Our Face
Logomark

Our Expression
Illustration

Our Communication
Formalgraphic

Our Mark
Typography

Your.....
Research.....
Partner.....

POPPINS
Rubik
Inter

Our Palette
Color

Our Vocal
Tone And Voice

Clear
Casual.

Get to Know With

Our Face

ebizmark

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Your Research Partner

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ebizmark

#303267
95 91 30 19

#386C8C
82 52 29 7

#F9DE68
4 9 71 0

Get to Know With

Our Scheme

Main Brand Colors

HEX : #303267
CMYK: 95 91 30 19

Eclipse Blue

HEX : #386C8C
CMYK: 82 52 29 7

Astral Tide

HEX : #F9DE68
CMYK: 4 9 71 0

Auric Light

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

HEX : #40938D
CMYK: 75 25 47 3

Ocean Jade

HEX : #383838
CMYK: 69 62 61 54

Onyx Mist

HEX : #4CB2E5
CMYK: 62 13 0 0

Cerulean Blue

Get to Know With

Our Expressions

Get to Know With

Our Language

Typography

Poppins

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

[(!?.,@#)]$%^&

Poppins Bold 64pt

Ebizmark

Rubik Bold 40pt

Your Resarch Partner

Inter Regular 25pt

A technology-based training and education startup.

Inter Regular 15pt

www.ebizmark.id

Ebizm

22pt

Your Res Partner

22pt

A technology and educatio

22pt

www.ebizmark.id

Get to Know With

Our Language

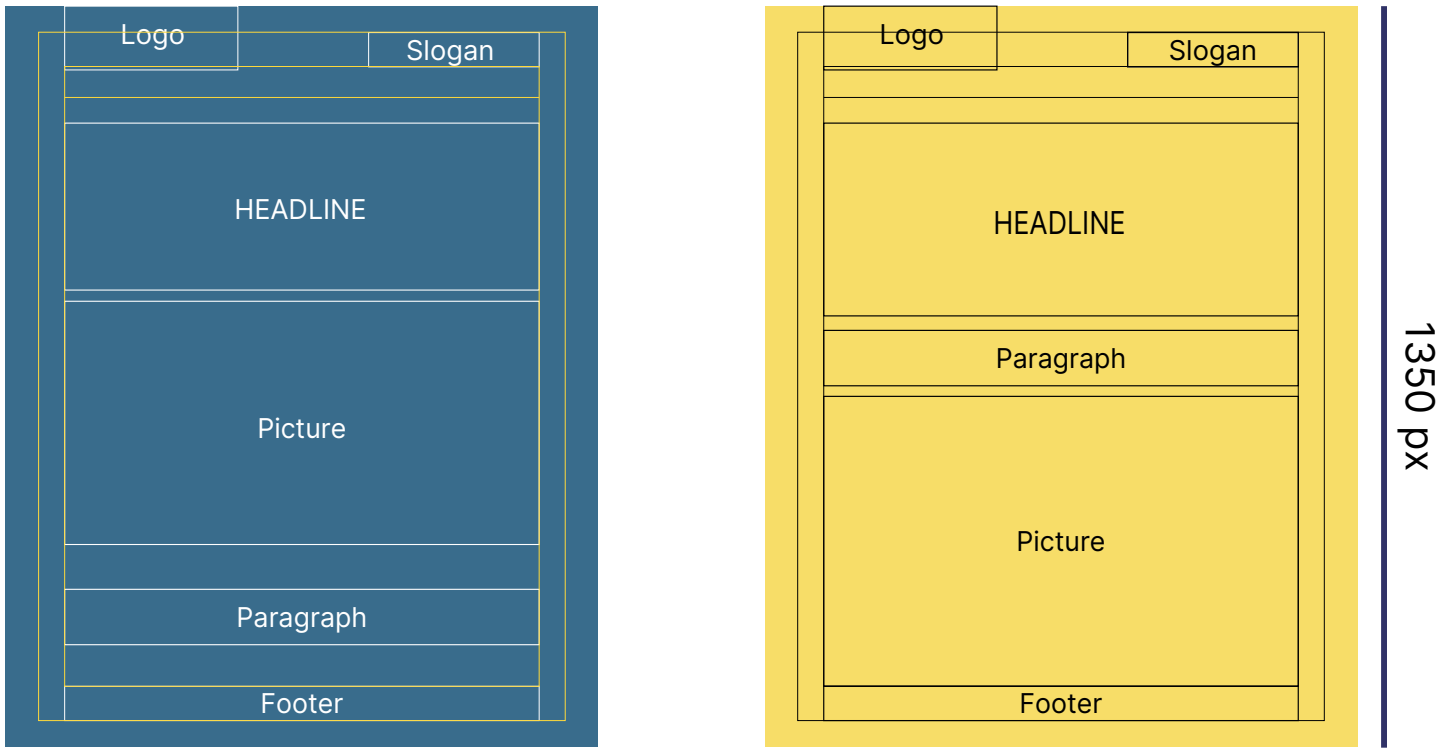
Communications

Formalgraphic

Our composition concept is to tell an informatif messages for the audien’s to the informations we want to mainly communicate with simple ways.

Feeds

Ratio 4:5
1080 × 1350 px



#303267
95 91 30 19

#386C8C
82 52 29 7

#F9DE68
4 9 71 0

Reels

Ratio 9:16
1080 × 1920 px

#303267
95 91 30 19

#386C8C
82 52 29 7

#F9DE68
4 9 71 0

Get to Know With

Our Language

Vocal

Clear & 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.

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