



# eBiziner Logo Guide

Aug. 2025 – Release 4

## Introduction

Our visual elements express our brand. These guidelines introduce how to use eBiziner's visual identity to create a consistent, recognizable brand experience clear, and professional way. They are a call to align our creative efforts and highlight the importance of a unified design system across all touchpoints. Our shared visual elements bring together everything we offer. When used consistently, they become the foundation of the stories our brand, products, and services are meant to tell.

For any questions regarding the visual identity system, please visit our Help Center.

## Logo Usage Guidelines

- Always use the official logo files without modification.
- Maintain the original proportions.
- Leave clear space around the logo ( $\frac{1}{2}$  the height of letter "H").
- Do not place on patterned or complex backgrounds.
- Do not alter spacing between letters.
- Never use the logo inside a sentence or phrase.

## Approved Variations:

- Full-color Logotype color name: Prussian Blue
- Monochrome (White or Black)
- White logo for dark backgrounds
- Icon-only logo
- CMYK: 100-78-39-28
- RGB: 2-59-94
- Hex: #023b5e
- Font: Segui UI - Regular



## Typography

### Segoe UI

The Ebiziner logo uses the Segoe UI typeface — a modern, clean, and highly legible font that reflects the brand’s simplicity and professionalism. This font choice reinforces our commitment to clarity, accessibility, and digital-first design. Segoe UI is widely recognized for its use in modern user interfaces, and its use in our logo helps create a strong visual connection with technology-driven solutions.

### Roboto

Roboto is our core typeface. It is used across all headers, body text, and UI elements.

Clean, modern, and legible, Roboto helps eBiziner communicate with clarity and confidence. We use it in various weights depending on the context, with regular (400), medium (500), and bold (700) being the most common.

## Colors

The core colors of eBiziner reflect a bold, modern, and innovative identity.

Our primary brand color is a deep navy blue #08193e, symbolizing trust and digital authority.

It is paired with a vibrant green #6ff431 to highlight actions and key elements with energy and freshness.

For UI elements such as menus and buttons, we use dark slate #232f3e and accents like lime green #b8e823.

Always use solid backgrounds to maintain visual clarity and brand consistency.

### Logo:


CMYK: 0-0-0-0  
RGB: 255-255-255  
Hex: #ffffff

CMYK: 99-89-43-53  
RGB: 6-25-62  
Hex: #08193e

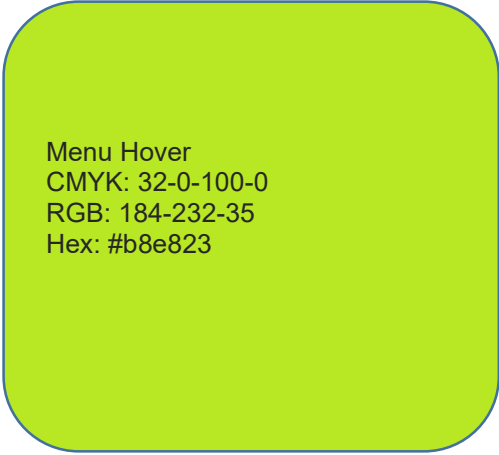
New CMYK: 100-90-42-54  
New RGB: 8-25-62  
New Hex: #08193e

CMYK: 52-0-100-0  
RGB: 111-244-49  
Hex: #6ff431


## Site Menu:



Menu Background  
CMYK: 85-72-51-52  
RGB: 35-47-62  
Hex: #232f3e




Menu Hover  
CMYK: 32-0-100-0  
RGB: 184-232-35  
Hex: #b8e823




Menu Items  
CMYK: 14-11-11-0  
RGB: 216-216-216  
Hex: #d8d8d8


## Buttons:




CMYK: 75-68-67-90  
RGB: 0-0-0-0  
Hex: # 000000



CMYK: 94-68-1-0  
RGB: 0-92-171  
Hex: #005cab



CMYK: 66-2-100-0  
RGB: 97-184-45  
Hex: #61b82d

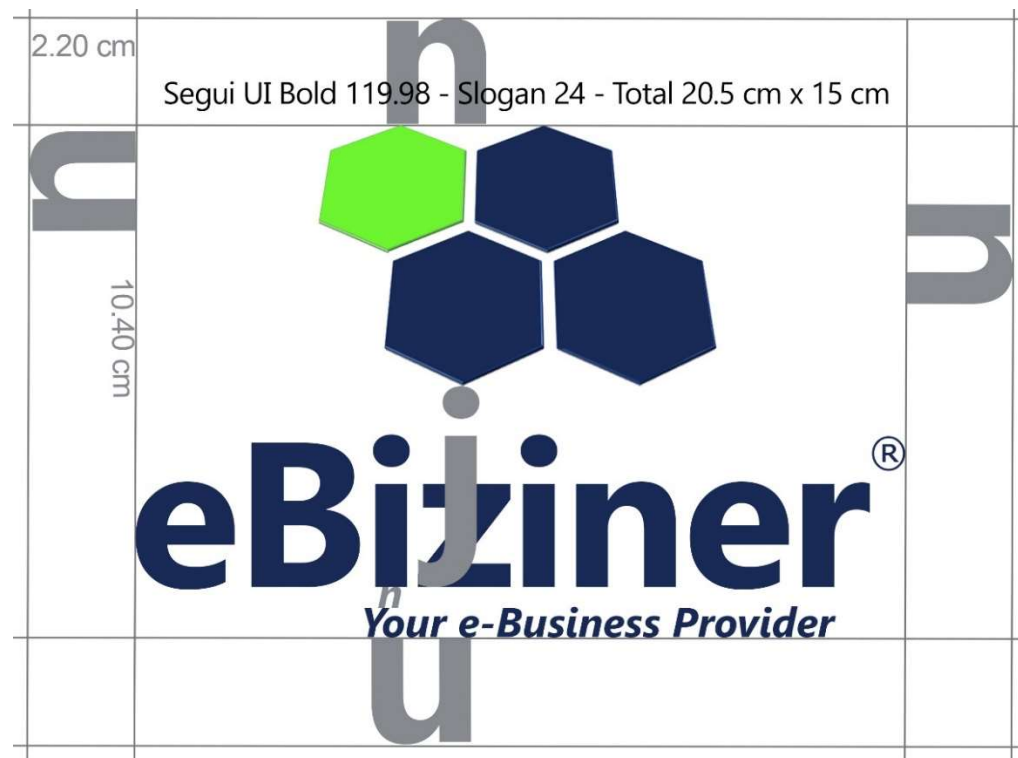


CMYK: 85-13-100-2  
RGB: 0-154-60  
Hex: #009a3c

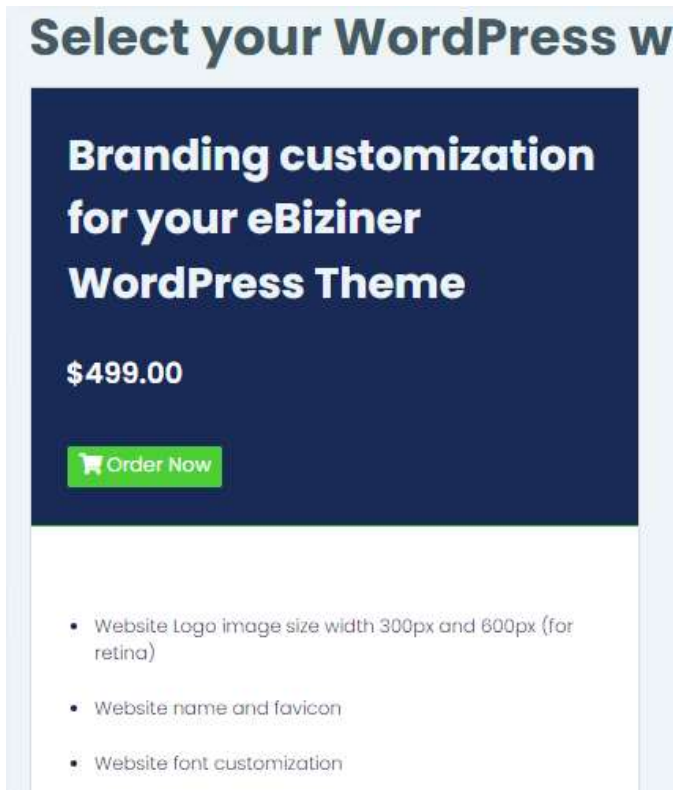
# Logo

The eBiziner wordmark represents our brand as a whole. Multiple color variations of the wordmark are available to ensure optimal legibility and consistent brand presence across various background colors. These versions help maintain our brand integrity across both digital and printed platforms.





### Style Sample:



### Button format:

#### Normal:

Back Ground Color: CMYK: 97-92-42-59

Font Color: White

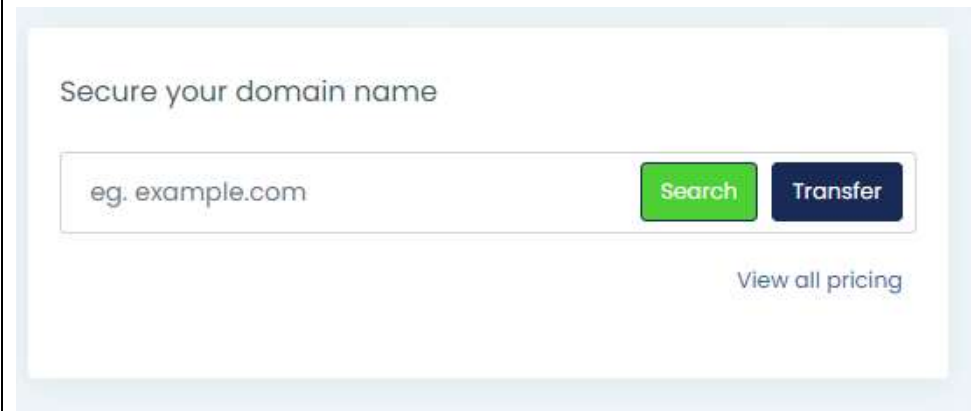
Border Color: No Border

#### Hover:

Back Ground Color: CMYK: 52-0-100-0

Font Color: White

Border Color: CMYK: 97-92-42-59



## Logo usage guidelines

The eBiziner logo is a registered trademark of eBiziner Inc. and represents the core identity of our brand. To maintain clarity, consistency, and professionalism in all visual communications, the following rules must be strictly observed:

- The exact shape and proportions of the logo must be preserved.
- The area surrounding the logo must be free of any other visual elements or distractions.
- The logo must be placed only on a solid background (no patterns, gradients, or images).
- Do not alter the spacing between the letters of the logo.
- The eBiziner logo must not be used within a sentence or as part of any text content.



## The ® mark and copyright notice

The eBiziner logo must include the registered trademark symbol ® in the bottom-right corner at least once across all materials. Even though trademark symbols may not be legally required in all countries, including the ® symbol is mandatory in any official materials related to eBiziner events, such as the eBiziner Growth Conference.

All back covers or final pages of materials must include:

- The logo with the ® mark
- The following copyright statement: © eBiziner Inc. 2025