



BIONS.ID DevPlan

August 2020

Primary Color



Bions Teal
C 100 M 0 Y 40 K 0
R 0 G 170 B 173
#00a0ad

Bions Turquoise
C 100 M 0 Y 40 K 70
R 0 G 76 B 76
#004c4c

Bions Black
C 0 M 0 Y 0 K 90
R 65 G 64 B 66 #414042

Bions Gray
C 0 M 0 Y 0 K 80
R 88 G 89 B 91 #58595b

Bions Light Gray
C 0 M 0 Y 0 K 40
R 167 G 169 B 172 #a7a9ac

Secondary Color



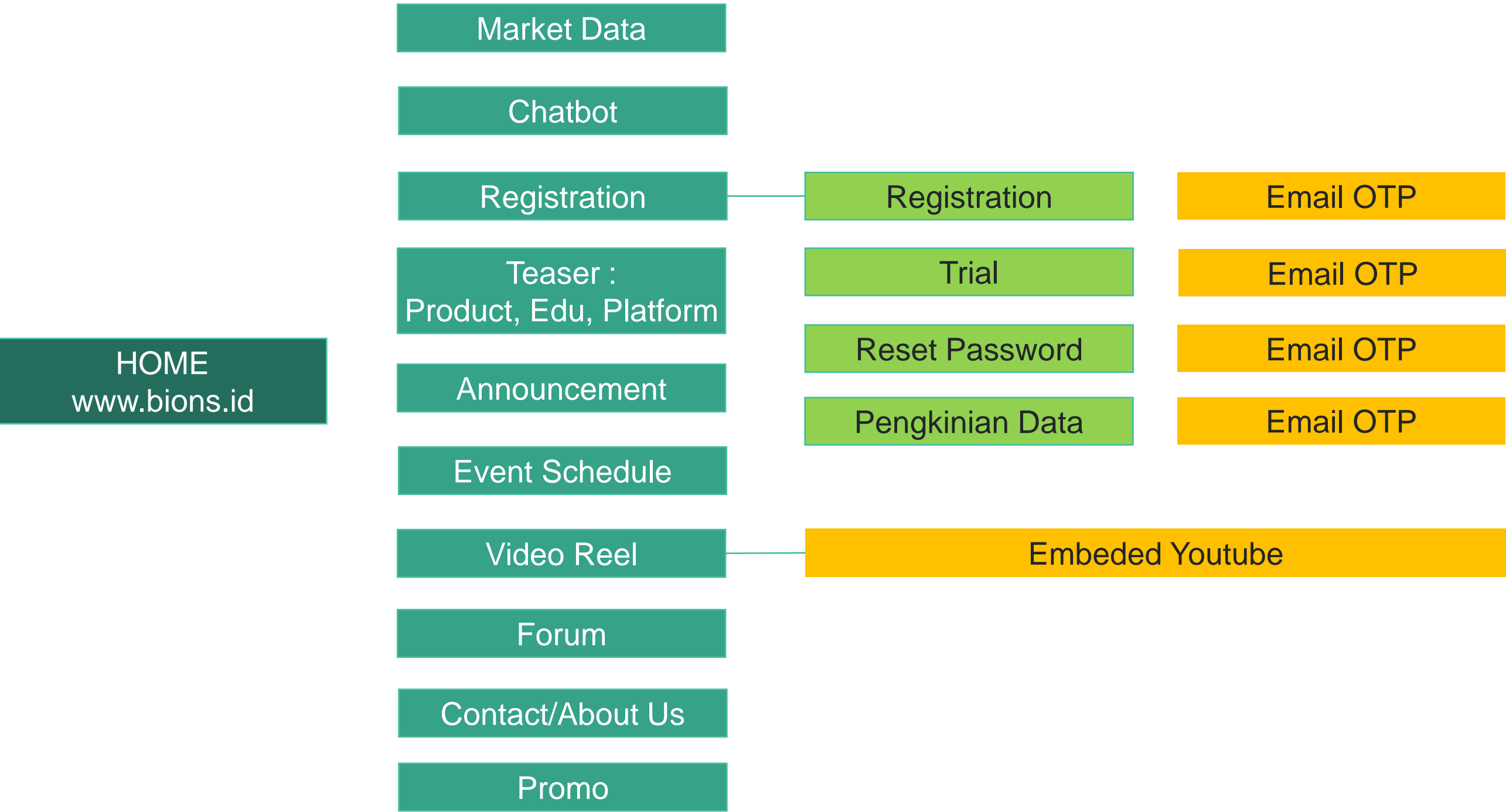
BNI Orange
C:0 M:80 Y:100 K:0
R:255 G:102 B:0
#FF6600

BNI Turquoise
C:100 M:20 Y:35 K:45
R:0 G:83 B:93
#006699

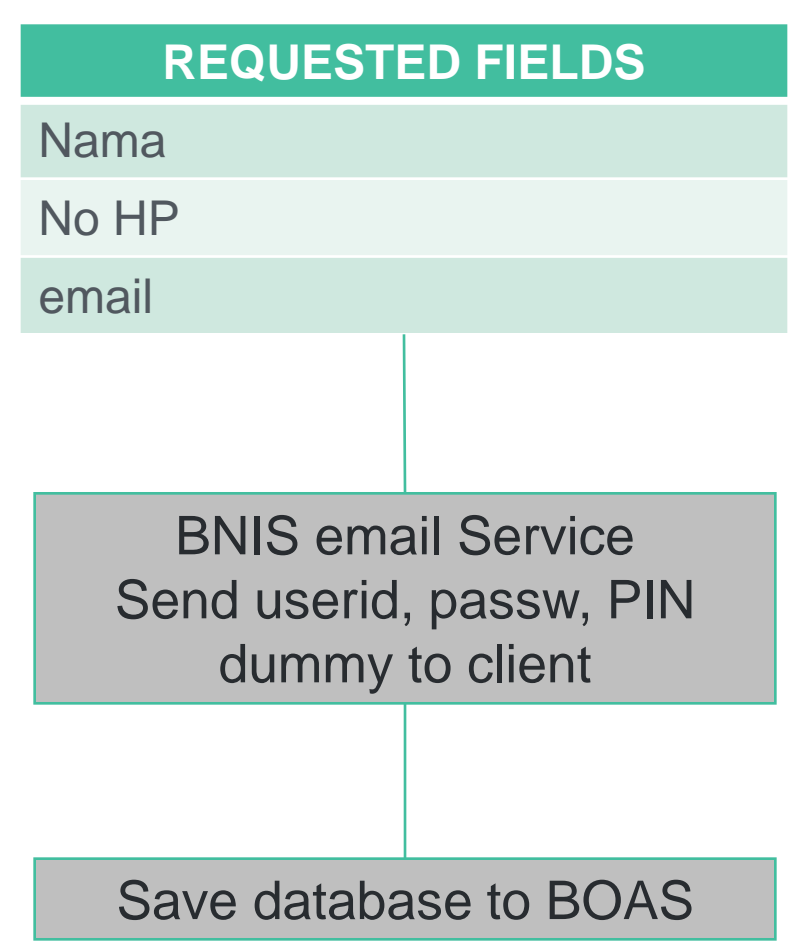
BNI Dark Blue
C:100 M:60 Y:0 K:0
R:12 G:71 B:157

<div><div>BNI Dark Orange</div><div>C:0 M:65 Y:100 K:0 R:254 G:102 B:13</div></div>	<div><div>BNI Dark Aqua</div><div>C:100 M:0 Y:40 K:70 R:0 G:47 B:48</div></div>	<div><div>BNI Dark Blue</div><div>C:100 M:60 Y:0 K:0 R:12 G:71 B:157</div></div>	<div><div>BNI Dark Green</div><div>C:85 M:0 Y:90 K:60 R:24 G:72 B:29</div></div>	<div><div>BNI Dark Grey</div><div>C:0 M:25 Y:40 K:70 R:102 G:87 B:62</div></div>
<div><div>BNI Medium Orange</div><div>C:0 M:50 Y:100 K:0 R:255 G:168 B:20</div></div>	<div><div>BNI Medium Aqua</div><div>C:100 M:0 Y:40 K:0 R:0 G:144 B:146</div></div>	<div><div>BNI Medium Blue</div><div>C:85 M:20 Y:0 K:0 R:37 G:132 B:187</div></div>	<div><div>BNI Medium Green</div><div>C:75 M:0 Y:100 K:10 R:54 G:146 B:38</div></div>	<div><div>BNI Medium Grey</div><div>C:0 M:0 Y:20 K:35 R:178 G:163 B:152</div></div>
<div><div>BNI Light Orange</div><div>C:0 M:15 Y:40 K:0 R:254 G:227 B:149</div></div>	<div><div>BNI Light Aqua</div><div>C:35 M:0 Y:15 K:0 R:179 G:226 B:218</div></div>	<div><div>BNI Light Blue</div><div>C:35 M:5 Y:0 K:0 R:135 G:187 B:217</div></div>	<div><div>BNI Light Green</div><div>C:20 M:0 Y:50 K:0 R:209 G:236 B:134</div></div>	<div><div>BNI Light Grey</div><div>C:0 M:5 Y:10 K:5 R:226 G:214 B:207</div></div>

Key Point	Description	Reference
Site Domain	bions.id	
Sub Domain	stock.bions.id	
	fund.bions.id	
	campaign.bions.id	
	research.bions.id	
Site style	Simple, minimalism, modern, tech, geometric look	
Animated	Yes, minor	
Target visitor	Gen Y, male age 25-45	
Font	EXO font family	https://www.1001fonts.com/exo-font.html
Language	Indonesia	
Event Page		https://online-learning.harvard.edu/catalog/free https://ticmi.co.id/
Chatbot		Air Asia (AVA)
Youtube channel		https://www.youtube.com/channel/UC9aSfKT6SpQ4tUmYYD7oYhA/featured
Promo Page		https://m.bnizona.com/promo/index/18
Registration		https://register.most.co.id/ Ipot (mobileapps) https://open.miraeasset.co.id/id https://www.poems.co.id/Home/OpenAccount



Trial Account

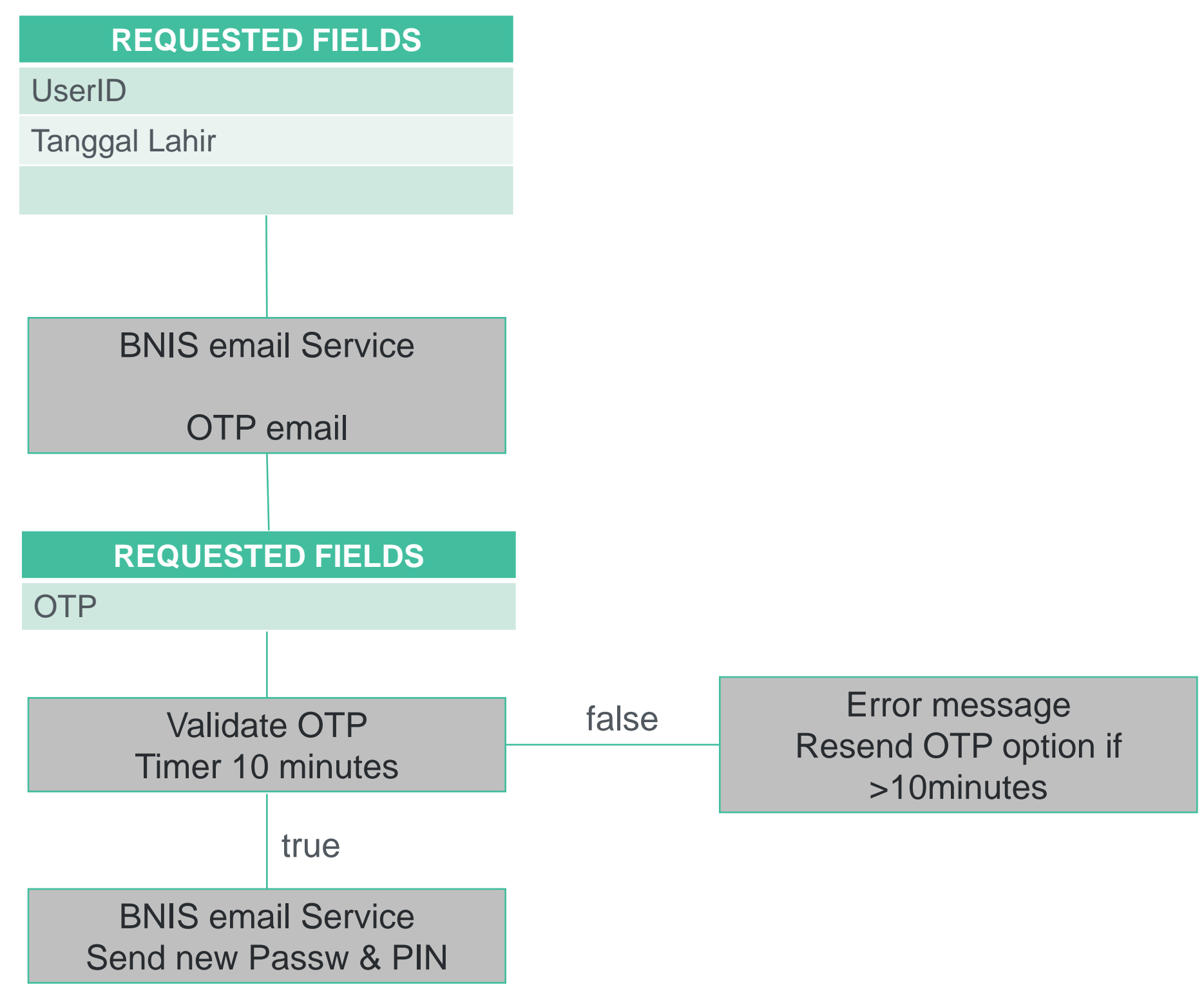


Catatan :

Verifikasi HP dan email,
tidak boleh multiple entry

1 user id, 1 hp dan 1 email

Reset Password & PIN



Online Registration

