Wizard

DESIGN SYSTEM

Created and Implemented by Macy Adams

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WHAT IN THE WORLD IS WIZARD?

Wizard

We are a subscription-based web service designed to elevate financial literacy and provide actionable insights for retirement savings optimization. The service leverages the proprietary technology and intelligence of Carnivore Trading, delivering monthly reports influenced by up-to-the-minute market trends.

In the current market, a significant void exists for a market-tailored, intelligent financial teaching and modeling service that is both affordable and educational, particularly for individuals from the Gen Z and Millennial demographics.

For these groups, conventional financial advisory services remain largely inaccessible, creating a demand for solutions that not only help to grow their retirement savings but also empower them with the knowledge to take control of their financial future.

Today's resources often fall into two categories: Internet searches, which while abundant, tend to offer generalized advice that lacks actionable strategies; and financial advisors, whose services, although highly specialized, come with a hefty price tag and often leave individuals in the dark about their own finances.

Our product seeks to bridge this gap, **offering a solution that combines the specificity and intelligence of a financial advisor with the accessibility and educational value necessary for younger generations to feel comfortable and prepared for their future.**

MISSION AND VOICE

Mission

"To democratize access to industry-leading retirement market insights and principles, empowering individuals to build a path to long-term financial wellness.

Voice

For many individuals, family is the source of information on financial topics that the education system doesn't cover. To be an effective mouthpiece for sharing this information, we want to embody the **warmth, trustworthiness, and engaging touch of a family figure -** with the added benefit of being some of the top talent in the investment space. Thus, we want to create a Wizard family with engaging, fun content backed by expert knowledge.

Trait	Description	Do	Don't
Fun	We want to embody fun and entertainment as medium's of delivering value through content.	• Be inspiring • Be unheard of • Be charasmatic	• Be forgettable • Be generic • Be cookie-cutter
Expert	We are committed to making sure our insights are of the highest tier of accuracy and clarity.	• Be data-driven • Be clear • Be relevant	• Be unreliable • Be inconsistent • Be wrong (without being honest)
Nonconformist	Our leaders left the financial services industry because they wanted to replace bureaucratic mediocrity with genuine connections.	• Be true • Be transparent • Be unapologetic	• Be boring • Be dull • Be timid

TAGLINES FOR THE BRAND

One-liner phrases to help our audience quickly see our brand's value

Tagline #1
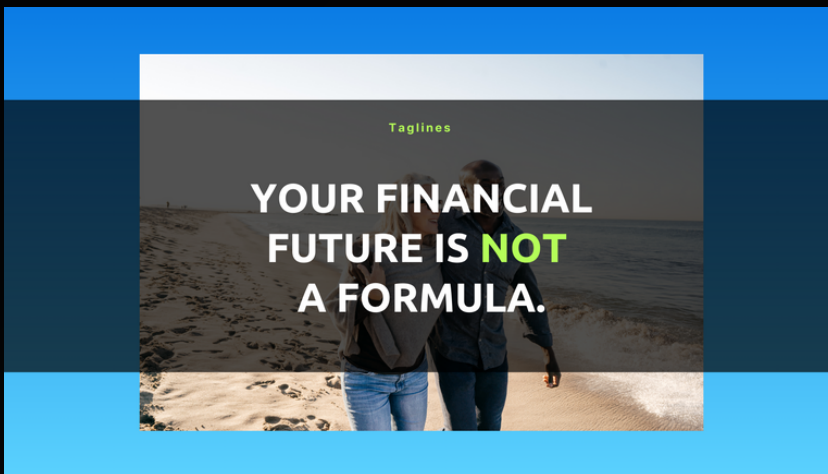
Value= This product is unique and custom

This tagline will be our primary tagline featured on the homepage.

Tagline #2

Value= This product makes life easier

As a secondary pitch, we wanted to add tagline #2 for promotion on other pages

Examples of Brand Imagery

Imagery Buzzwords: High tech, stocks, fintech, people, collaboration, laughing, freedom, money, comfort, energy

Examples of Merch

Color Palette

Primary Colors

TAX-BENEFIT TEAL
#59D2FE

Calming, Trustworthy, Young
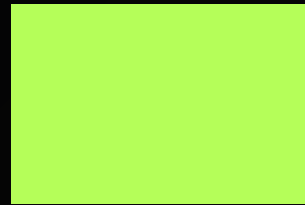
GEN-Z GREEN
#B5FE59

Energized, Prosperous, Fun

WIZARD BLUE
#0A7CE4

Proud, Intelligent, Bold

ENLIGHTEN GREEN
#F0FFCE
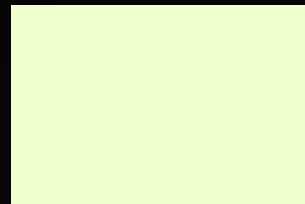
Relaxing, Wise, Secure

Secondary Colors
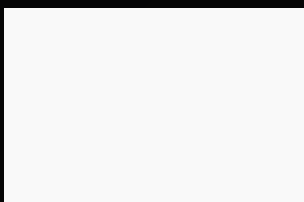
LIGHTBULB WHITE
#F9F9F9
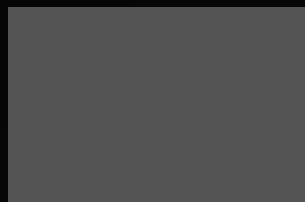
GREY-AREA GREY
#545454

GRATEFUL GREEN
#88D822

Typography Guidelines

Heading 1

H1

Text-Transform: Uppercase
Text Size: 44 Points

Text Style: Ubuntu, Bold
Additional: 0 Kerning, 0 Tracking

Heading 2

H2

Text-Transform: Capitalize
Text Size: 36 Points

Text Style: Ubuntu, Bold
Additional: 0 Kerning, 0 Tracking

Heading 3

H3

Text-Transform: Capitalize
Text Size: 24 Points

Text Style: Ubuntu, Bold
Additional: 0 Kerning, 0 Tracking

Sub-heading

SH

Text-Transform: None
Text Size: 16 Points

Text Style: Inter, Bold
Additional: 0 Kerning, 0 Tracking

Body Paragraph

Body

Text-Transform: None
Text Size: 12 Points

Text Style: Inter, Regular
Additional: 0 Kerning, 0 Tracking

USAGE GUIDELINES

Typography Guidelines

- Make sure the typefaces you will use for the project are legible and easily readable
- Stick to hierarchy and size
- Ensure fonts are used to maximize contrast and readability.

Dos and Donts: Do use a variety of sizes to match needs and visibility, do use our branded colors on text to create "pop," do focus on capitalization. Do not provide low contrast with background, do not make text too small or overwhelmingly large, do not change the spacing.

Color Palette Guidelines

- Make sure there is high color contrast between any text and the background
- Use our bright colors with intention and balance with neutral colors
- Make sure logo does not get lost by putting it over conflicting colors
- Unless needed for contrast purposes, use #F9F9F9 and #050505 over harsher pure white and black.

LOGOS

Dark Background Pictorial Logo

Dark Background Combo-Mark Logo

Light Background Pictorial Logo

Light Background Combo-Mark Logo

LOGO BREAKDOWN

Logo Overview

With these logos, our company wanted to make an illusion to a wizard figure that seems to be all-knowing and could be something you turn to for out-of-this-world wisdom. Got a problem? Ask the Wizard.

From here, to add visual interest and movement, we manipulated the Z to be an avant-garde hourglass.

Here, the hourglass represents a focus on time, which in our case, is one of our main value propositions - giving you time back by reducing the time it takes to retire. Because we are entering the fintech landscape, we chose a trendy, innovative tech feeling sans-serif that we further rounded out. Additionally, to imply this cutting-edge tech feel, we employed a visually appealing gradient to look fresh, fun, and trendy.

Usage Guidelines

Guidelines: Do keep the proportions, do ensure adequate contrast for readability, do use on content produced by the company. Do not clip the picture, do not include other colors, do not put on other companies trademarked content, do not lower opacity.

Wizard

Component Library

Component 1: Buttons

Description: Buttons will be used throughout the application; however, it is especially important for us to tie visual identity to the subscribe functionality throughout. We plan to use this button format - text, high contrast, icon to the right - everywhere subscription is referenced to funnel users to product purchase.

Icon: Font Awesome Solid
Border Radius: 4 px
Font: Ubuntu Regular, 24px
Function: Link to the subscription page
Colors: Light → #050505 with #f9f9f9 font. Dark → #B5FE59 with #050505 font

State: The button will depend on light or dark background status, and each will slightly enlarge on hover.

Component Library

Component 2: Videos

Description: Because this product is an educational product and a blue ocean strategy idea, we hope to employ videos throughout. To standardize videos, we want to consistently employ our brand colors, tone, and imagery while displaying a constant clean UI with sharp edges and a simple start button.
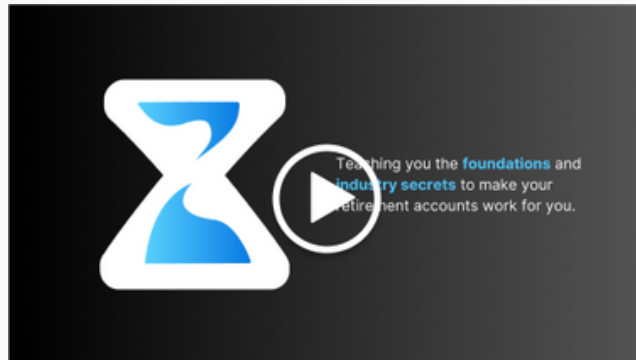
Margins: 20 px
Border Radius: 0 px
Icon: Font Awesome Play Button
Function: Pull up a lightbox with video content
Colors: Set a cover image with consistent branding depending on key value of content

State: The video will open on click. If not fully loaded, it will display the default loading animation.

Component Library

Component 3: Blog Post

Description: Through our learning center, we want to make educational blog content. Because this content will likely be new, we want to add clarity with relevant tags ("investment type"), simple naming conventions, and article images (constructed with supporting visuals, an overlay, and large font). This standard format will quickly help with concept clarity.

Image: 10 px border-radius, 870p x 570px
Image Content: Ubuntu Bold, FreePix Image, #050505 54% overlay
Divider: 1 px, #050505 42% opacity
Text: Title → Ubuntu Bold 36px #050505, Other → Inter regular 12px #545454
Function: Reference to blog content

State: On hover, the image and the title dull to a light grey. On click, the website launches pre-made articles.

Component Library

Component 4: Subscription Box

Description: When navigating our website, users will encounter a subscription block explaining the value and cost structure of our product. Additionally, we employ a call to action button with contrast to pull the user into our subscription process. This block design allows users to compare solutions quickly.

Start at $29.50/month

Join and get of our introductory retirement industry report, learning center access, and monthly 401k + IRA model allocations.
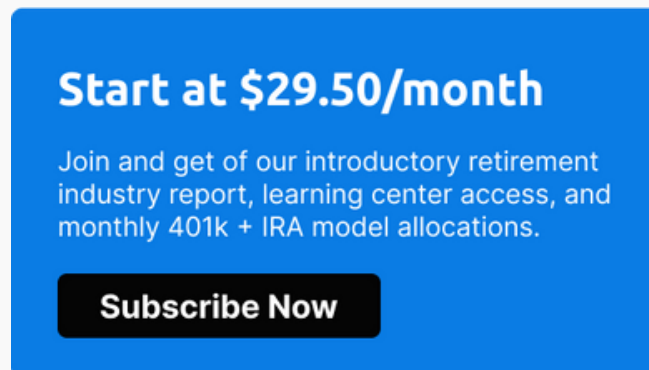
Subscribe Now

Background: 10 px border-radius, #0A7CE4
Font: Ubuntu Bold 36px, Inter Regular 12px, Inter Bold 18px, #FFFFFF
Function: Describe value and transport to the subscription process

State: Entire area has 2px 2px 2px 2px box shadow with #59D2FE on hover to show which option you are considering.

Component Library

Component 5: Email Collection

Description: This component allows our company to exchange an email address for a pdf download of an introductory retirement savings report. Here, this component allows users to type in their email, which must meet the email format, and then confirm by pushing the button. Here, we use an industry-standard download icon to use formats consumers are used to.

Email Address	⬇ Download Your Report

Attributes:
Border-Radius: 5 px border-radius, 2 px border, #E6E6E6
Font: Inter Regular 12 px, Ubuntu Regular 12 px, #E6E6E6
Function: Collect user information and start the learning journey with Wizard.

State: When you click into email address, the text clears and allows typing. The button function requires the email to contain "@" and ".com, .org, .net, etc." to validate and download the retirement PDF.

Pattern Library

Pattern 1: Navigation Bar

The top navigation bar allows users to navigate easily through our various pages. Because some of our core content requires people to have paid for an account, the tabs "Learning Center" and "Monthly Report" will have minimum functionality to users who have not signed in. To the far right, the logo will allow users to get back to the home page to reset easily. Correct uses of this navigation bar would be to click through the respective pages and be able to acquire information easily. Incorrect uses would be to sign in before signing up or trying to get content without paying.

Pattern Library

Pattern 2: News Article

Another pattern we created helps users navigate and consume content - the news article layout. Here we use our heading 1 style to create a title and a common template of styling and spacing to deliver content. To create a smooth experience, elements like breadcrumbs and recommended articles help users know what they are learning and what they can continue to learn. In addition to other articles there are attributes of which category the content falls into. This format gives an architecture for understanding the bigger picture of your learning. Here, some do's are to read the content and continue to learn, reinforcing ideas with knowledge of where this fits into the overall landscape. Some dont's are to take this as official financial advise, there are firm laws against advising specific actions so we want to make sure people see our content here as lesson-based.

Tool Stack

Figma for prototyping and mockups

WooCommerse for backend functionality

Adobe Illustrator for logo creation

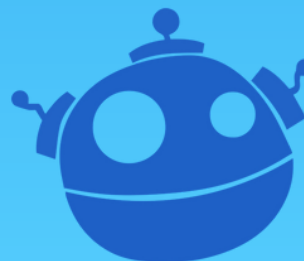**Klavio for notifications and alerts**

Canva for digital content creation

Wordpress for navigation and site control

Beaver Builder for front-end development

Freepix for free use visuals and videos