

Our Face
Logomark



Our Expression
Illustration



Our Communication
Moder Casualgraphic



Our Mark
Typography

*Andalan.....
Para.....
Peneliti.....*

POPPINS
Inter

Our Palette
Color



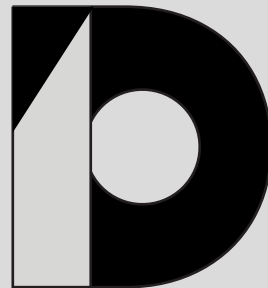
Our Vocal
Tone And Voice

**Joyfull
Casual.**

Get to Know With
Our Face

MyData
by ebizmark

MyData
by ebizmark





#3B9D8B
75 18 53 1



#28316C
100 93 28 16



Get to Know With
Our Scheme

Main Brand Colors



HEX : #3B9D8B
CMYK: 75 18 53 1

Ocean Jade



HEX : #303267
CMYK : 95 91 30 19

Eclipse Blue



HEX : #383838
CMYK: 69 62 61 54

Onyx Mist

Secondary Colors



HEX : #E2A540
CMYK: 11 37 88 0

Ember Glow



HEX : #EFD064
CMYK: 7 15 73 0

Ethereal Gold



HEX : #4864E2
CMYK: 76 65 0 0

Stellar Blue

Accent Colors : Gradient



HEX : #3B9D8B
CMYK: 75 18 53 1

Verdant Eclipse

HEX : #303267
CMYK: 95 91 30 19

Get to Know With
Our Expressions

ILLUSTRATION





Get to Know With
Our Language

Typography

Poppins

E E E E E E E

POPPINS

Poppins is a geometric sans serif. Designed for modern readability in both print and digital use, while maintaining elegance. Its balanced letterforms and uniform stroke width create a clean and professional appearance. The open counters and high x-height enhance legibility, making it ideal for branding, UI, and research-based content.

Light
Regular
Medium
Semibold
Bold
Extrabold
Black

01 02 03 04 05 06 07 08 09 10
Aa Bb Cc Dd Ee Ff Gg Hh Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
[(!?.,@#)]\$%^&

Inter

Inter is a modern sans serif. Optimized for digital readability with a neutral and versatile look. Its open letterforms and balanced proportions make it an ideal secondary font for research-driven branding.

Light
Regular
Medium
Semibold
Bold
Extrabold
Black

01 02 03 04 05 06 07 08 09 10
Aa Bb Cc Dd Ee Ff Gg Hh Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
[(!?.,@#)]\$%^&

x1,618

Poppins Bold 64pt

MyData

Poppins Semi bold 40pt

**Andalan
Para Peneliti**

Inter Regular 25pt

Layanan olah data dan konsultasi
untuk membantu serta mendampingi
para akademisi

Inter Regular 15pt

www.ebizmark.id/jasaolahdata

MyData

30pt

**Andalan
Para Peneliti**

20pt

Layanan olah data dan analisis
untuk membantu serta
para akademisi

20pt

www.ebizmark.id/jasaolahdata

Get to Know With
Our Language

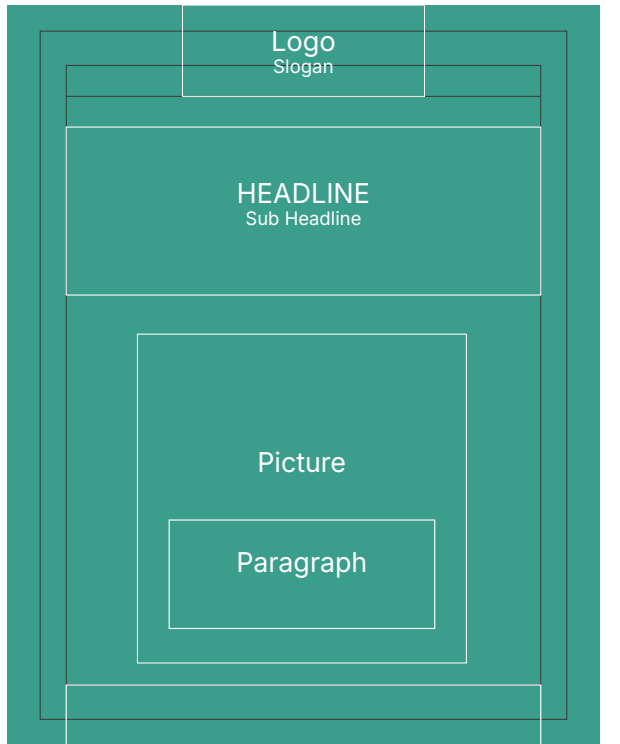
Communications

Modern Casualgraphic

Our communication concept embraces a modern, casual, and friendly style. We aim to deliver information in a way that feels simple, relatable, and joyful, making it easier for audiences to connect and engage with our messages.

Feeds

1080 px



1350 px

Ratio **4:5**
1080 × 1350 px



#F9DE68
4 9 71 0



#3B9D8B
75 18 53 1



#28316C
100 93 28 16

Get to Know With
Our Language

Vocal

**Joyfull
& Casual**

Be a reliable friend

User-first approach

Deliver effective solutions

Commit to continuity

Principles:

Be a reliable friend

Every content should be treated like a thoughtful suggestion from a friend. You need to help them to decide quickly.

User-first approach

Tell your users only the most important information/benefit, and put them as the subject of the action.

Deliver effective solutions

Every word written must guide users in achieving their goals and help their problem. Let them see the end of their journey.

Commit to continuity

Every content should be clearly derived from a big idea or a big message. Stay reliable and consistent along the way

Conditional Tone

Positive Situation

Use a joyful and engaging tone language.

Neutral Situation

Use a Casual and engaging tone language.

Negative Situation

Use a serious and straightforward tone.
Stay Polite and say sorry when needed.



MyData
by ebizmark
Andalan Para Peneliti