



2025
Business Name:
BIZ-LYNX Technology

Where every
connection
matters.

CREATIVE DIRECTION

BRAND PRESENTATION

BRAND LOGO

Connection at its core.

The brand logo blends the idea of network connectivity with human connection, capturing BIZ-LYNZ’s boutique, people-first approach. Paired with a clean, modern sans-serif, the brand logo feels fresh and slightly futuristic while remaining warm and approachable. It balances technical sophistication with a human touch.



PRIMARY



SECONDARY

BRAND LOGO COLOURWAYS

Flexible across every medium.

Designed for adaptability, the brand logo works seamlessly across digital, print, and physical applications, from screens to signage to embroidery. The simplicity ensures clarity and recognition at any scale or format.



COLOURED BACKGROUND

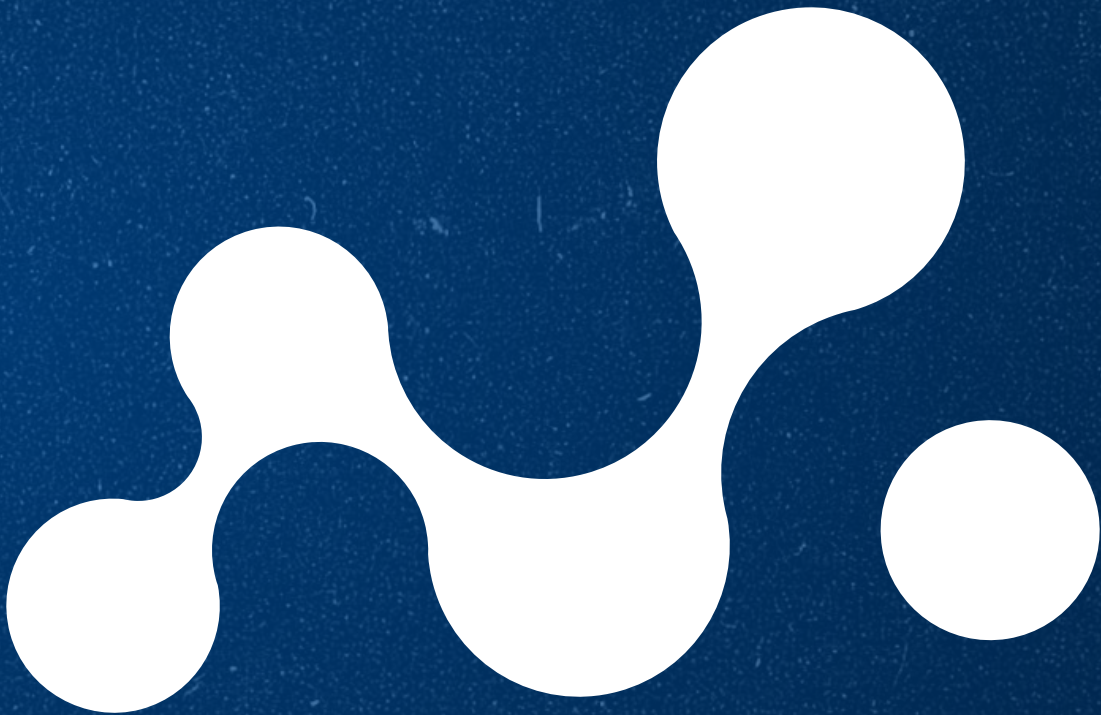


WHITE BACKGROUND

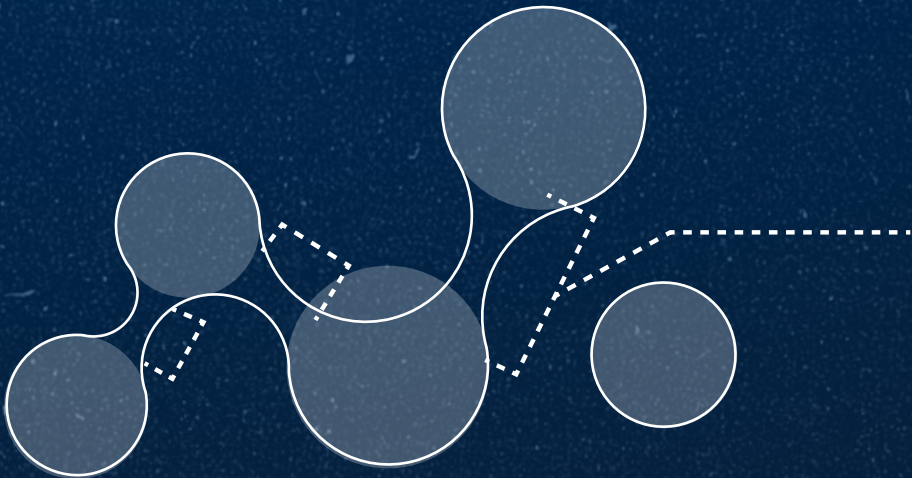
BRAND MARK

Built on meaningful connections.

Inspired by the idea that every connection matters, this brand mark weaves together people and networks through a system of linked nodes—reflecting BIZ-LYNZ’s human-first approach to IT.



PRIMARY



Where every
connection
matters

TYPOGRAPHY

Clean, modern, and approachable.

The typeface, Poppins, was chosen for its clarity, balance, and contemporary feel. Its geometric forms and rounded edges bring a sense of friendliness and precision, echoing BIZ-LYNZ’s approachable yet professional brand persona.

MAIN FONT

POPPINS

FONT WEIGHT

Bold
Semibold
Medium
Regular

FONT WEIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()_+

TYPESETTING EXAMPLE

Consistent and considered.

Typography is set with structure in mind, using consistent hierarchy and spacing to guide the eye. Headings are confident but clean, while body copy remains easy to read across both digital and print formats. This clean approach reinforces the ideas of simplicity, and professionalism.

Font Weight: Regular
Font Size: 15

Font Weight: Bold
Font Size: 60

Font Weight: Medium
Font Size: 30

Font Weight: Regular
Font Size: 20

Font Weight: Semi Bold
Font Size: 20

WEAVING IT & PEOPLE TOGETHER

Seamless Tech.
Stronger Connections.

IT shouldn't be a barrier—it should
be the bridge that connects your
business to success.

Let's Build
Something Stronger



where every
connection
matters.



COLOUR

Trustworthy, modern, and vibrant.

The colour palette is built around blues, evoking trust, stability, and professionalism. The vibrant cerulean adds a modern edge, while supporting tones of indigo, grey, and white provide balance and versatility. Together, they reflect BIZ-LYNZ’s blend of warmth, clarity, and confidence.

PRIMARY

<div>Midnight Blue</div> <div>HEX: #002E5D RGB: 0/46/93 CMYK: 100/55/0/65 PANTONE: 648 C</div>	<div>Azure Blue</div> <div>HEX: #004C97 RGB: 0/76/151 CMYK: 100/48/0/38 PANTONE: 2945 C</div>	<div>Vivid Cerulean</div> <div>HEX: #009ACE RGB: 0/154/206 CMYK: 100/20/0/15 PANTONE: 801 C</div>
--	---	---

SECONDARY

<div>Dark Indigo</div> <div>HEX: #1C1F2A RGB: 28/31/42 CMYK: 81/73/56/68 PANTONE: 532 C</div>	<div>Gunmetal Grey</div> <div>HEX: #333F48 RGB: 53/63/72 CMYK: 78/64/53/43 PANTONE: 432 C</div>	<div>White</div> <div>HEX: #FFFFFF RGB: 255/255/255 CMYK: 0/0/0/0 PANTONE: 663 C</div>
---	---	--

DESIGN ELEMENTS

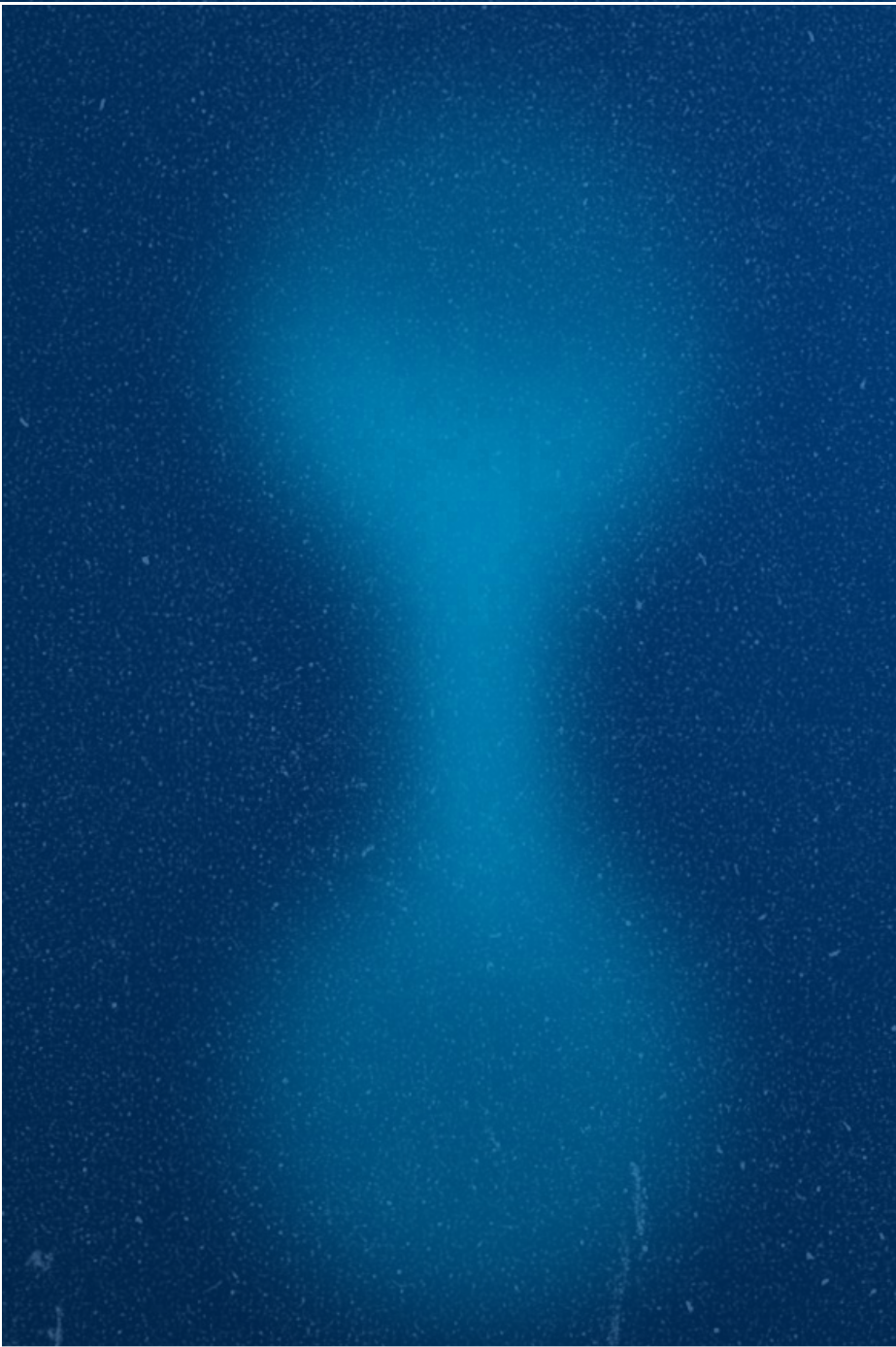
Human touches in a digital world.

Supporting design elements bring warmth and texture to the identity. The blurred, connected circles echo the brand mark and reinforce the idea of interconnection.

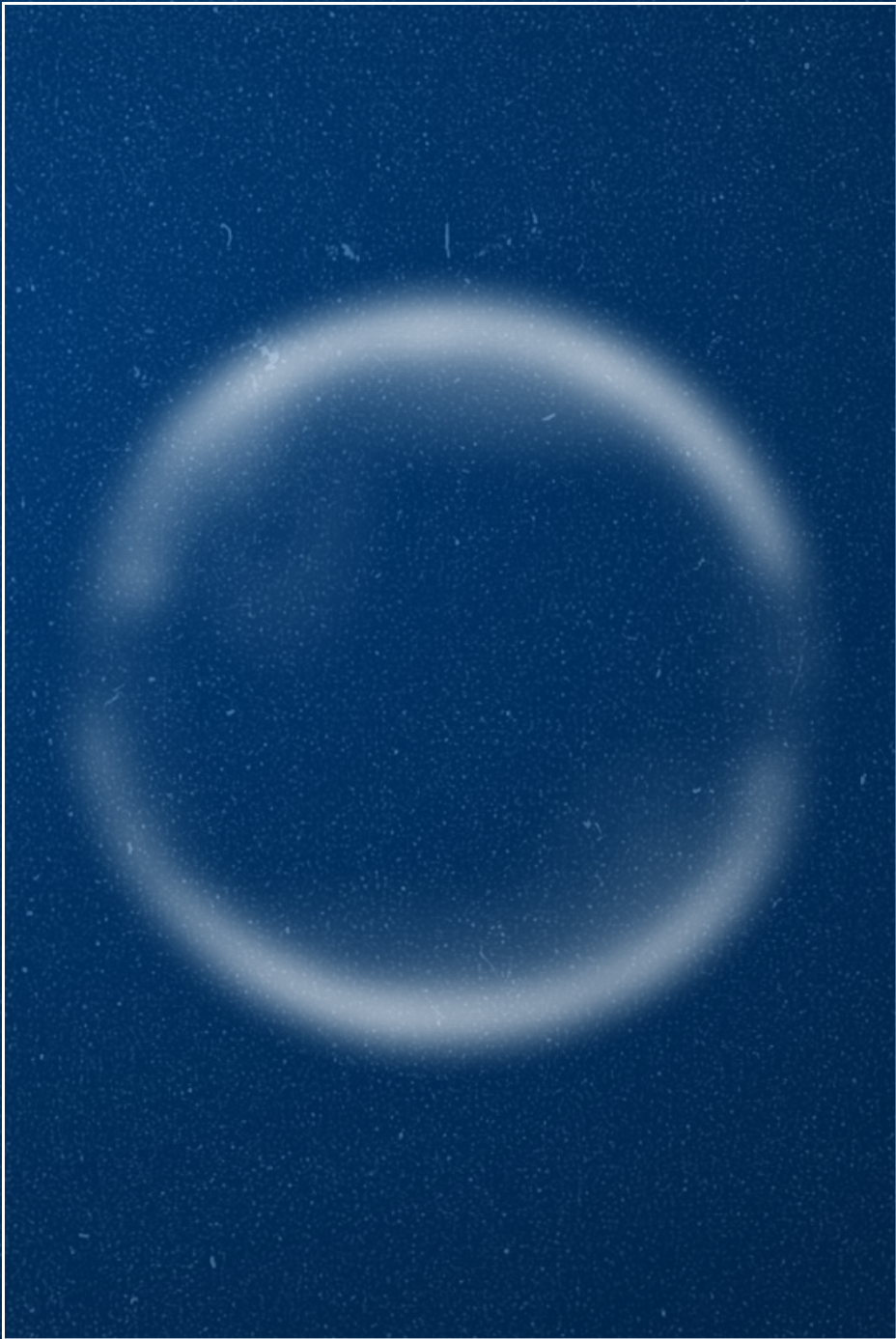
Subtle circle effects create movement and depth, while a soft film grain texture adds a tactile, analogue feel—calling back to a time when technology felt exciting, not overwhelming.

These elements help ground the brand in a more human, relatable visual language.

BLURRED CIRCLES



CIRCLE EFFECT



TEXTURE



LOGO AS A DESIGN ELEMENT

It can be used to fill in negative space by adjusting the opacity or colour gradient.



DESIGN MOCKUPS

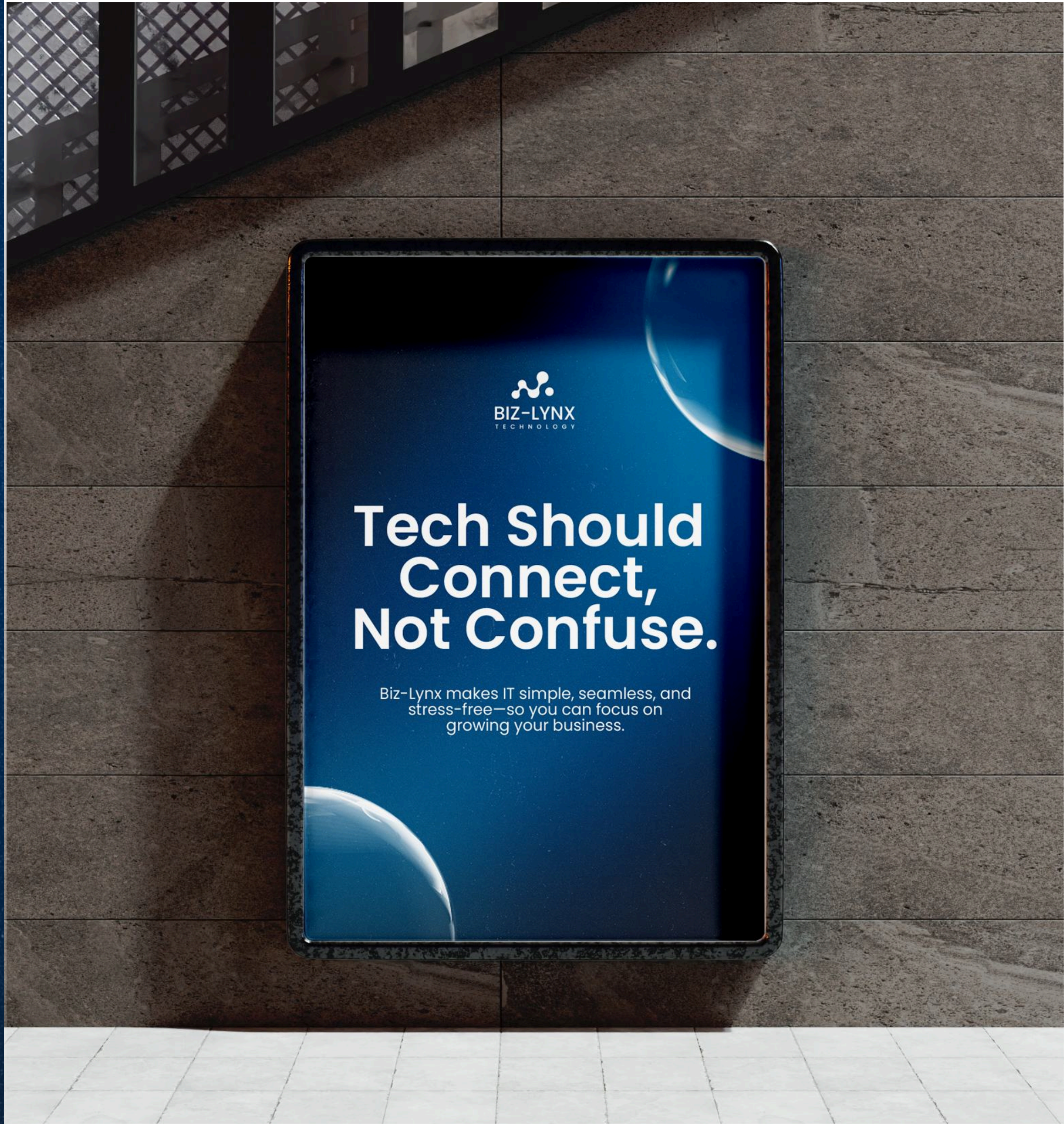
Building connections.

The visual identity is designed to shine across real-world applications.

Each element works together to create a cohesive, professional, and approachable brand presence. These mockups bring the system to life and show how BIZ-LYNZ makes a strong, human-first impression at every touchpoint.









**NO CRASHES.
NO DELAYS.
NO WORRIES.**

Just expert IT solutions that keep
your business running smoothly.

Where every
connection matters.



