

PERSONALITY 05 – CALM/PEACEFUL

OVERVIEW

For products and services that care about the consumer, which is transmitted by **calming pastel colors** and **soft serif headings**

INDUSTRIES

Healthcare, all products with focus on consumer well-being

TYPOGRAPHY

Soft serif typefaces frequently used for headings, but sans-serif headings might be used too (e.g for software products)

COLORS

Pastel/washed-out colors: light oranges, yellows, browns, greens, blues

IMAGES

Images and illustrations are usual, matching calm color palette

ICONS

✓ Icons are quite frequent

SHADOWS

👉 Usually no shadows, but might be used sparingly

BORDER-RADIUS

✓ Some border-radius is usual

LAYOUT

👉 All kinds of layouts, no particular tendencies

Finally, a better way to feel better.

Premium CBD delivered directly to your doorstep.

Get Feels



"Every bottle is quality-tested to the Nth degree."

BYRDIE

"One of the most effective at calming my anxiety."

FASHIONISTA

★★★★★
5000+ 5-star reviews

Read more

"This stuff definitely works."

COSMOPOLITAN

"Designed to take the guesswork out of dosage."

THE CUT



THE BENEFITS
Feel balanced.

Helping people manage anxiety, pain, and sleeplessness.

ANXIETY
Quiet your mind and calm the storm.

PAIN
Ease your pain and soothe your joints.

SLEEP
Sleep tight and wake up refreshed.



care/of

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SIGN IN Take the quiz

You know your body,
we know the science.
Let's work together.

Find the right vitamins, protein, and now collagen
too, personalized just for you.

[Take the quiz](#)

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Healthy doesn't have to be hard.
We make it easy.

Take the quiz
Tell us a little about yourself. We're good listeners.

Get nutrients that work
Get your personalized recommendation. Backed by science and delivered to you.

Stick with it long term
Keep the conversation going. We'll adjust as your health needs change.

A routine tailored to you

We'll help you create a health plan with vitamins, supplements, and more that help you feel your best today and support you long-term.

Anne's daughter keeps her busy, but she tries to work out and eat healthy most days.

We're with you

MNDFL @ Work

CERTIFICATION

Space for you to breathe.

A global community of expert teachers and dedicated practitioners who are all about spreading goodness.

Since its inception, MNDFL has been at the forefront of the modern mindfulness movement, providing meditation experiences and relevant mindfulness content for the modern human.

[MNDFL @ WORK](#)

[CERTIFICATION](#)

THE WALL STREET JOURNAL

VOGUE

The New York Times

WELL + GOOD

BuzzFeed

BENEFITS OF MEDITATION

We enable you to feel good.

Reduce stress
Become BFF with your mind and learn how to effectively cope with the tough stuff - like anxious thoughts and difficult emotions. Hi, present moment awareness. Bye, Obsessiveness.

Increase productivity
Let's face it, there is so much work to be done in the world and it can be overwhelming. Create mental and emotional space so you can show up more fully for both your internal and external world.

Reduce depression
Studies show that meditation, especially when paired with exercise, can lead to a 40% decrease in depression. Turns out that the mind body connection is real - as is science.

donut

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Say goodbye to idle money.

Earn 4% yield with DeFi-powered saving.

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Fast & Easy

Connect your bank account and start saving in under 5 minutes.

High Yield

4% APY through the power of decentralized finance.

Secure

Over \$3+ million earning interest safely thanks to best-in-class lending partners.

How it works.

Automate your saving in under 5 minutes, then brag about it to your friends.

[Learn more](#)

1 **Deposit**
Link your bank account to add funds instantly.

2 **Automate**
Collect spare change or schedule recurring deposits.

3 **Earn Yield**
Generate fixed or variable interest in real time at rates up to 20x your bank.

4 **Cash Out**
Move your savings in and out freely with no fees or fixed terms.

PERSONALITY 06 – STARTUP/UPBEAT

OVERVIEW

Widely used in startups, featuring **medium-sized sans-serif typefaces**, **light-grey backgrounds**, and rounded elements

INDUSTRIES

Software startups, and other modern-looking companies

TYPOGRAPHY

Medium-sized headings (not too large), usually one sans-serif typeface in whole design. Tendency for lighter text colors

COLORS

Blues, greens and purples are widely used. Lots of light backgrounds (mainly gray), gradients are also common

IMAGES

Images or illustrations are always used. 3D illustrations are modern. Sometimes patterns and shapes add visual details

ICONS

✓ Icons are very frequent

SHADOWS

✓ Subtle shadows are frequent. Glows are becoming modern

BORDER-RADIUS

✓ Border-radius is very common

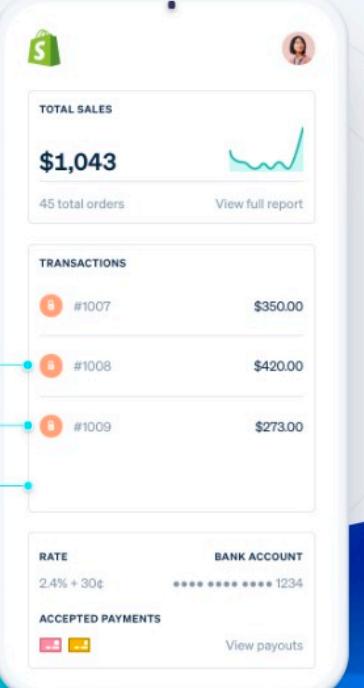
LAYOUT

Rows of cards and Z-patterns are usual, as well as animations

Payments for platforms and marketplaces

Connect is a set of programmable APIs and tools that lets you facilitate payments on your software platform, build a marketplace, and pay out sellers or service providers globally—all while having Stripe handle payments compliance.

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Booking.com

salesforce

treatwell

WOOCOMMERCE

ManoMano

shopify

WiX

ASOS MARKETPLACE

How it works

The easiest way to facilitate payments and pay out recipients



Onboard users

Onboard your users and verify their identity.



Accept payments

Accept and facilitate payments on your users' behalf.



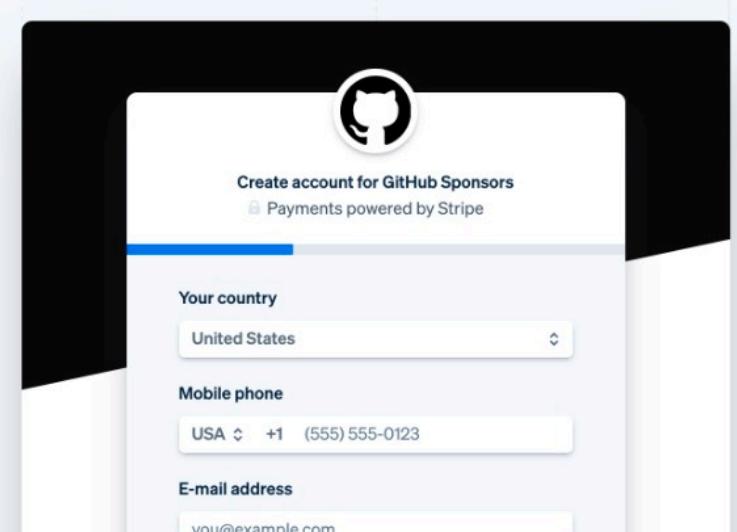
Pay out users

Split payments, transfer funds, and send money.



Manage platform

Manage payments and users on your platform or marketplace.



Is design growing your product?

Create an interface that drives value by teaming up with our studio to rethink and design it.

Your email address [Get in touch →](#)

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Great interfaces set your business up for growth

The numbers are in. Digital products with great user experience far outperform those without. That is why successful tech startups are investing in top-notch user interfaces. Here's why you should too.

- Boost productivity**: Make your product more valuable to your users by boosting their productivity through optimised UX.
- Increase confidence**: Seamless UX and sleek UI increases customers' confidence in your application's ability as a whole.
- Scale your product**: Rapidly scale up your product without sacrificing quality by implementing a design system.

We design great user interfaces that empower people and drive value

We know what makes interfaces great: seamless journeys. Our team merges expertise in CX, UX, and UI design to craft seamless processes and products. Even when users interact with your product across devices, applications, and (real-world) touchpoints. That's how we empower people and drive value.

Making complex applications seemingly simple is what we do best

Robin Humphreys Co-founder

Native mobile apps Beautiful native iOS & Android apps that deliver a polished user experience.

SaaS applications Feature-driven applications in the cloud that are optimised for self-service.

Enterprise software Complex and robust software solutions that feel bespoke and intuitive.

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Hey, Connor here! I'll be your trusted human advisor from Grammarly! How can I help?

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High-quality writing is more than just mechanics. Grammarly Business goes deeper with real-time suggestions for improving readability, word choice, writing style, and tone.

Correctness Eliminate grammar, spelling, and punctuation errors.	Clarity Make every sentence concise and easy to follow.	Engagement Find vivid words to enliven each and every message.	Appropriate tone Choose the right tone and formality level.
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Align Your Team With Your Company's Style

With Grammarly Business, you can create a company style guide to keep every team member's communication clear and on-brand.

Company Style Guide

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Linear

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