mindswarms
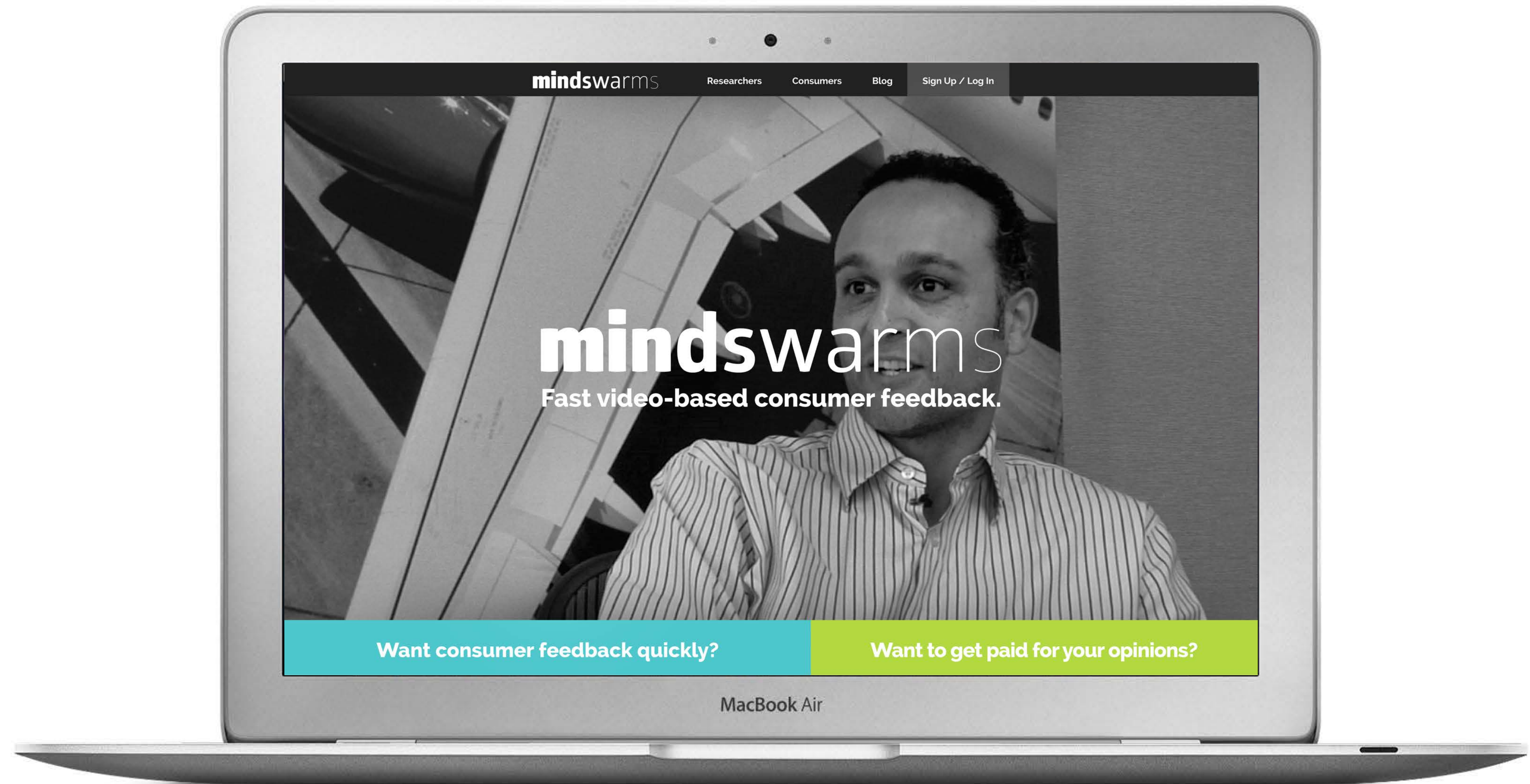
Note: We like MNML's treatment of the logo, but we need
that the last S to be thicker… it falls off too dramatically
to be seen well. Font is Glober.

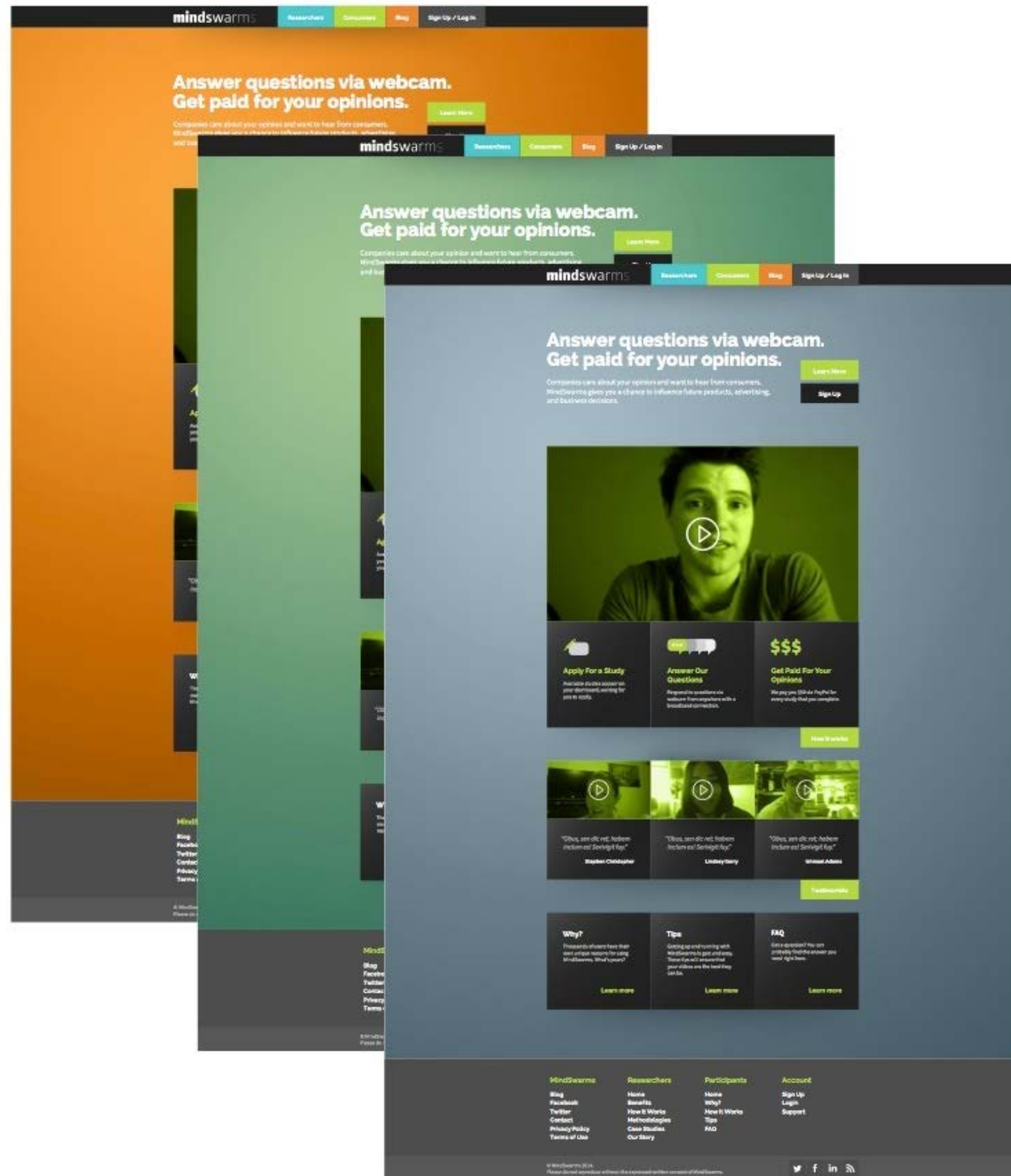Note: This is a video that needs to be produced.

Left mockup (Researchers)

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"Fast. Flexible. Insights at a price you can afford."
Dimitrios Papadogonas

"It helped me identify with the target audience."
Michiel Knoppert

"It goes way beyond data; it's people's stories."
Albert Shum

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Right mockup (Consumers)

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Get paid for your opinions.**

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Available studies appear on your dashboard, waiting for you to apply.

Answer Our Questions
Respond to questions via webcam from anywhere with a broadband connection.

$$$
Get Paid For Your Opinions
We pay you $50 via PayPal for every study that you complete.

How it works

"Obus, sen dic ret; habem inclum es! Serivigit fuy."
Stephen Christopher

"Obus, sen dic ret; habem inclum es! Serivigit fuy."
Lindsey Gerry

"Obus, sen dic ret; habem inclum es! Serivigit fuy."
Ishmael Adams

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Note: Instead of using the sad/depressing
backgrounds from the previous pages,
we would prefer to have a solid color
with a gradient.

# Lauch a study in minutes.
Watch responses in hours.

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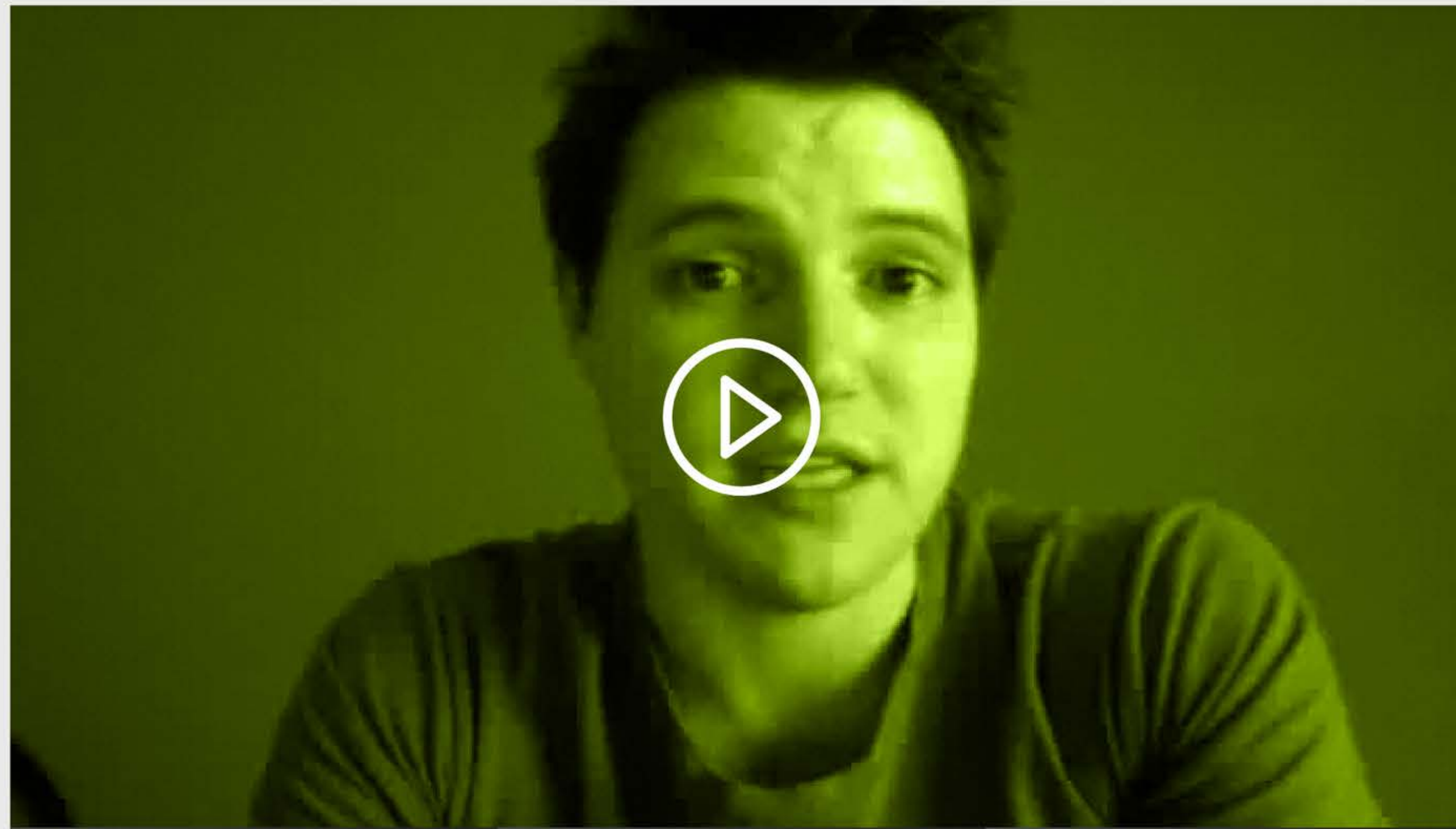
Typography

Raleway Extra Bold
Raleway Bold

Source Sans Pro Regular
Source Sans Pro Regular

Source Sans Pro Italic
Raleway Bold

Raleway Extra Bold
Raleway Bold

Source Sans Pro Regular
Source Sans Pro Regular

Source Sans Pro Italic
Raleway Bold

Raleway

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz,;.-?!+-*

0123456789

Source Sans Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz,;.-?!+-*

0123456789

Buttons

How it works

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old
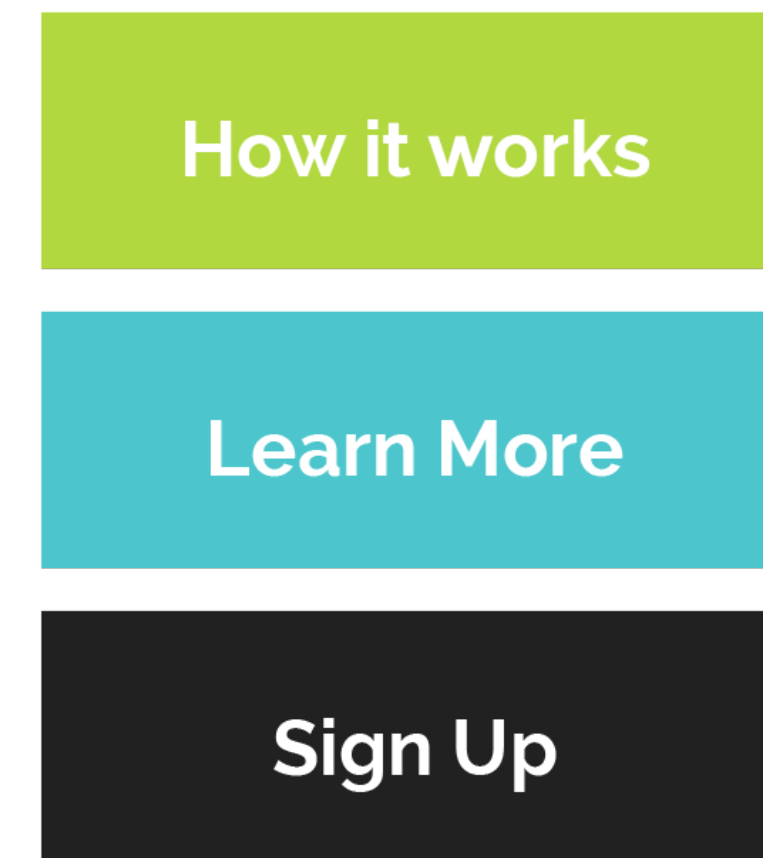
new

Iconography

old
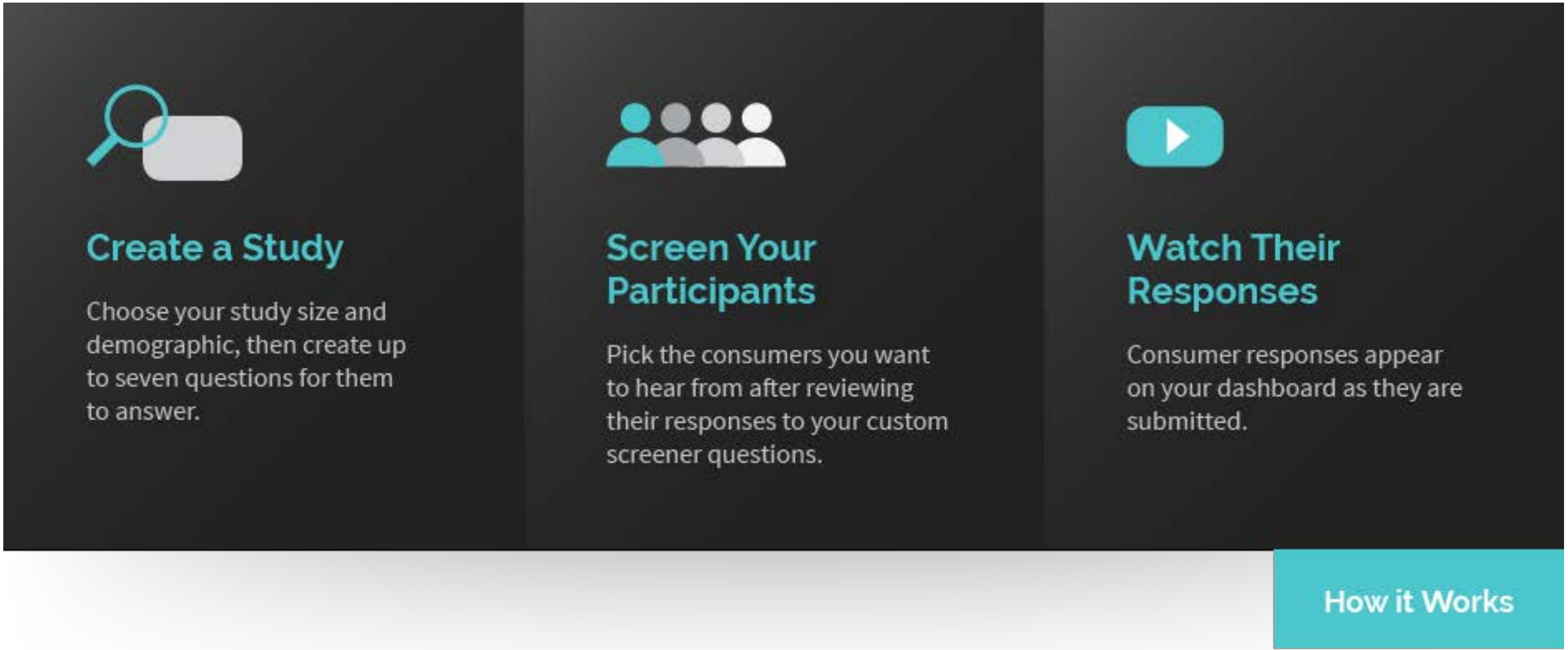
new

Videos
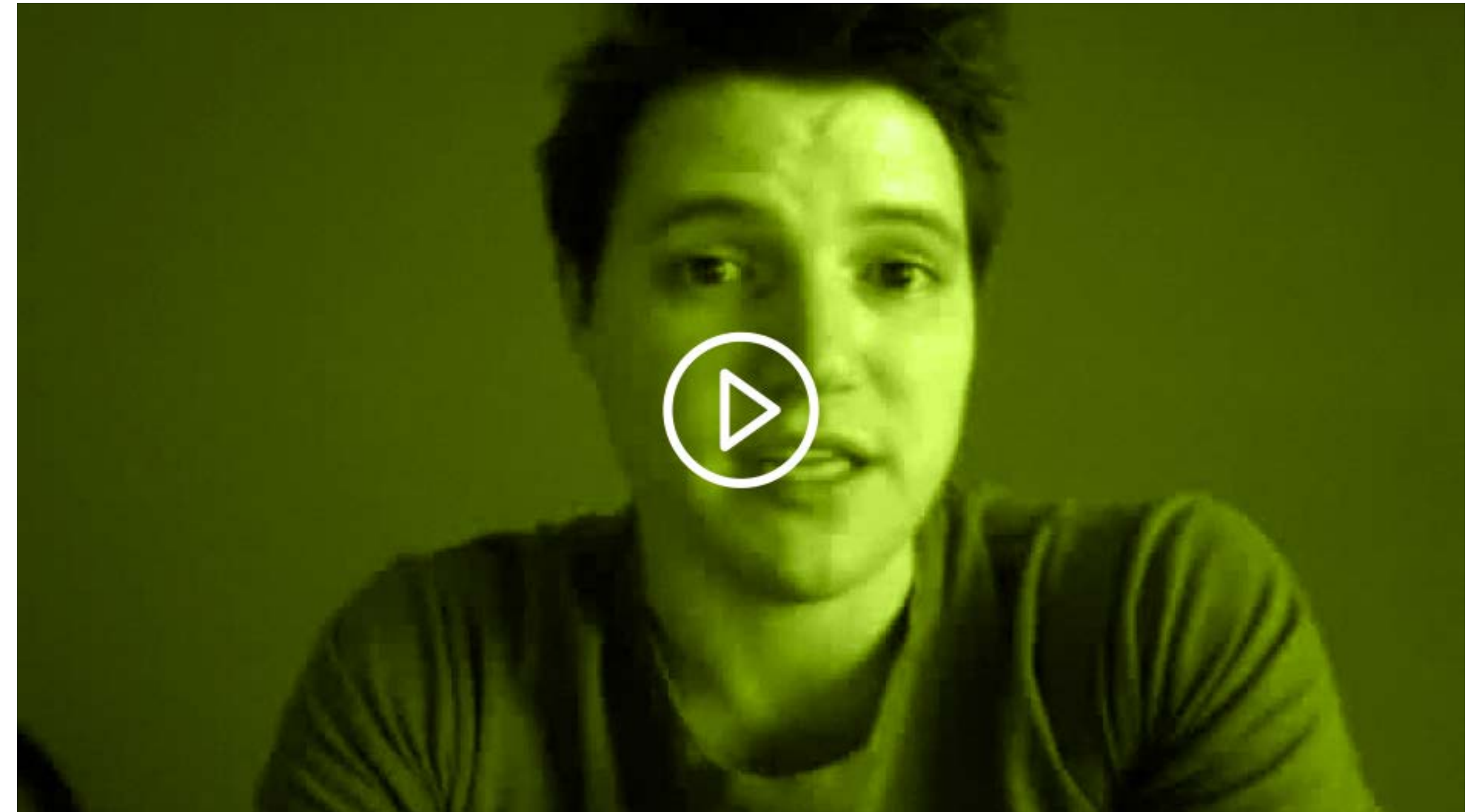
Note: Both of these color treatments are a little intense (the green is like night vision), so we'd like to lighten it up. Hover_over action removes color gradient, shows original video colors.

Color Palette

Foreground R175 G215 B65	**Background** R175 G215 B65
Researcher R75 G200 B205	**Participant** R175 G215 B65
75%	**75%**
50%	**50%**
25%	**25%**