly familiar. 1948-present

3

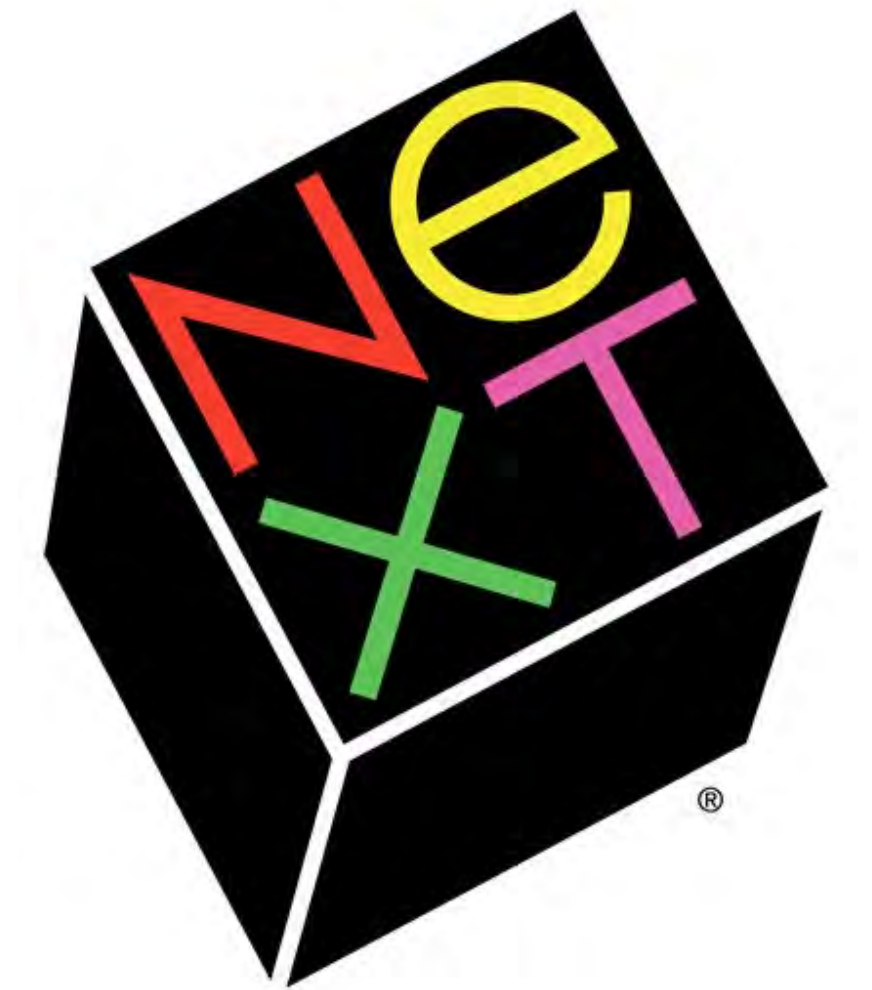


3 Milton Glaser is a celebrated designer from the iconic I Love NY logo to the psychedelic Bob Dylan poster. 1929-2020



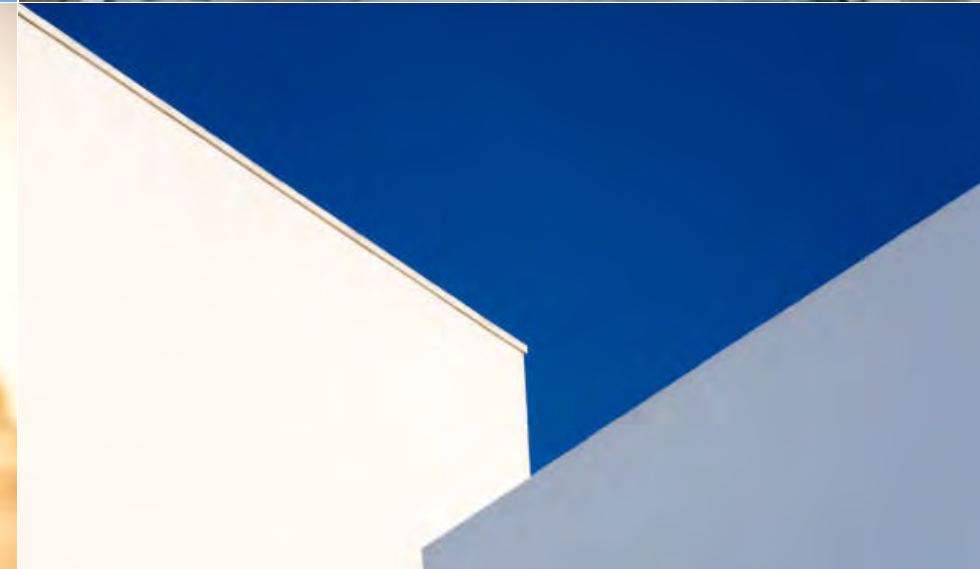
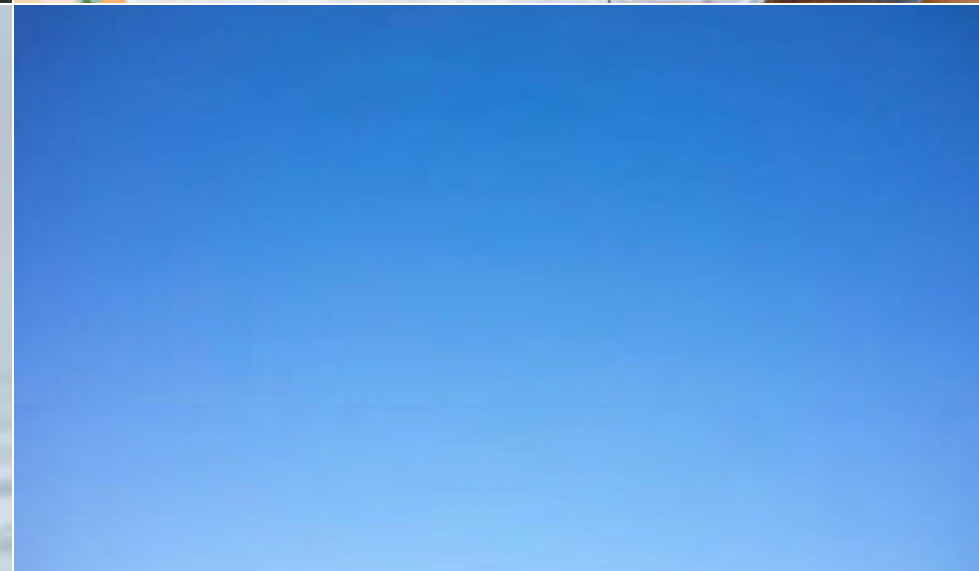
4 Saul Bass, film maker and motion-picture title designer. 1920-1996

5 Corporate Identity designer Paul Rand 1914-1996



CLEAR IMAGES

Banking can be stressful; images that juxtapose this state of mind share our brand value.



CLEAR USE PRODUCTS

Products designed by Dieter Rams and Sir Jony Ive are synonymous with ease of use and brand loyalty. The OXO Good Grip was designed by San Farber, in 1990 after seeing his wife struggle with a peeler due to arthritis.

**BRAUN**

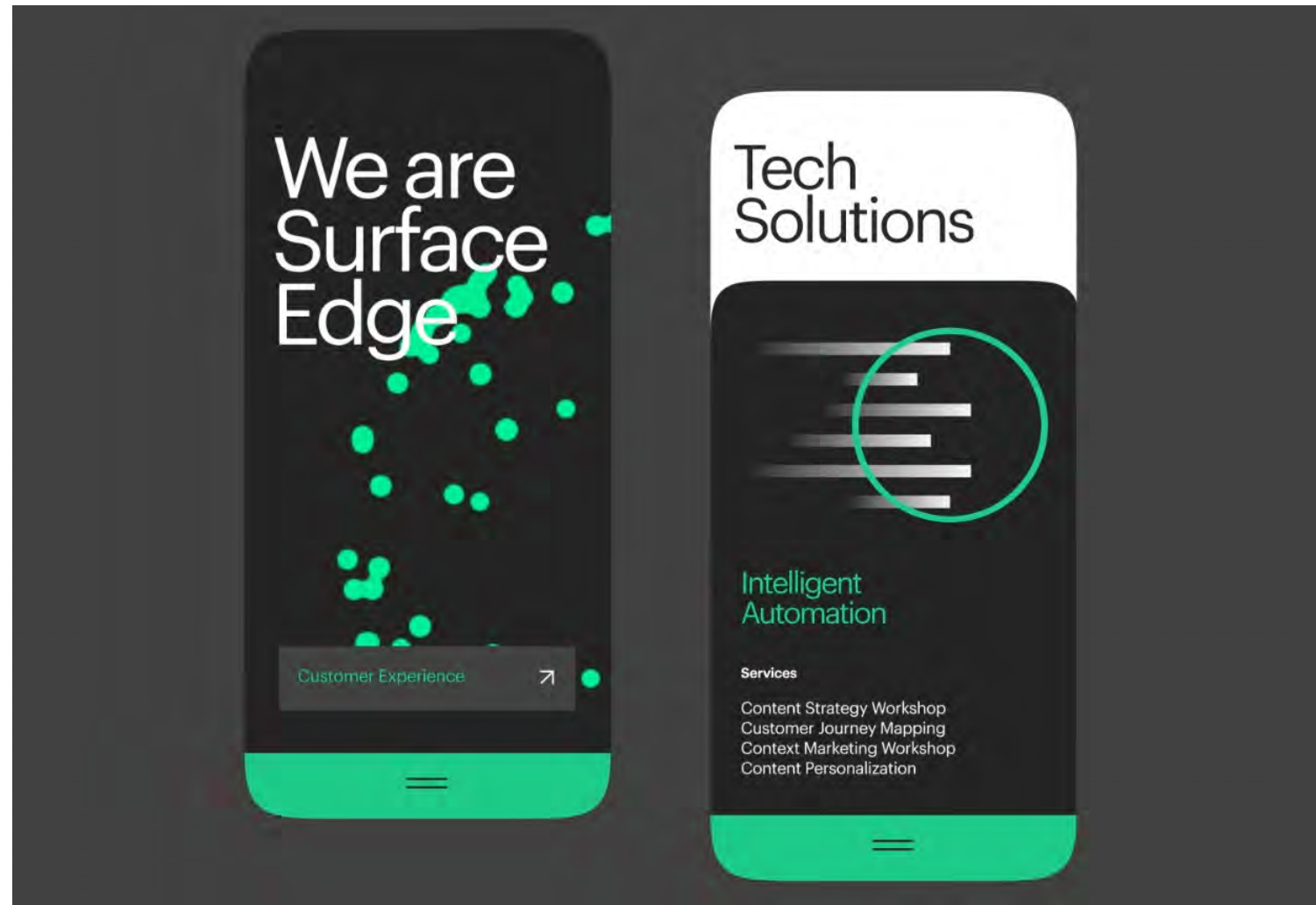


**OXO**

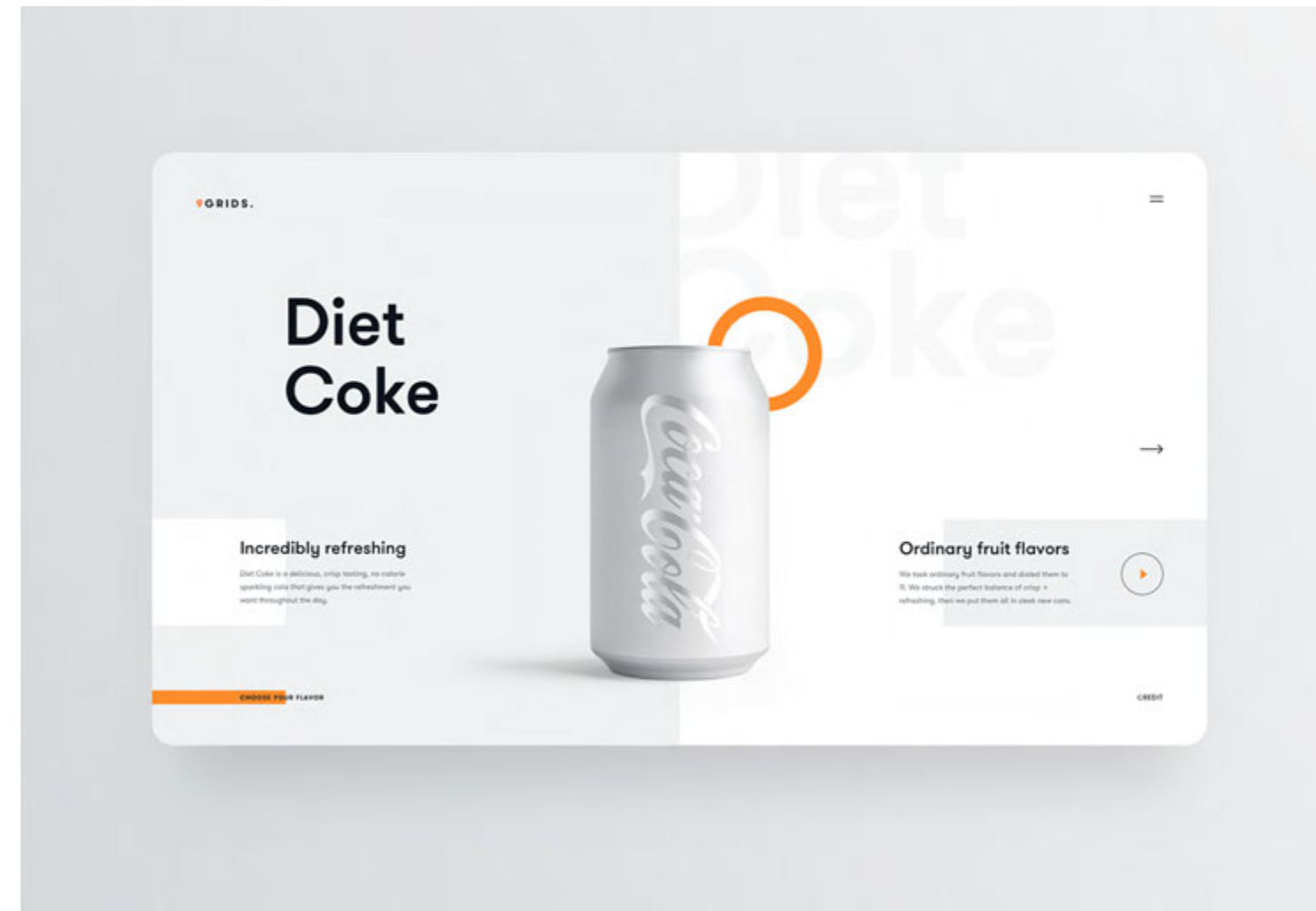


# CLEAR TYPOGRAPHY + PRESENTATION

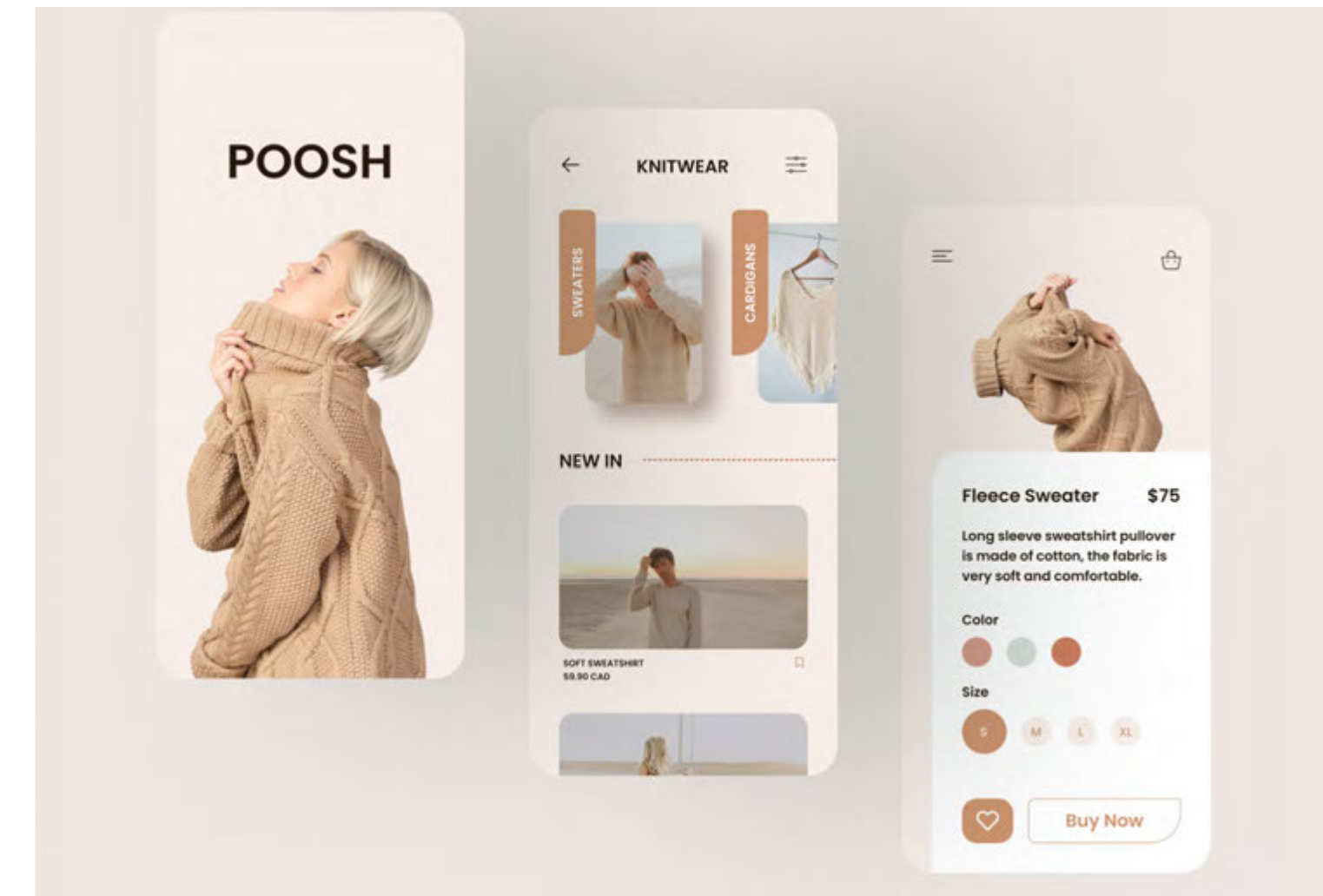
Minimalist typography can be colorful and present a brand's value through shape, layout, and presentation.



Minimalist with limited color pallet. Credit: tubik



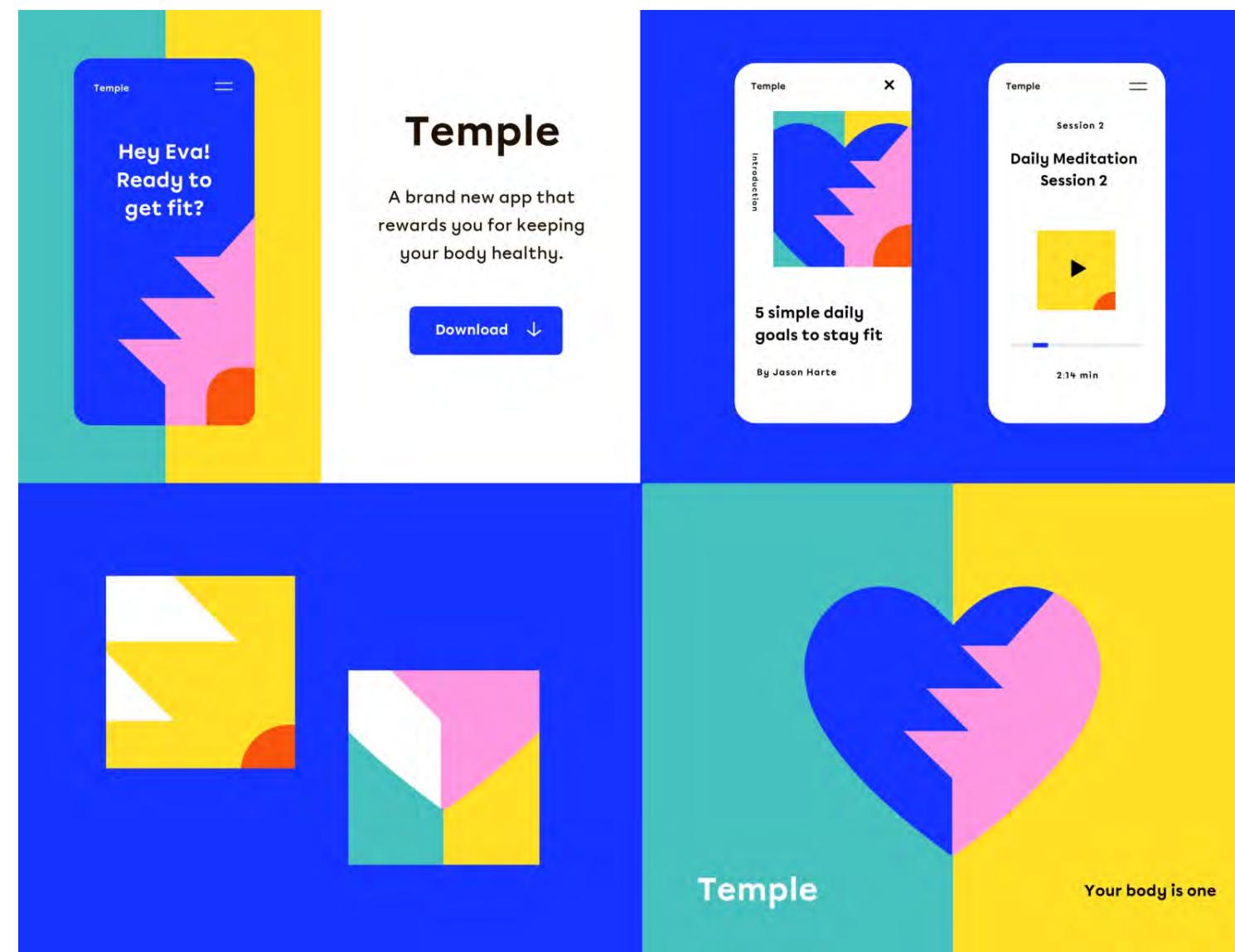
Paired down product image, navigation and color. Credit: Quan



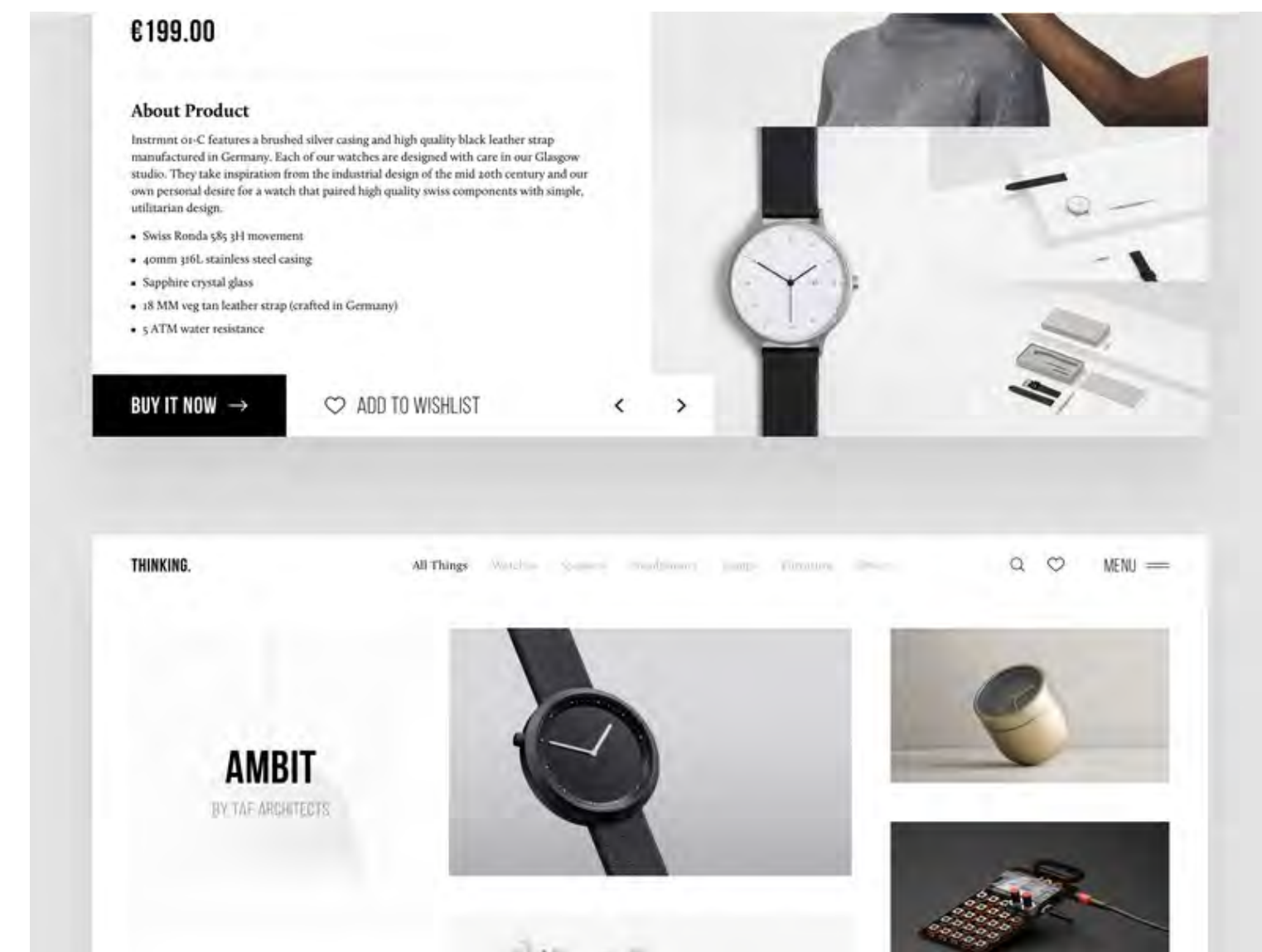
Concept eco-friendly brand with a hint of fun. Credit: Poosh



Abstract patterns. Credit: Joel Rosen



Abstract patterns limited color pallet Credit: tubiks



Clean layout balancing product images. Credit: Geex Arts

# CLEAR TYPOGRAPHY + PRESENTATION

1 Designer, author, and educator Josef Muller Brockmann, pioneer of the International Style and grid system. 1936-1996

2 Minimalist Swiss Style examples, by Emil Ruder typographer, designer, and educator at Basel School of Design. 1914-1970

3 Modernist designer Massimo Vignelli said, "If you can design one thing, you can design everything," 1931-1914

4 Examples from Swiss Geigy Pharmaceutical in-house design studio, 1857-1971



# TRUSTWORTHY IMAGES

When we invest money or take advice, we are placing our trust in the hands of another.



TRUSTWORTHY  
TYPOGRAPHY

Convey a brand via logotype/wordmark.  
Credit: www.1000logos.net

COCA-COLA.

1886

*Coca-Cola*

1887

*Coca-Cola*

1890

BRAUN BRAUN

1934

1939



1973-1994

FEDEX

1991-1994

*Coca-Cola*

1891

*Coca-Cola*

1941-NOW

*Coca-Cola*

1987-2003

BRAUN

1952

FedEx

1994-NOW

Cadbury's

1824-1866

CADBURY'S

1866

CADBURY'S

1866-1879

Cadbury's

1876-1905

CADBURY'S

1900



1900-1955

*Cadbury's*

1927-1960

*Cadbury's*

1960-2006

*Cadbury*

1960-2006

*Cadbury*

2003-2020

*Cadbury*

2020-NOW

WALT DISNEY

1937-1948

Walt Disney

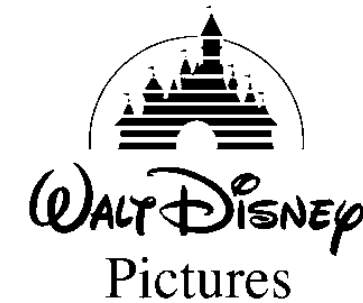
1948-1979

WALT DISNEY  
Productions

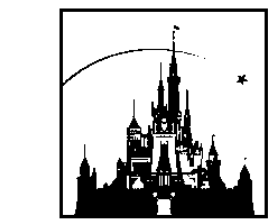
1972-1983

WALT DISNEY  
Pictures

1937-1948



1948-1979



1972-1983



2011-NOW

BackRub

1995

Google

1997

Google

1998

Google!

1998

Google

1999

Google

2009

Google

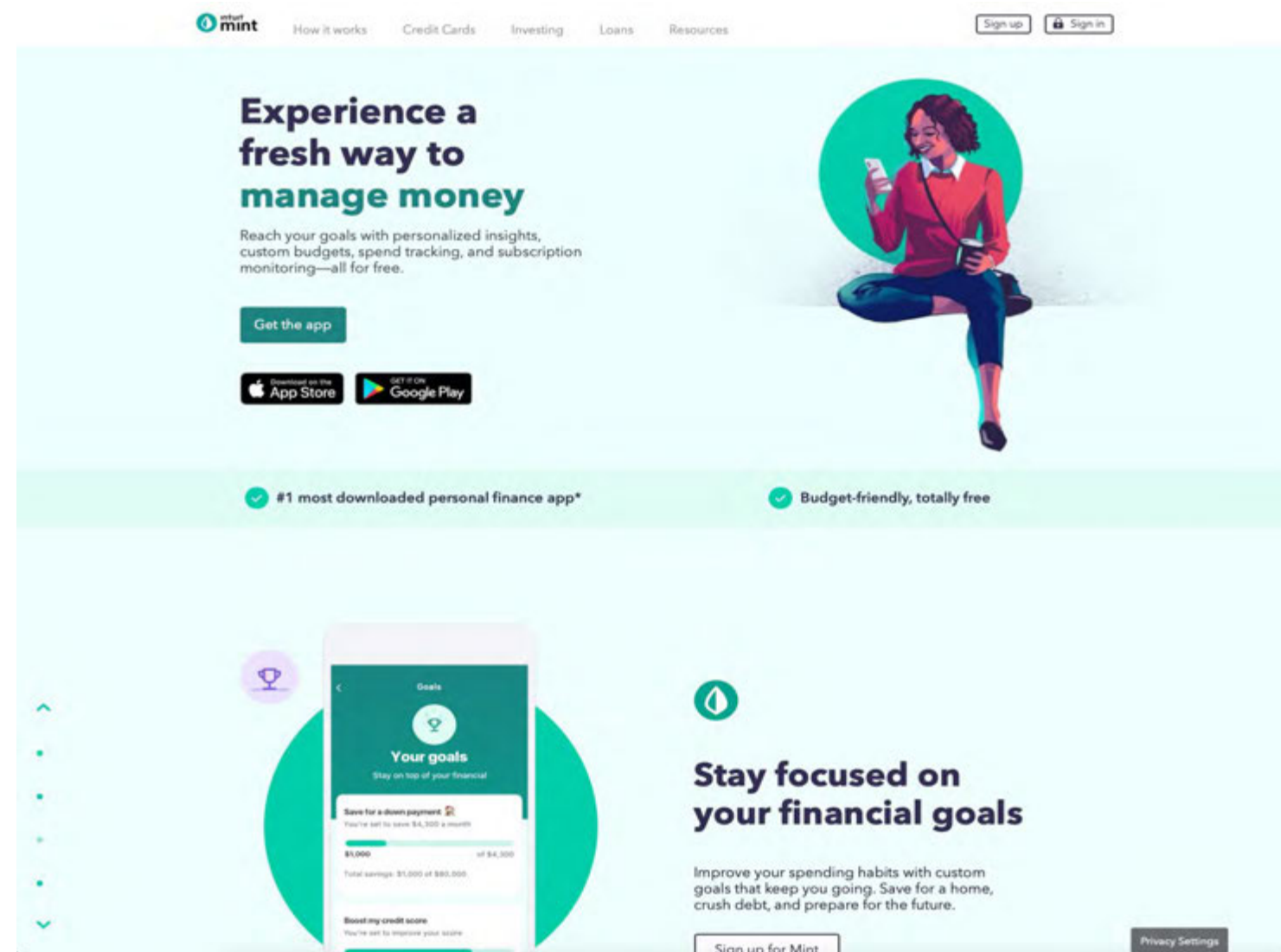
2013

Google

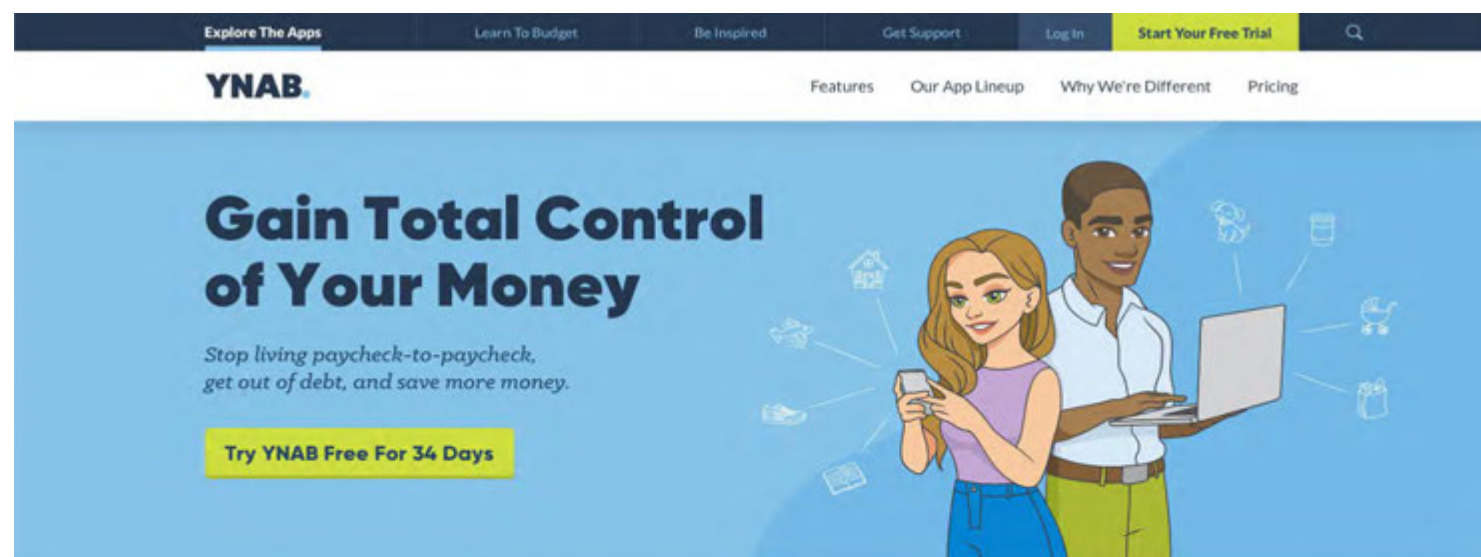
2015-NOW

# TRUSTWORTHY TYPOGRAPHY + PRESENTATION

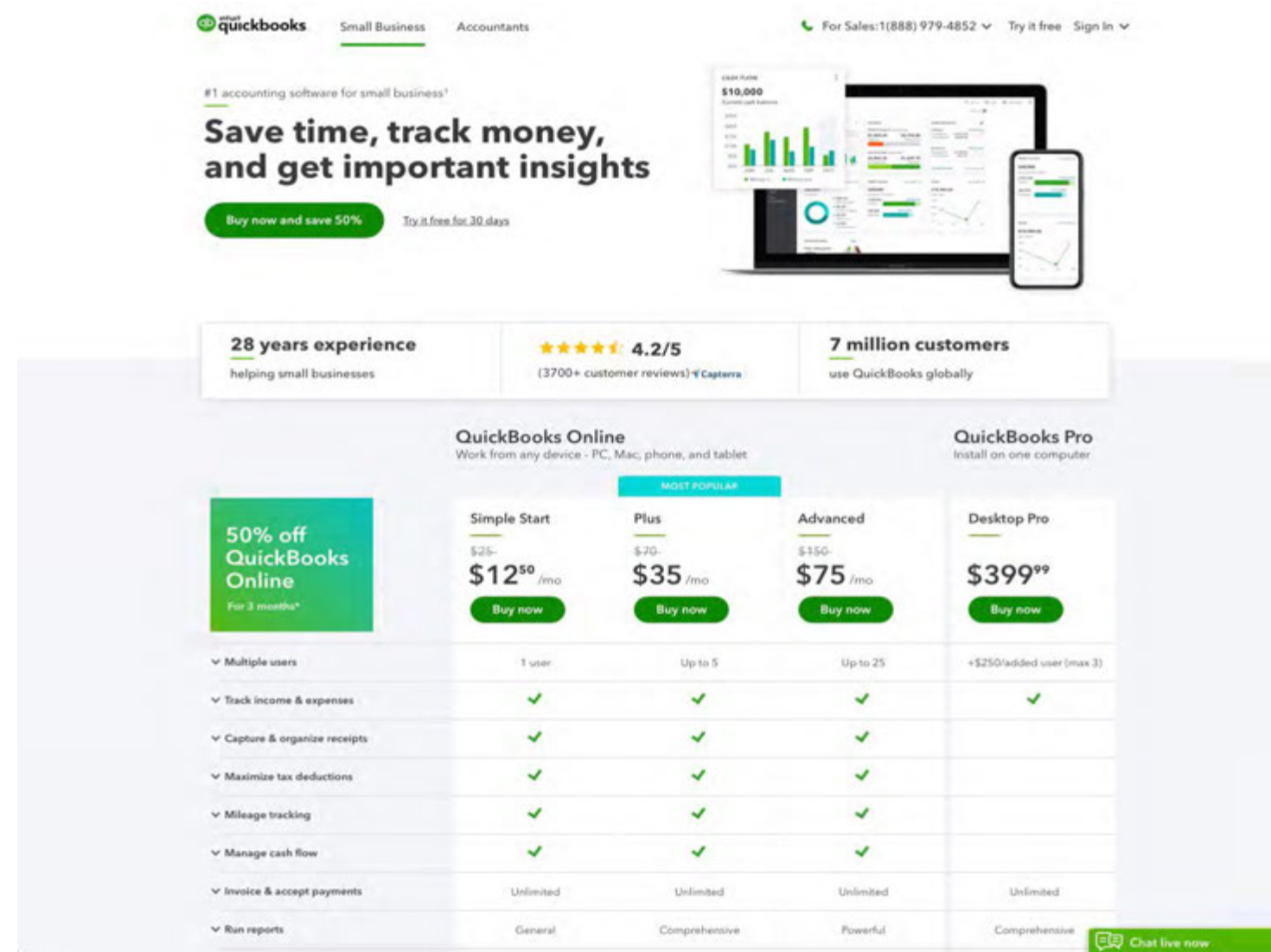
Examples from trusted banks depicting clean and clear presentation -source: Top10.com



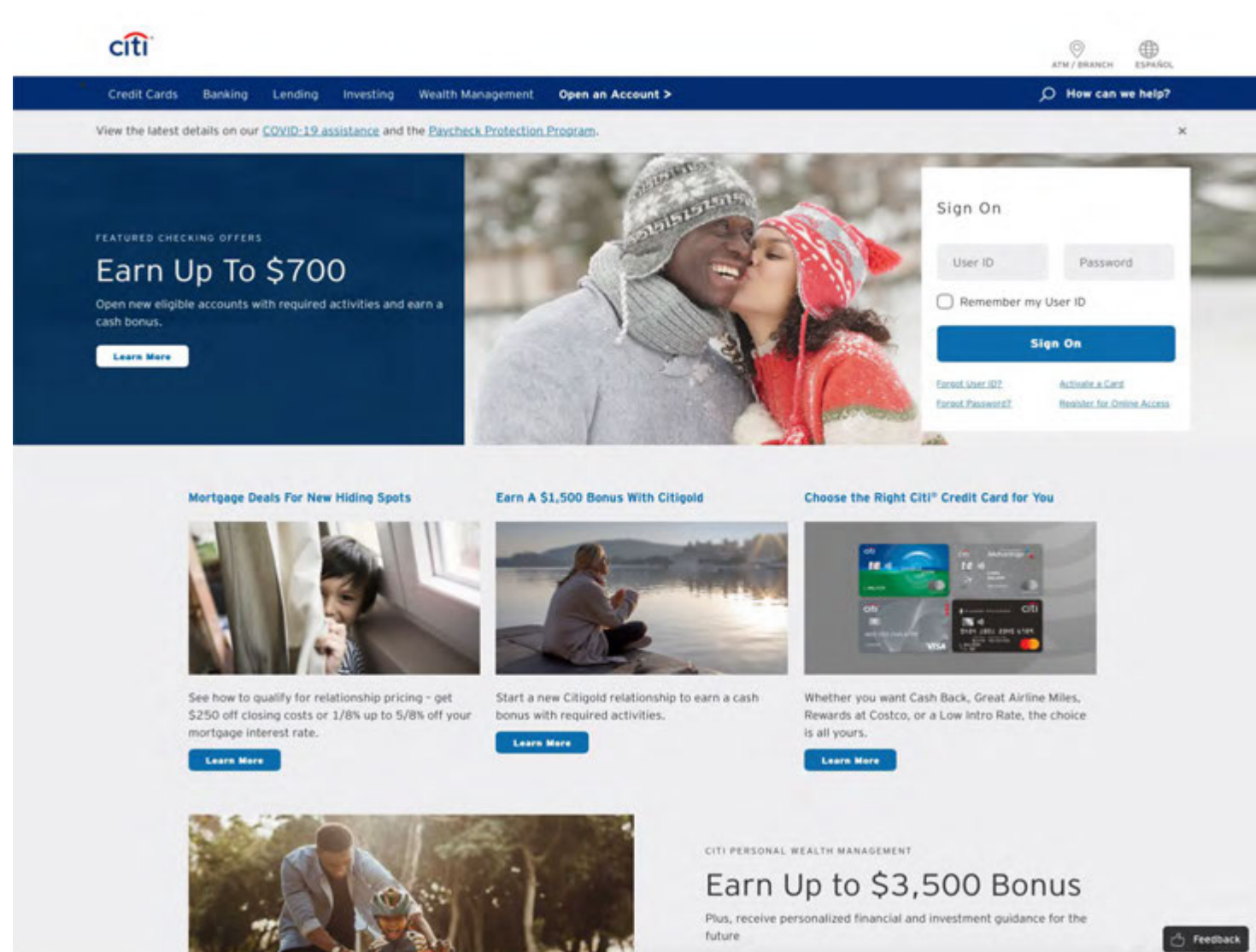
Fresh use of brand colors and illustration style. Credit: intuit



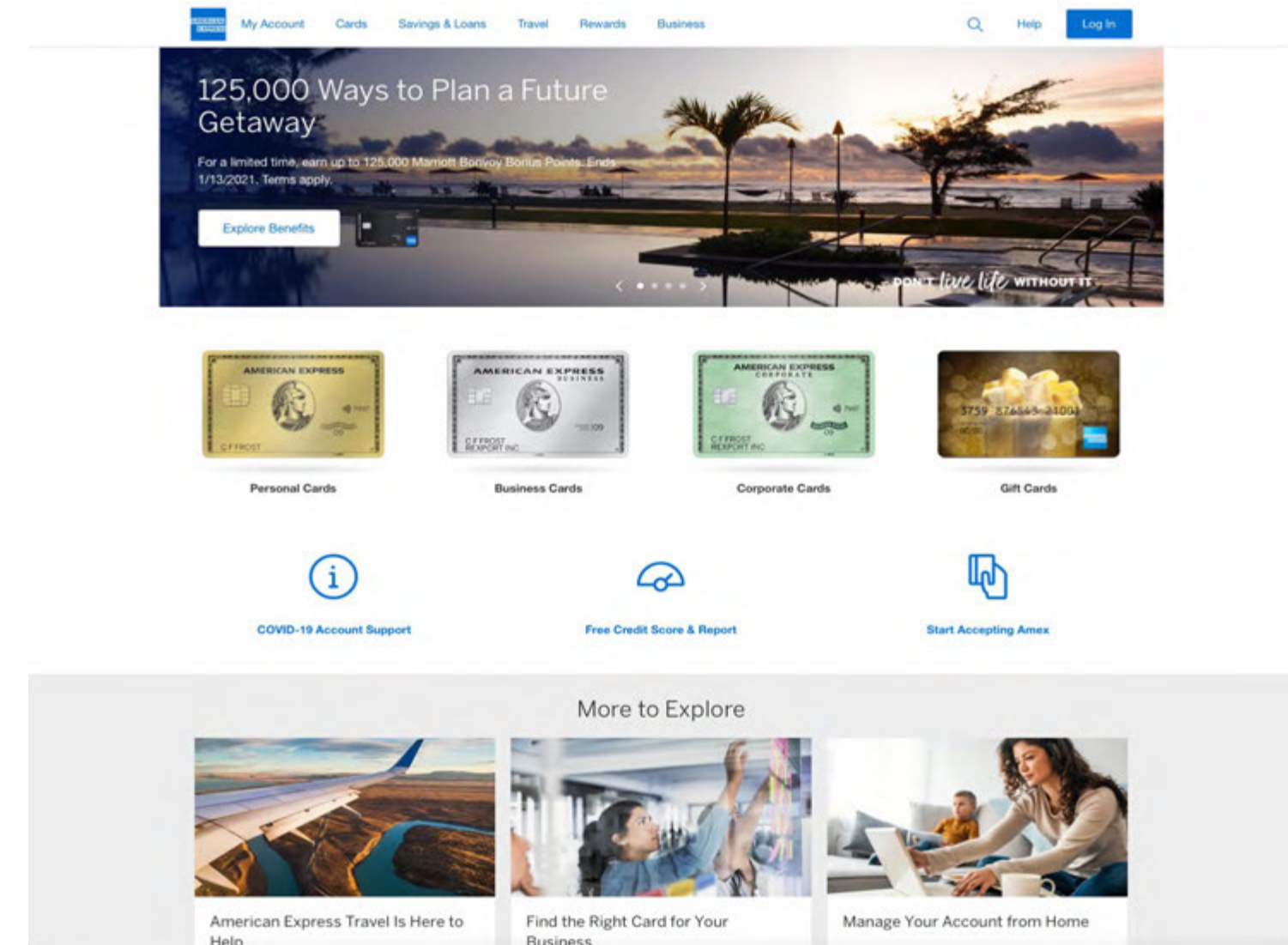
Shows diversity, clean layout. Credit: YNAB



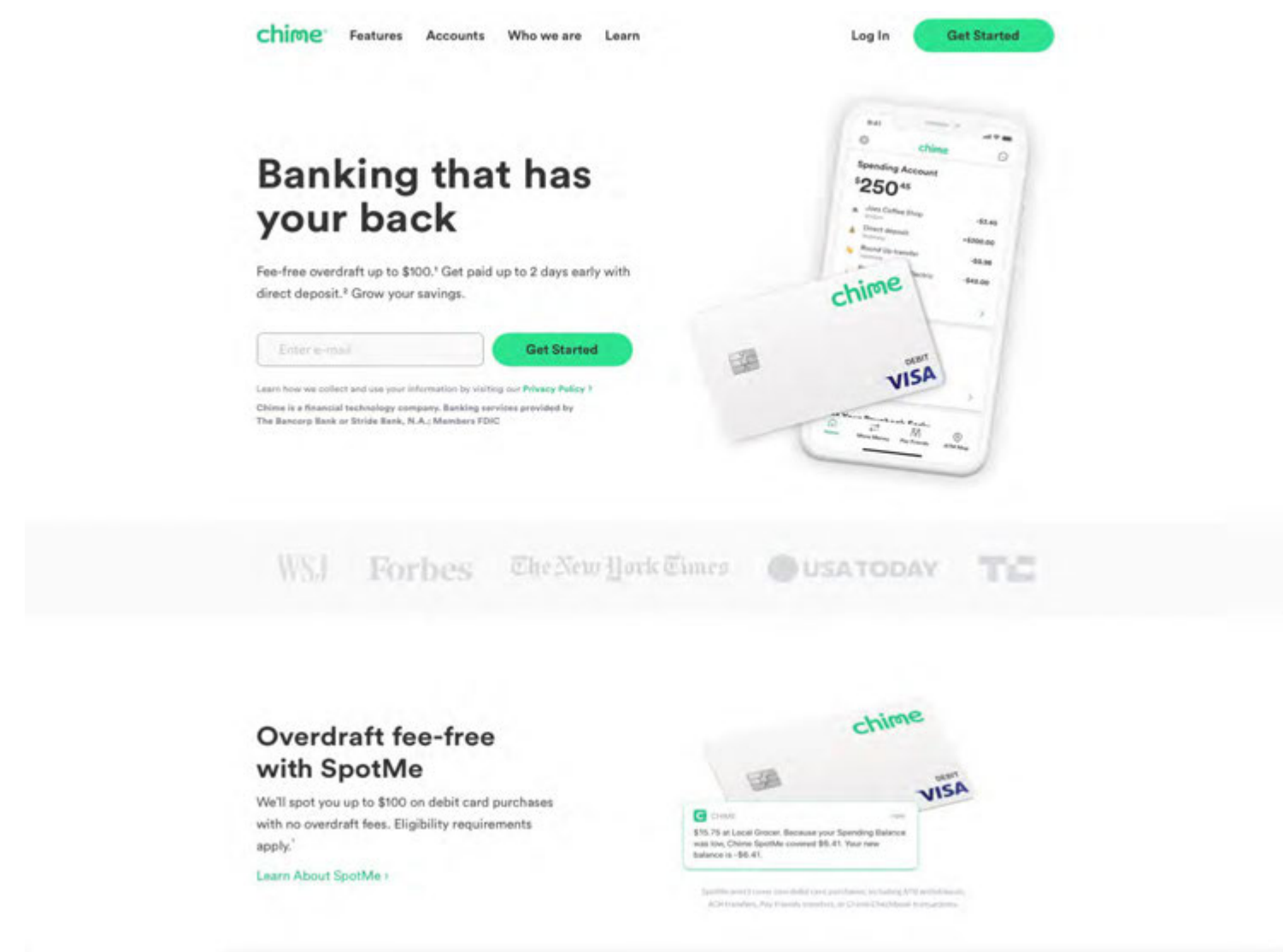
Fresh use of brand colors and illustration style. Credit: intuit



Shows diversity, clean layout. Credit: YNAB



Logical layout and clean navigation. Credit: Amex



Minimal design with bright corporate color. Credit: chime



TRUSTWORTHY  
BRAND SHAPE

Convey a brand's trust via its iconic shape.

amazon



NIKE



Coca-Cola



# TRUSTWORTHY TOP TEN BANKS

Examples from trusted banks showing website design with brand colors.  
source:: Top10.com

1: Amex

Personal Savings | High Yield Savings | Use | Track New | Review | Personal Savings Center

Earn 10X more interest than your average savings with a High Yield Savings Account\*\*

With BBVA Online Checking, you'll enjoy savings every day and no more **monthly service charge**.

There's a \$3 monthly Paper Statement Fee. You can be waived by reporting your paper statements online.

0.50% APY\*

According to NerdWallet, our High Yield Savings Account ranks among the best with our combination of above-average rates and consumer-friendly features.

- No minimums, no monthly fees
- 24/7 superior customer service
- Easy access to your money, send the check
- Up to 8 withdrawals/transfers per month†
- FDIC insured
- Backed by the service & reliability of American Express.

At American Express, the customer always comes first.

- Simple transfers and auto deposits
- Compounding daily, reporting monthly
- Monthly statements, your way

Adjust the savings calculator to see your money's potential.

NO MORE BALANCE: \$9,987  
INTEREST EARNED: \$137  
at 0.50% APY

INITIAL DEPOSIT: \$1,000

Time Period: 1, 2, 3, 5, 10 years

APPLY NOW

Start banking quickly.

Transferring money between your Personal Savings Account and your BBVA Online Checking account is easy to set up and completely online. So you start saving fast.

- Ready to transfer? To verify your identification, we'll use your personal details to check your status online - without affecting your credit.
- Transfer your online savings account after the transfer your confirmation email arrives. (Includes a waiting period.)
- Ready to send your first payment? We'll help you set up your account by linking your BBVA Online Checking account to your credit card. Linking your BBVA Online Checking account to your credit card can take up to 3 days. However, typically your first transfer will be successful.

See FAQs for further details about the transfer process, or contact us at 1-877-AMX-0000.

- Match what our clients are using:
- #021859
  - #00A0CE
  - #D98B6A
  - #CC00CC
  - #FFFFFF

2: BBVA

BBVA Online Checking

With Online Checking you've got 64,000 ways to save

By ATM fees (estimated at \$4,000 BBVA USA and participating non-BBVA ATMs)

Open Now

Compare Monthly Service Charges

With BBVA Online Checking, you'll enjoy savings every day and no more **monthly service charge**.

There's a \$3 monthly Paper Statement Fee. You can be waived by reporting your paper statements online.

BBVA | PNC | BAC | BUNY | CHASE | C

Monthly Service Charge Comparison based on information published as of 12/15/2020. Informational chart only and not intended to be used for investment purposes. Please contact your advisor for more information.

Benefits

- FREE of a monthly Service Charge
- NO ATMs fees (estimated at \$4,000 BBVA USA and participating non-BBVA ATMs)
- FREE BBVA Visa® Debit Card

Added Value

- Award-winning mobile banking app
- Cash back rewards
- Convenient Online Banking and Mobile Banking plus Mobile Deposit™ and Bill Pay
- Low \$25 minimum opening deposit
- Transfer to over 400+ banks

2.2 million U.S. customers trust BBVA for their banking

Printable Summary

Details you need to make a smart decision

BBVA

Privacy | Location | Help and Support | Site Map | Accessibility Statement

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#D93644 #002247 #0A3D7D #0C0EEF #F4F4F4 #FFFFFF

3: HSBC

HSBC Banking | Business | Investing & Retire | Insurance | Online Banking

Celebrate today's low mortgage rates

Pay bills online

HSBC Mobile App

Government Stimulus (Economic Impact Payments)

Checkings > Savings > Credit Cards > COVID-19 Info >

U.S. accounts for international customers >

Discover Personal Loans >

Turn small taps into big impacts >

Keep Calm and Mortgage On >

Coming to America >

The Lowdown on Student Loans >

Beware of holiday scams >

Limited-time Indian Rupee Offer >

International Services >

Connect with us >

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#0A2012 #000000 #A2555F #A4A4A4 #A920F4 #FFFFFF

4: Chime

chime Banking That Has Your Back

Chime is an award-winning mobile banking app and debit card.

300,000+ 5-Star app reviews

Say goodbye to unnecessary bank fees.

Get your paycheck early.

Grow your savings, automatically.

Security and control on the go.

Match what our clients are using:

- #2EC2B2
- #F0C09D
- #AFAFAA
- #FFFFFF

5: SoFi

SoFi Money

Save, spend—and savor the rewards.

Get \$100 when you get SoFi Money.

Fees? Forget about 'em.

Don't get dinged by account fees.

Pay no ATM fees at 55,000+ ATMs worldwide.

Supercharge your savings.

Spending is rewarding—in more ways than one.

Earn 6x the national average vs

Match what our clients are using:

- #00A0A4
- #00A8B7
- #021747
- #E9E1E6
- #FFFFFF

# continued TRUSTWORTHY TOP TEN BRANDS

6: nbkc

**The nbkc Everything Account**

Everything you want from checking and savings. One easy-to-use account. Spend. Save. Track. Earn. Do it all with the Everything Account.

**Here's what makes it awesome**

- \$0** No account fees to bank with us.
- 0.50%** Earn great interest on every balance.

**Plus two powerful features that help you take charge of your financial future**

**Savings Goals:** Dash up the virtual piggy banks that help you set specific goals for your savings. Earn interest on your savings goals. Earn interest on your savings goals. Earn interest on your savings goals.

**Financial Snapshot:** Get a snapshot of your spending, savings, and more — all in one place. See how you're doing. See how you're doing. See how you're doing.

**Plus get all this other stuff, too.** (We told you we meant everything...)

Mobile banking 24/7 from anywhere.

Use your debit card anywhere. Mastercard® is accepted.

**Color palette:** #0A59F6, #A8A9A9, #0D9C8E, #FED4B4, #0D9C8E, #0D9C8E, #E6397F, #E6397F, #FFFFFF

Examples from trusted brands showing website design with brand colors. source: kantar.com

Source:: Top10.com  
7: Varo

**No monthly fees. Early payday.\***

**Get more from your money with Varo\***

- Get more from your money with Varo\*
- Stay safe and sound

**Stay safe and sound**

- Secure FDIC insured
- FDIC insured
- FDIC insured
- FDIC insured
- FDIC insured

**Varo**

**Color palette:** #7A59B6, #FF0080, #F0A080, #E0E0E0, #FFFFFF

8: Chase

**Enjoy \$200** when you open a new Chase Total Checking® account¹ and set up direct deposit.²

**How to waive Monthly Service Fees and other product details**

**Chase Total Checking®**

Monthly Service Fee: \$12 or \$0

**How it works**

1. Open account(s) by 07/20/2021.
2. Complete qualifying activities.
3. Receive your money within 10 business days.

**Bank on your terms**

- Convenient locations:** Access to 16,000+ ATMs and nearly 4,000 branches.
- Chase Mobile® app:** Manage your accounts, deposit checks, transfer your money and more — all from your device.

**Color palette:** #0070C0, #00A651, #000000, #A0A0A0, #FFFFFF

9: Aspiration

**Save the Planet. Earn up to 1.00% APY**

**What People are Saying...**

**What is Spend & Save?**

- Get up to 10% cash back on debit card purchases.
- Utilized fee-free ATM withdrawals at Allpoint ATMs.
- Up to 100% APY on savings.

**Pay What is Fair**

**Unlock even more for you and the planet with Aspiration**

**Color palette:** #0070C0, #00A651, #000000, #A0A0A0, #FFFFFF

10: Discover

**Online Savings Account**

**We offer 5X\* more interest, which means more savings for you**

**We're different where it counts.**

Account Type	APY	Monthly Minimum	Monthly Maximum
Discover Online Savings Account	0.50%	\$0	\$5
Bank of America Advantage Savings Account	0.01%	\$5	\$5
Bank of America Advantage Savings Account	0.04%	\$34	\$34
Bank of America Advantage Savings Account	0.01%	\$0	\$100

**Save yourself the hassle of fees.**

- Monthly maintenance fee
- FDIC insured
- FDIC insured
- FDIC insured
- FDIC insured

**Color palette:** #0070C0, #193B8E, #F0A080, #00A651, #000000, #FFFFFF

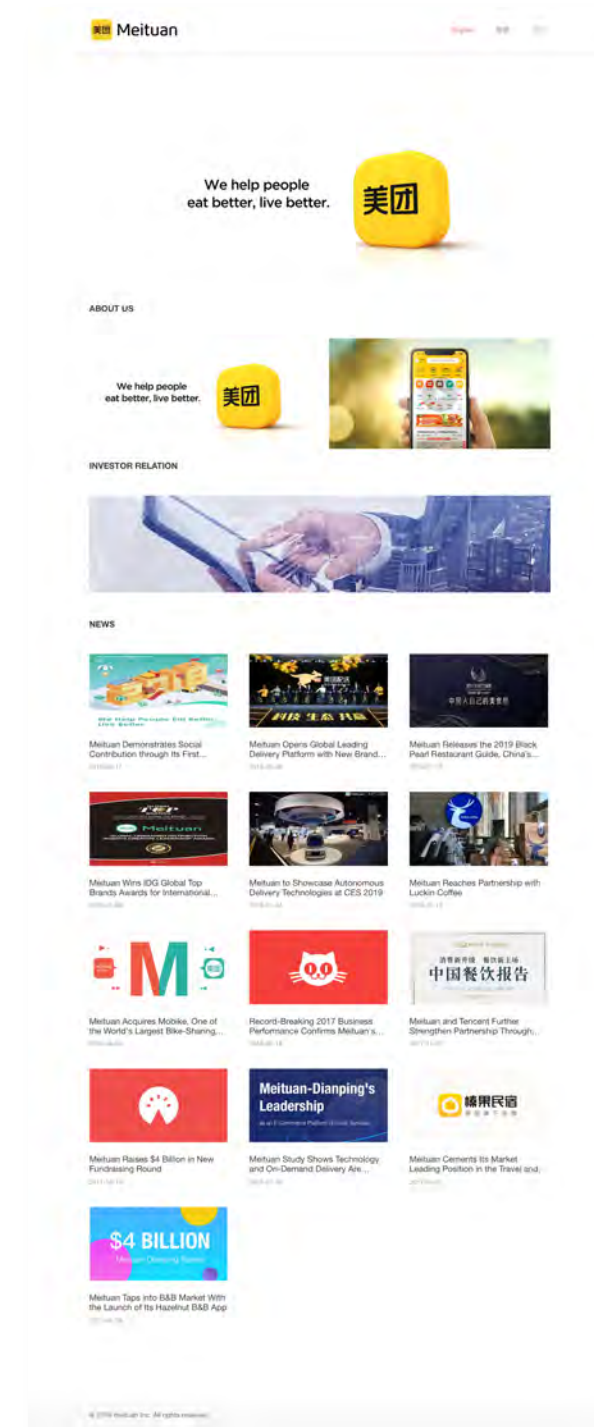
# TRUSTWORTHY TOP TEN BRANDS

Examples from trusted brands showing website design with brand colors.  
source: kantar.com

1: Pampers



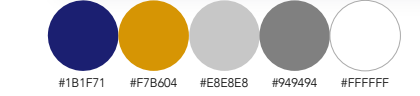
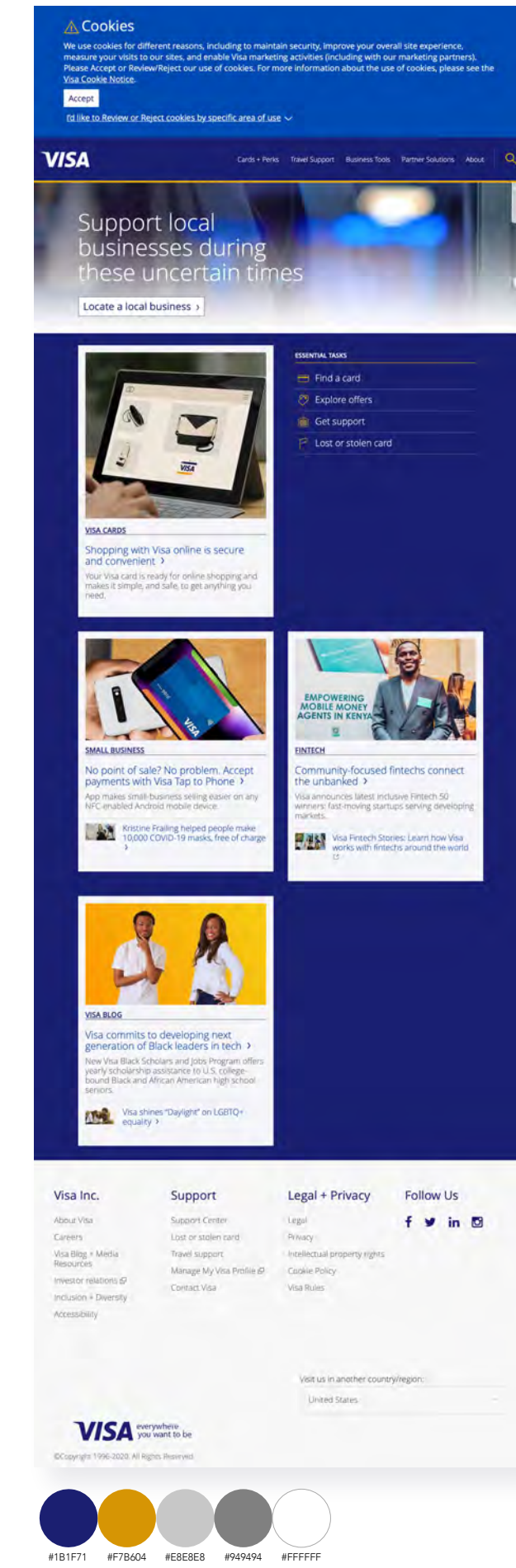
2: Meituan



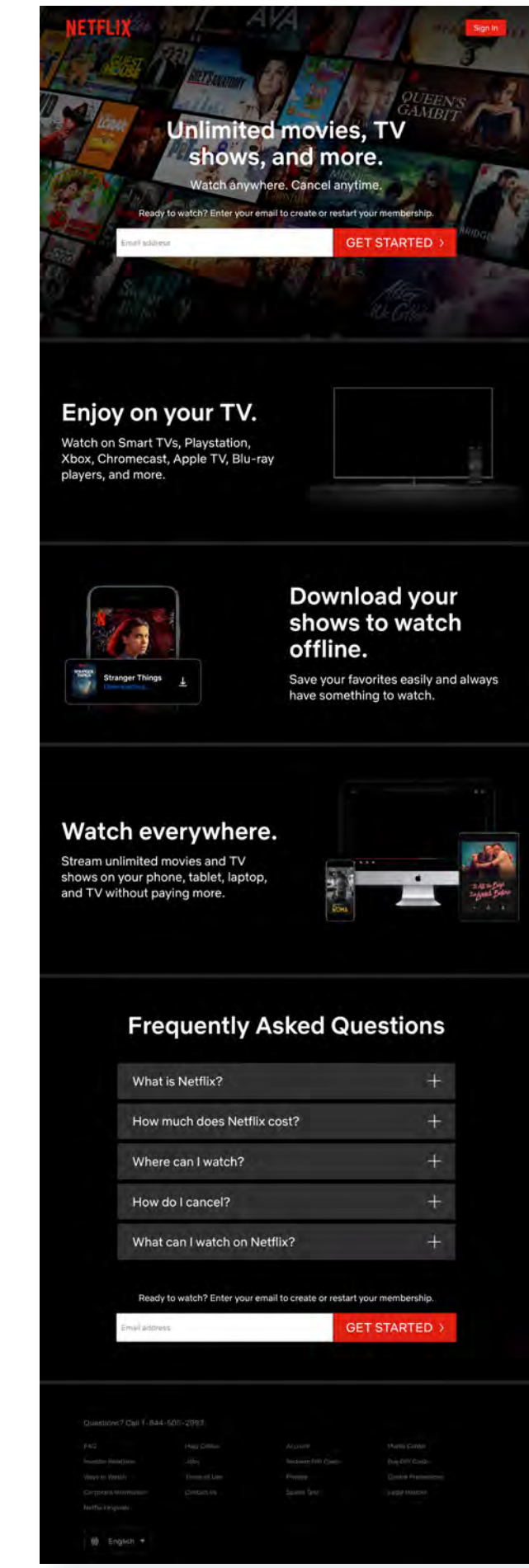
3: China Mobile



4: Visa



5: Netflix



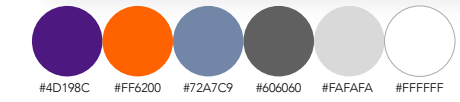
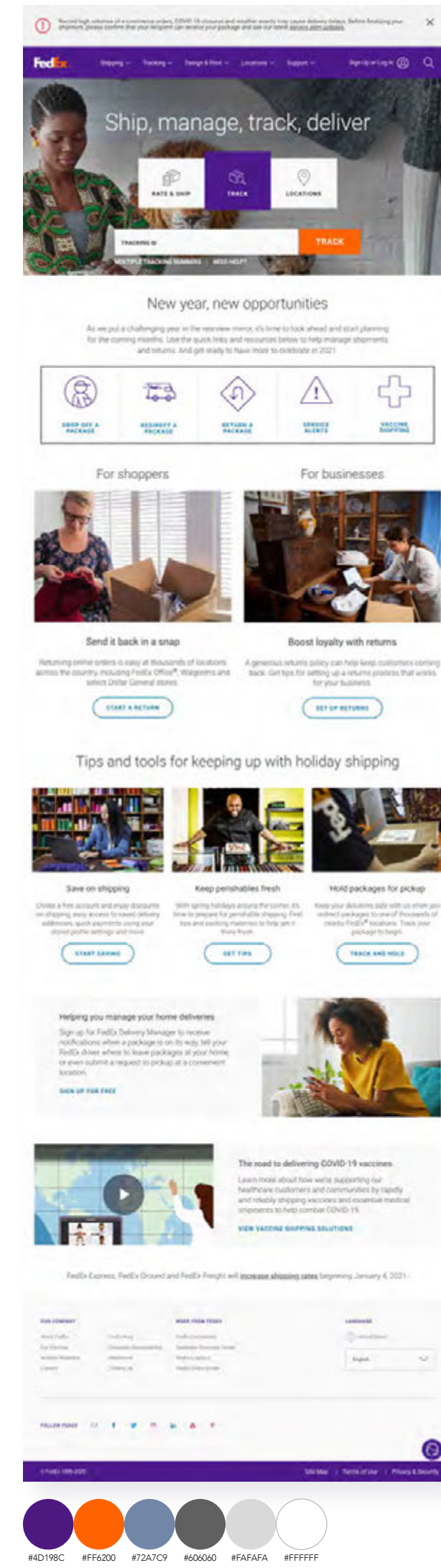
continued  
TRUSTWORTHY  
TOP TEN BRANDS

Examples from trusted brands showing website design with brand colors.  
source:: kantar.com

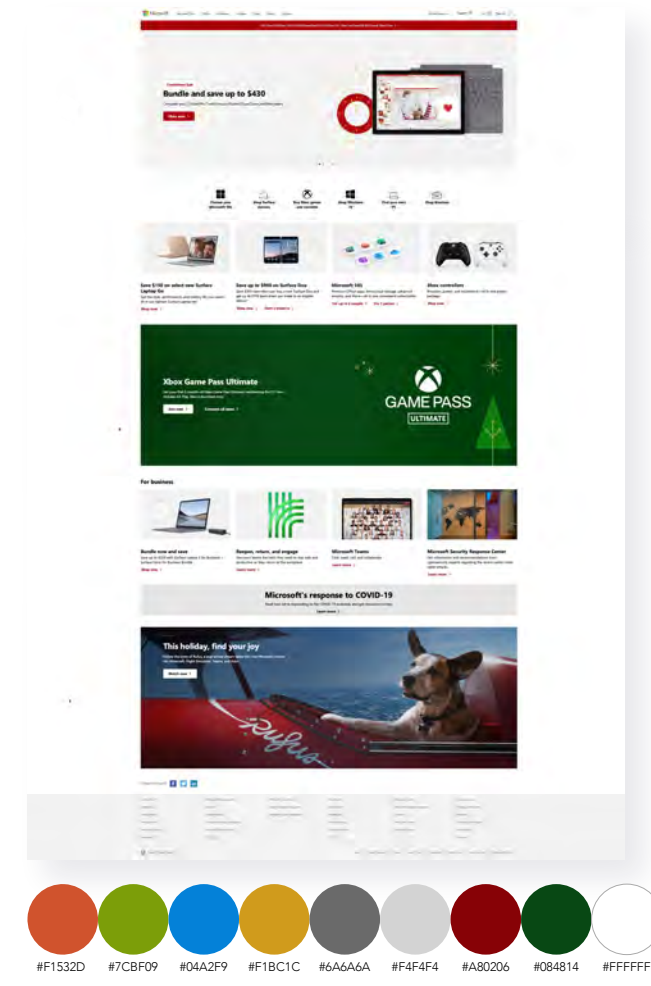
6: LIC



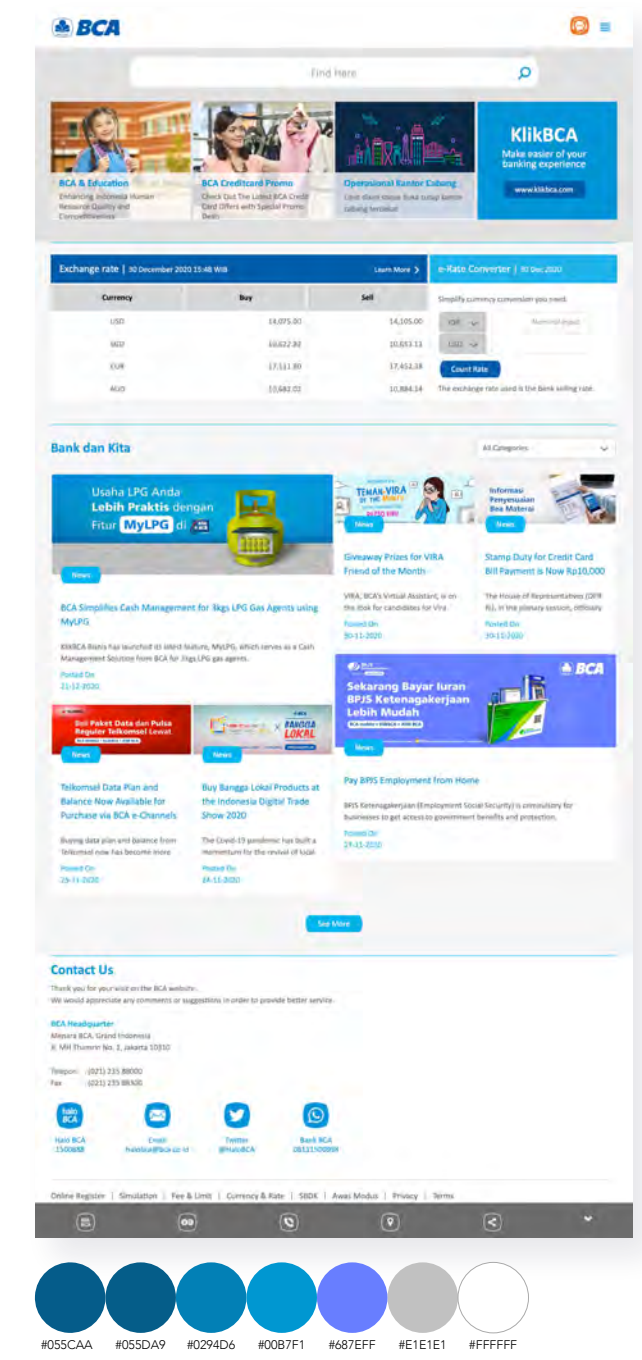
7: FedEx



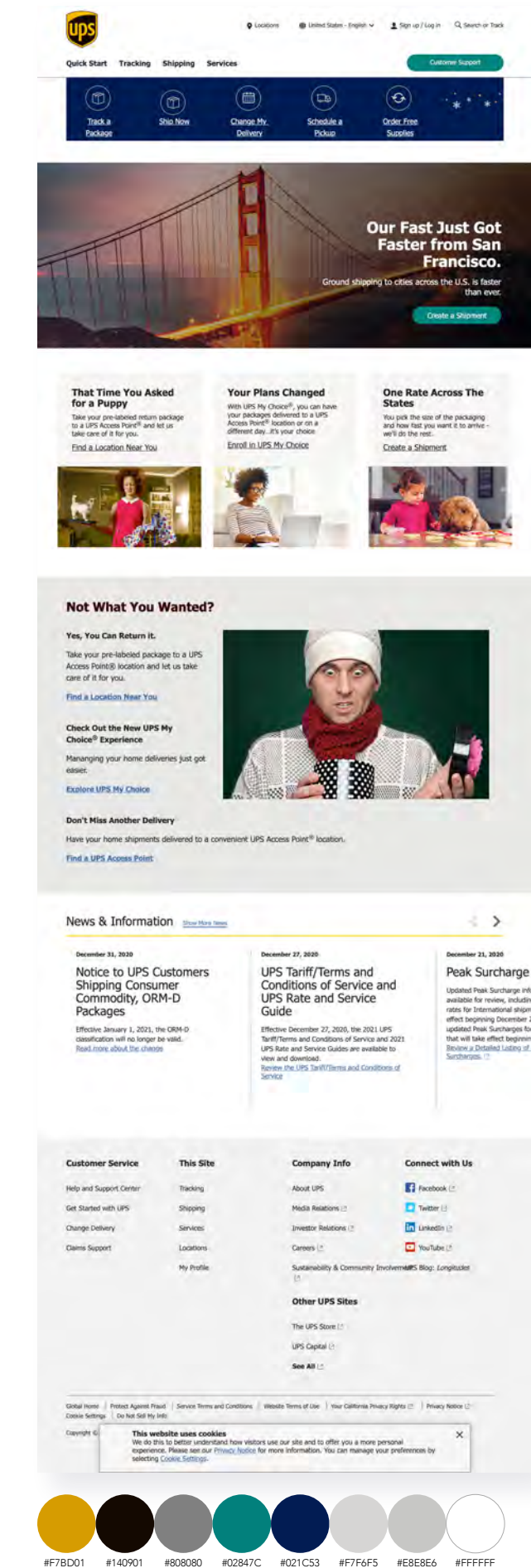
8: Microsoft



9: BCA

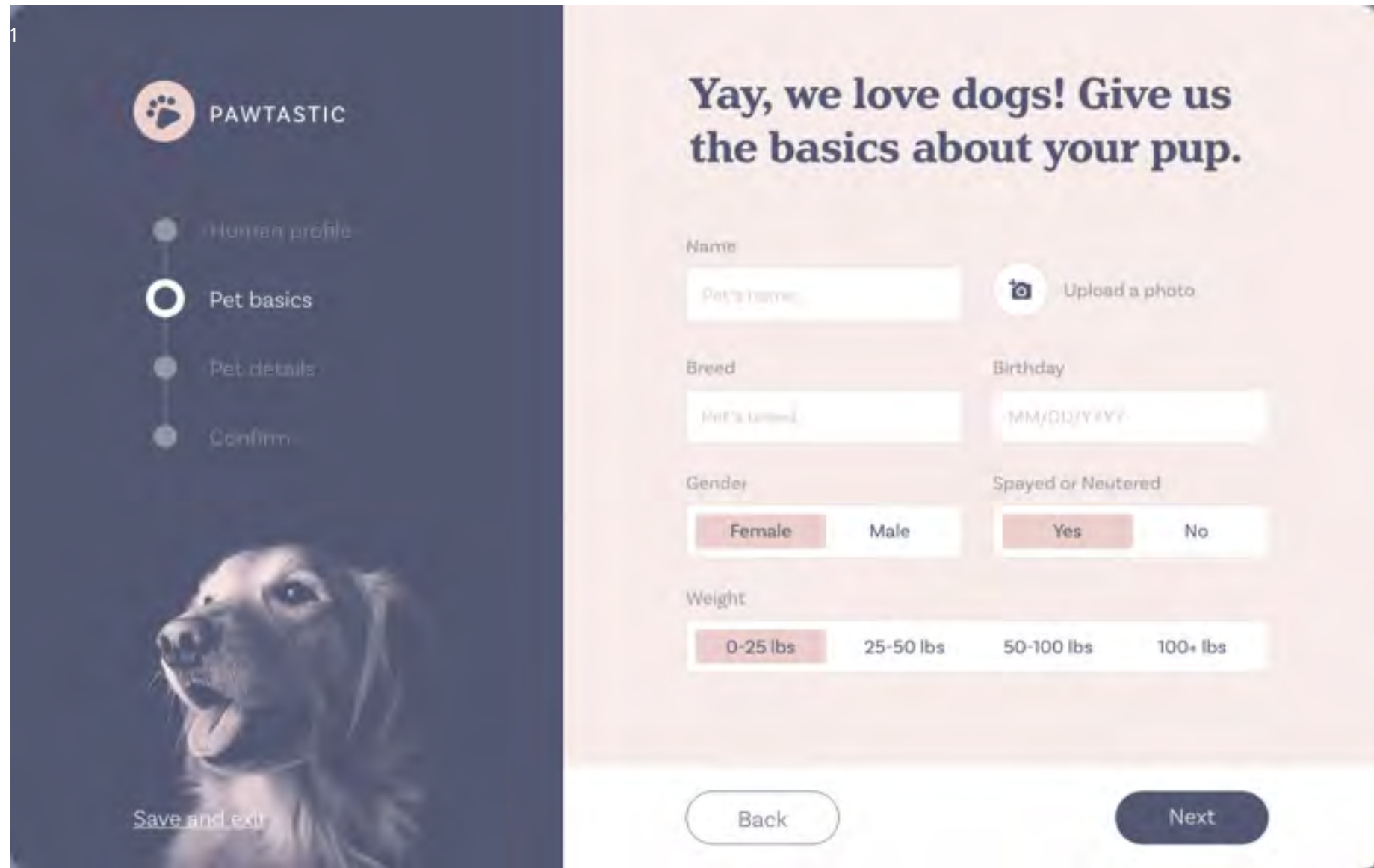


10: UPS

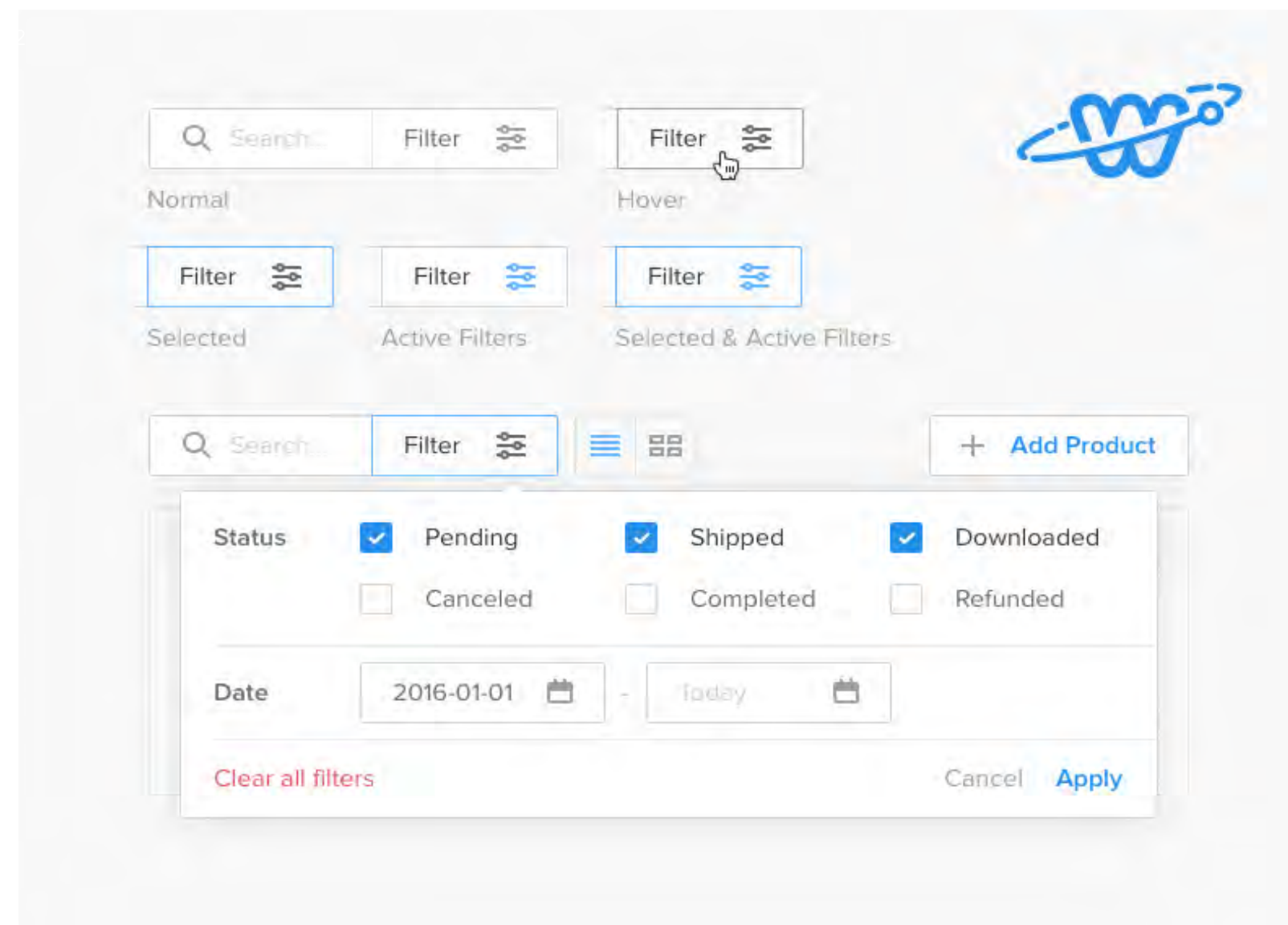


# UI ELEMENTS FORM FIELDS

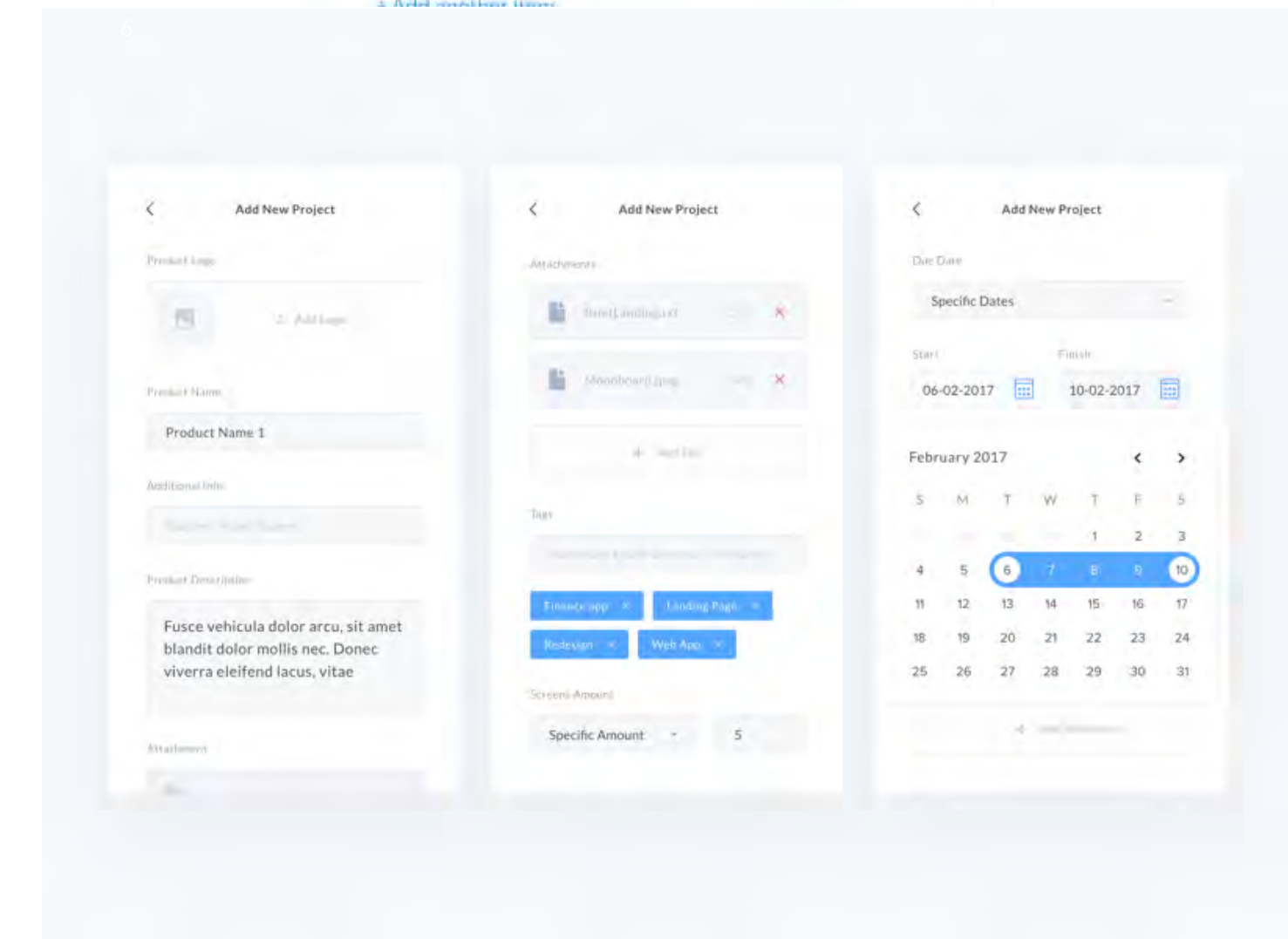
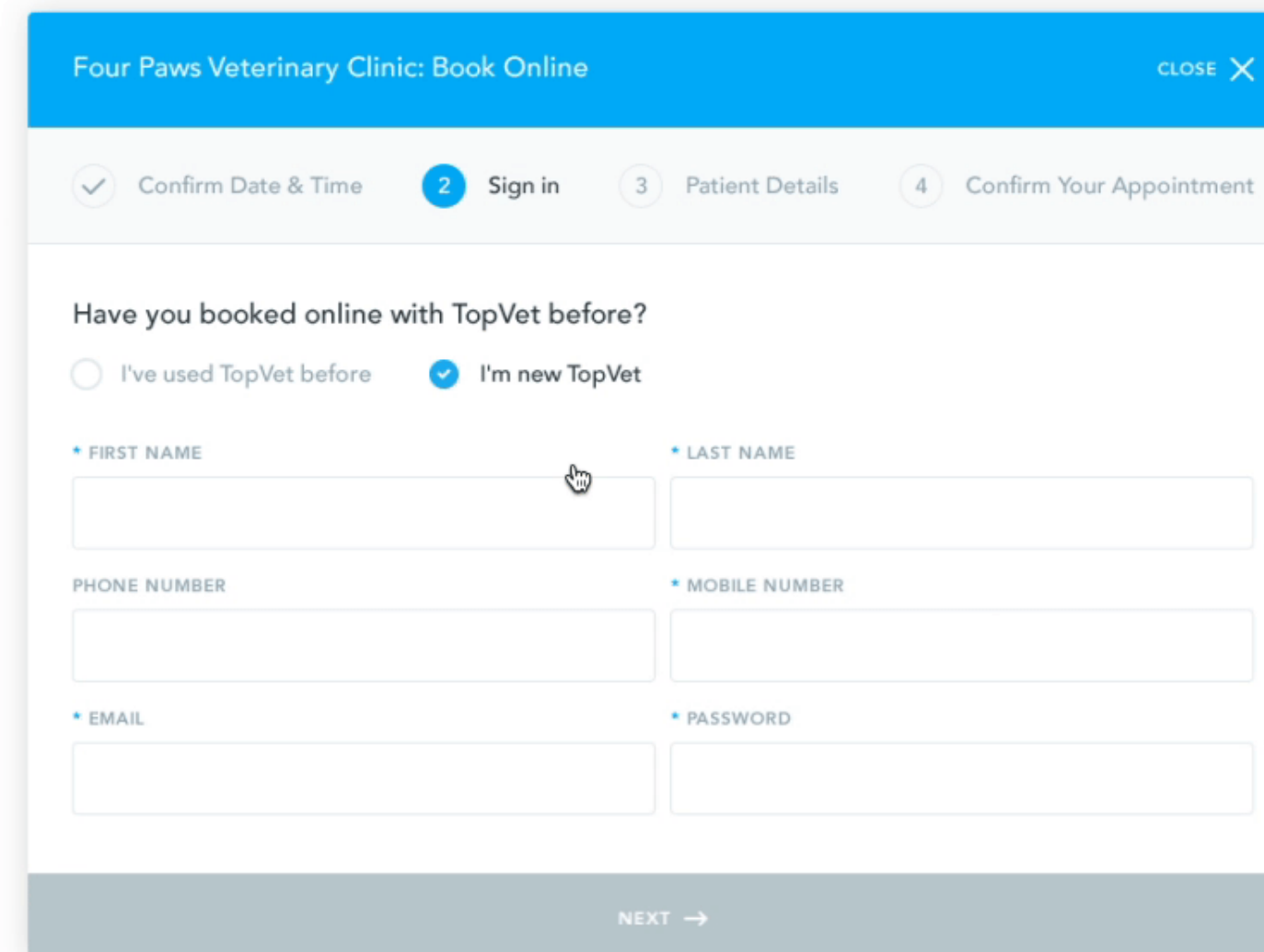
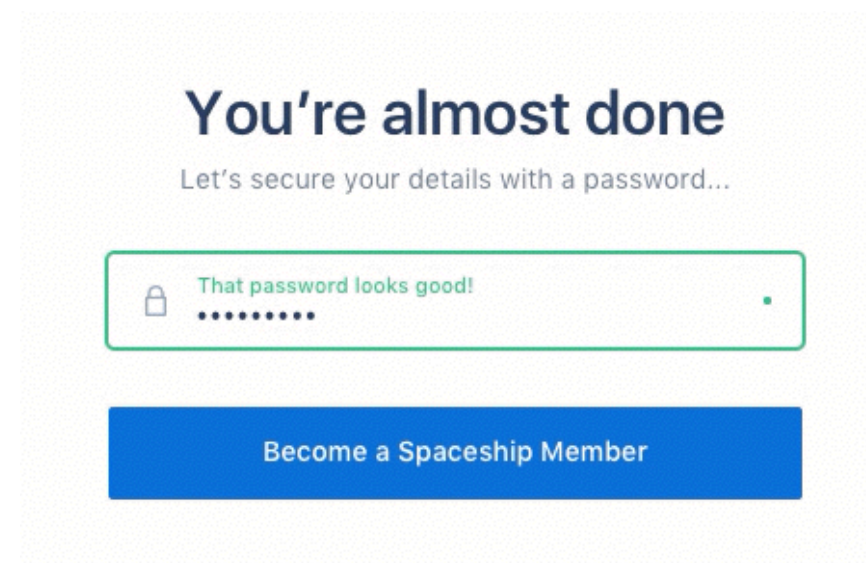
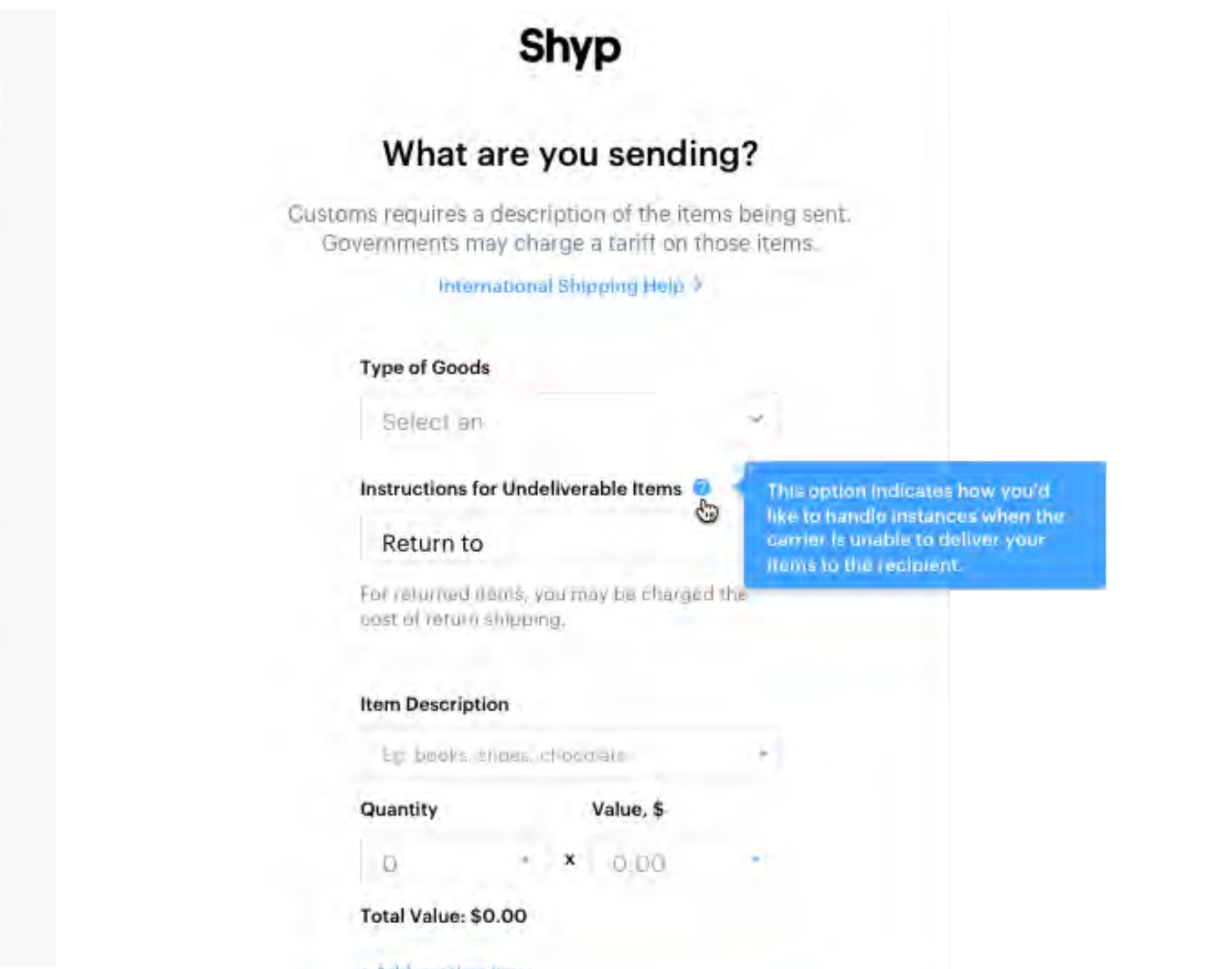
Good use of form hinting, and selection states  
Personable UX writing style



Example of forms, filters and check boxes  
Form fields working with menu items guiding



Info panel coming of form filed  
Examples of consistent brand color across interface



# UI ELEMENTS BUTTONS

Example of multiple buttons

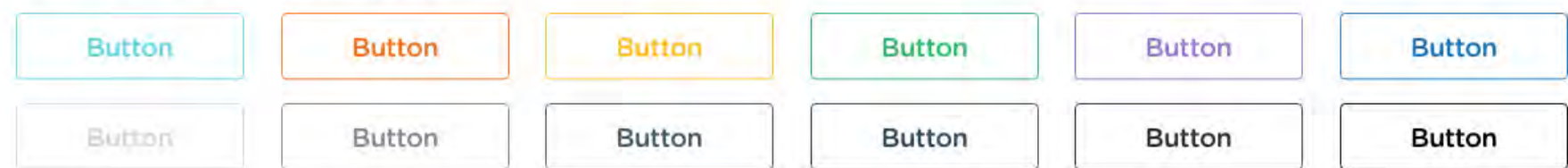
## Squared Buttons



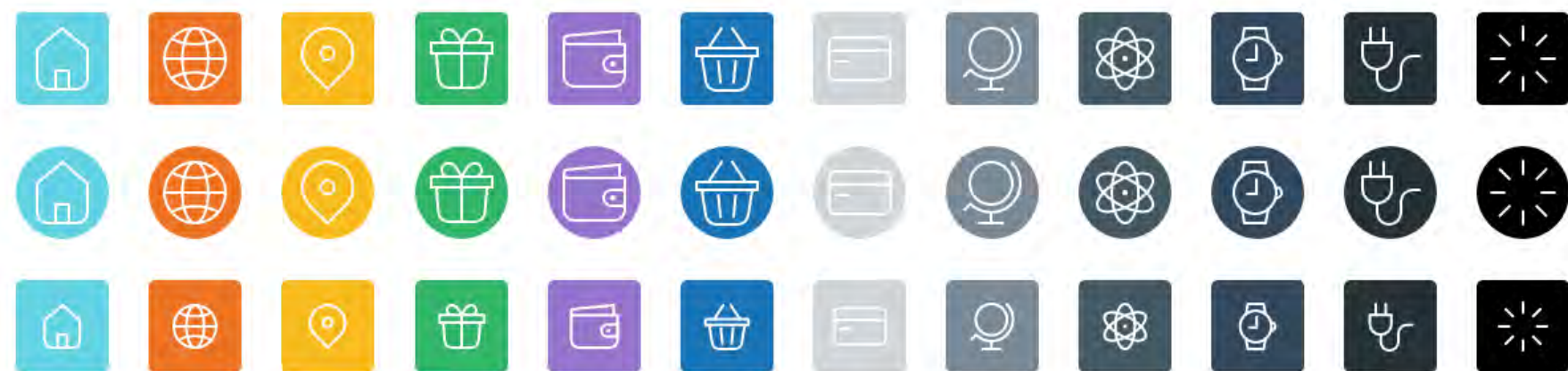
## Rounded Buttons



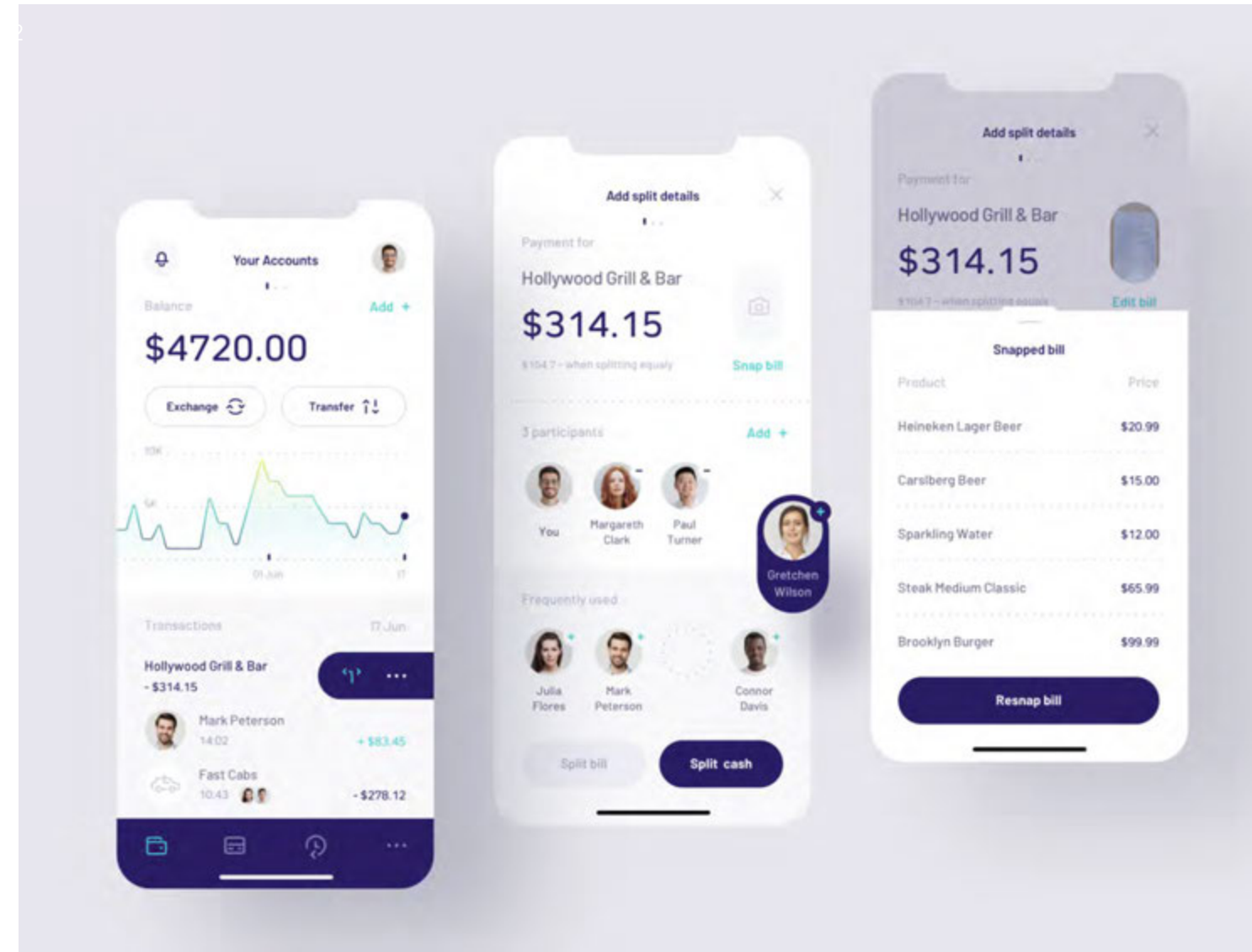
## Squared Stroked Buttons



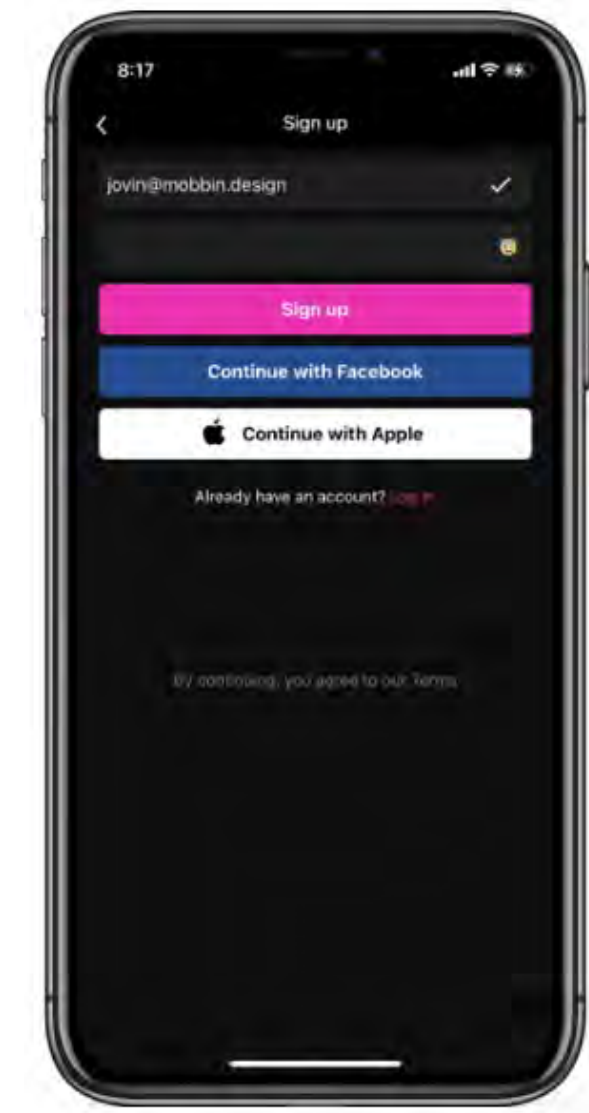
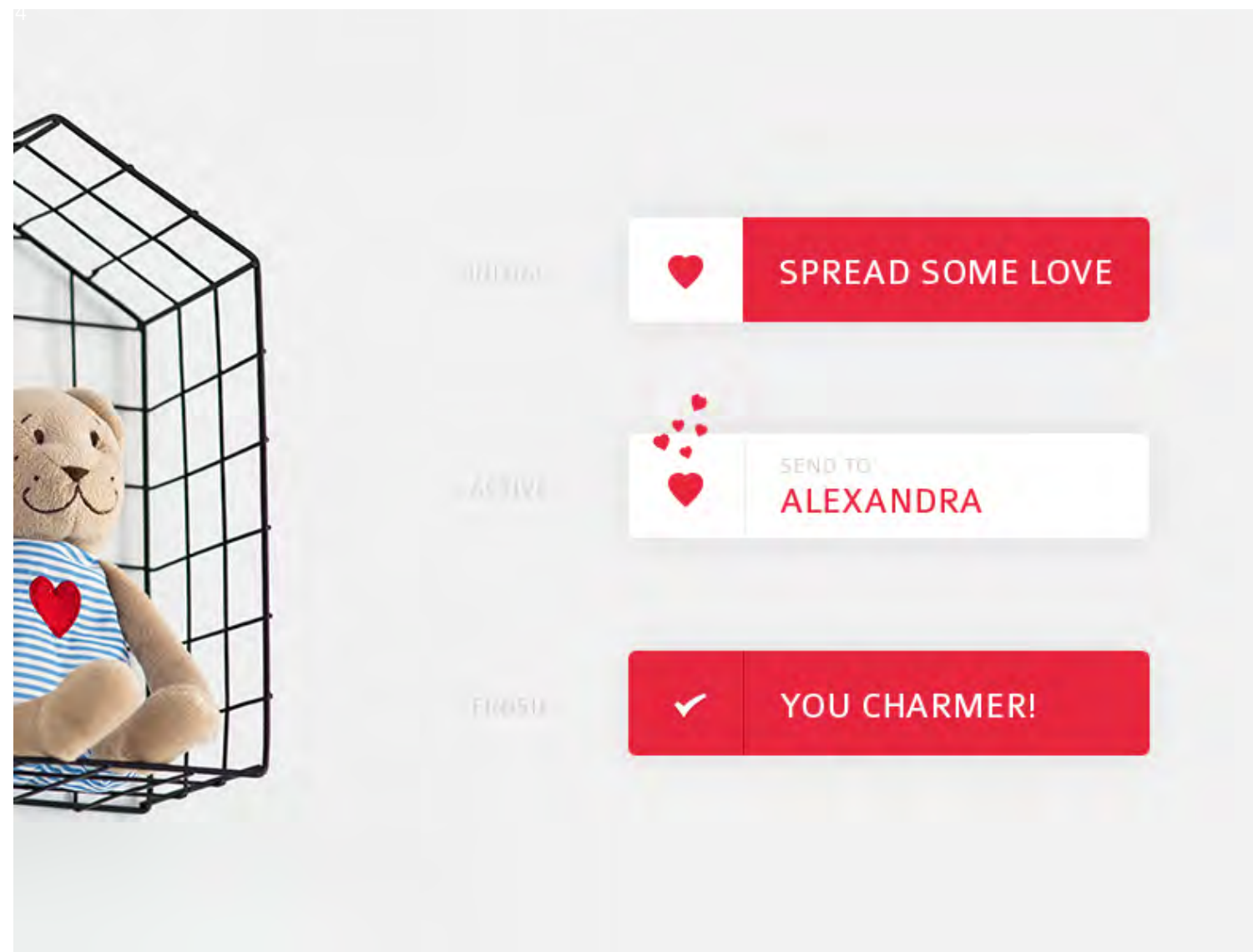
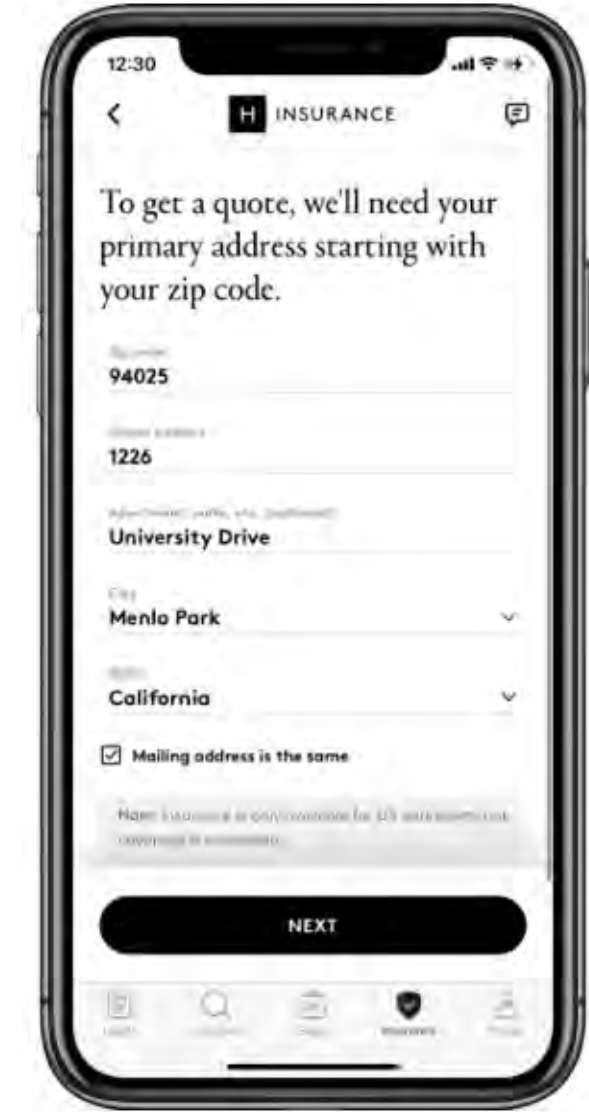
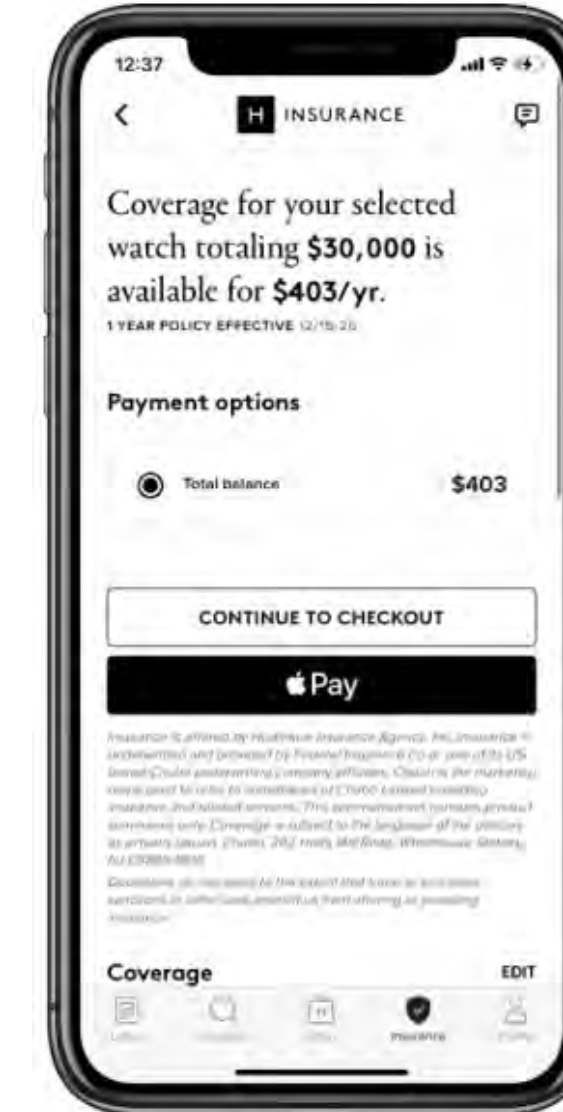
## Toggle Buttons



Buttons balancing out other UI elements  
Split buttons with icons adding personality to the brand



Showing check out buttons vs fully rounded actionable buttons  
Consistent use of color across sign up screens

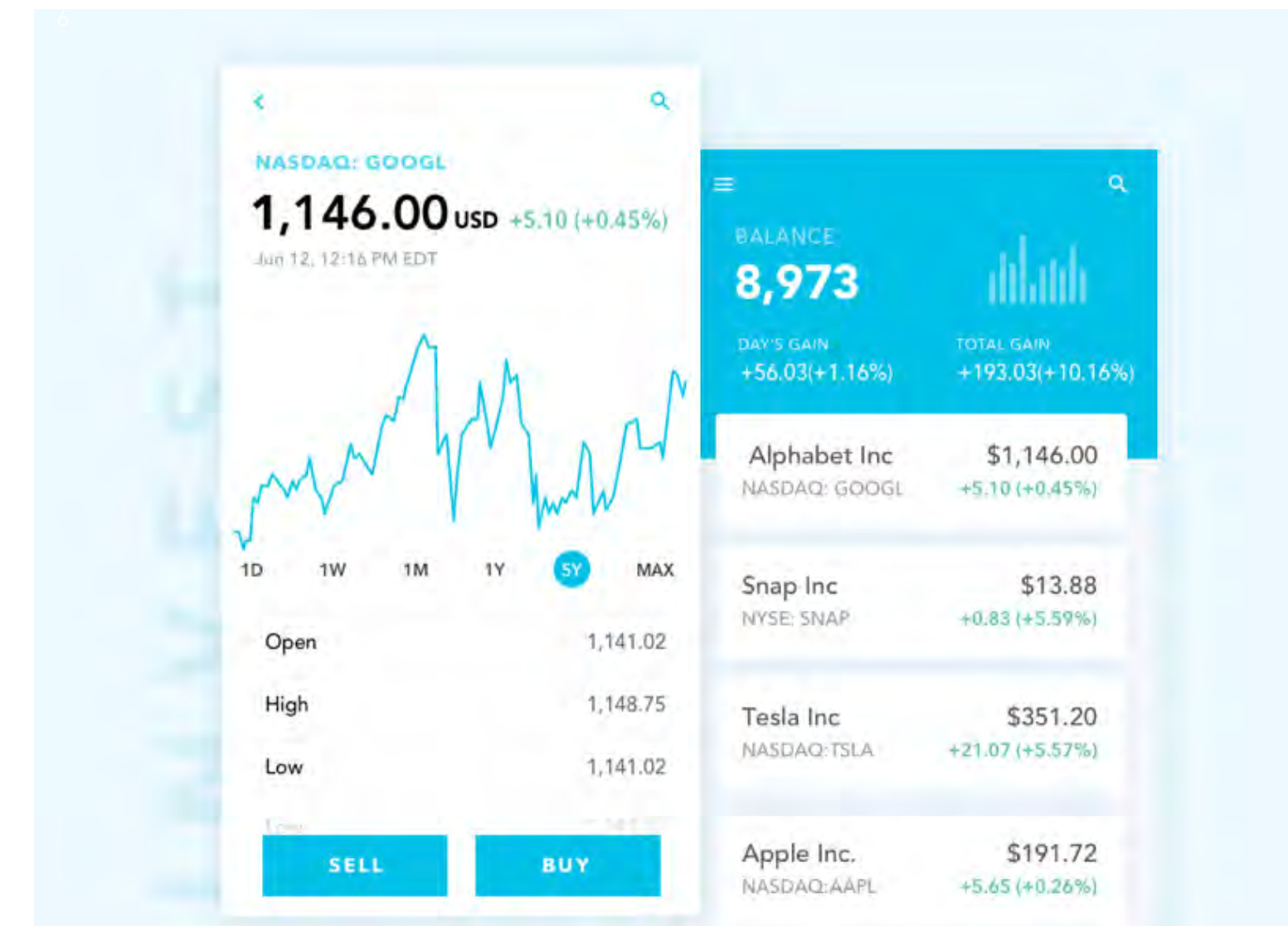
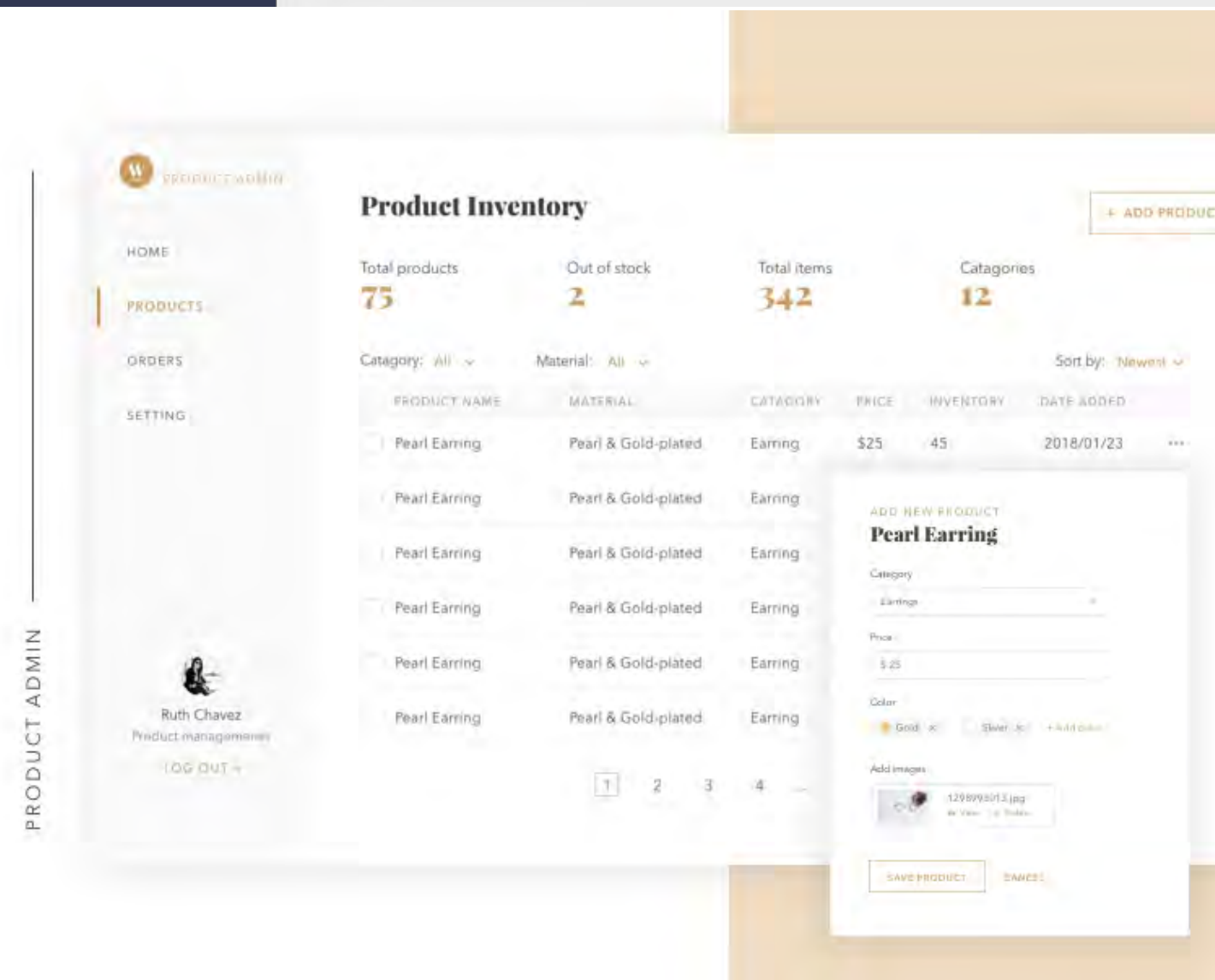
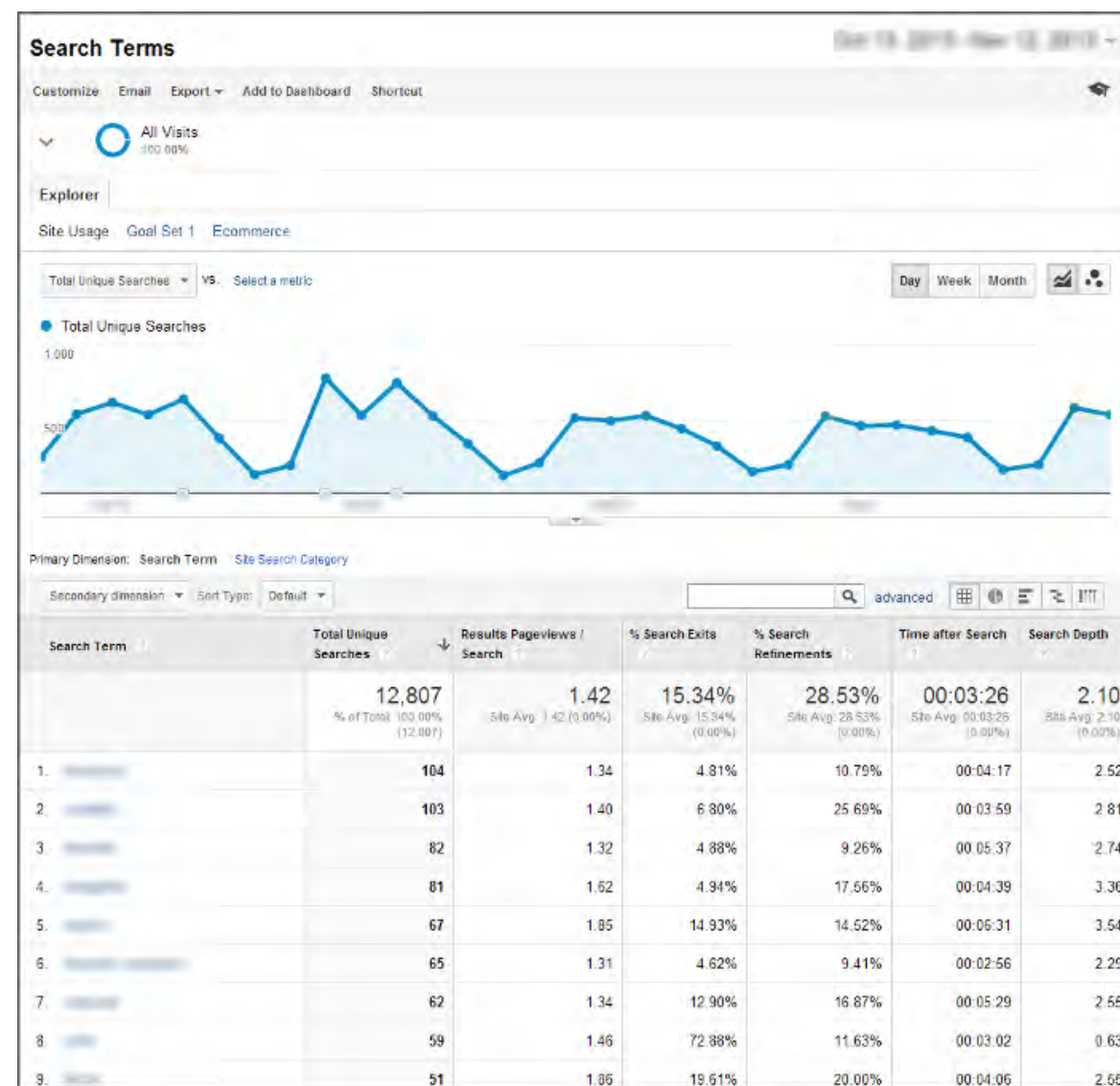
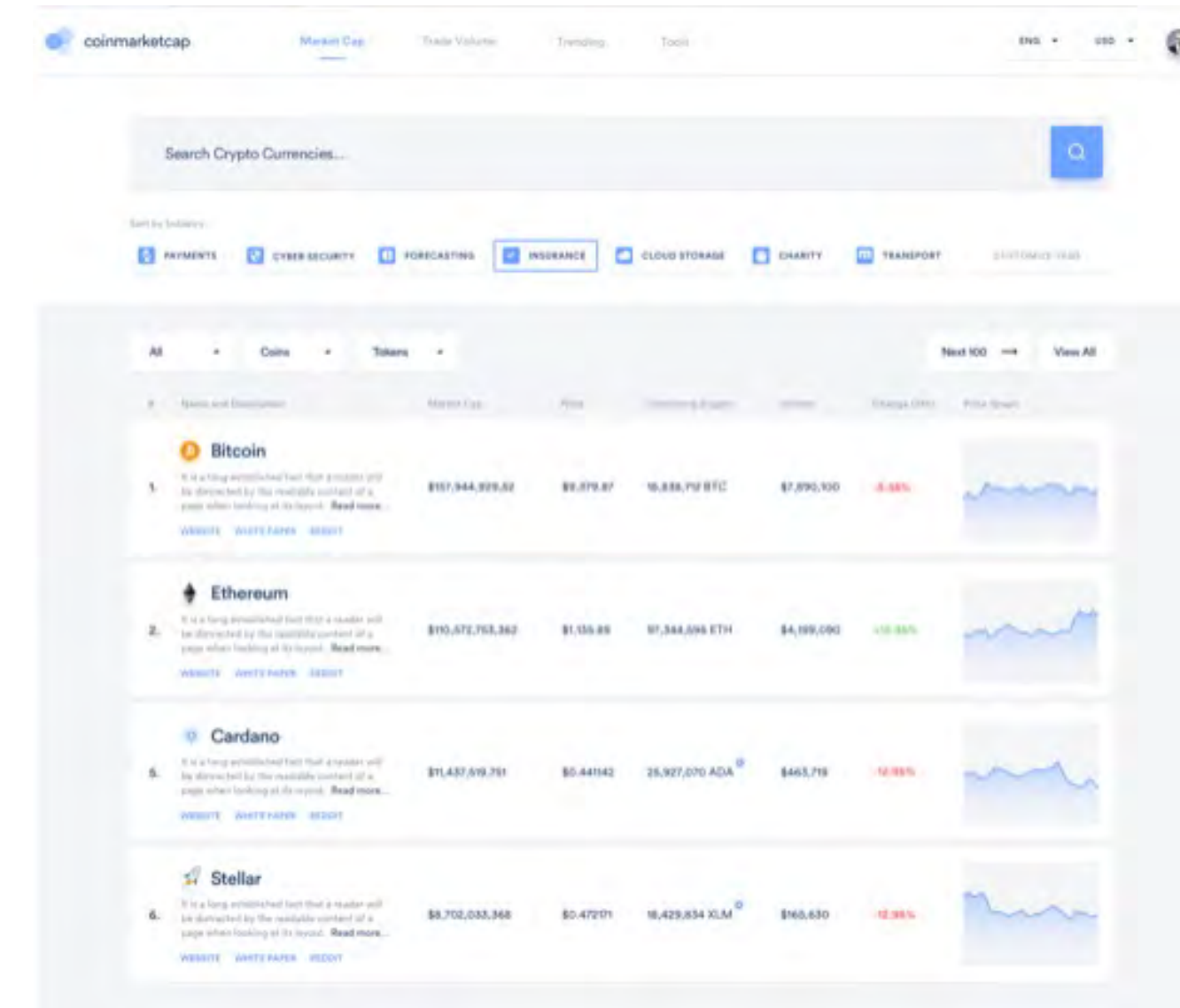
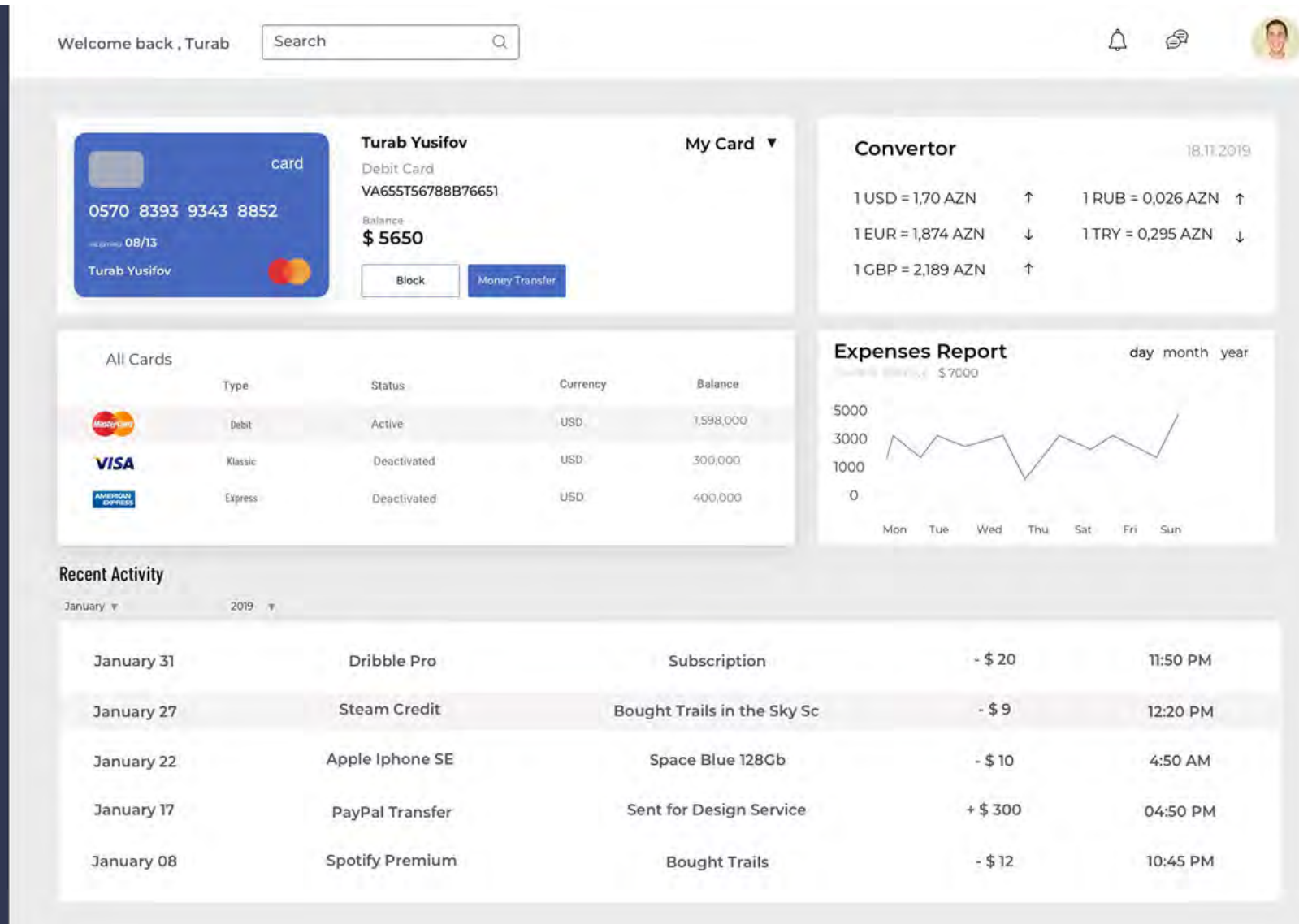
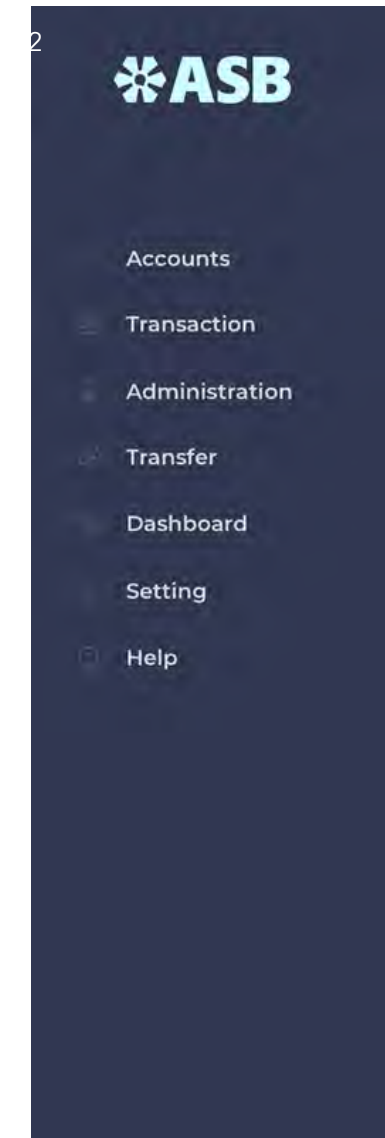
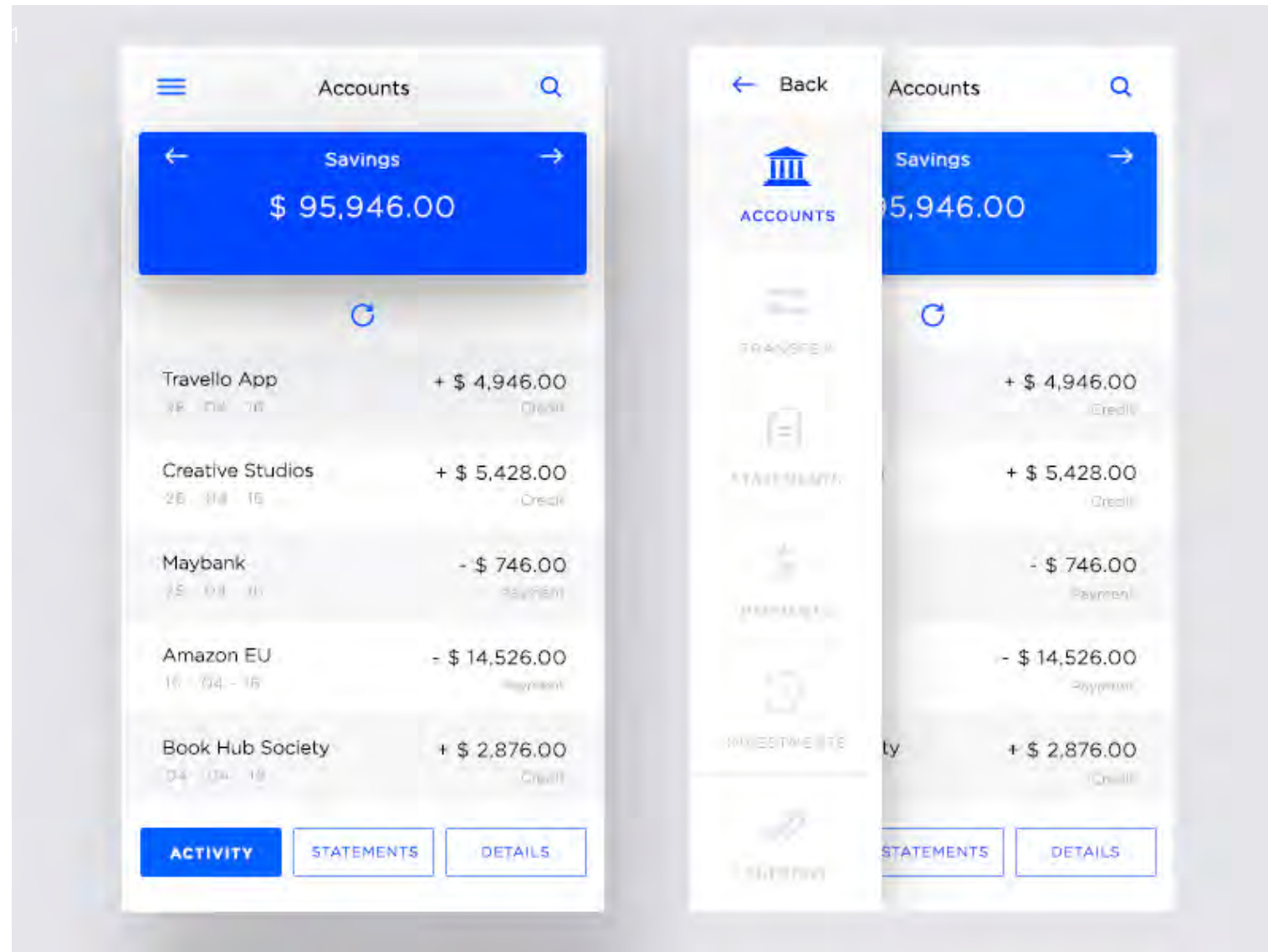


# UI ELEMENTS TABLES

Listed tables simple use of tones separating information.  
Strong typographic scale used in table headers.

Clean structure to tables, consistent typography.  
Showing how information in a table to protrude out.

Table rows containing multiple data points.  
Information chunked to form a table structure using buttons.

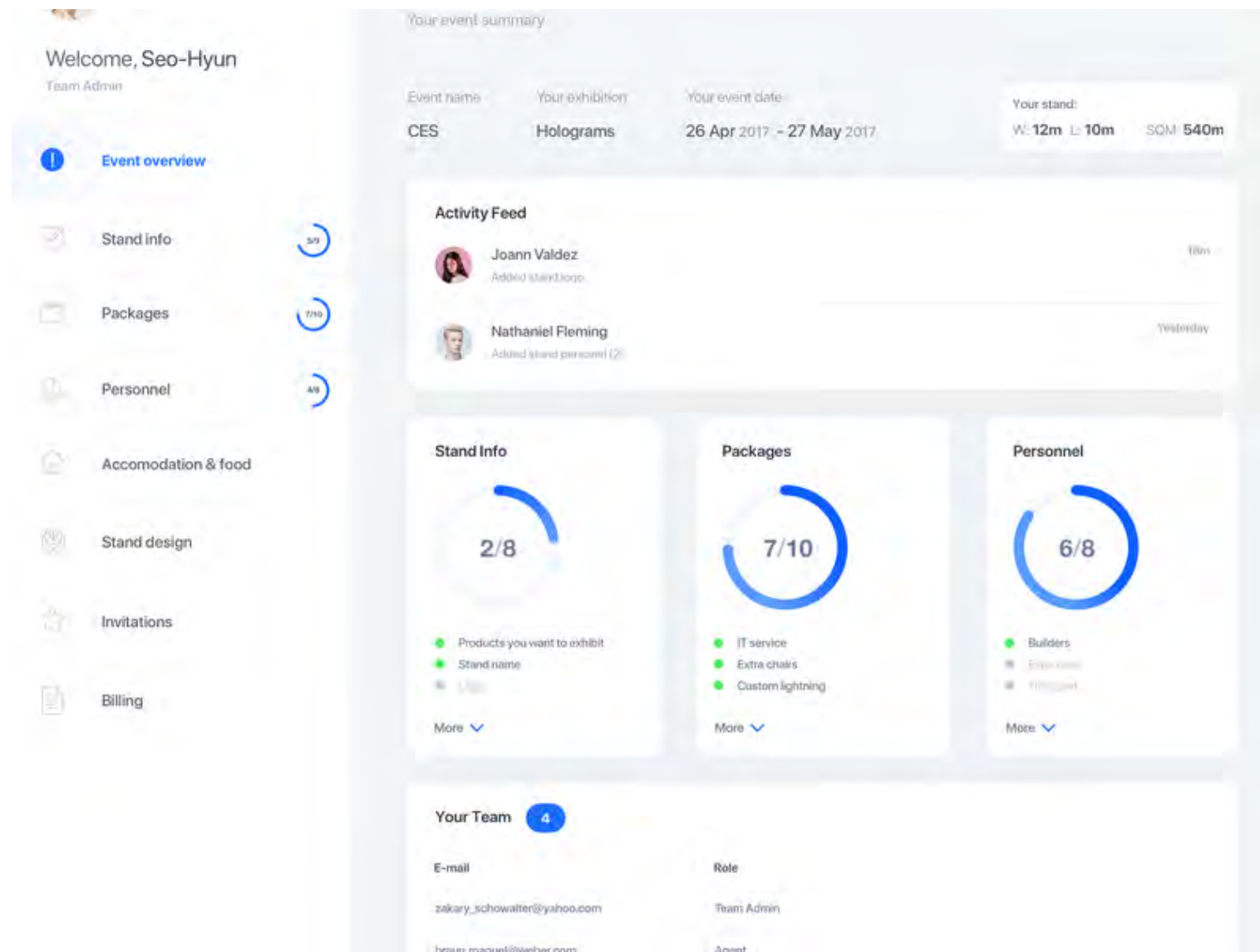




# UI ELEMENTS MENUS

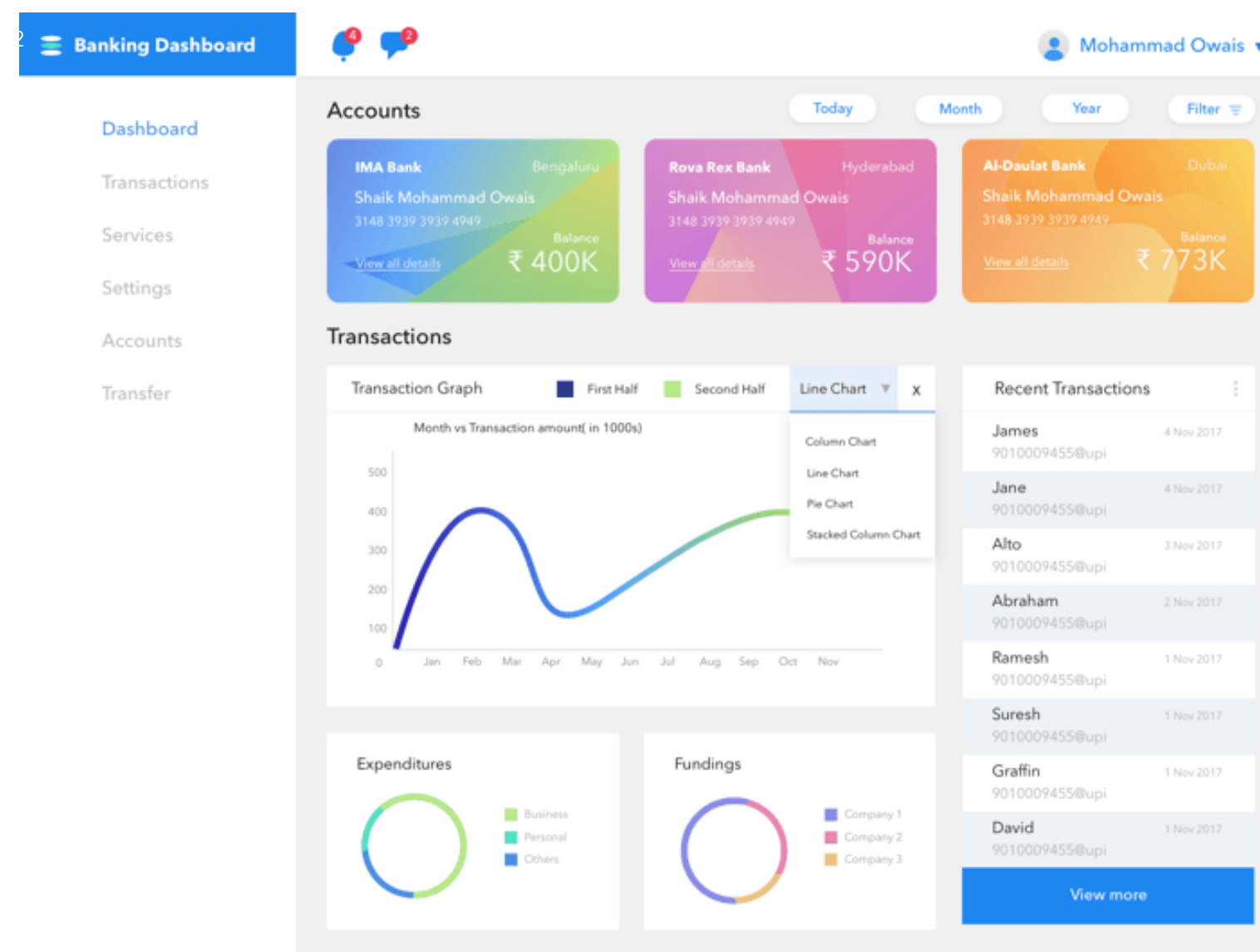
Side menu element with circular graphic

Icons with labeled menus help inform while balancing buttons



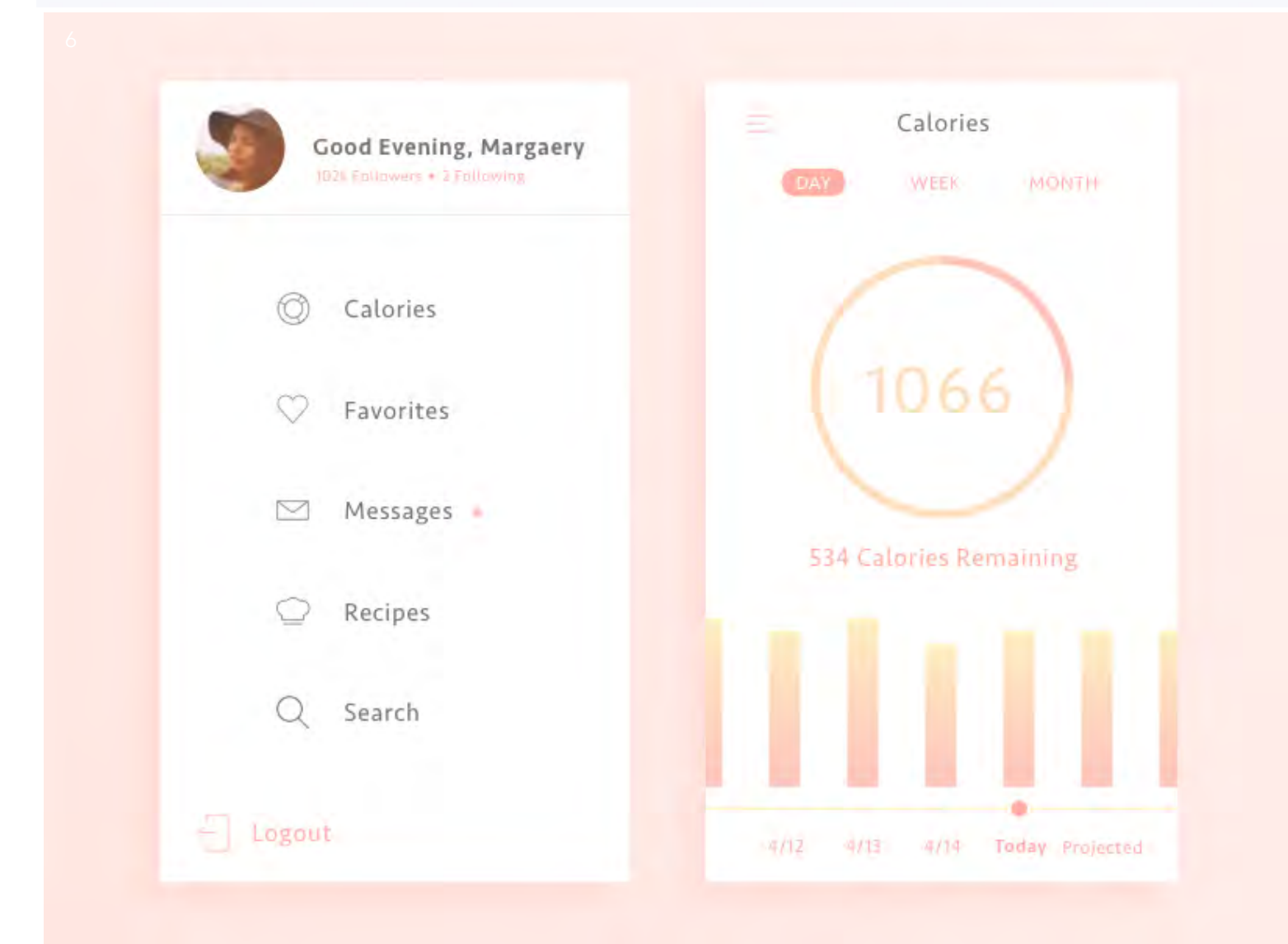
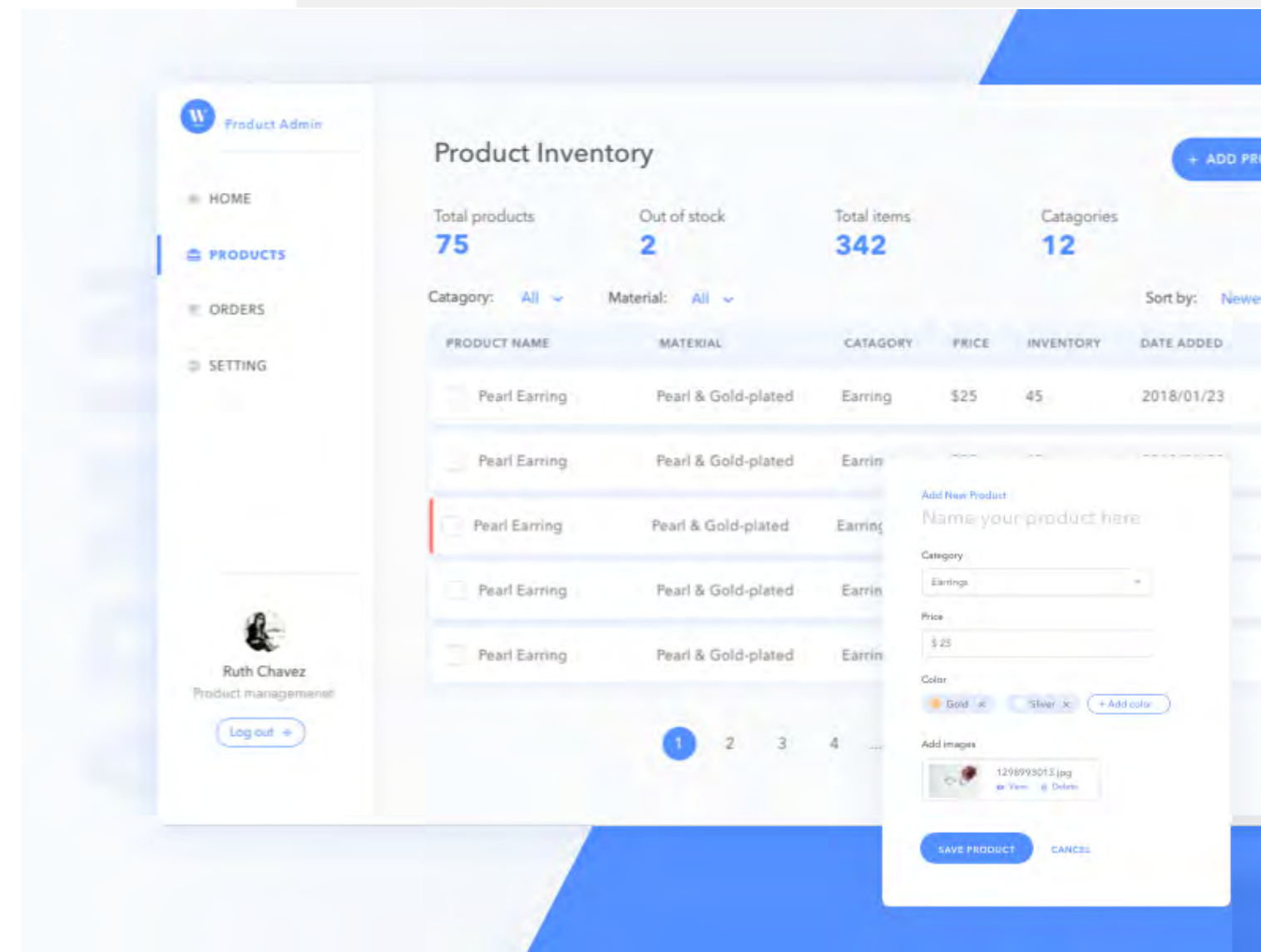
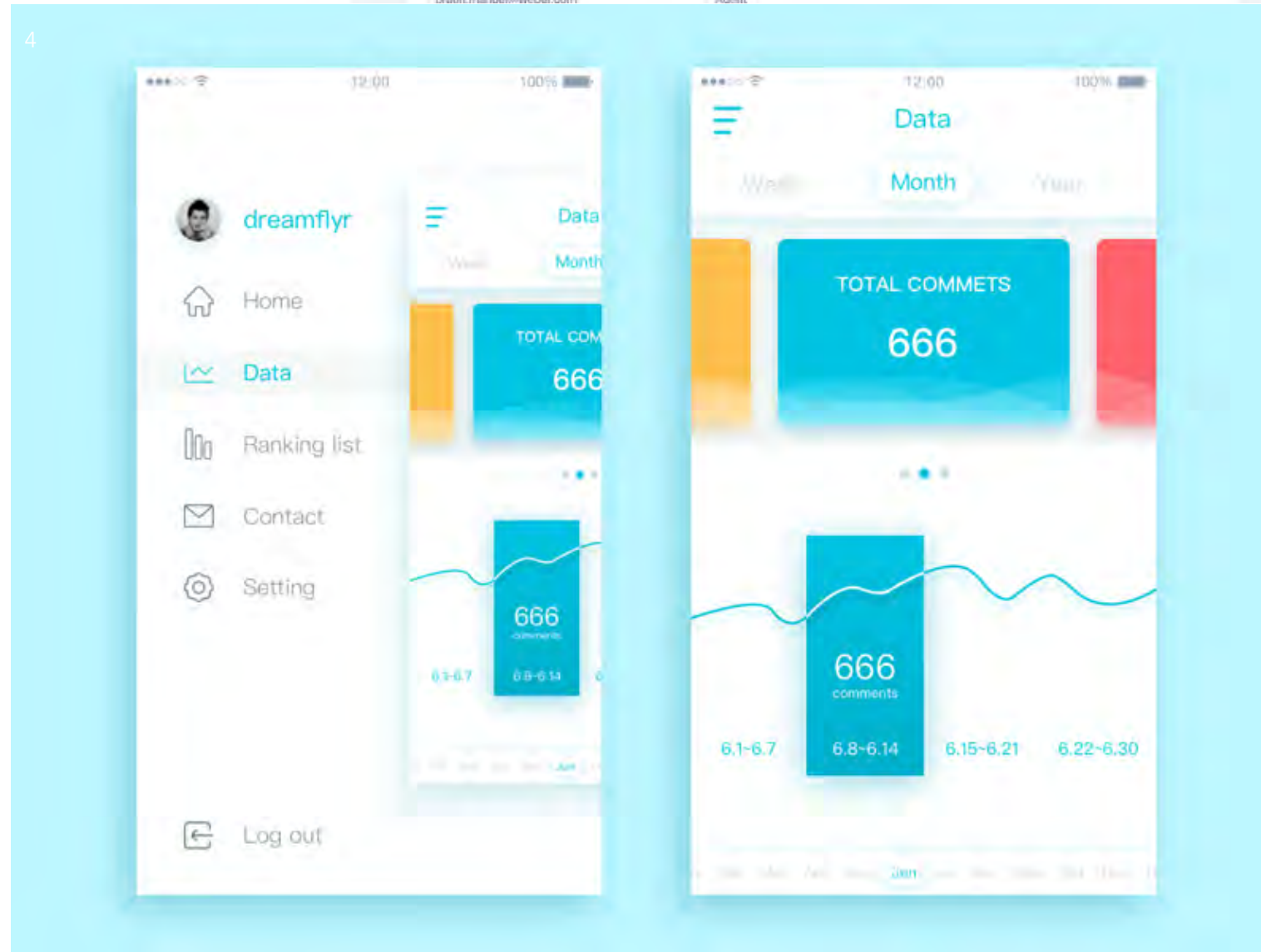
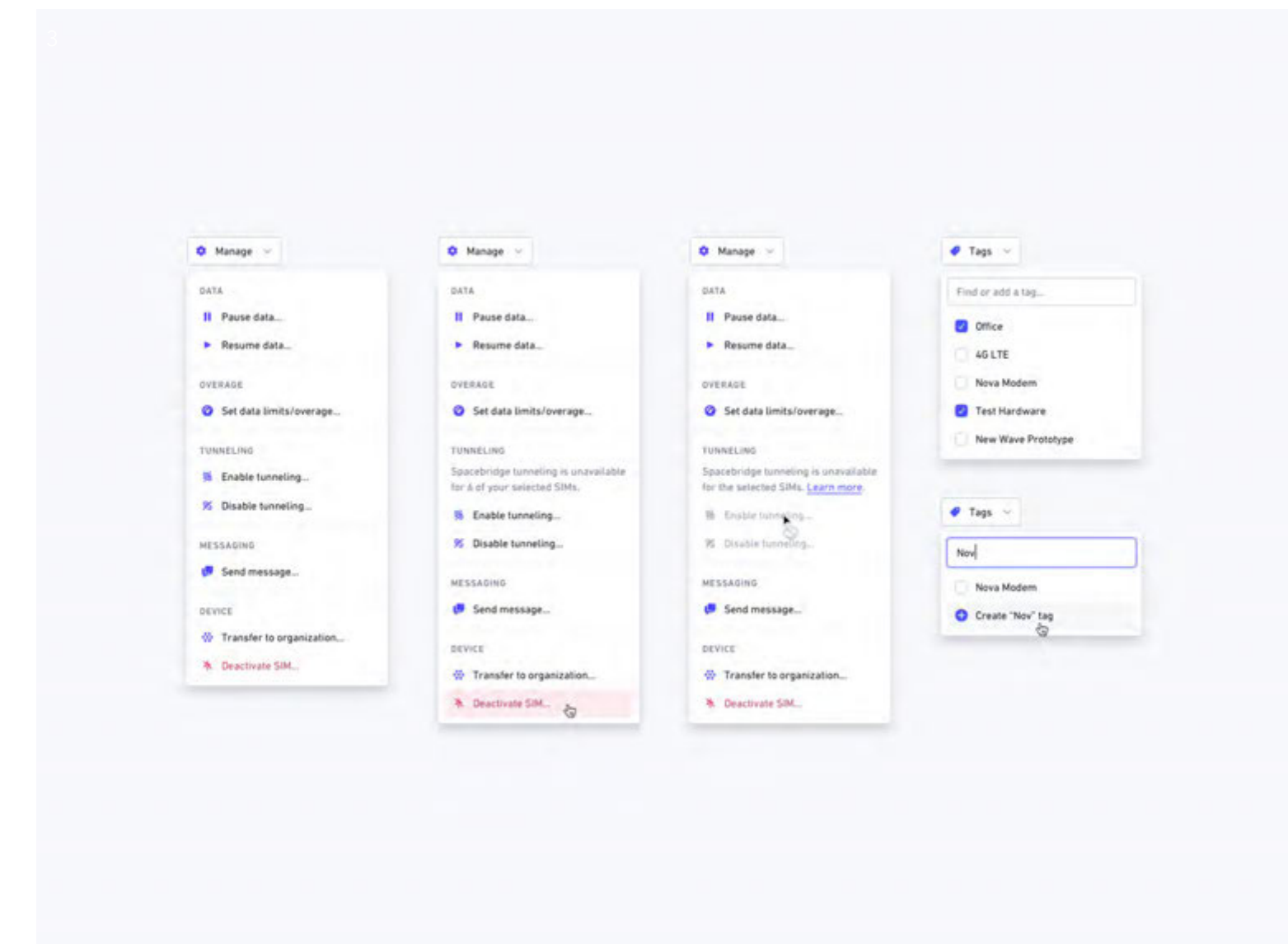
Menu buttons hold horizontal structure of the UI design

Selected menu states colors consistent with results reading across



Example of categorized section menus

Menu heading with personable UX writing

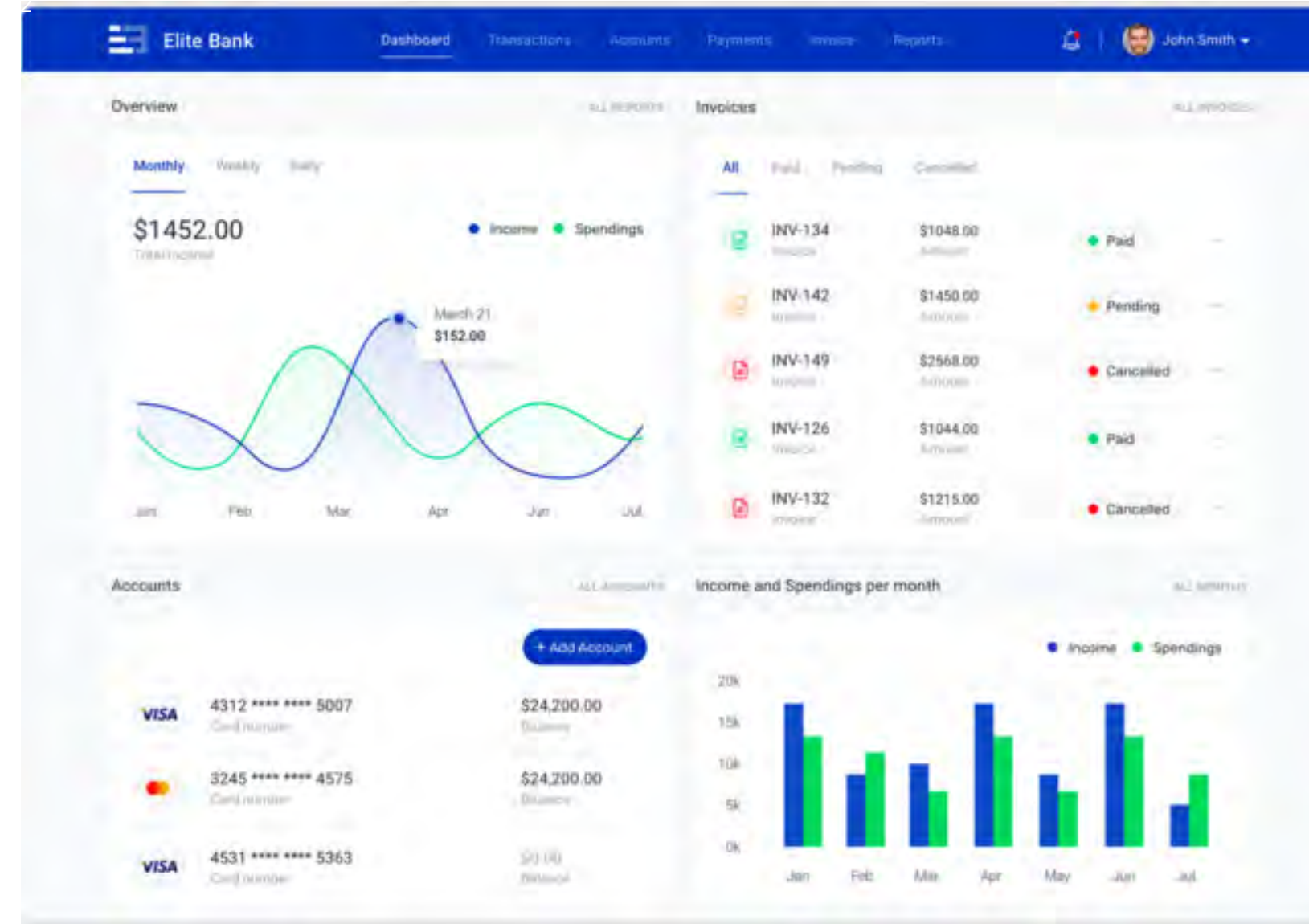


# UI ELEMENTS GRAPHS

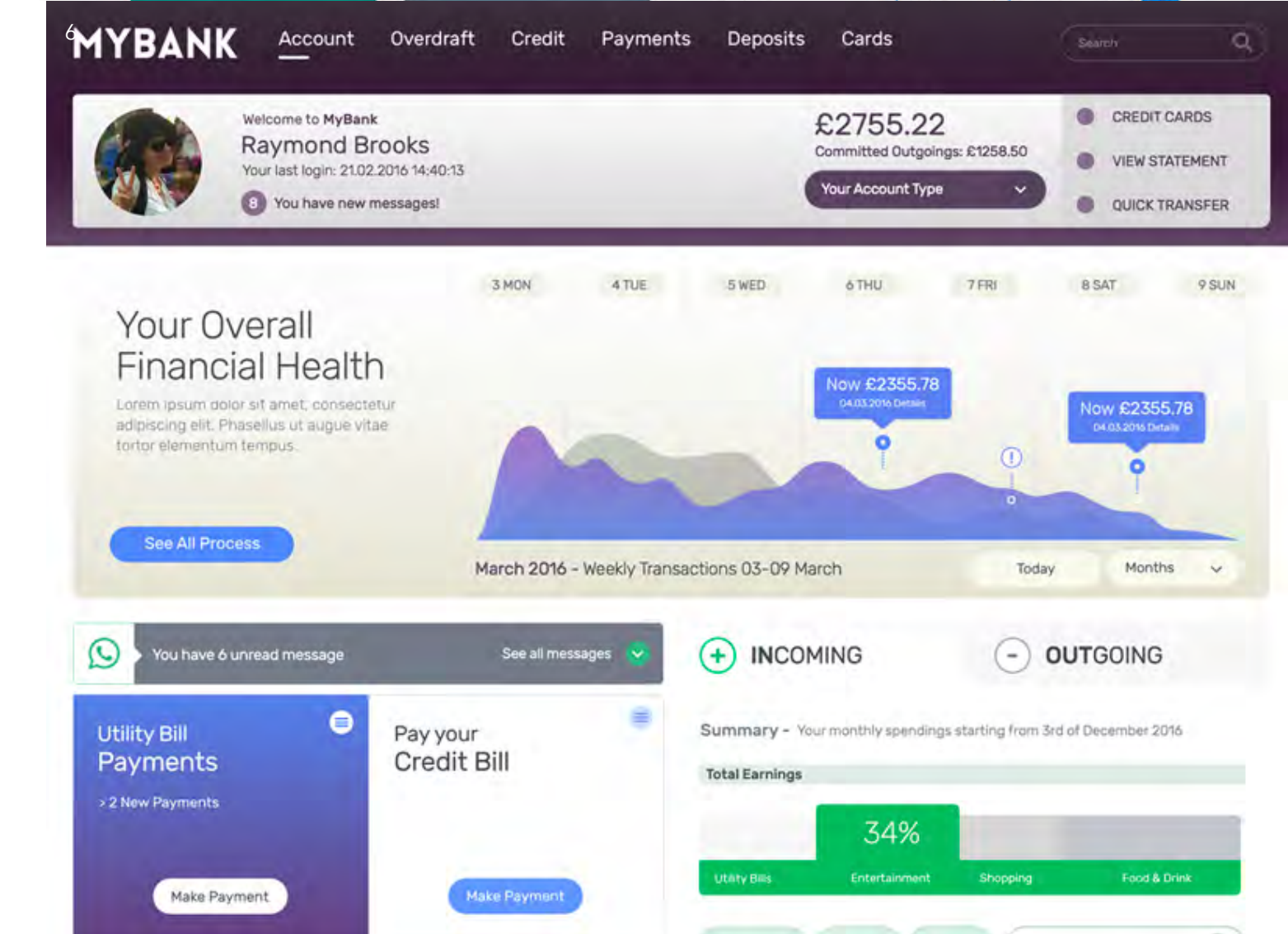
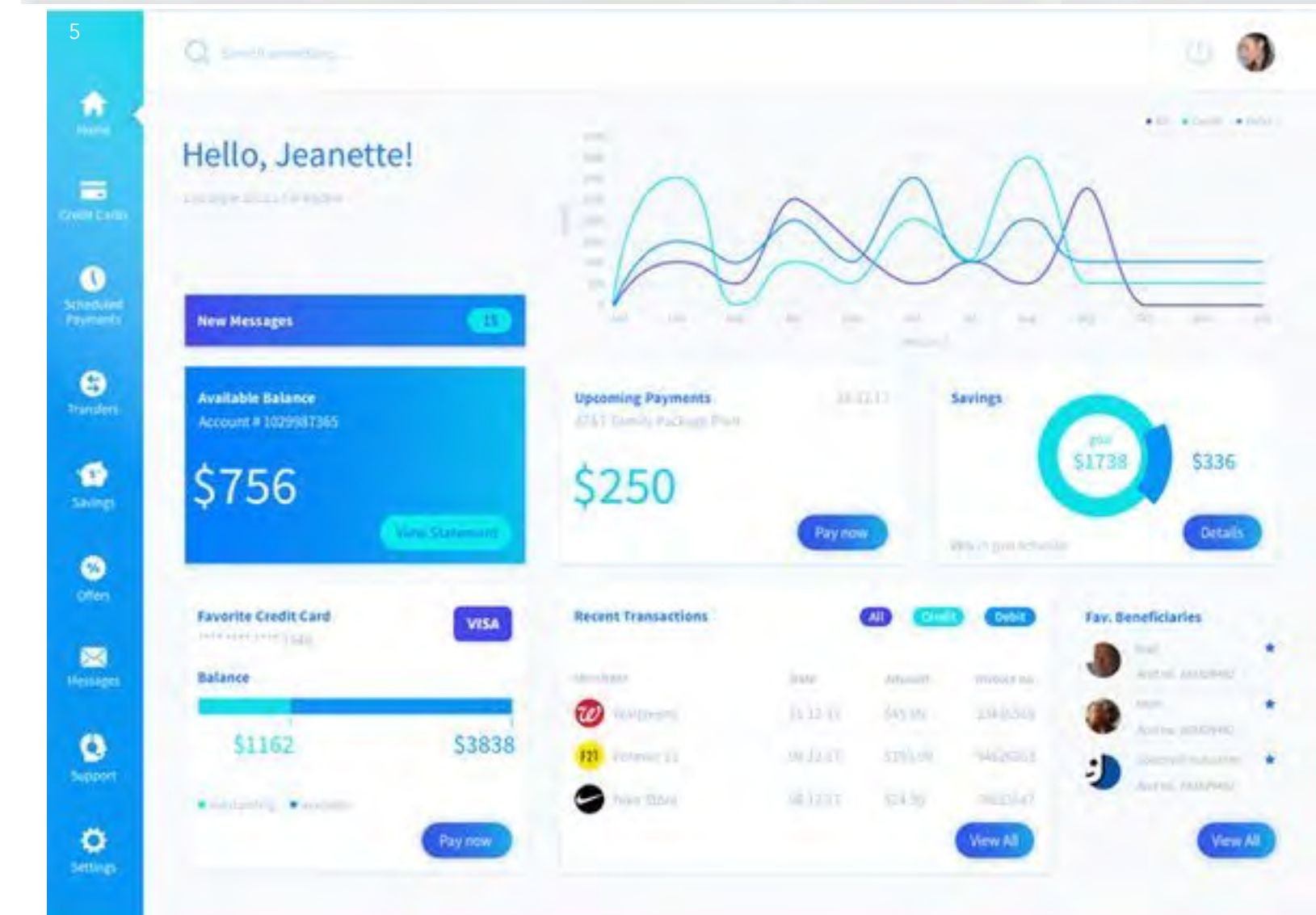
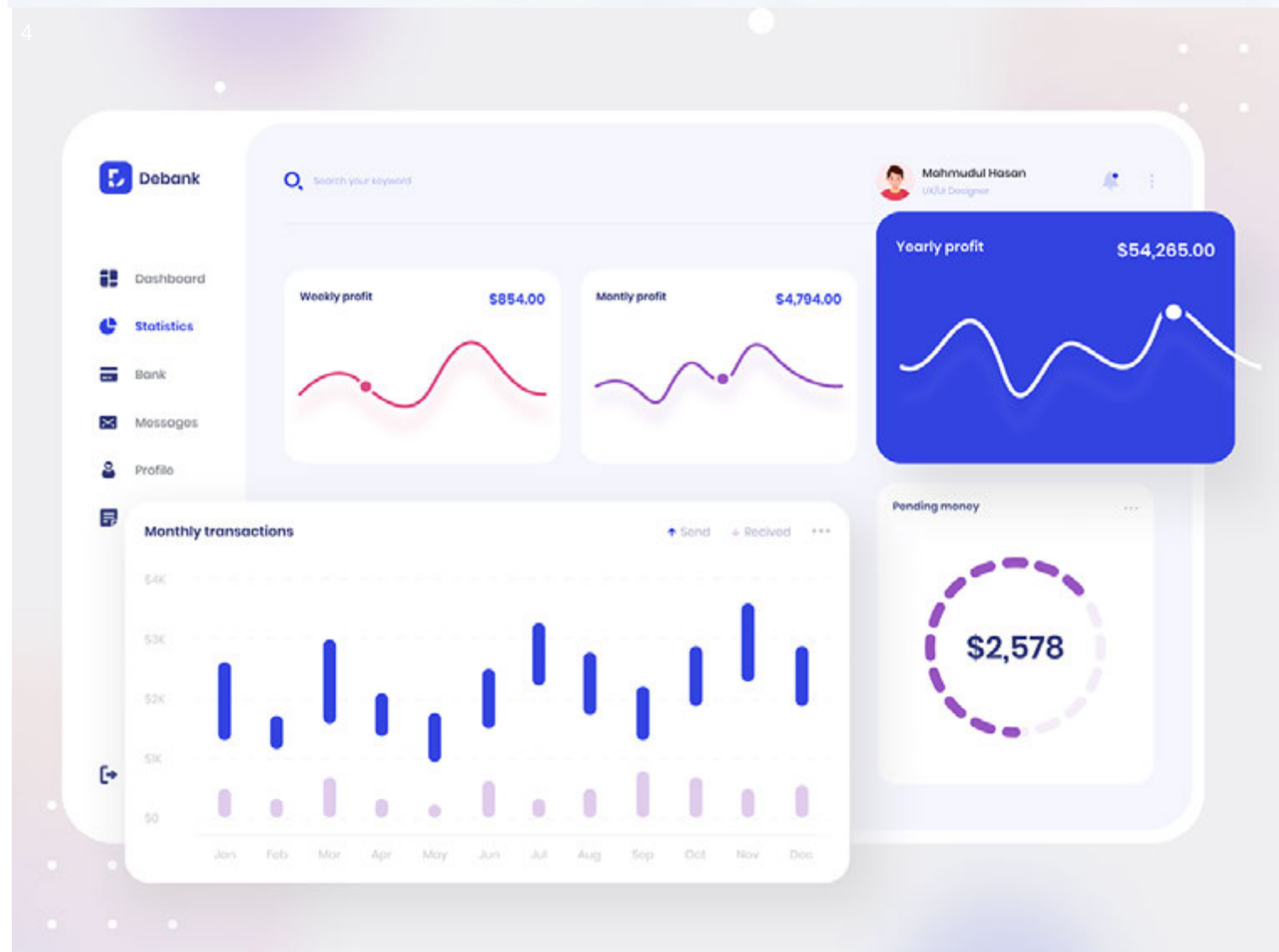
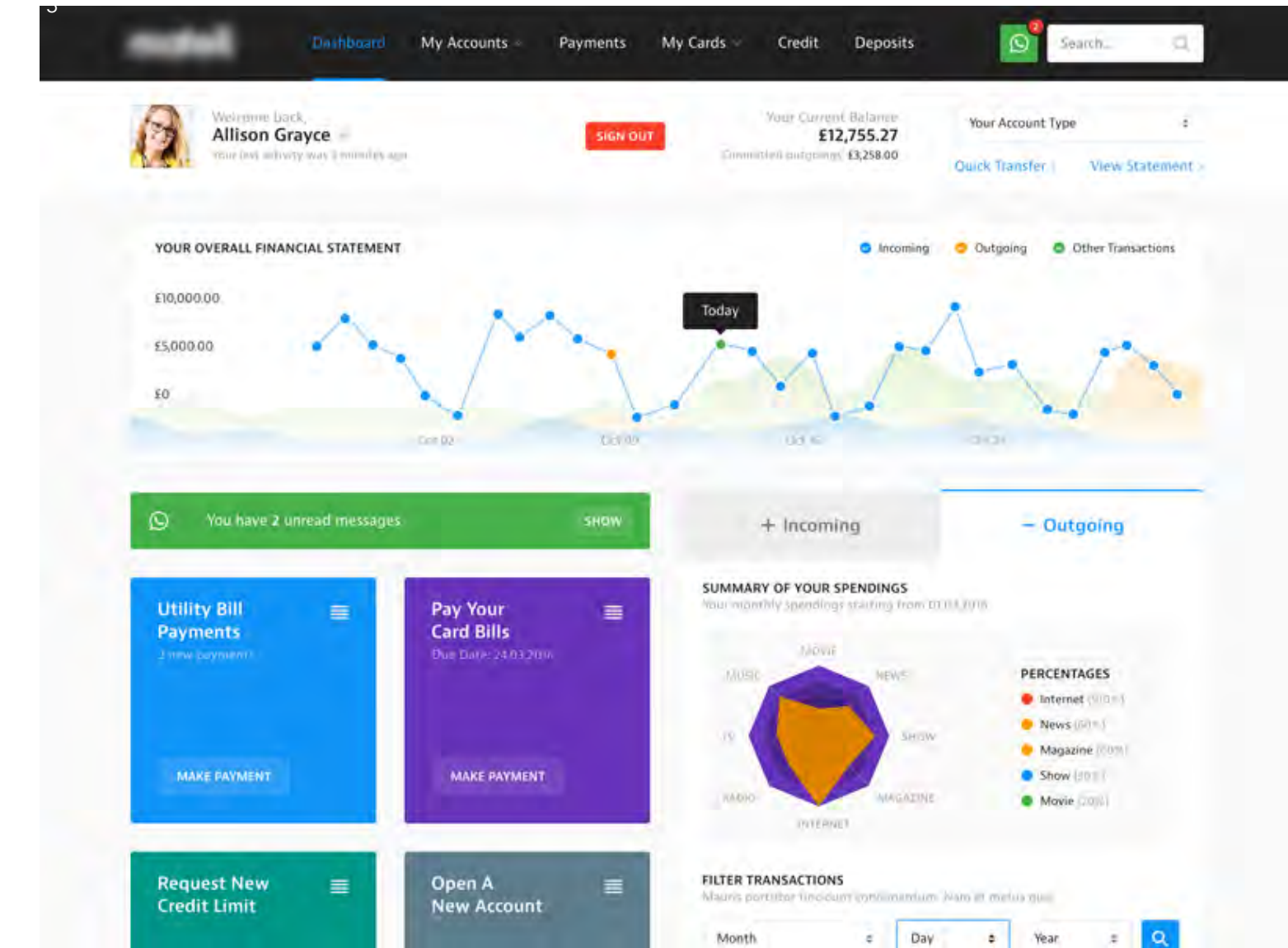
Sleep log graph comparable to a stockchart  
Various clean line graphs



Bar charts and smooth line graphs, consistent use of color  
Combination of progress bar chart, smooth line graphs and line pie chart



Example of combining line graph and spider chart  
Smooth line graph with call outs marking financial data points



# CHOOSING A FONT

## PLAYFUL

**Roboto**

Open Sans

NotoSans

Lato

Montserrat

Source: Sans Pro

Roboto Condensed

Oswald

Poppins

Raleway

Source: fonts.google.com

## TRUSTED

**Roboto Slab**

Merriweather

Playfair Display

Lora

PT Serif

Noto Serif

Libre Baskerville

Bitter

Crimson Text

## PLAYFUL

*Dancing Script*

**Pacifico**

Indie Flower

Shadows Into Light

Architects Daughter

AMATIC SC

*Caveat*

**PERMANENT MARKER**

*Yellowtail*

## SELECTED FONTS

Roboto Thin AaBbCcDdEeFfGgHhIiJjKkLl

Roboto Thin | 1076 Glyphs

*Roboto Thin Italic AaBbCcDdEeFfGgHhIiJj*

Roboto Thin Italic | 1076 Glyphs

Roboto Light AaBbCcDdEeFfGgHhIiJjKkLl

Roboto Light | 1075 Glyphs

*Roboto Light Italic AaBbCcDdEeFfGgHhIiJj*

Roboto Light Italic | 1076 Glyphs

**Roboto AaBbCcDdEeFfGgHhIiJjKkLlMm**

Roboto Regular | 1075 Glyphs

***Roboto Italic AaBbCcDdEeFfGgHhIiJjKkLl***

Roboto Italic | 1076 Glyphs

**Roboto Medium AaBbCcDdEeFfGgHhIiJj**

Roboto Medium | 1075 Glyphs

***Roboto Medium Italic AaBbCcDdEeFfGg***

Roboto Medium Italic | 1076 Glyphs

**Roboto Bold AaBbCcDdEeFfGgHhIiJjKk**

Roboto Bold | 1075 Glyphs

***Roboto Bold Italic AaBbCcDdEeFfGgHhIi***

Roboto Bold Italic | 1076 Glyphs

**Roboto Black AaBbCcDdEeFfGgHhIiJjK**

Roboto Black | 1075 Glyphs

***Roboto Black Italic AaBbCcDdEeFfGgHh***

Roboto Black Italic | 1076 Glyphs

Roboto Condensed Light AaBbCcDdEeFfGgHhI

Roboto Condensed Light | 1076 Glyphs

*Roboto Condensed Light Italic AaBbCcDdEeFfG*

Roboto Condensed Light Italic | 1076 Glyphs

Roboto Condensed AaBbCcDdEeFfGgHhIjKk

Roboto Condensed Regular | 1076 Glyphs

***Roboto Condensed Italic AaBbCcDdEeFfGgHhI***

Roboto Condensed Italic | 1076 Glyphs

**Roboto Condensed Bold AaBbCcDdEeFfGgHh**

Roboto Condensed Bold | 1076 Glyphs

***Roboto Condensed Bold Italic AaBbCcDdEeFf***

Roboto Condensed Bold Italic | 1076 Glyphs

Roboto, a mechanical form that's geometric, with a natural reading rhythm.

Headings-Menus-Icon labels

Roboto Slab Thin AaBbCcDdEeFfGgHh

Roboto Slab Thin | 1055 Glyphs

Roboto Slab Light AaBbCcDdEeFfGg

Roboto Slab Light | 1055 Glyphs

**Roboto Slab AaBbCcDdEeFfGgHhIiJj**

Roboto Slab Regular | 1055 Glyphs

**Roboto Slab Bold AaBbCcDdEeFfGgHh**

Roboto Slab Bold | 1055 Glyphs

Roboto Slab, serif font a natural companion to Roboto.

Body copy

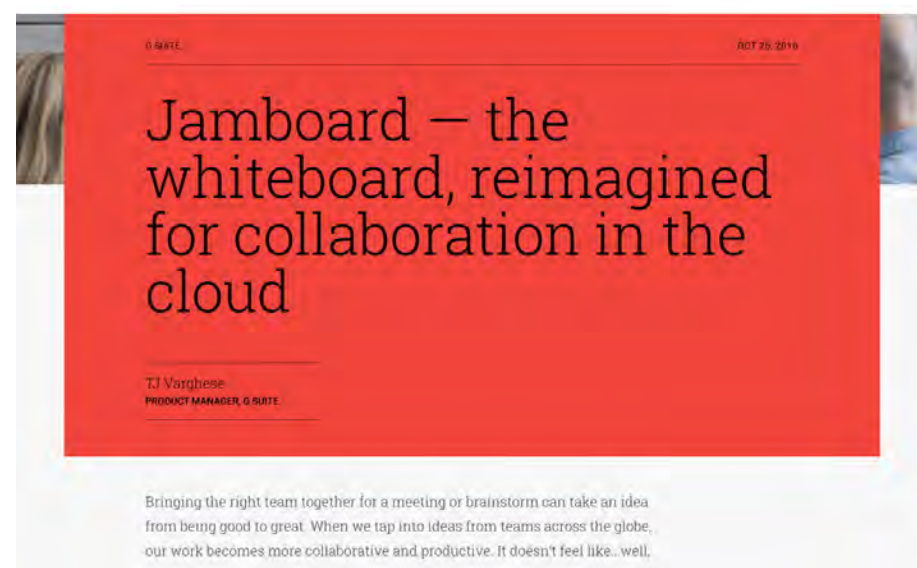
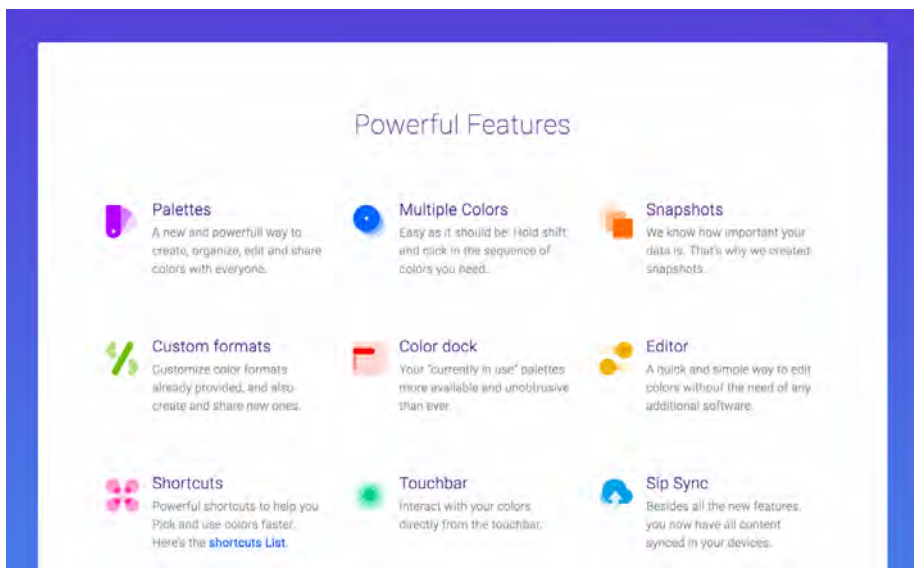
***Pacifico AaBbCcDdEeFfGgHhIiJjKkLl***

Pacifico Regular | 233 Glyphs

Pacifico, a brush playful font, used along with marketing messages and images.

Captions

Websites showing Roboto, Roboto Slab and Pacifico fonts.



# CREATING A COLOR PALLET

Research from mood boards to explore color trends

## Most Trusted Banks 2020

- 1: Amex
- 2: BBVA
- 3: HSBC
- 4: Chime
- 5: SoFi
- 6: nbkc
- 7: Varo
- 8: Chase
- 9: Aspiration
- 10: Discover

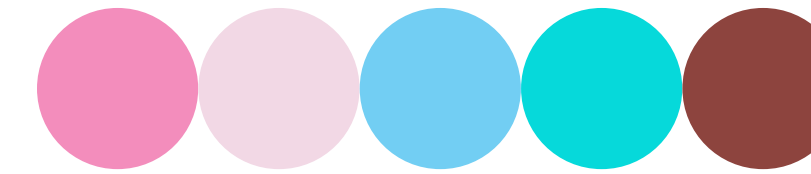
Source: Top10.com

## Most Trusted Brands 2020

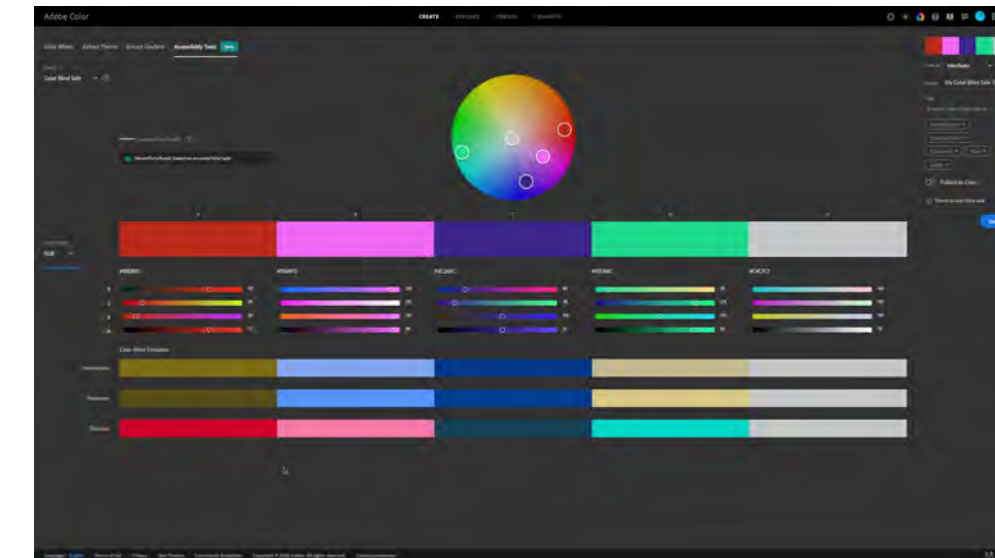
- 1: Pampers
- 2: Meituan
- 3: China Mobile
- 4: Visa
- 5: Netflix
- 6: LIC
- 7: FedEx
- 8: Microsoft
- 9: BCA
- 10: UPS

Source: Kantar.com

## Playful Brand Image

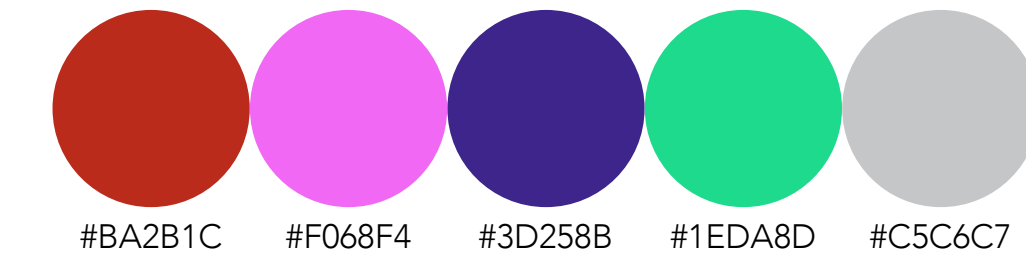


## Palette Corrected for Color Blindness



source: color.adobe.com

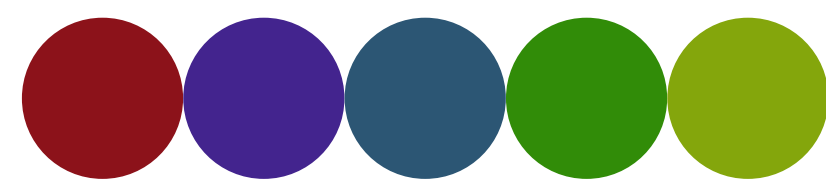
## Initial Color Pallet for UI



## Finalized Color Pallet- Figma

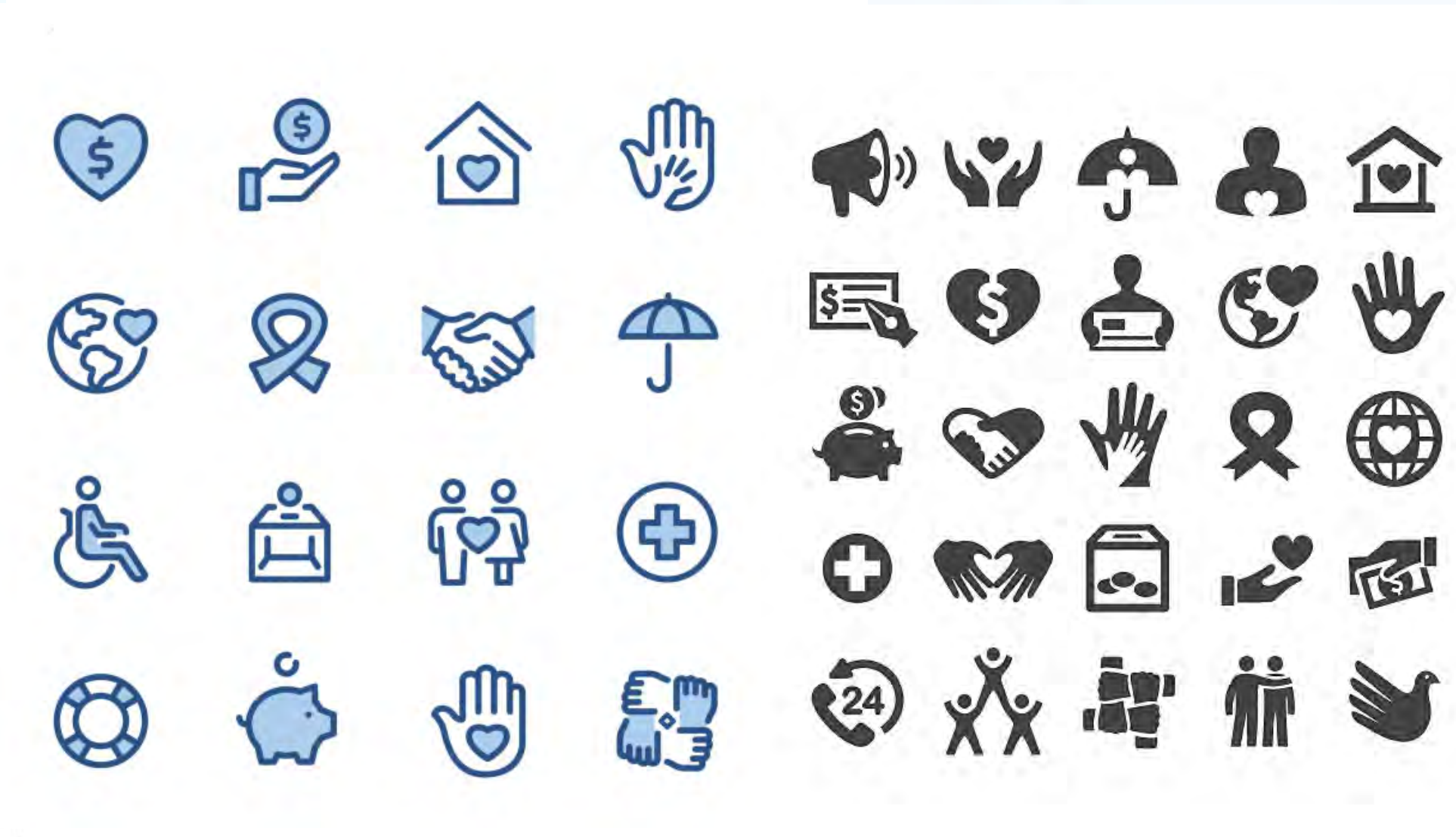
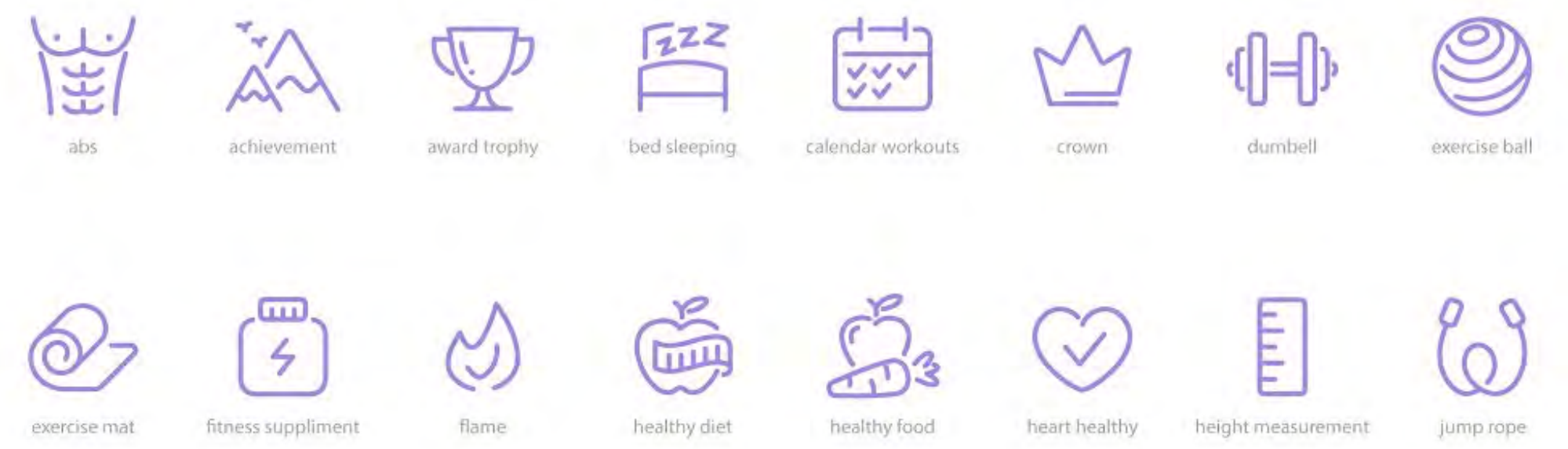
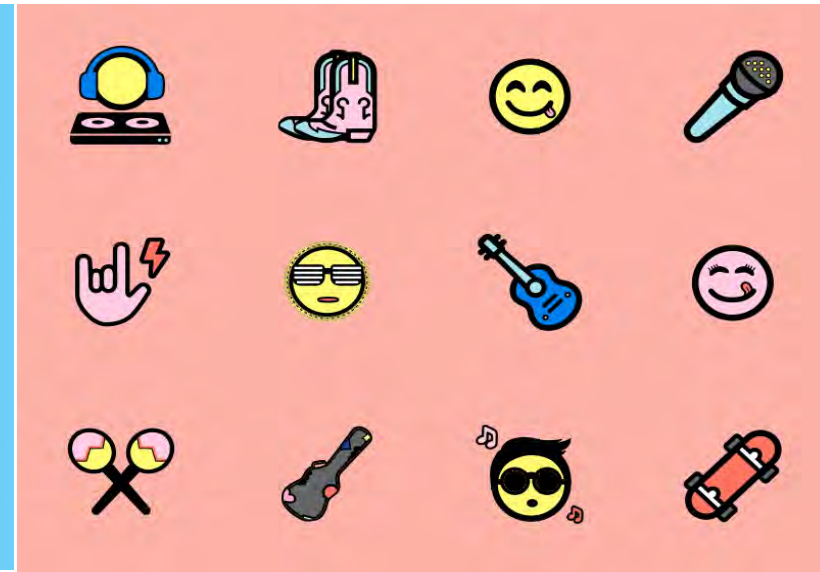
- Primary Blue Hex: 3E3088
- Secondary Blue Hex: 907ED9
- Light Blue Hex: E3DFF4
- Primary Pink Hex: EC71F1
- Secondary Pink Hex: F5B5F8
- Light Pink Hex: FAE4FB
- Primary Green Hex: 45D68E
- Secondary Green Hex: 9BEBC6
- Light Green Hex: F2F9F6
- Primary Grey Hex: 969798
- Secondary Grey Hex: F1F1F1
- Light Grey Hex: Light Grey

## Combined Trusted Banks and Brands



# ICONS UI

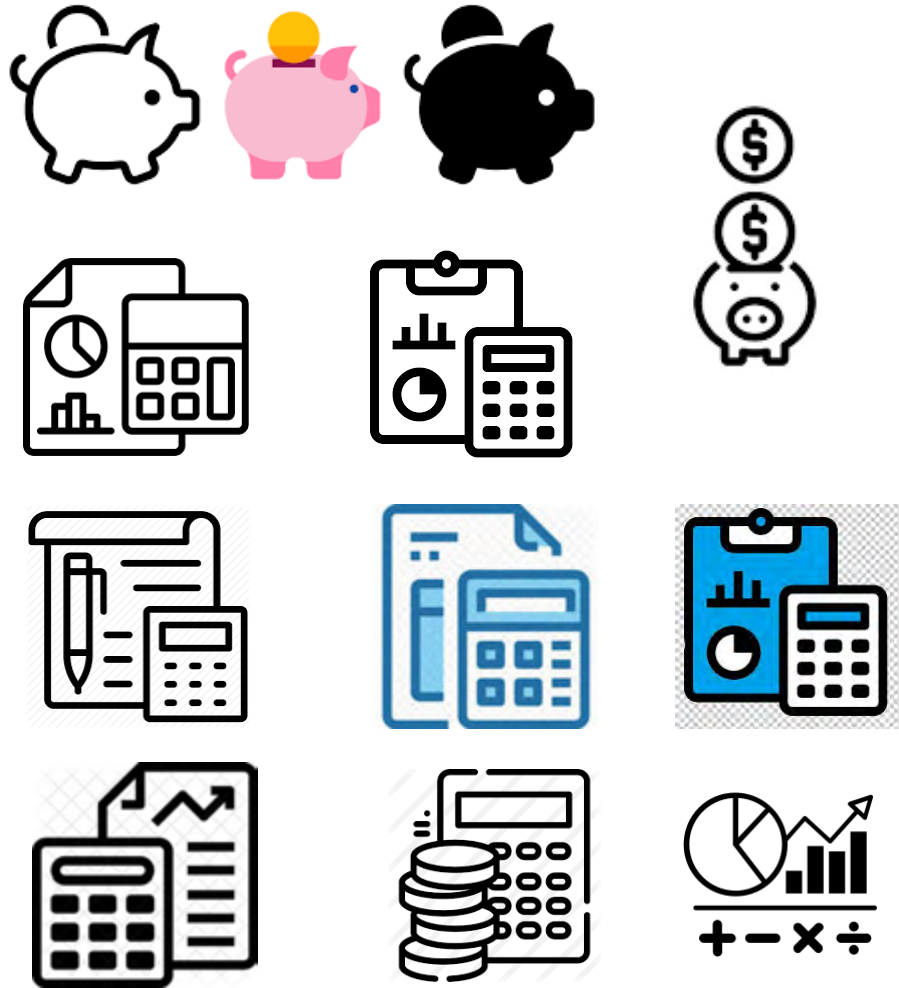
PLAYFUL use of line illustration.  
CLEAN, easily viewed at small sizes.  
TRUSTWORTHY, and recognizable, minimal line illustration.



# ICONS UI

PLAYFUL use of line illustration.  
CLEAN, easily viewed at small sizes.  
TRUSTWORTHY, and recognizable, minimal line illustration.

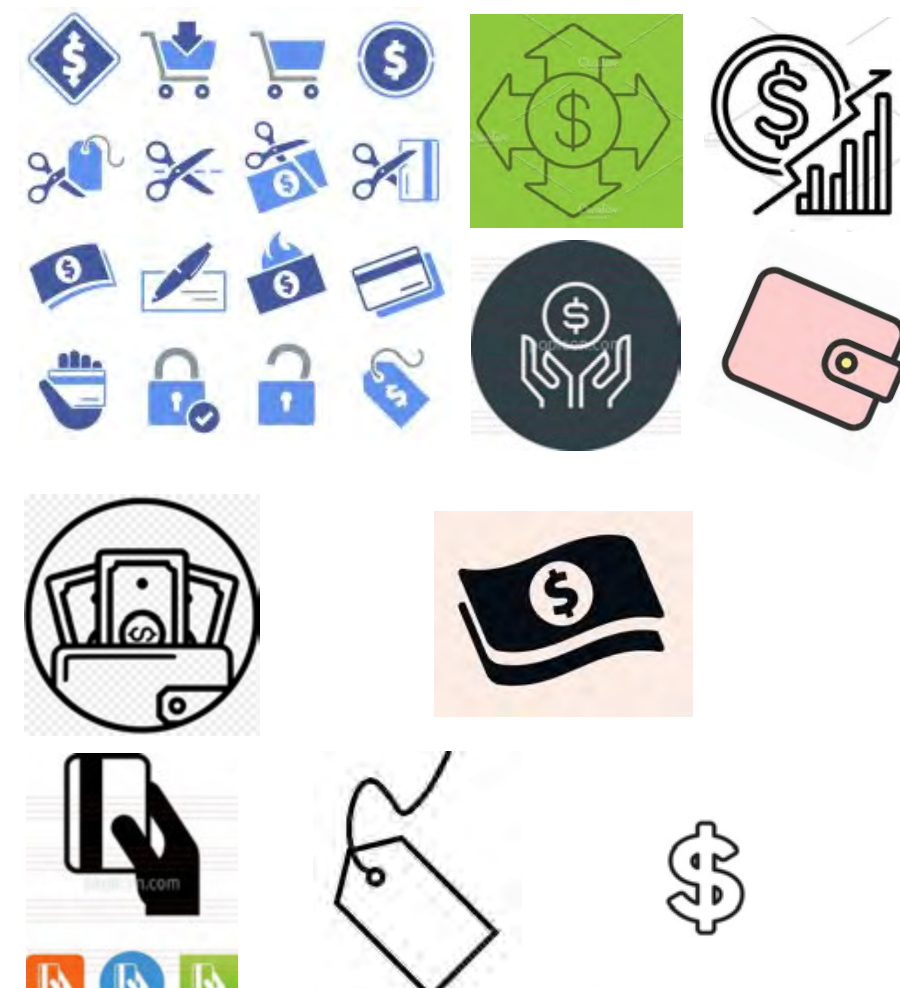
## My Accounts



## Transfers



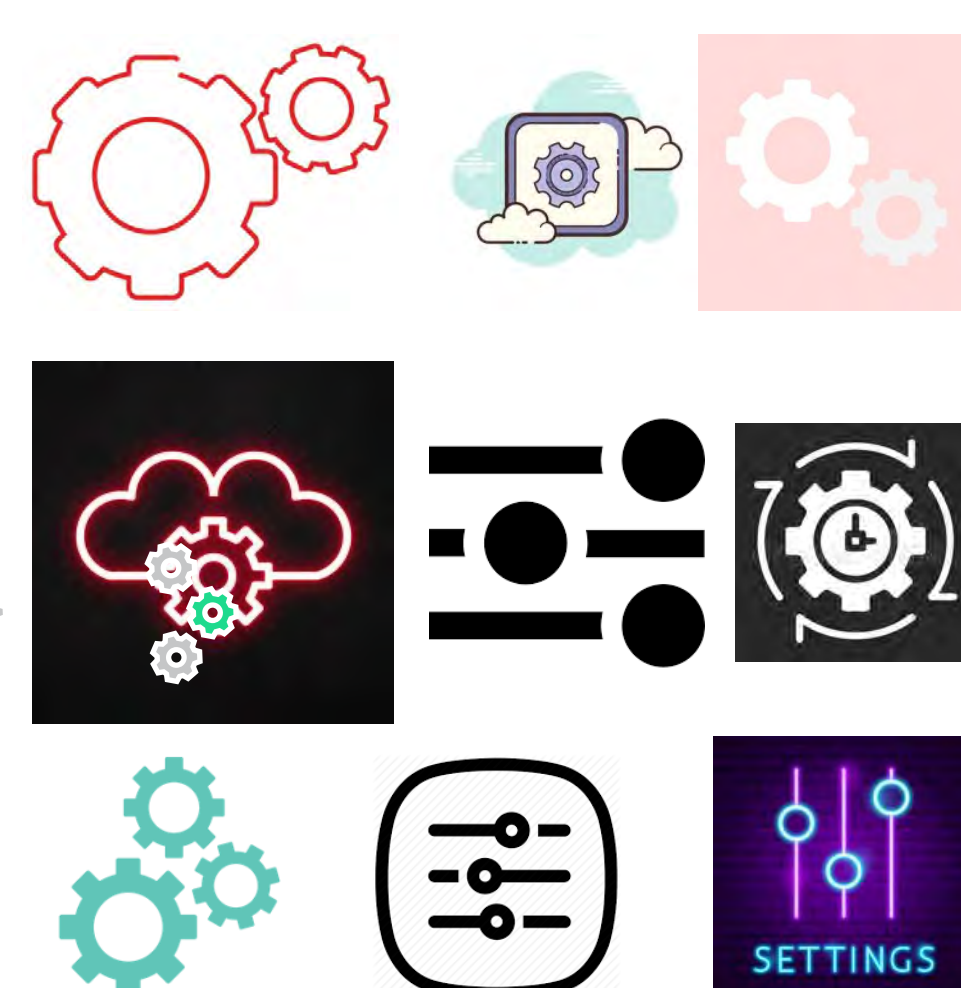
## My Spending



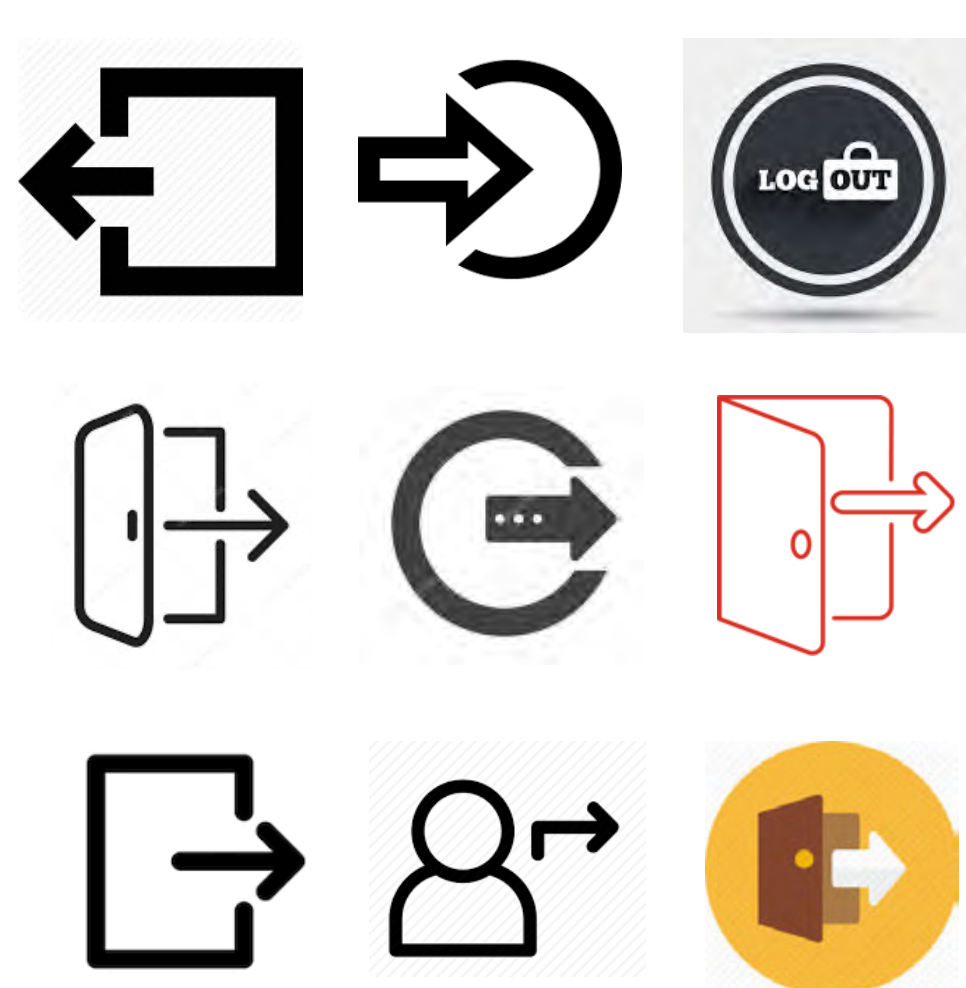
## Loans



## Settings



## Logout



## Sketches

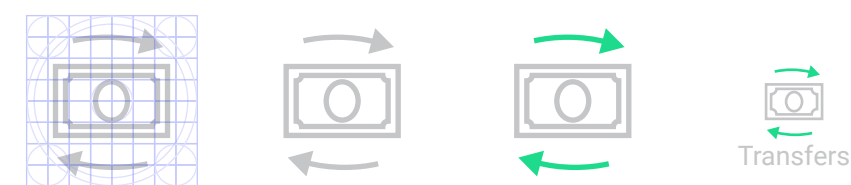


## Icon Design

Piggy bank with three coins representing PLAY-CLEAR-TRUST



Circulated money



Pic chart in a shopping cart



Three of the most common types of loans



Cogs as three setting controllers



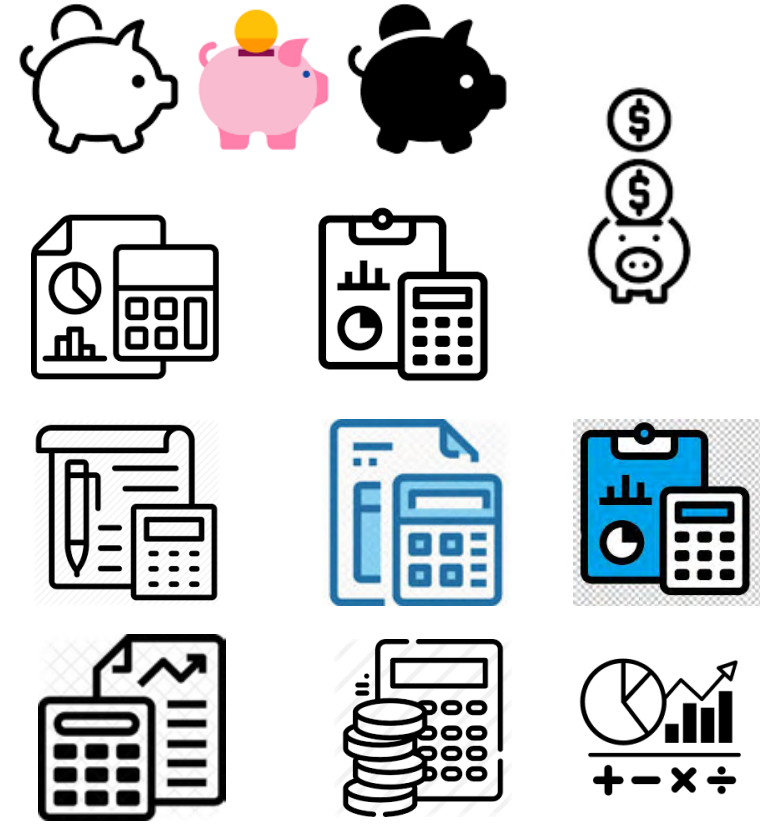
Closing sign to exit a virtual bank



# ICONS UI

PLAYFUL use of line illustration.  
CLEAN, easily viewed at small sizes.  
TRUSTWORTHY, and recognizable, minimal line illustration.

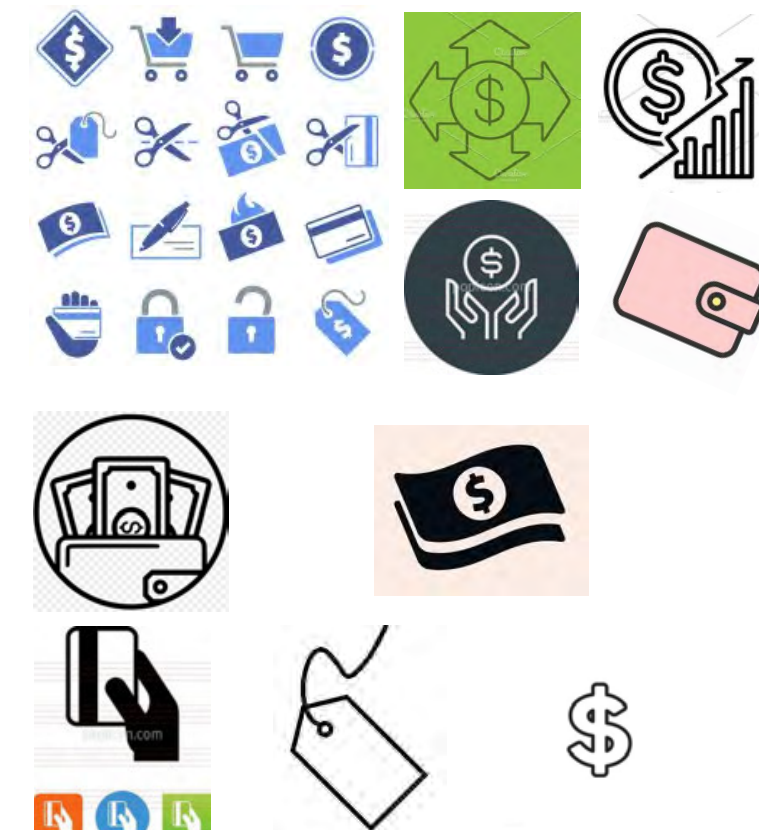
## My Accounts



## Transfers



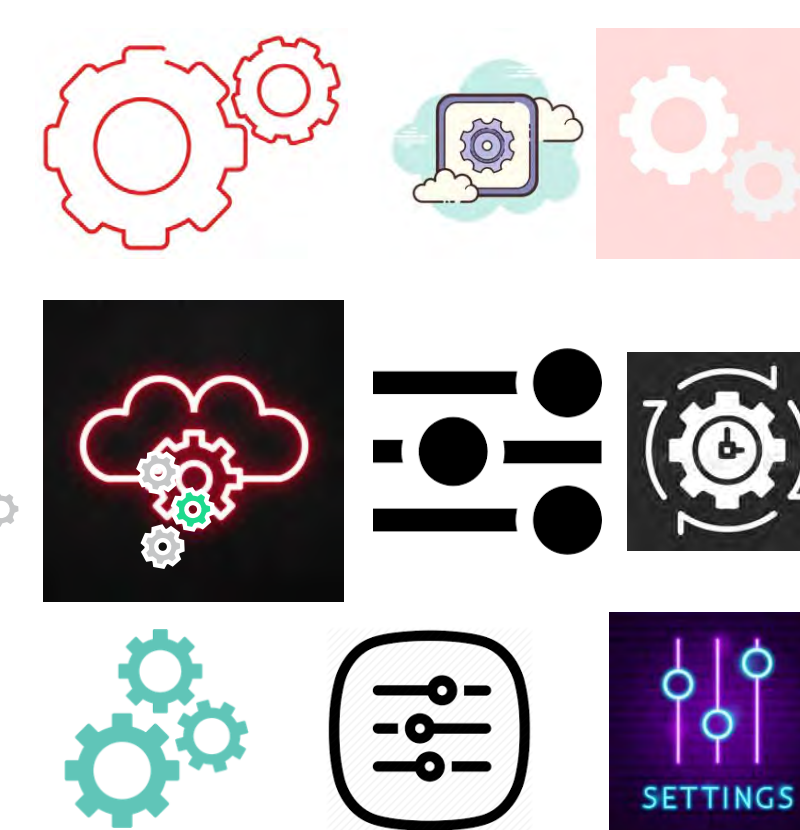
## My Spending



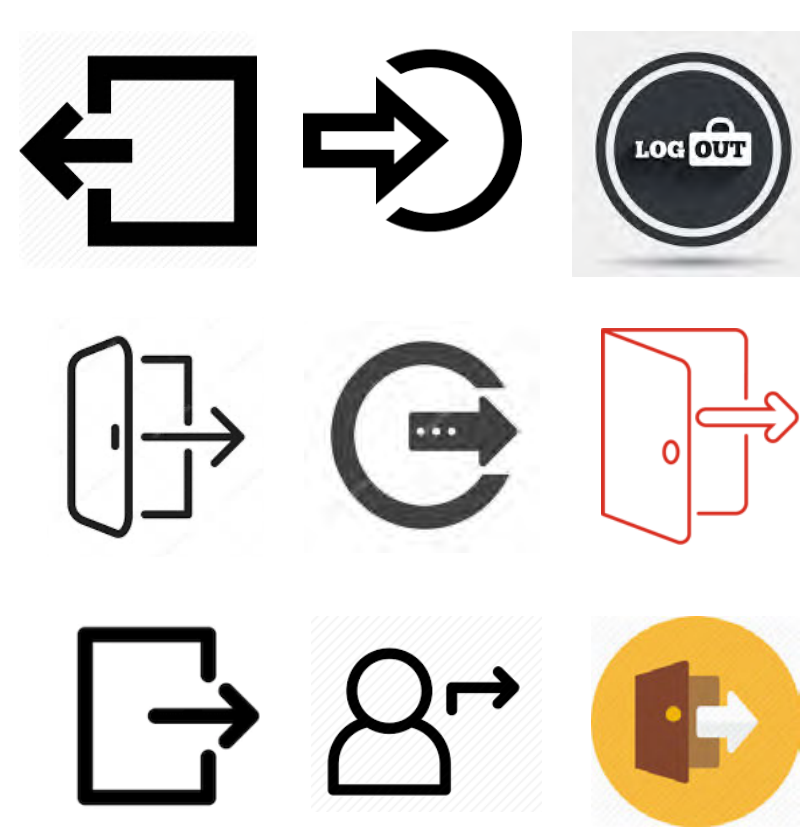
## Loans



## Settings



## Logout



## Sketches



## Icon Design

Piggy bank with three coins representing PLAY-CLEAR-TRUST



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