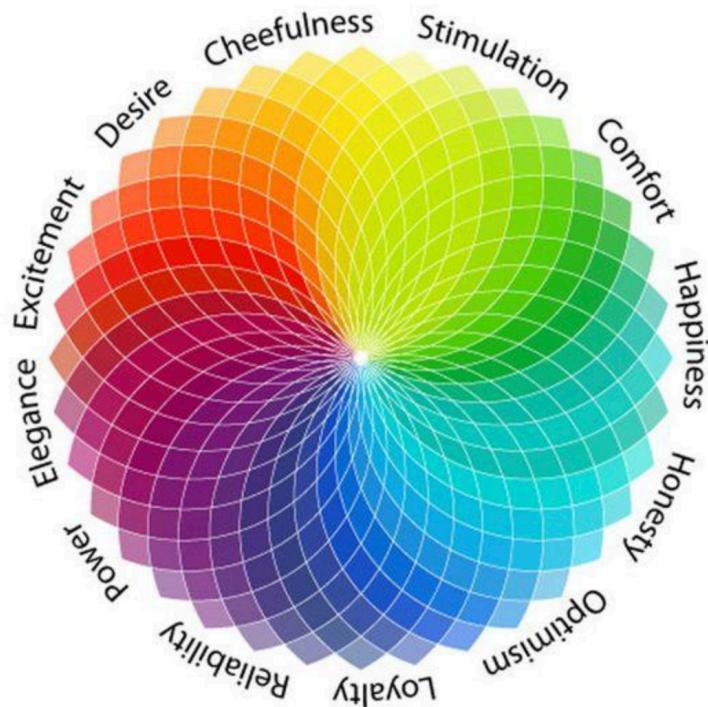


Surpay Fall 2022 UI Research

Color scheme (5CB1FF, 000000, 054390, a1c4e3, 51ecae, 2af5f9, f9f9f9)

- According to firearm.studio: crypto's color scheme revolves around neon and blue.
 - Blue - trust and professionalism (staple for financial institutions)
 - Neon is used to be a bold contrast with the blue
- Common colors on the market:
 - Swissborg: Black, white, navy mint, gray
 - Sushi: navy blue, neon purple, light blue, fuchsia
 - Uniswap: black, navy blue, lilac, fuchsia
 - Web3: black, navy blue, neon blue, neon purple, mint green
- Color psychology (credit: toptal)

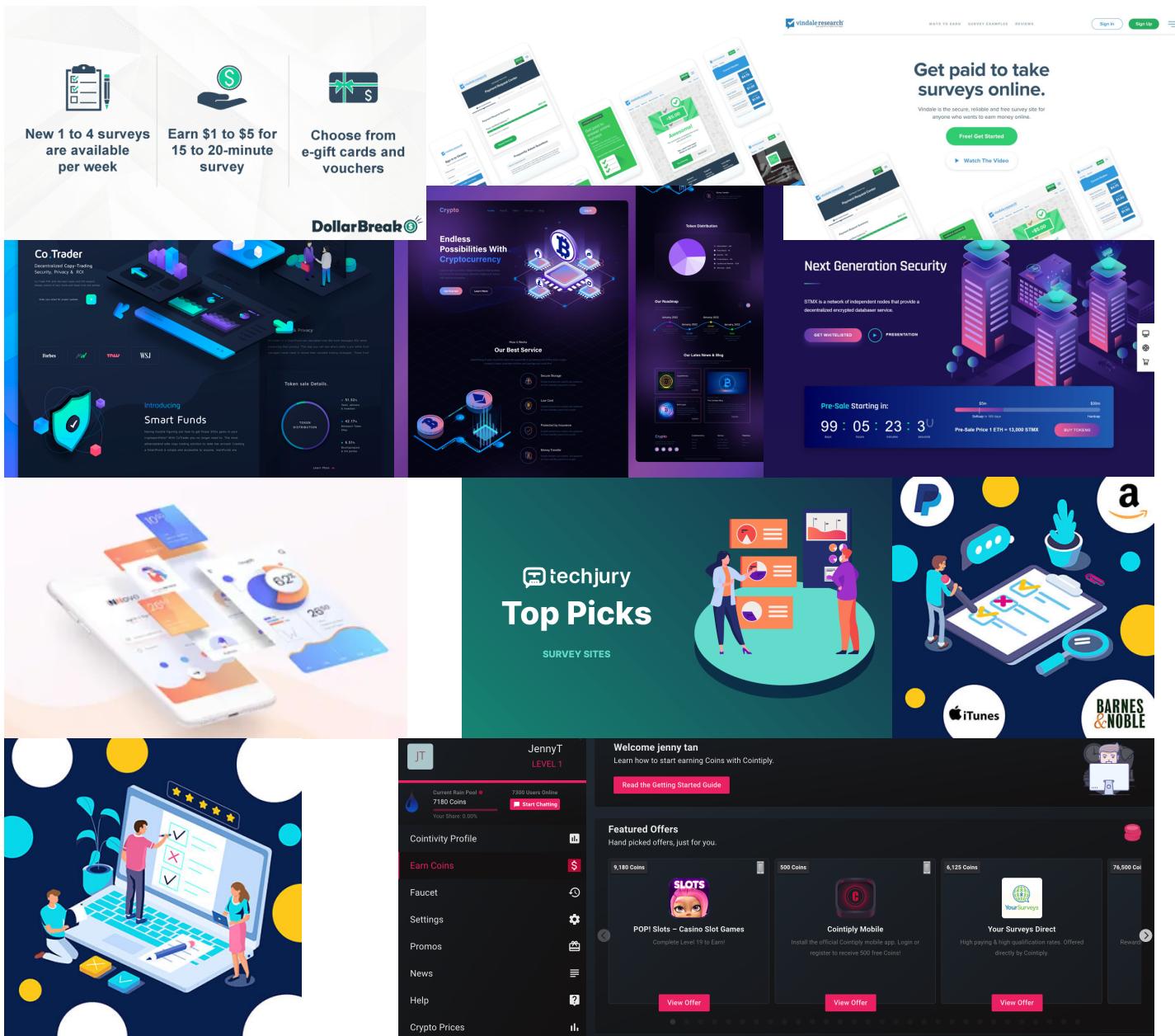


Digital assets

- Image design

- Images with depth, organic & tech mixture, security/safety, easy to understand, describes survey process, simplistic yet detailed

- Inspiration collage:



Fonts (chosen: Poppins)

- Common crypto site fonts (via [typ.io](#))
 - Open sans, ~~titillium~~, robot, post grottes, calibre, graphik, Adobe Garamond, sofia pro, space mono, tenon, formular mono, foundation display, space, **Poppins**

Rounded vs sharp edges (via medium's '[Rounded Corners Over Sharp Corners, Why rounded corners are trending](#)' by Andrea Perera)

- Much more organic to our everyday objects in physical world, sharp edges can represent a threat (much more aggressive), rounded corners allow for an easier flow for our eyes, aesthetically appealing, the sharper the corner the brighter it appears and the harder it is to look at. - [medium.com](#)
- Use round corners for: maps & diagrams, eye-catching elements, content/info boxes, sign up/buy now buttons (call to action),
 - Do not use: for identical elements & important action elements
- Use edge corners for: for important/attention content boxes, emergency/ immediate action buttons, combining different elements, tags/filters/drop down
 - Do not use: to differentiate elements & user attraction elements