

Our Face
Logobrand

ebizmark
PRESS

Our Mark
Typography

Literat.....
Cermat.....
dan.....
Hebat.....

Poppins
Inter

Our Expression
Illustration



Our Palette
Color



Our Communication
Casualgraphic



Our Vocal
Tone And Voice

Joyfull
Casual.

Get to Know With
Our Face

ebizmark
PRESS

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PRESS

ebizmark *PRESS*



#1B6E8B
88 48 32 7



#28316C
100 93 28 16



#FBDA4C
2 11 82 0

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Get to Know With
Our Scheme

Main Brand Colors



HEX : #67ABC9
CMYK : 59 19 13 0

Frosted Azure



HEX : #303267
CMYK : 95 91 30 19

Eclipse Blue



HEX : #C91A1A
CMYK : 14 100 100 5

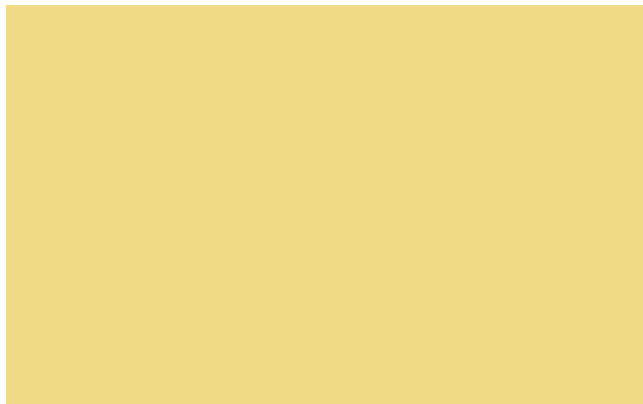
Bloodstone



HEX : #FCC931
CMYK : 120 90 0

Sunflower

Accent Colors



HEX : #EFDA86
CMYK: 7 10 57 0

Golden Sands



HEX : #4CB2E5
CMYK: 62 13 0 0

Bluesky



HEX : #40938D
CMYK: 75 25 47 3

Ocean Jade



HEX : #FFDD4D
CMYK: 1 10 81 0

Blitz

Get to Know With
Our Expressions





Get to Know With
Our Language

Typography

Rubik

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

Rubik Bold 64pt

**Ebizmark
Press**

Rubik Semi bold 40pt

**Literat Cermat
dan Hebat**

Inter Regular 25pt

A technology-based training
and education startup.

Inter Regular 15pt

www.ebizmark.id

Ebizmark Press

30pt

Literat C
dan Heba

20pt

A technology-
and education

20pt

www.ebizmark.id

Get to Know With
Our Language

Communications

Casualgraphic

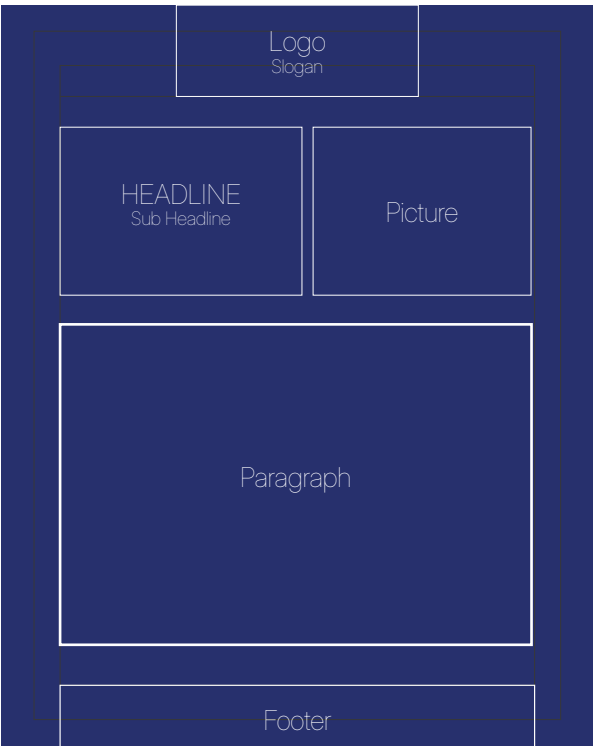
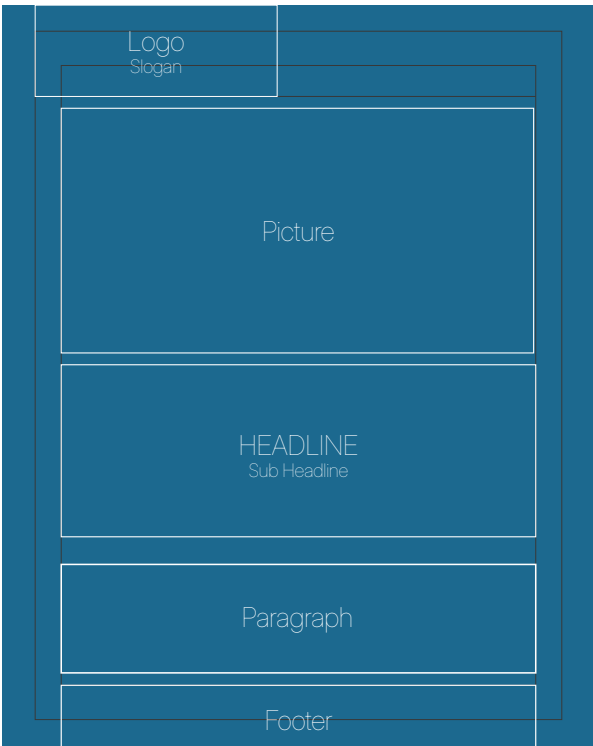
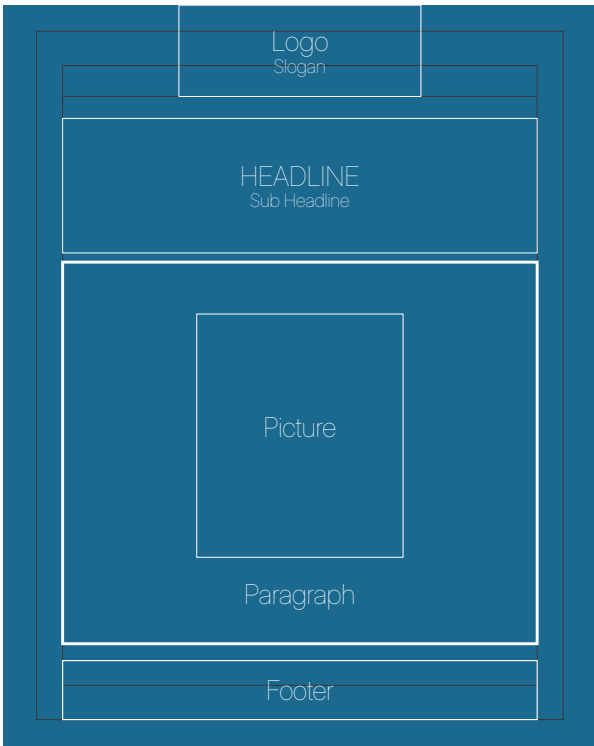
Our composition concept is to tell an informatif messages for the audien's to the informations we want to mainly communicate with casual and joyfull ways.

Feeds

Ratio 4:5
1080 × 1350 px

1080 px

1350 px



#1C698F
84 54 27 6



#27306D
100 94 27 15

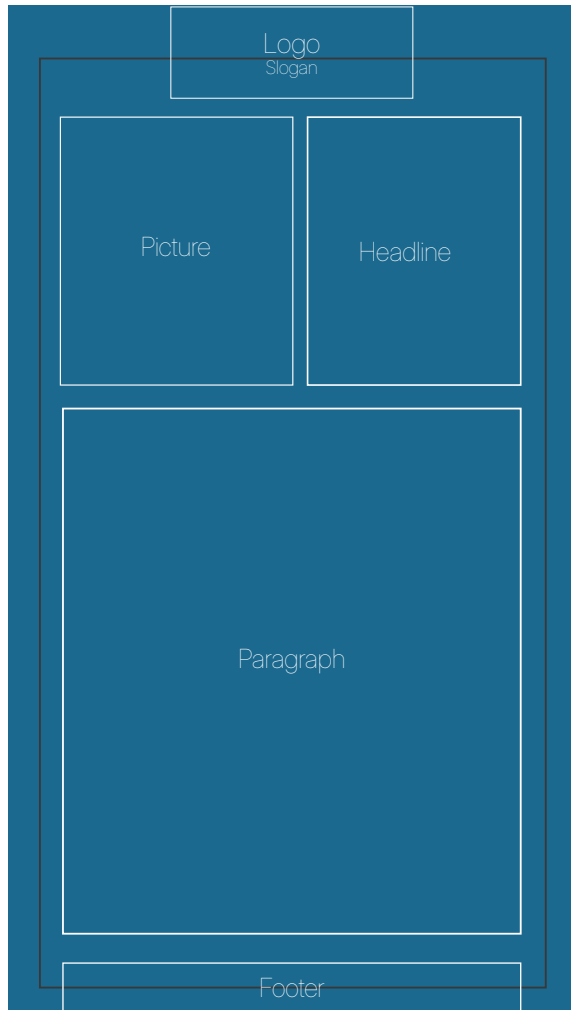


#C91A1A
14 100 100 5

Instastory

Ratio **9:16**
1080 × 1920 px

1080 px



1920 px



#1C698F
84 54 27 6



#27306D
100 94 27 15



#C91A1A
14 100 100 5

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.



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Literat Cermat dan Hebat