

Bisq Identity and Website Refresh

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INTRO

My name is Pedro and I'm a digital designer based in New York City. I've been proudly following bitcoin since 2011 and I'm always looking for ways to participate in projects in Bitcoin and Blockchain sphere.

Recent issues with hacked exchanges, tax implications, and general online privacy breaches, have made me even more aware of the importance of decentralized exchanges.

As many users of these networks, I too require on and off ramps in and out of fiat.

Due to Bitcoin's pseudonym nature, I worry that all my transactions originating from conventional exchanges are too easily tracked.

Unfortunately, although I've heard about Bisq a while ago, I've only tested the app recently and was extremely satisfied with its ease of use, efficiency, and security.

The user interface, even if very intuitive, feels dated and uninviting. The same can be said about the website.

Therefore I would like to offer a proposal to rework the brand, website and app.

What follows is a preliminary study to see if the Bisq team and community would welcome such a project.

OVERALL GOALS

Build up the bisq brand in the world of decentralized cryptocurrency exchanges.

Establish more polished visual language that can compete with other established centralized exchanges.

Attract more users with a more contemporary user interface.

Accentuate the app's ease of use.

Underscore the values of decentralization, freedom, privacy, and transparency.

SPECIFIC STEPS

Rework symbol to establish better scale relationship with logotype.

Rework logotype to have more distinctive and recognizable typographic personality.

Introduce color scheme as part of the overall brand communication.

Redesign the website for a more immersive and intentional experience.

Redesign the app for a more contemporary look and feel.





#FFFFFF

#DDDDDD

#2E2E2E

#000000

#25B135



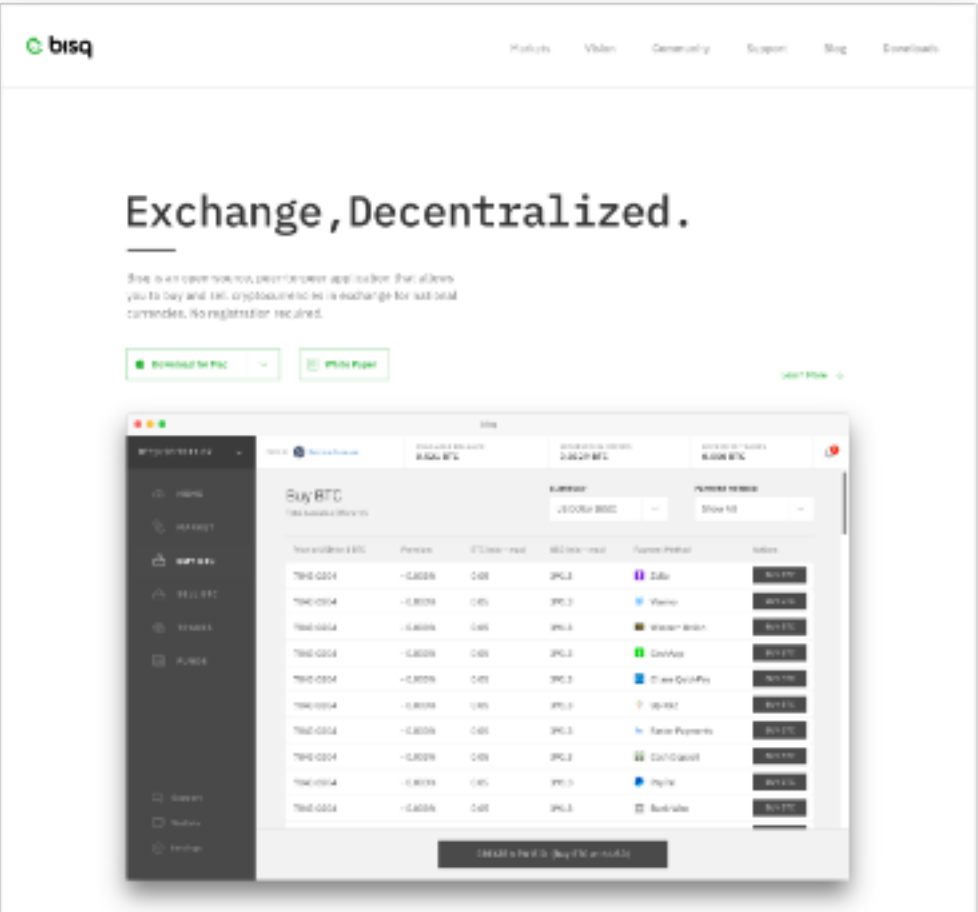


IBM Plex Sans

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()_£Ł

IBM Plex Mono

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()_£Ł



Features



No Registration Required
No need for registration or approval from a central authority. There is no single point of failure. The system is peer-to-peer and trading can not be stopped or censored.



Open-source
Bisq is an open-source, peer-to-peer application that allows you to buy and sell cryptocurrencies in exchange for national currencies. No registration required.



Peer-2-peer
Bisq is for those who do not want to be in control or privacy to a central authority in order to trade with other individuals.



Blockchain Secured
We regard financial transactions as a form of private speech that should be protected from surveillance by banks, governments, and other institutions.

Getting Started

Bisq is unique in that it enables you to start trading in less than 10 minutes:

- 1. Download the app, or build it from source.



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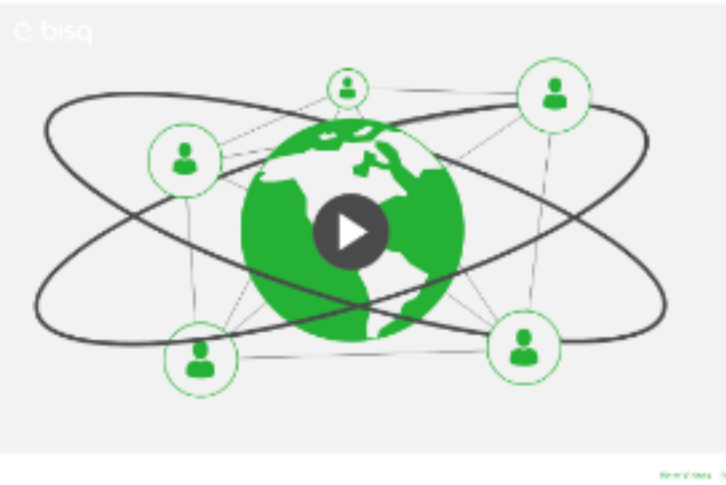
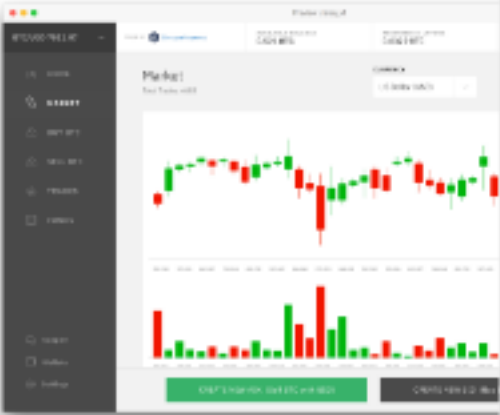


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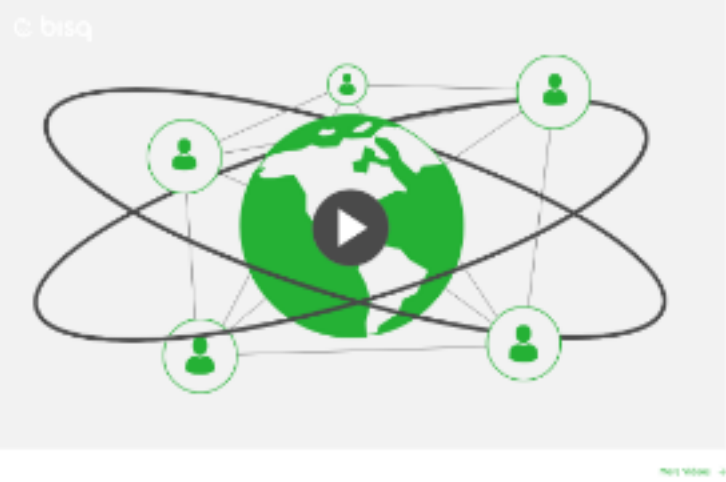
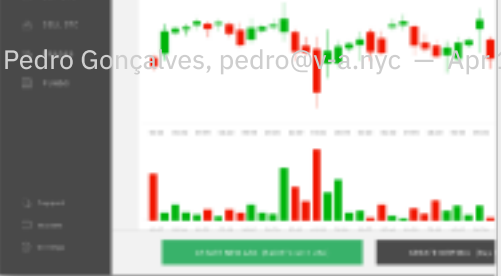
Bisq is unique in that it enables you to start trading in less than 10 minutes:

- 1. Download the app, or build it from source.
- 2. Add your national or crypto currency accounts.
- 3. Create new offer or take an existing one.
- 4. Follow the user interface to finalize the trade.



Join the Community

Bisq is always looking for highly-skilled developers, designers and security experts to join our community. If you're interested in helping make Bisq a reality, there are many ways to contribute. We'd love to hear from you!



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Our roadmap provides an overview of high-level features and milestones on the way to Bisq v1.8.

Stay Updated

The Bisq Newsletter is an easy way to receive updates about the progress of Bisq. You will receive emails on an ad-hoc basis when there is significant news.

EMAIL ADDRESS:
FIRST NAME:
Prefered Format:
☒ HTML ☐ Plain Text

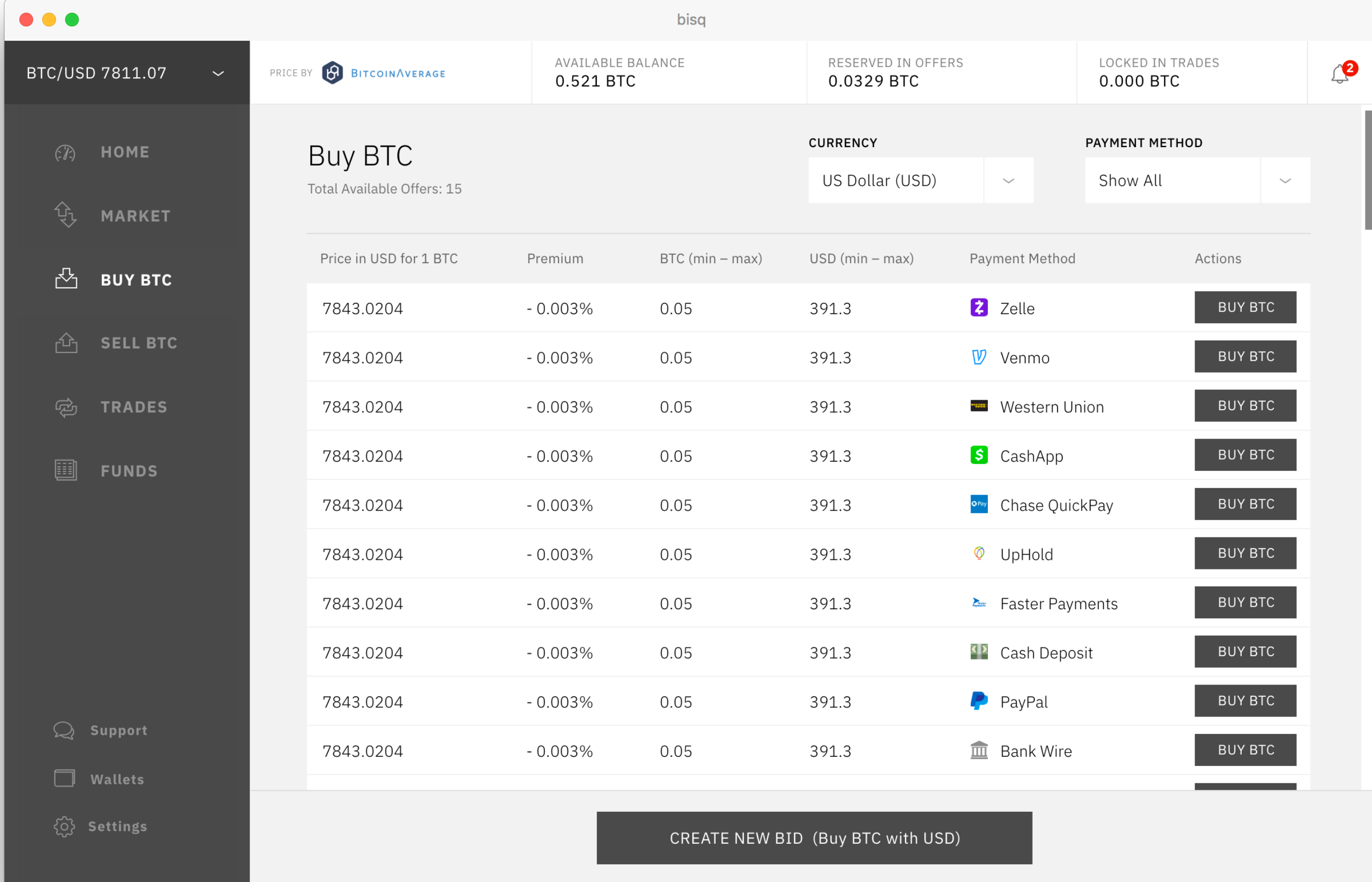
Exchange ,Decentralized.

Bisq is an open-source, peer-to-peer application that allows you to buy and sell cryptocurrencies in exchange for national currencies. No registration required.

[Download for Mac](#)

[White Paper](#)

[Learn More](#)



Features



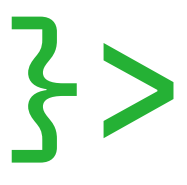
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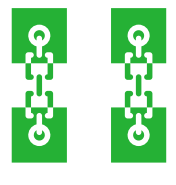
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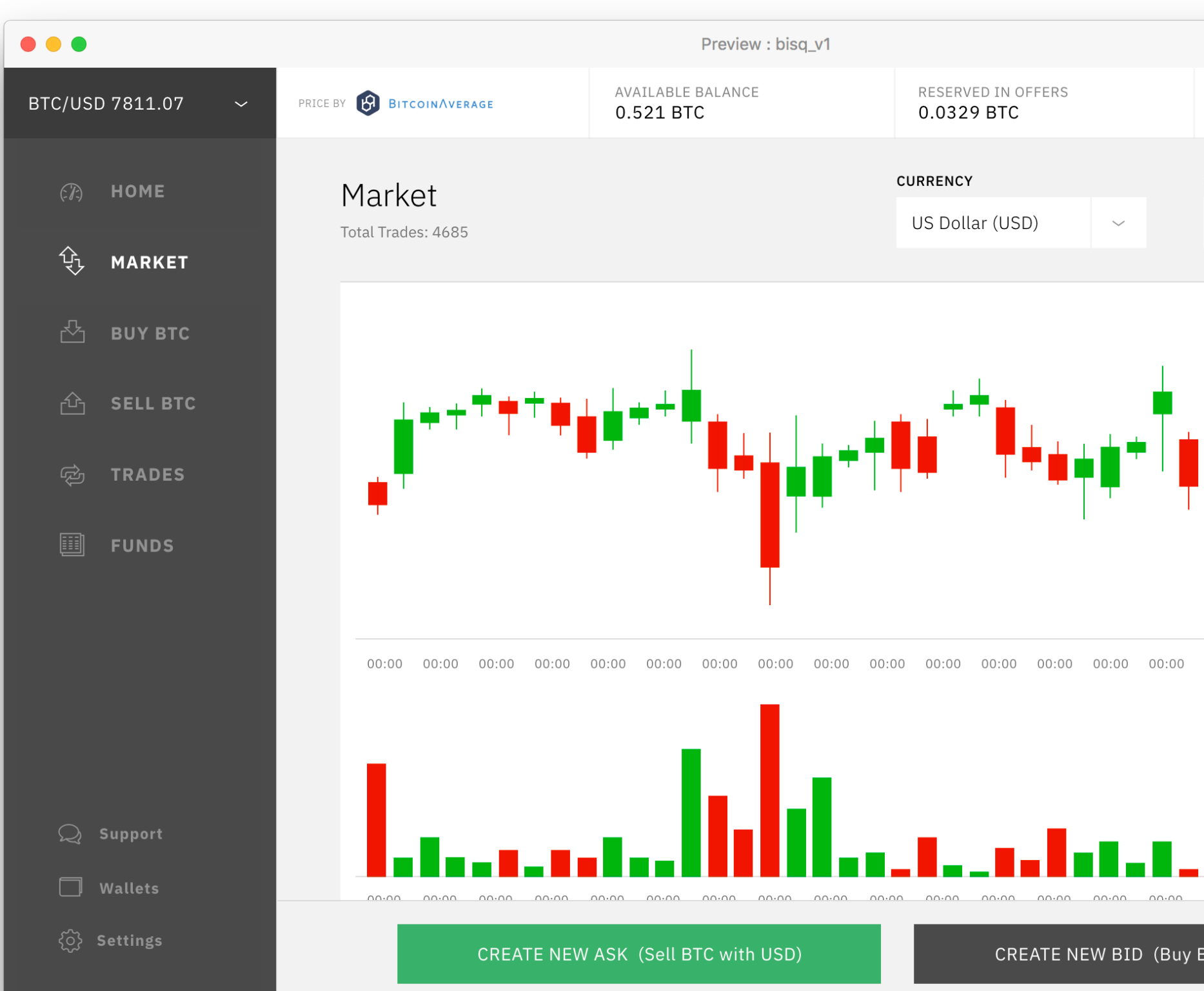
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[More Videos](#)

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Email Address

First Name

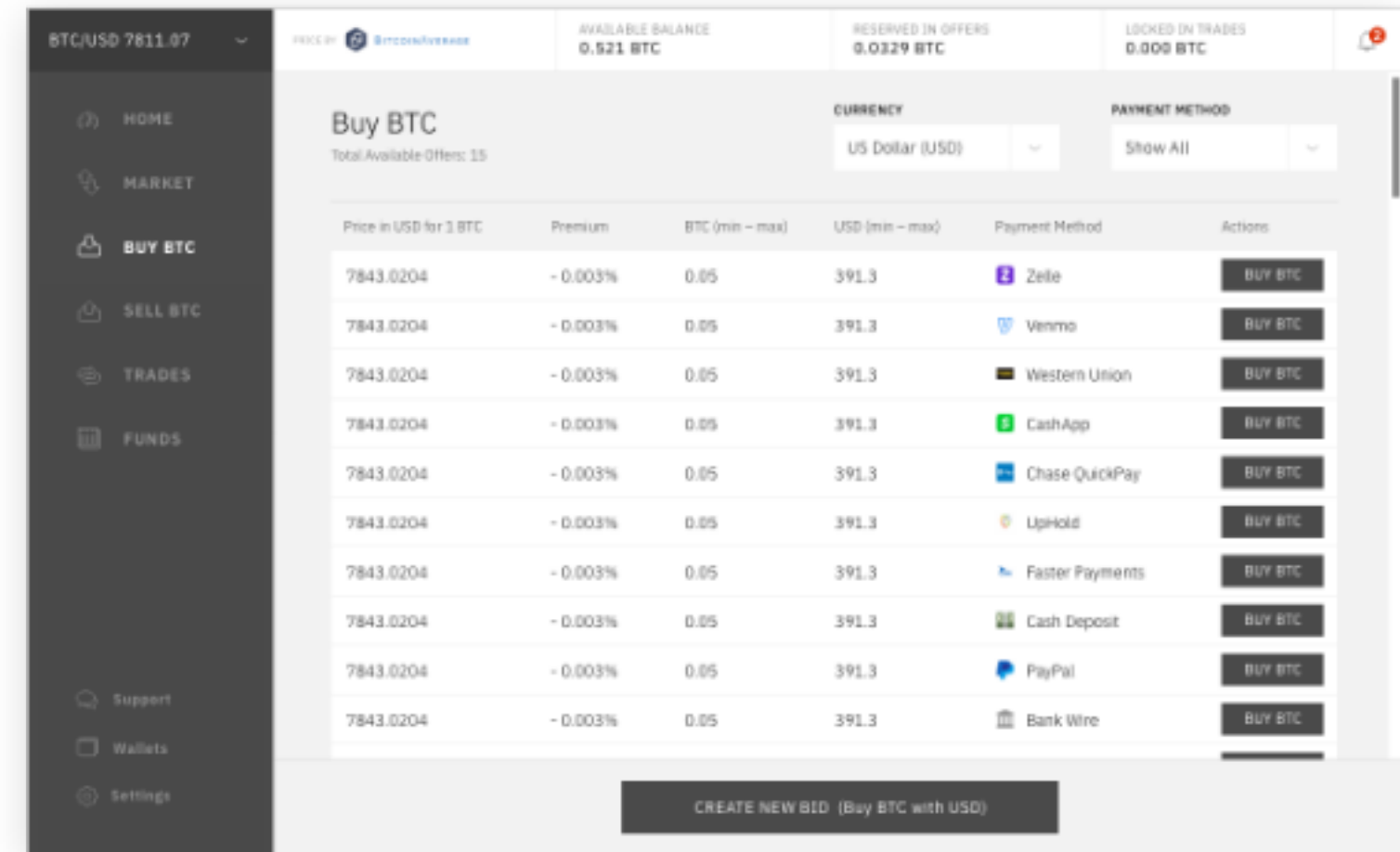
Your Email







Your First Name




Preferred Format

☒ HTML ☐ Plain Text

Subscribe



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-  TRADES
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-  Support
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Market

Total Trades: 4685

CURRENCY

US Dollar (USD)

INTERVAL

12 Hours



Asks		
Amount in USD	Amount in BTC	Price in USD
843.02	0.03	9385.20
843.02	0.03	9385.20
843.02	0.03	9385.20
843.02	0.03	9385.20
843.02	0.03	9385.20
843.02	0.03	9385.20
843.02	0.03	9385.20
843.02	0.03	9385.20
Bids		
Price in USD	Amount in BTC	Amount in USD
9843.0204	0.03	592.30
843.02	0.03	9385.20
843.02	0.03	9385.20
843.02	0.03	9385.20
843.02	0.03	9385.20
843.02	0.03	9385.20
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843.02	0.03	9385.20
843.02	0.03	9385.20
843.02	0.03	9385.20
843.02	0.03	9385.20
843.02	0.03	9385.20

Trade History					
Date	Price 1 BTC/USD	Amount in BTC	Amount in USD	Payment Method	Offer Type
9843.0204	8593.02	0.4930	592.30	Venmo	Sell BTC
843.02	8593.02	0.4930	9385.20	Venmo	Sell BTC
843.02	8593.02	0.4930	9385.20	Venmo	Sell BTC
843.02	8593.02	0.4930	9385.20	Venmo	Sell BTC
843.02	8593.02	0.4930	9385.20	Venmo	Sell BTC
843.02	8593.02	0.4930	9385.20	Venmo	Sell BTC
843.02	8593.02	0.4930	9385.20	Venmo	Sell BTC
843.02	8593.02	0.4930	9385.20	Venmo	Sell BTC
843.02	8593.02	0.4930	9385.20	Venmo	Sell BTC
843.02	8593.02	0.4930	9385.20	Venmo	Sell BTC
843.02	8593.02	0.4930	9385.20	Venmo	Sell BTC
843.02	8593.02	0.4930	9385.20	Venmo	Sell BTC
843.02	8593.02	0.4930	9385.20	Venmo	Sell BTC
843.02	8593.02	0.4930	9385.20	Venmo	Sell BTC
843.02	8593.02	0.4930	9385.20	Venmo	Sell BTC
843.02	8593.02	0.4930	9385.20	Venmo	Sell BTC
843.02	8593.02	0.4930	9385.20	Venmo	Sell BTC
843.02	8593.02	0.4930	9385.20	Venmo	Sell BTC
843.02	8593.02	0.4930	9385.20	Venmo	Sell BTC
843.02	8593.02	0.4930	9385.20	Venmo	Sell BTC

CREATE NEW ASK (Sell BTC with USD)

CREATE NEW BID (Buy BTC with USD)

BTC/USD 7811.07



PRICE BY  **BITCOIN AVERAGE**

AVAILABLE BALANCE
0.521 BTC

RESERVED IN OFFERS
0.0329 BTC

LOCKED IN TRADES
0.000 BTC



HOME



MARKET



BUY BTC



SELL BTC



TRADES



FUNDS



Support



Wallets



Settings

Buy BTC

Total Available Offers: 15

CURRENCY











US Dollar (USD)



PAYMENT METHOD

Show All



Price in USD for 1 BTC	Premium	BTC (min – max)	USD (min – max)	Payment Method	Actions
7843.0204	- 0.003%	0.05	391.3	 Zelle	BUY BTC
7843.0204	- 0.003%	0.05	391.3	 Venmo	BUY BTC
7843.0204	- 0.003%	0.05	391.3	 Western Union	BUY BTC
7843.0204	- 0.003%	0.05	391.3	 CashApp	BUY BTC
7843.0204	- 0.003%	0.05	391.3	 Chase QuickPay	BUY BTC
7843.0204	- 0.003%	0.05	391.3	 UpHold	BUY BTC
7843.0204	- 0.003%	0.05	391.3	 Faster Payments	BUY BTC
7843.0204	- 0.003%	0.05	391.3	 Cash Deposit	BUY BTC
7843.0204	- 0.003%	0.05	391.3	 PayPal	BUY BTC
7843.0204	- 0.003%	0.05	391.3	 Bank Wire	BUY BTC

CREATE NEW BID (Buy BTC with USD)

Thank You.

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