

ENIGMA CAMP'S

BRAND GUIDE

We serves a **holistic solution for emerging youth** unemployment problems as well as the talent shortage through conducting a full process on hiring & admission, providing intensive training programs for new talents and companies, connecting both talents and partners on project based services, and also supplying support via coaching & mentoring.

OUR VISION

Providing positive impact through information technology and education

OUR MISSION

Minimizing the gap between education institutions graduates with the industries

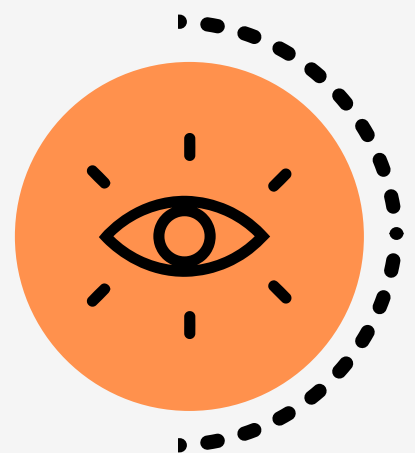
OUR

VALUE PROPOSITION

1

COMPLETE

Complete IT Talent Management model. We are not only placement the IT talent but provide custom solutions to meet the needs of IT resources in your company and doing people development in sustainable manner.



2

EXPERT

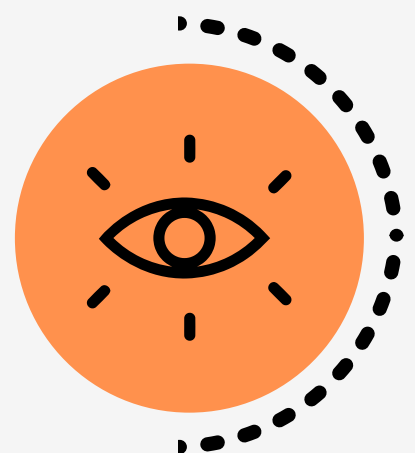
We develop the curriculum using expertise of our technology expert and the design process will be vetted through the company's network & external technology expert



3

COLLABORATIVE

in collaboration with universities and vocational schools as a source of prospective trainees



4

EXPERIENCED

Supported by experienced trainers and co-trainers, expert in information technology & industry practitioners



ENIGMA CAMP'S

CULTURE

R

RESPECT OTHERS

Every employee, regardless of their level or background, respects and values each other.

E

EFFECTIVE & EFFICIENT

In Doing the Job : In work, it's not only about achieving results but also about the process. It's about how to accomplish everything effectively (successfully) and efficiently (precisely, without wasting time).

A

AGILE SPIRIT

Quick adaptation, so employees are expected to apply the spirit of being adaptive.

D

DISCIPLINE

Being obedient and compliant with self-regulation, including towards oneself.

Y

YES, I CAN!

The spirit to view everything from a positive perspective (optimistic).

ENIGMA CAMP'S

TARGET AUDIENCE

B2B

- Companies
- Talent seeker
- Universities

B2C

Age :
18 s.d 30

Occupation :
HighSchool graduates & Career Switcher

ARCHETYPES

The Sage :
Seeker of truth, knowledge, and wisdom. Their drive comes from the desire to not only understand the world, but to then share that understanding with others.

They are life-long learners and enjoy expressing their knowledge with philosophical conversations. They are more likely to pass on their wisdom to someone who can use it to change the world, rather than change the world with it themselves.

With this brand archetype, Enigma Camp can inform the audience about how we can change the world through information technology and education.

ARCHETYPES

The Jester :
The Jester is about having fun and living in the moment. They not only love having fun themselves, they see it as their duty to be a ray of sunshine in everyone's life around them.

They are optimists and can't be kept down long due to their ability to see the good in every situation. Jesters are young at heart and continue their child-like nature long after their friends have grown up and become serious.

Enigma Camp is an IT Bootcamp and Talent Management company that wants to represent the fun way of working in IT industries.

DRIVE

Wisdom, intelligence, expertise, and information.

DRIVE

Fun, happiness, and positivity

TONE OF VOICE

Knowledgeable, assured, guiding.

TONE OF VOICE

Fun-loving, playful, optimistic.

FEAR

Ignorance, insanity, powerlessness, and misinformation.

FEAR

Boredom, gloom, and negativity.

PERSONA

Fun, expertise, positivity, and intelligence.

LANGUAGE

Semi-formal and casual.

OBJECTIVE

To Inform - To Connect - To Be Relevant

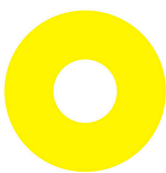
ENIGMA CAMP'S VISUAL IDENTITY



PALETTE



#233D90



#FFF500



#FF5001



#F3F3F3



#0A0A0A

FONT

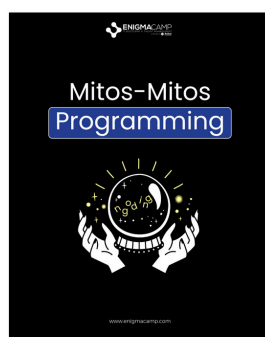
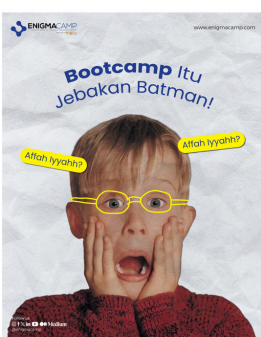
Aa
Poppins

Aa
Montserrat

Aa
Nexa

Secondary

IMAGERY



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GROW WITH ENIGMA CAMP'S

BRAND GUIDE

Grow With Enigma Camp is an employer branding platform that goes deeper than storytelling about employee key learnings, core values, and opportunities growing more than extensive with the company.

We develop brand awareness and receive more engagement to suit Enigma Camp's persona as the best workplace as an IT company with a dynamic workforce.

OUR VISION

To create awareness of Enigma Camp's working environment for the public to see.

OUR MISSION

To build a brand personality and content pillar to suit Enigma Camp as the best place to work at

STRATEGY

Grow With Enigma Camp employer branding scheme by leveraging an employee's unique insight toward their experience working at Enigma Camp. Brand should highlight a dynamic internal workforce that is a young, fun, and purpose-driven team

ARCHETYPE

The Jester :

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Grow with Enigma Camp wants to represent the fun way of working in Enigma both as graduates and internal team.

DRIVE

Entertainment, fun, and flexibility.

PERSONA

Cheerful, friendly, playful.

VOICE

Cheerful, friendly, playful.

LANGUAGE

Casual, Fun, Cheerful, friendly, playful.

OBJECTIVE

Entertainment, fun, and flexibility.

FEAR

Depression, boredom, stiffness.

GROW WITH

ENIGMA CAMP'S

VISUAL IDENTITY

<div><div><p>Enigma Camp is a company that focuses on the well-being of its employees. One of the company's ways to make this happen is by holding exciting agendas with the aim of refreshing and bonding!</p></div><div><p>Hello</p></div><div><p>Welcome Eternals!</p></div></div>	<div><div></div><div>Use Strong Color and Good Color Combination</div></div>	
<div><div></div><div></div></div>	<div><div>Aa</div><div>Gotham</div></div> <div><div>Aa</div><div>Poppins</div></div> <div><div>Easy to Enjoy</div><div>and Easy to Read</div></div>	
	<div><div></div></div>	
<div><div></div><div><div>Grow With Enigma</div></div></div>	<div><div><div>Grow With Enigma</div><div>Use This</div></div></div>	<div><div><div>Words!</div><div>Colors!</div><div>Image!</div><div>Shape!</div><div>Words!</div></div></div> <div><div><div>A Little Bit of This,</div><div>And This,</div><div>And This.</div></div></div>