



Dear Client,

If you're the type who likes to keep things short and sweet, the **Express Brand Alignment** form will do the trick. It's quick, easy, and delivers the results you're after—no fluff, no fuss.

But... if you're someone who loves to dive deep into the nitty-gritty and ensure every detail is nailed down, I recommend filling out the **Deep Brand Understanding** form as well. That way, we can capture every nuance and build something truly aligned with your vision.

Looking forward to working together!

— Marko

## Express Brand Alignment

**1. What exactly are you doing?** I need to know what business you are in. Feel free to share your industry and area of specialization. Please describe your business in a few sentences.

We provide users the most simplistic way to hold and trade cryptocurrencies. All they need is a Telegram account and they are able to buy, sell and hold cryptocurrencies.

**2. Could you please provide your logo?** Format: vector source file in AI, SVG or EPS

Ideally, just copy and paste your Dropbox links into the boxes below. If Dropbox isn't your thing, no sweat. Use <https://wetransfer.com>. It's fast, free, and works like a charm. Just upload the files, grab the WeTransfer link, and drop it below.

You could attach the files directly to Fiverr messages, but that's a bit of a mess waiting to happen—things can get lost or confusing. So, do me a solid and stick to Dropbox or WeTransfer. Big thanks!

<https://filebin.net/xdrdu4dzqm8ylmy3> (don't use the text included, we don't like the font and feel it should match the design you're going to make). We will be using the font: Lilita\_One for the logo, text placed right to the logo

### 3. Could you please provide your brand identity? Format: PDF or AI

If you have specific colors and fonts in mind, please specify them here:

We don't really have a specific color or font in mind. We want to aim for a professional website as users will use us for financial transactions, but we want to add playful elements to it, like we discussed. The logo uses a blue colored background, perhaps that's something to use if you feel that can work for a full website.

### 4. What design style do you prefer?

If you're unsure, go to <https://hipfolio.co/style.html> and choose the style you want, then write it below. For example: 02 Modern & Clean.

We like a modern and clean design with futuristic elements. We like the following three website's you've built in particular, mainly because of the stylistic illustrative elements:

- <http://edg3labs.xyz/>
- <https://aspx-ff.web.app/>
- <https://microtransitmodeler.com/> the animated element on the front page is really cool; the color of the website could also work well with our theme, but we will leave that up to you.

### 5. Please provide exactly 3 website examples you like, and specify what you like about each:

You can add pictures here, use Figma to comment, or any other method, except a Zoom call.

<http://edg3labs.xyz/> we really like the "our products" element from an animated standpoint. We feel this could work well highlighting key features of our product. Same goes for the overall design of the website.

<https://aspx-ff.web.app/> we really love the exploding heart element of this website.

<https://microtransitmodeler.com/> we love the color of this website as well as the animated cars moving across the highway.

**6. Do you have existing content (text, images, videos) for the website?** Format: folder with all the assets and text in Word or Pages format.

If you want to re-use existing text from your website, please share the URL

We have designed, through ChatGPT some artwork for you to take inspiration from. Ultimately, we trust your artistic abilities to craft even better work for us including the animations we spoke about over Fiverr. <https://limewire.com/d/HCb7R#WXPA05bRGv>

## Deep Brand Understanding (Feel free to skip)

**1. Got a song in mind that captures the vibe you're after?** If there's a track you think nails the mood, let me know, and I'll play it while working on your project to weave that energy right into the design.

**2. What makes your brand, product, or website so irresistible?** When people land on your site, what do you want them to feel? What's the one big message you want to hammer home the second they show up?

Not sure how to answer that? Try these instead:

- What's the #1 reason your website exists?
- What's the goal: more sales, more leads, or spreading information?
- Who's your ideal customer?
- What's their story: age, gender, location, interests?

Give me the good stuff.

**3. Can you describe your brand's personality and tone?** e.g., Professional and Corporate, Friendly and Approachable, Innovative and Modern, Playful and Quirk, Elegant and Sophisticated, Reliable and Dependable, Youthful and Energetic

**4. Design output format** Format: Figma, Adobe XD, Sketch, Adobe PSD

Please specify what design output format you prefer

**Figma**

**5. Is there a design style you absolutely can't stand and never want to see in your project?**

**6. Please provide exactly 3 website examples you dislike, and specify what you don't like about each:**

You can add pictures here, use Figma to comment, or any other method, except a Zoom call.

**7. Existing Concepts or Wireframes** Format: please provide in any format you have

Do you have any existing wireframes, sketches, or conceptual ideas for the website?

**8. Navigation and Structure** Format: please provide in any format you have

How would you like the website to be structured in terms of navigation and pages?  
Do you have a sitemap or an idea of the pages you want on the website?

**9. Features and Functionality**

What specific features or functionality do you require on the website? e.g., contact form, e-commerce functionality, blog

Are there any third-party integrations needed? e.g., social media feeds, payment gateways, booking and scheduling, subscription

**10. Content Assistance**

Will you need assistance with content creation or sourcing imagery?

**11. Project Management Assistance**

Will you need assistance with project management?

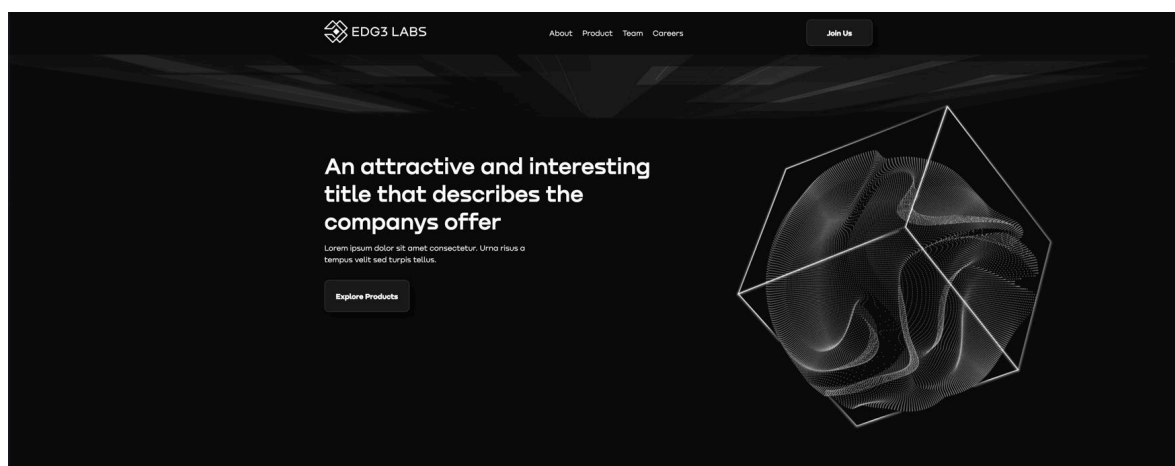
**12. Please share additional details if any**

Example of artwork we generated through ChatGPT for you to take inspiration from: <https://limewire.com/d/HCb7R#WXPA05bRGv>

We are acquiring IP from: <https://coinbot.app/> so features and functionality will be similar. Our competitor is: <https://bonkbot.io/>

Below are some suggestions, please use your own creative freedom, but this will give you some understanding as to the elements we are looking for on the website

We really like these two websites you made: <http://edg3labs.xyz/> and <https://aspx-ff.web.app/> it would be great if you could keep it within that overall aesthetic and add the nautical elements to. We want to be perceived as a professional company given users will deposit funds in some way shape or form in our bot but also add playful elements to the website to draw users to our product.



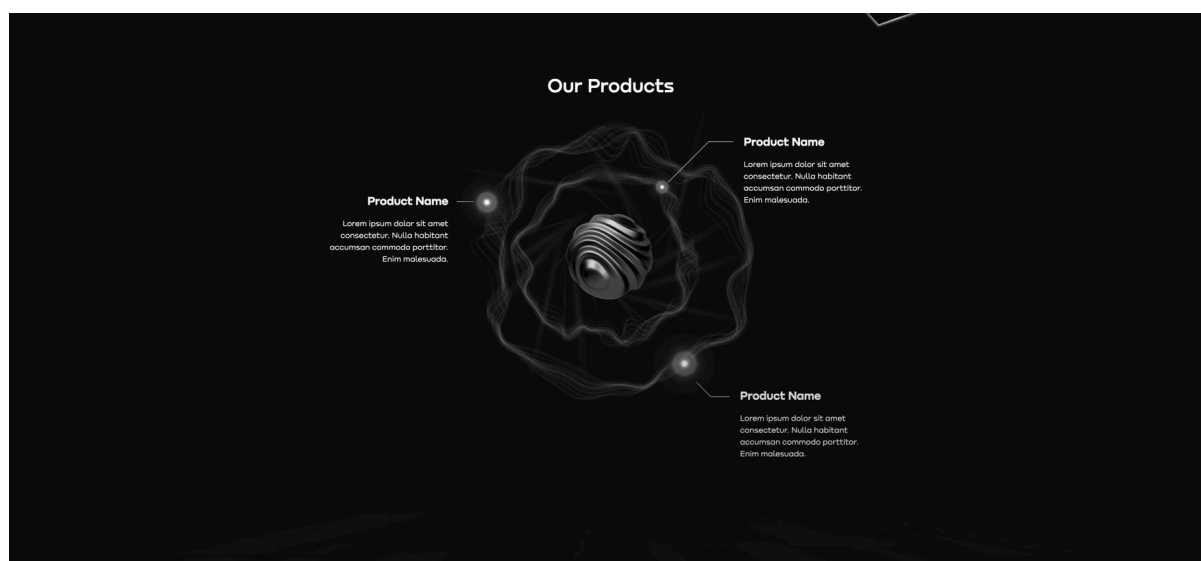
Navigation Bar can be similar, logo left, menu bar in middle, button on the right side with: “Start Trading”

I like the placement of the illustration here. I think a ship and dock (as provided in the image) with the ship moving on the waves and activity taking place on the dock.

Text on the left: “TO BE PROVIDED” // “to be provided”

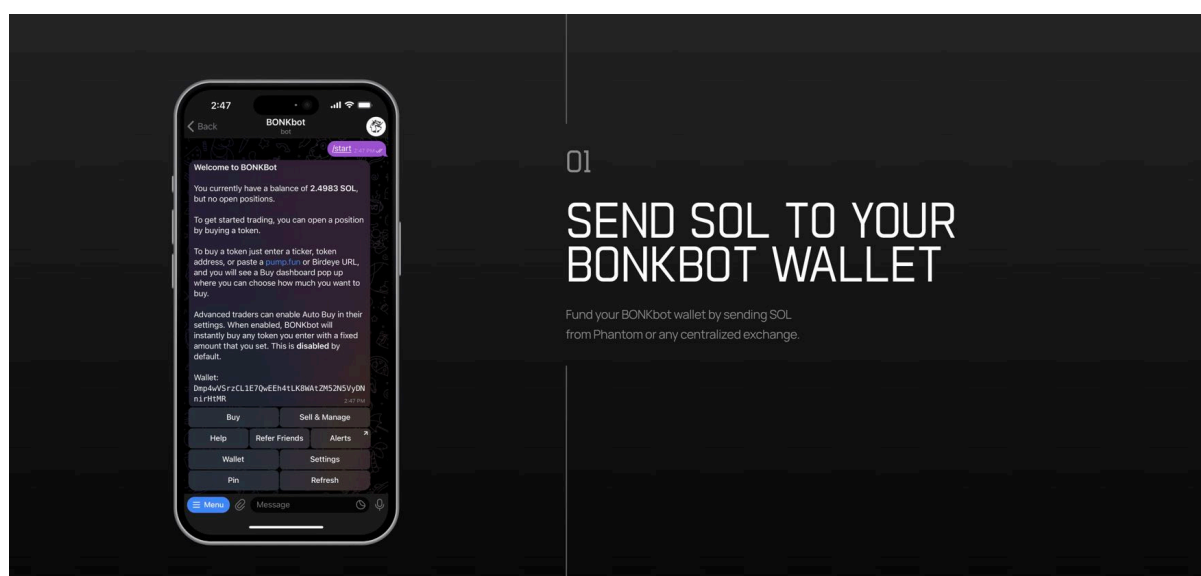
Button: “START TRADING” | “EXPLORE V” (V is arrow down which moves you to “Our Product”

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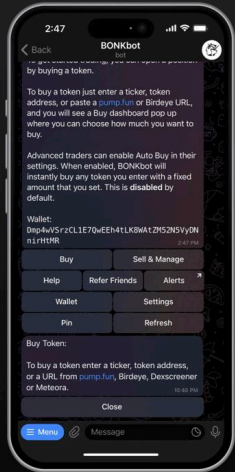


Custom Illustration perhaps our logo with a full body (example of artwork provided in artwork.zip) with key features and functionality

- **Crosschain Swaps** (10 chains, decentralized trading, no bridges or wrapped assets. BTC, ETH, BSC, RUNE, AVAC, ATOM, LTC, BNB, BCH, DOGE, Base and XRP)
- **DEX Aggregation** (Trade any altcoin, memecoin, stable coin or L1, DEX aggregation support of ERC20, ARC20 and BSC20)
- **The Most Secure Telegram Wallet** (Private Keys are fully encrypted)



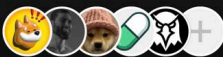
1. **FUND YOUR TELEGRAM WALLET WITH ANY ASSET //** Send BTC, ETH, BSC, RUNE, AVAC, ATOM, LTC, BNB, BCH, DOGE, Base or XRP to your wallet.



02

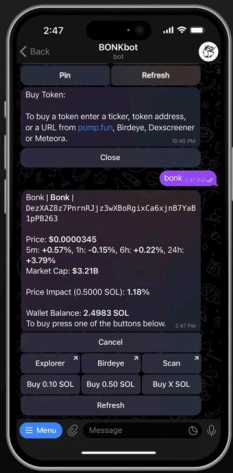
## CHOOSE A TOKEN TO BUY

Enter a token's contract address or a URL from pump.fun, DEXscreener, Birdeye or Meteora, and you're ready to trade.



[FIND MORE TOKENS TO BUY](#)

2. **CHOOSE ASSET TO PAY WITH //** We allow ANY <> ANY asset swap, giving you the flexibility to choose what you pay with and amount to use for this transaction.

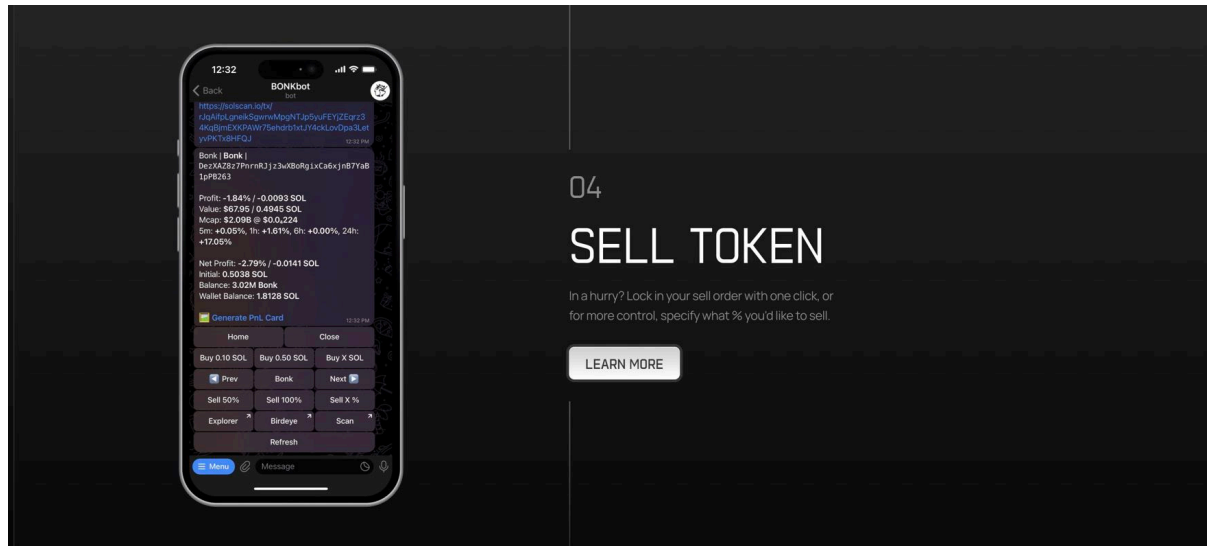


03

## BUY TOKEN

Instantly buy preset amounts with one click, or specify how much SOL you'd like to invest.

3. **CHOOSE A TOKEN TO BUY //** Simply enter the contract address or symbol to purchase and confirm transaction.



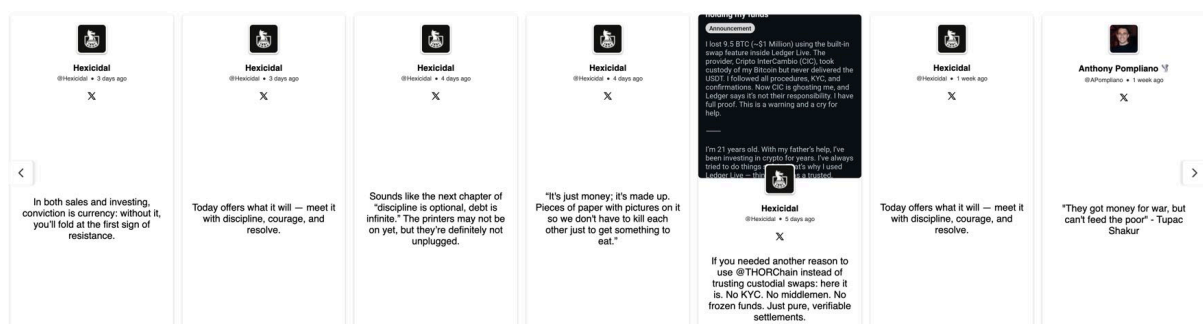
4. SELL TOKEN FOR ANY ASSET OF CHOICE // Select asset to receive and amount of the asset you wish to sell and confirm transaction.

### Historical Transactions

- <https://thorchain.net/txs?asset=1,notrade,nosynth&type=swap&affiliate=t1>
- Affiliate code will be provided later

### Twitter Plugin

- Will be purchased through: [tagembed.com](https://tagembed.com). I can provide access to CSS to allow for customization upon you coding the website)
- Example of what it could look like below but I'm sure you can design something better that'll fit the overall aesthetic of the website



### Metrics

- Transaction Volume
  - User Count
  - # of Blockchains
- 

## About Us and Footer

"Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum."

Footlinks: Facebook, Instagram, YouTube, X, TikTok, Documentation

Last block to include illustrations that make sense and fit within the overall aesthetic of the website

