



P A S T D E S I G N



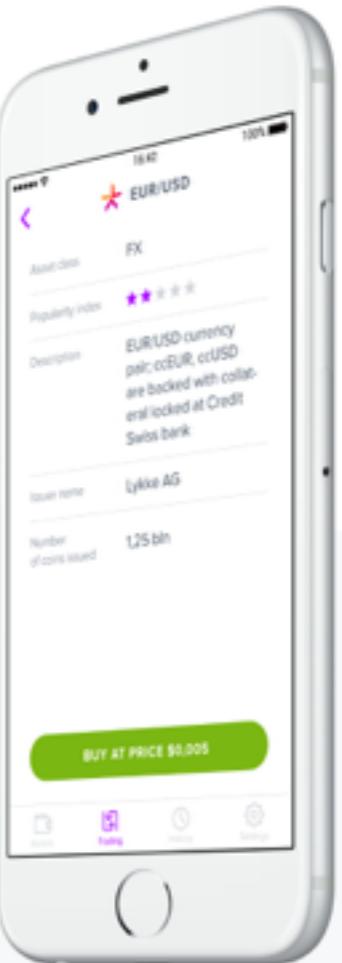
## How we started.

 WIKI BLOG GITHUB

### Lykke Wallet. The Future of Markets

Immediate settlement.  
Direct ownership. Simple as tap

[Reserve invite](#)



**0 commission**  
Zero broker commission

**Guaranteed execution**  
Trading at human speed.  
Displayed price guaranteed

**Low spreads**  
Matching engine with spread priority

**Immediate settlement**  
Your trade is settled in minutes

**Direct ownership**  
Guaranteed by the Blockchain

**100% Security**  
Orders are signed with fingerprint.  
Private key is stored on the device

Lykke Wallet will be available in beta soon

Your Email Address

[Reserve invite](#)

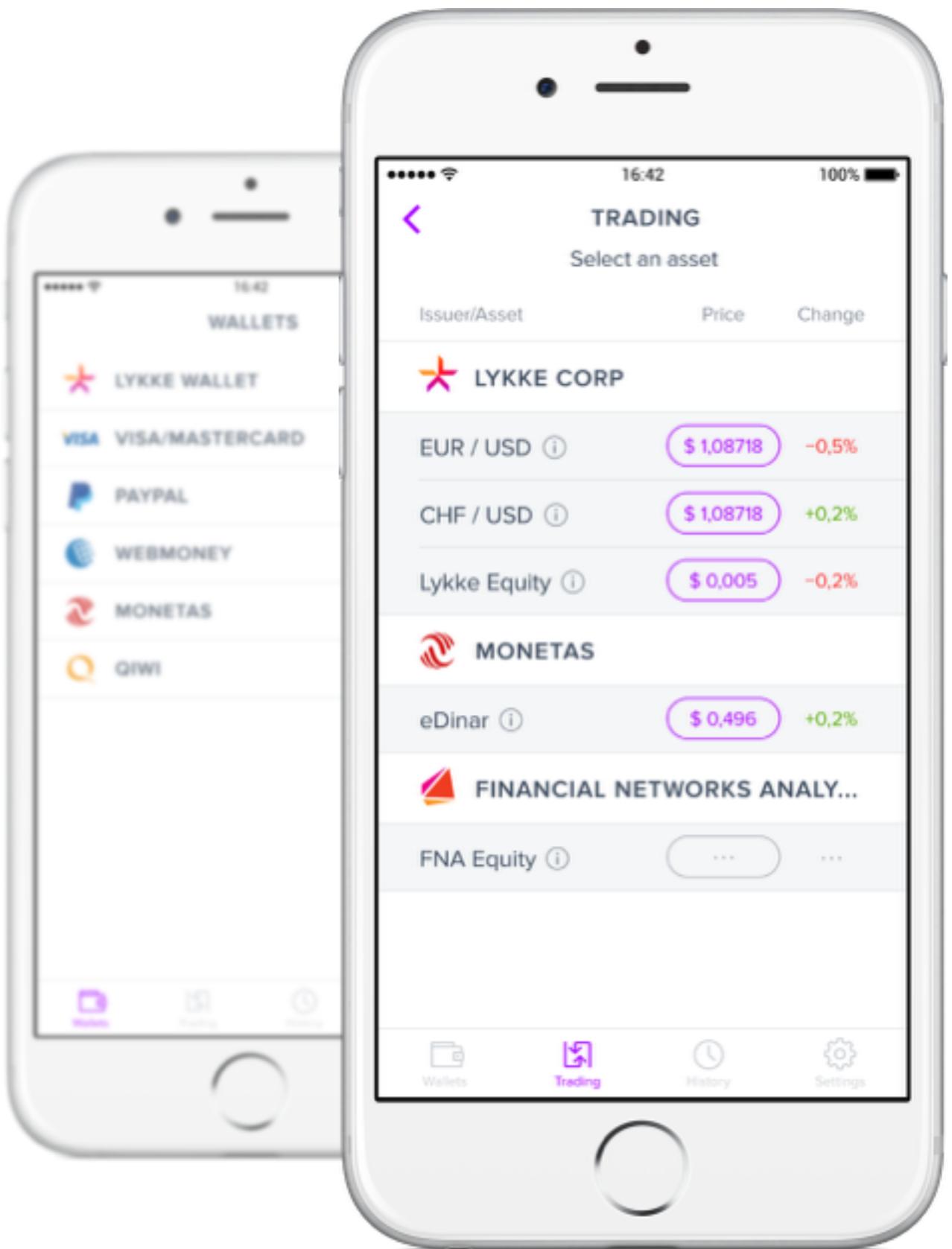
We promised you'll not be spammed,  
and we hate spammers!

© Lykke 2016

 Facebook  Twitter

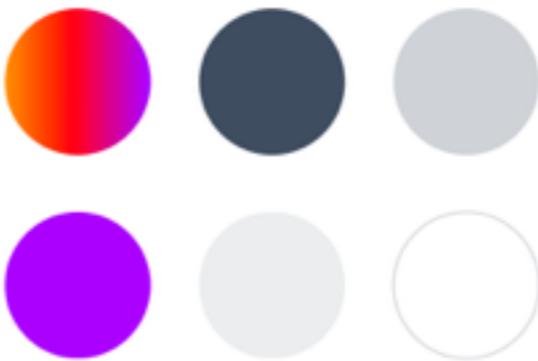


Minimalistic design.



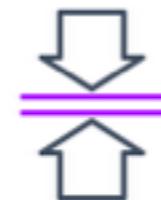


Minimum colors.





Outline icons.





**The main problem is the asceticism and the sterility of the product.  
Lykke has not yet acquired its own individual features and mood.**

Lykke needs more...



P R E S E N T D E S I G N



# more colors





Lykke represents a variety of assets and ways to interact with them. Therefore, everything needs its own color.





Magenta is the major color. It is used mostly in promo stuff such as landing pages, promotional merchandise and so on.

The image displays the Lykke website and its mobile application interface, both featuring a prominent magenta color scheme. The website header includes the Lykke logo, navigation links for Exchange, B2B, City, and Corp, and a user profile for John Doe. The main tagline "Trade FX and Digital Assets" is followed by the subtext "Access Easily. Use for Free. Settle Immediately. Own Directly." Below this are download links for the App Store and Google Play. The mobile app screenshots show the Exchange screen with various currency pairs and their prices, and a detailed view of the EUR/USD pair with a price of 0.96986 and a change of +21.06 (+1.08%). The bottom of the app screens shows navigation tabs for Wallet, Exchange, History, My Cards, and Settings.

Trade FX and Digital Assets

Access Easily. Use for Free.  
Settle Immediately. Own Directly.

Download on the App Store | GET IT ON Google Play

EXCHANGE

Issuer/asset	Change	Price
BTC ≈ USD	○	\$ 496.90
EUR ≈ USD	○	\$ 1.14026
USD ≈ GBP	○	£ 1.42398
LYKKE / USD	○	\$ 0.01400
USD ≈ CHF	○	CHF 0.95480
USD ≈ JPY	○	¥ 108.209
DATA coin ≈ USD	○	\$ 1
USD ≈ ETH	○	ETH 0.08994

EUR/USD

Price: 0.96986 | Change: +21.06 (+1.08%)

SELL AT 1.11628 | BUY AT 1.10432

FX Asset class | Lykke Issuer name | EUR colored coins Description

LykkeWallet

Lykke Wallet is a next-generation trading platform with zero commission. We make it simple to trade all asset classes using our iOS and Android apps. Immediate settlement and direct ownership are enabled by distributed ledger



Blue is the minor color. It is used in mailing list and links on the web site and in the applications.

Blue helps identify minor relevant objects.

**Lykke** Competition

Hi Valery,

The project, for which you follow, change the data:

Apr 25, 2016 · Anton Golub has created project

**High Frequency Trading Risk Management Tools Based on Scaling Law**

**INITIATIVE**

Scaling-law has been observed in an extraordinary wide range of natural phenomena, from physics, biology, earth and planetary sciences, economics and finance, computer science, and demography to the social sciences...

1st prize	\$2000
3x2nd prize	\$1000

Created Apr 25, 2016

Cast your vote for or against the competition. Do you think that if this project is the Lykke City is needed?

Yes    No

---

Unfollow project    f

© 2016 Lykke  
If you no longer wish to receive emails, you may unsubscribe



Orange is a contrast to magenta. It highlights an off-line event among Lykke products.



**BLOCKCHAIN & CRYPTOECONOMICS SUMMER SCHOOL**  
LEARN CRYPTOECONOMICS, ENJOY NATURE!

**WHEN**  
August 1-4, 2016

**WHERE**  
Preduroye education and scientific camp of Perm State University

**FOR WHOM**  
Graduate and post graduate students, young professionals

**PARTICIPATION FEE**  
3000 ₽ / 550 / 0.07 BTC / 1000 Lykke

**Program**

<b>Sergoy Ivliev</b> PERM STATE UNIVERSITY, LYKKE	Introduction to Bitcoin and digital assets
<b>Dean Fantazzini</b> MOSCOW STATE UNIVERSITY; NATIONAL RESEARCH UNIVERSITY HIGHER SCHOOL OF ECONOMICS	Who uses bitcoin? A review of econometric analysis of bitcoin users
	What is bitcoin's fundamental value? A review of financial and economic approaches
	Modelling bitcoin price dynamics
	Detecting bubbles and explosive behavior in bitcoin prices
	Price discovery
<b>Mihail Nikulin</b> LYKKE	Blockchain technology

**Register before July 22**

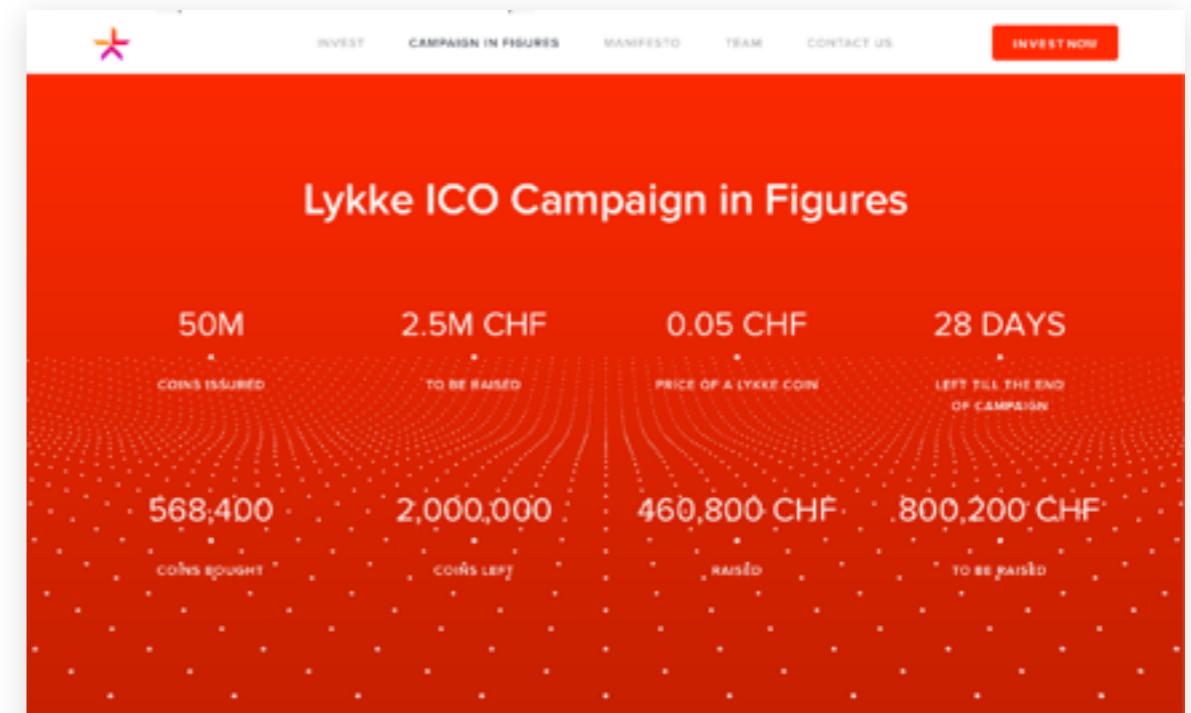
    
FACEBOOK VKONTAKTE TIMEPAD

**Organizers**



Red is the color of the most significant events.



## Manifesto

### Mission

Lykke is here to build the future of markets



By employing transparent blockchain technology



By achieving reliability and accessibility of financial services



By open-sourcing knowledge and competences

### Vision

Lykke will create a single global marketplace, where any sort of financial instrument can be traded and settled peer to peer with second-by-second interest payments. Unlike the structure of prevailing markets, ours will be a level playing field to which anyone with an Internet connection can have access.



Lykke is a Swiss Fintech company building a global marketplace based on blockchain. It builds on decades of thought and research by company founder Richard Olson, a pioneer in the field of high-frequency finance. Richard served as co-founder and CEO of DANDA,



In interfaces, red and green are also used as indicators.

CFDDemo\_2193828

CFDDemo\_2193828



Error message goes here

 -0.02 / day  
Unrealize P&L

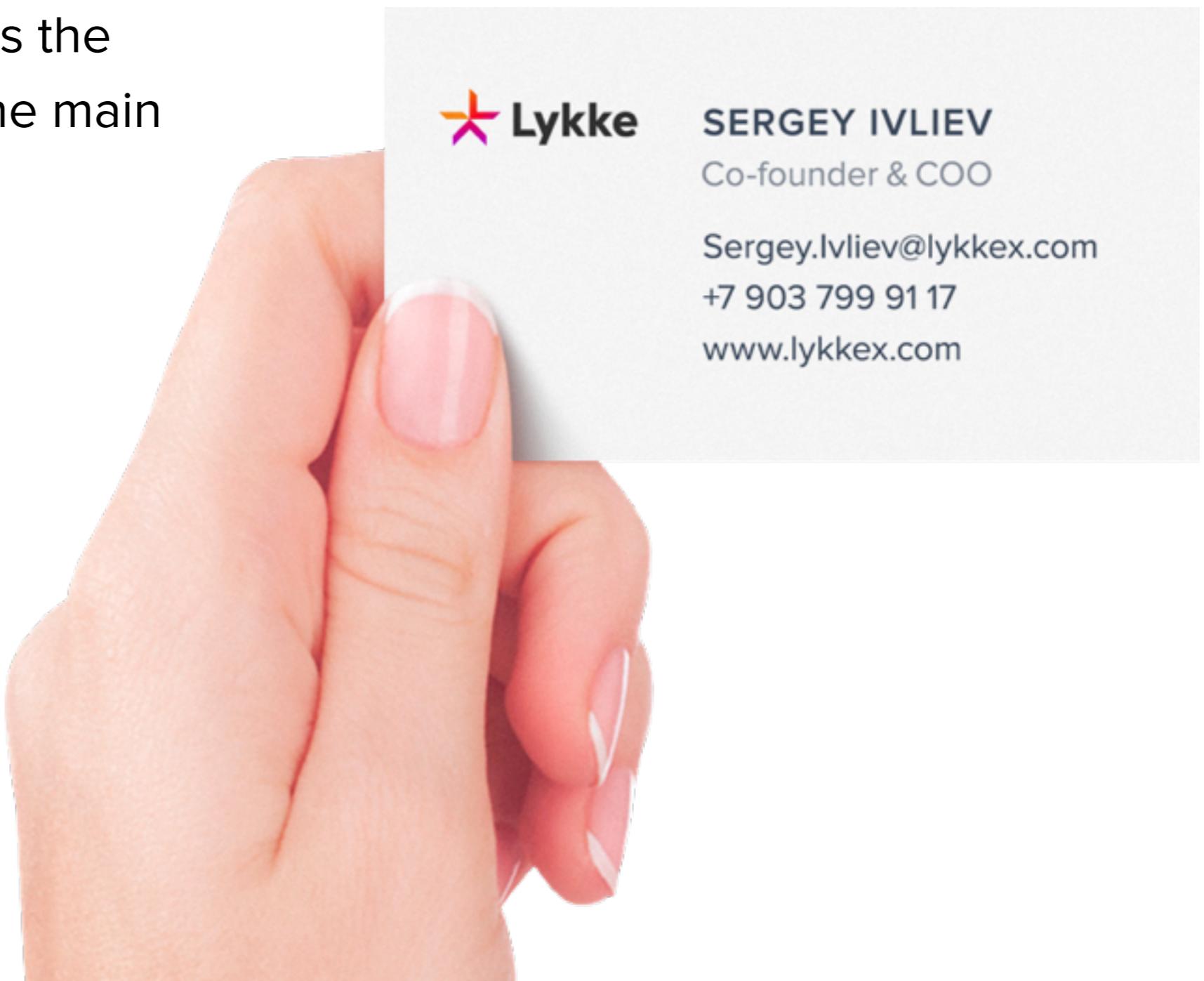
 + 0.39%  
Margin

SELL

BUY

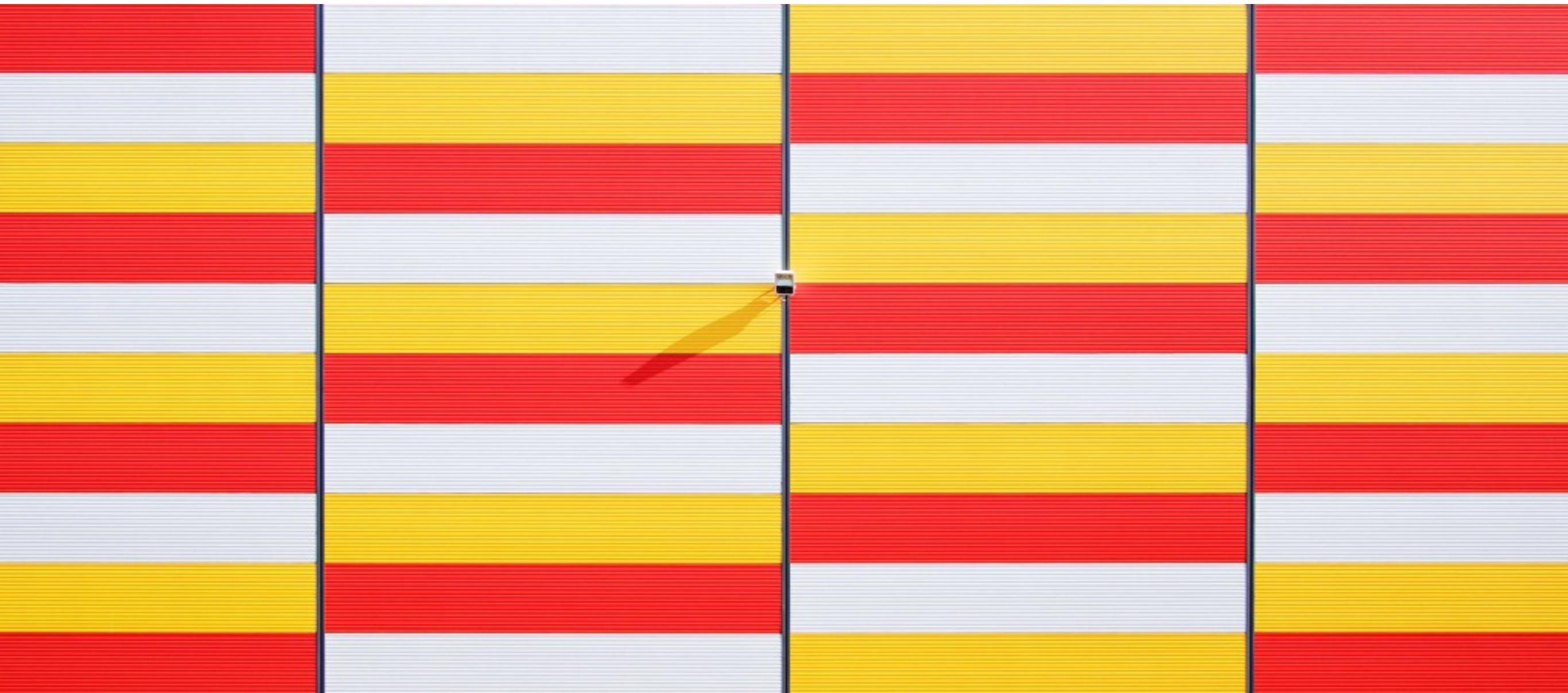


The graphite color is the typographics and the main color of the text.



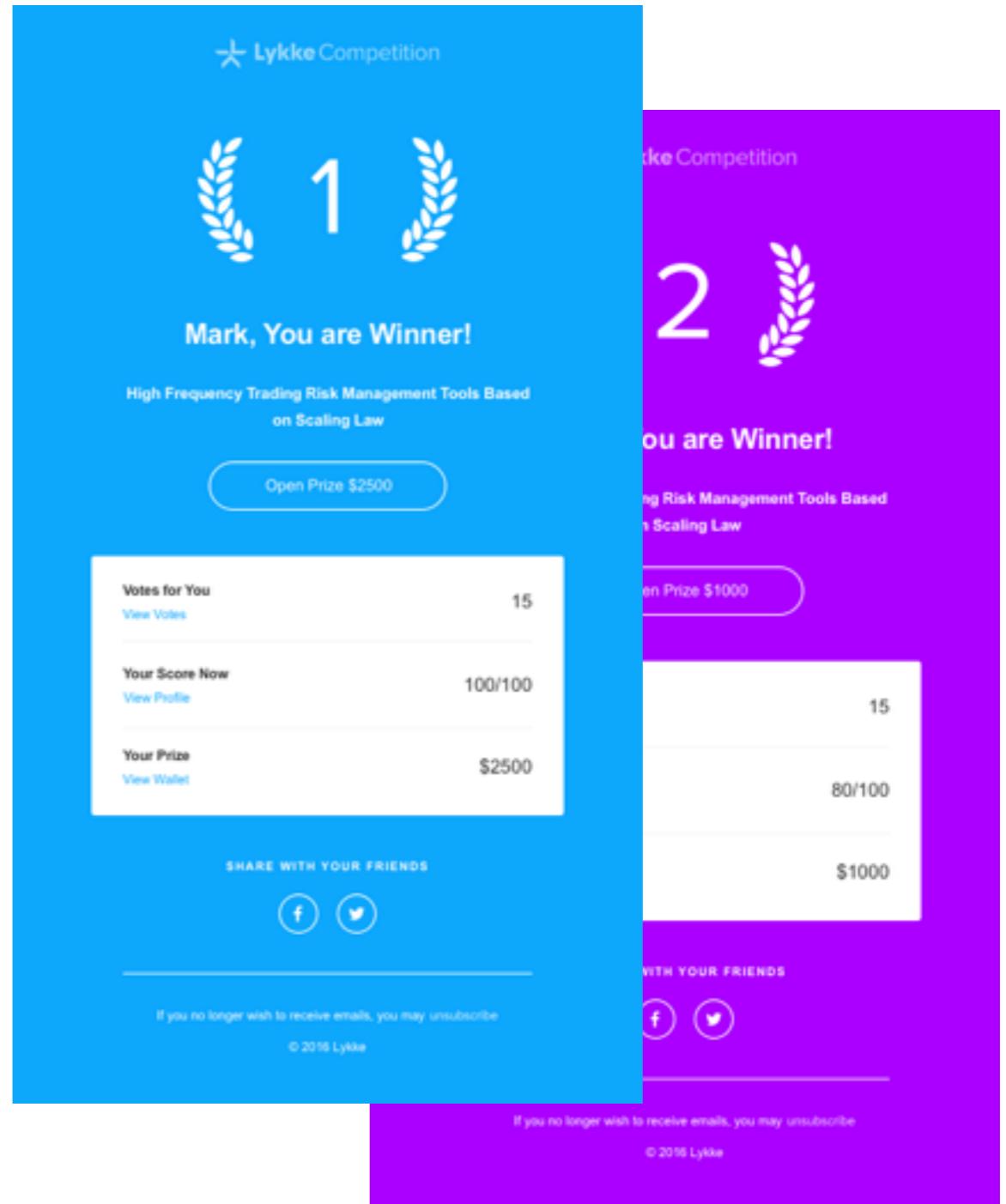


# more brightness





We've added local color, juicy gradients and bright visual anchors to make Lykke not sterile.



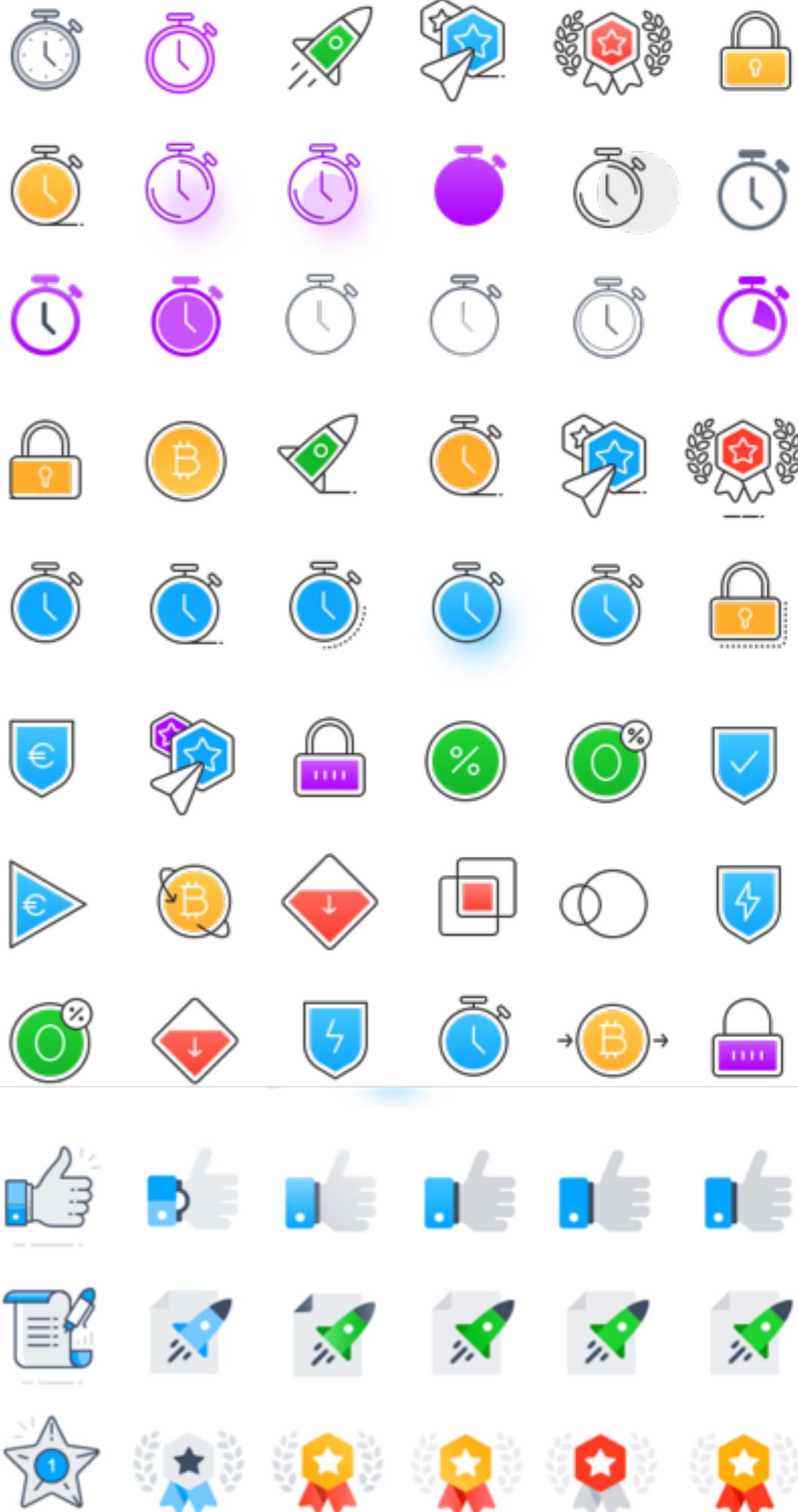


# more details





We've sorted out a lot of icons until we found what we need.





New icons have become  
more complicated, interesting,  
and brighter.





# more emotions





Lykke may not be boring, no way!





Step by step, we improve all graphical elements; and we've prepared a new redesigned version of the Lykke logo for the company birthday.





We've improved the overall typographics of inscription.  
The distance between letters has become visually more accurate.

A large, bold, black sans-serif typeface spelling out the word "Lykke". The letters are outlined with a thick cyan stroke. The "L" and "K" have additional vertical cyan bars extending from their top and bottom edges respectively, creating a layered effect.



Maximum improvements were made to individual letters. For example, the forms of the letters *k* and *e* have been improved.



*K* has become more confident  
and organic



While the letter *e* has an increased gap now, and the overall silhouette of the letter looks much more attractive



In addition, we have changed the visual proportions between the text and the pictogram.



In the old version, the logo was positioned below the inscription



In the new version, the logo is on par with the text



[Watch the video](#)



FUTURE DESIGN





We're going to improve  
the Lykke flagship product —  
the Lykke Wallet application.

Every day we try to add  
something new or update  
the existing feature.



REGISTER

NEXT



Selfie

Passport

Address



RESHOOT



Ongoing efforts are being made  
to create detailed guidelines for:

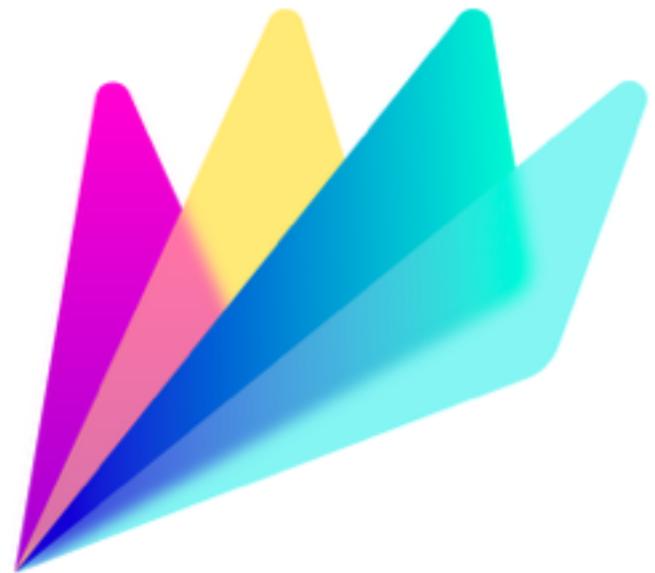
- Corporate Web site
- Application
- Terminal
- Competition Platform

The image shows a screenshot of a UI design guidelines interface. It includes sections for:

- SELECTOR STYLES**: Shows examples for checked, checked hover, unchecked, disabled checked, disabled unchecked, radiobutton, radiobutton hover, disabled radio is on, radiobutton is off, and disabled radio is off.
- LABELS**: Shows square and badge label components in green, blue, red, orange, violet, and gray colors.
- PAGINATION**: Shows a numeric pagination bar from 1 to 12 with arrows.
- SLIDER**: Shows a horizontal slider with three dots, one of which is purple.
- LISTS**: Shows numbered lists and bullet-point lists with corresponding colored circles.
- TABS**: Shows primary tabs for "MY PROJECTS" and "FOLLOWING", and secondary tabs for "Asset" and "Issuer".
- DROPODOWN**: Shows normal and active dropdown states with examples for name, email, photo, and category selection.

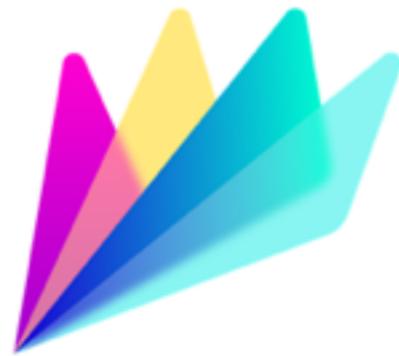


Colorex is a new product that we develop for the millennials (as a new target audience).





Unlike Lykke Wallet, it is simple, user-friendly and provides new capabilities to create your own crypto currency. The stuff but not the fluff.



If you already have a login and password, log in to Colorex

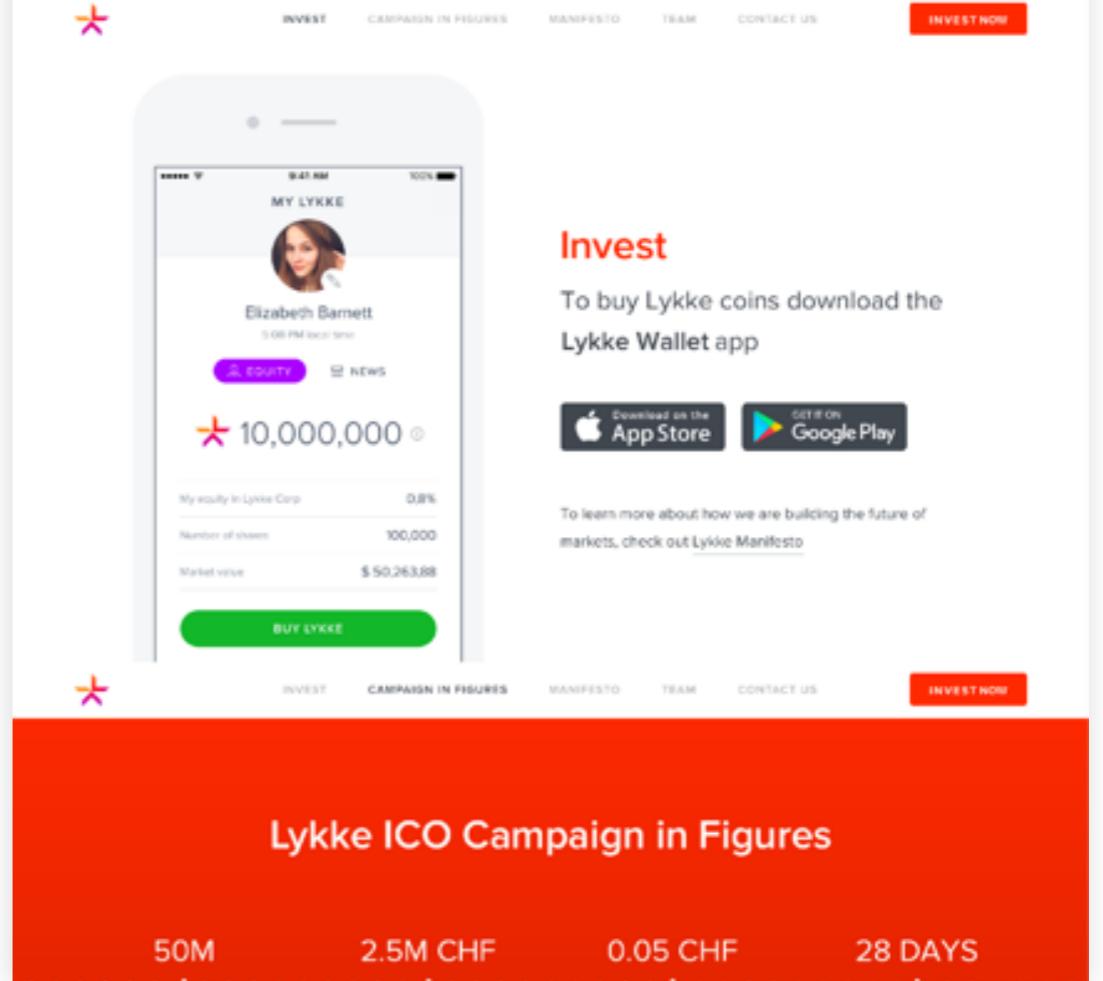
[Sign In](#)

[Sign In with Lykke Wallet](#)

Don't have an account? [Sign Up](#)



We're going to add the motion design stuff to the corporate identity. E.g., a landing page for the ICO Company.





We're about to create a detailed guideline on how to use icons and illustrations.

In the future, we can outsource voluminous sets of icons to be used in marketing literature and receive high-quality outcomes.





We're planning to create a constructor with a set of designer tools. Using its elements, any person in the company will be able to create a template with no help of a professional designer.





2016