



BRAND BOOK

BIZTRAINING

AI roleplay for real business conversations · biztraining.ai · v1.0 — June 2026

This guide defines how the BIZTRAINING brand looks and sounds: the logo, colours, typography and voice. Use it whenever you create something with our name on it — ads, decks, social posts, partner materials. Consistency is what makes a small brand feel trustworthy.

What we stand for

Positioning

BIZTRAiNING is AI roleplay for real business conversations — sales calls, interviews, performance reviews, tough customer moments. People practise with an AI partner that pushes back, then get scored and coached on what to try next.

Tagline

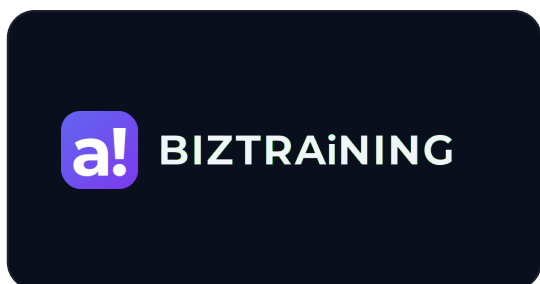
Train tomorrow's conversations. Make the mistakes here.

Personality

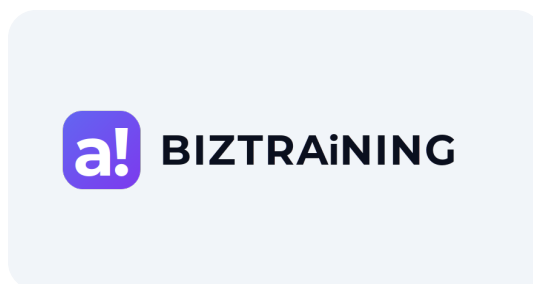
Confident, practical, human. We sound like a sharp coach — direct and encouraging, never hypey or robotic. Substance over buzzwords.

The logo

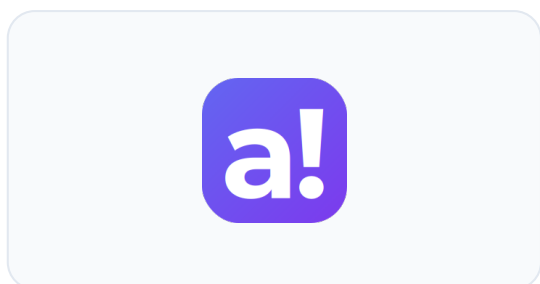
The logo has two parts: the **mark** (rounded square with the **a!** glyph) and the **wordmark** (BIZTR*Ai*NING, set in Montserrat Black with a lowercase *i*). Use the lockups below — don't rebuild them by hand.



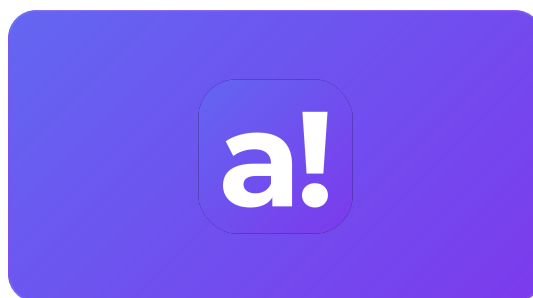
Horizontal · for dark backgrounds (primary)



Horizontal · for light backgrounds



Mark only · app icon, avatar, favicon



Mark on brand gradient · social / profile

✓ Do

- Keep clear space around the logo equal to the height of the **a!** glyph.
- Minimum sizes: mark 24px, horizontal logo 120px wide.
- Use the white wordmark on dark, the dark wordmark on light.
- Preserve the lowercase *i* in BIZTR*Ai*NING.

✗ Don't

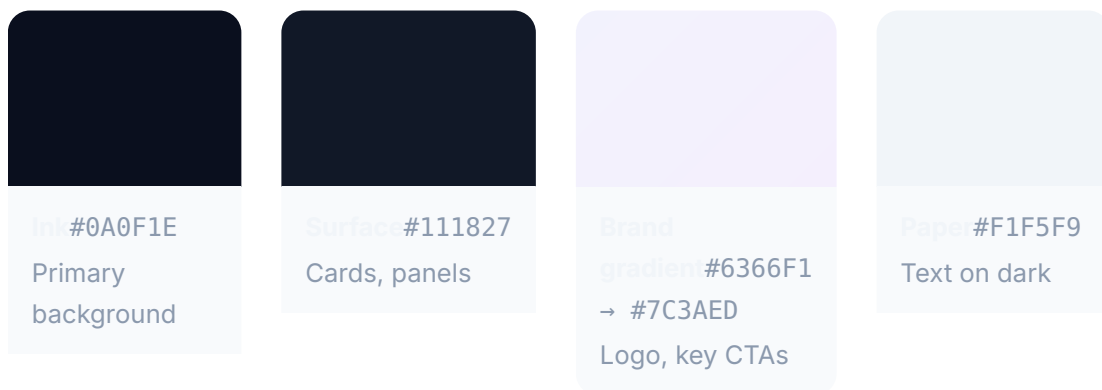
- Recolour the mark gradient or stretch / rotate the logo.
- Add drop shadows, outlines or effects to the wordmark.
- Place the logo on a busy photo without a solid/ scrim panel.
- Set the name in another font or all-lowercase / all-caps "I".

03 — COLOUR

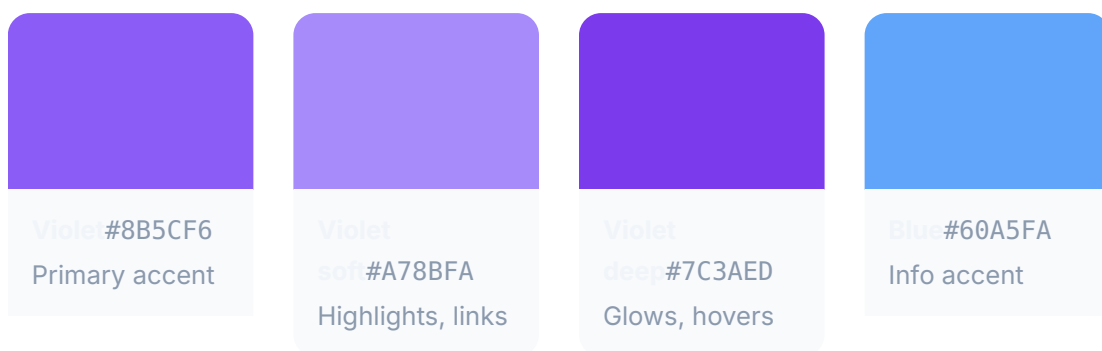
Colour palette

Dark, violet-accented. Deep navy is the canvas; the indigo→violet gradient is the signature. Use accents sparingly to draw the eye.

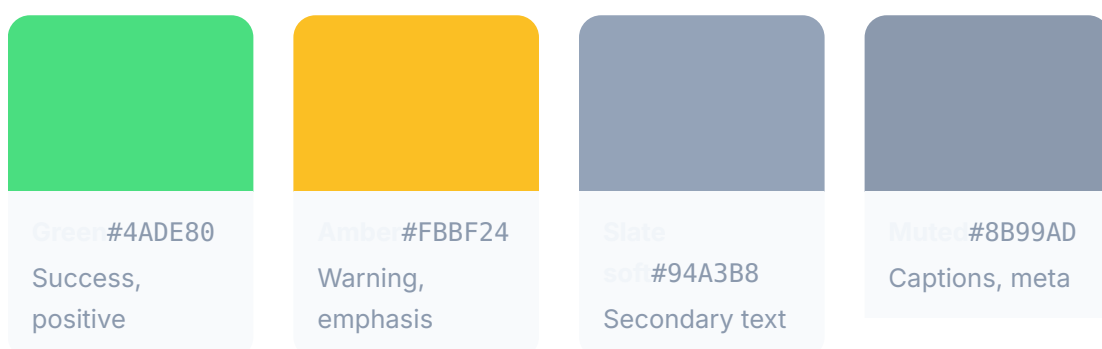
Core



Accents



Status & text



04 — TYPOGRAPHY

Typography

Two typefaces. **Montserrat** (Black/ExtraBold) for the logo and headlines. **Inter** for everything else. Both are free on Google Fonts and self-hosted on the site.

Montserrat 900 · H1

Make the mistakes here

Montserrat 800 · H2

Practice that pushes back

Inter 700 · Subhead

Every session scored and analysed

Inter 400 · Body

Practise sales calls, interviews and tough conversations with an AI partner — then see exactly what landed and what to try next.

Inter 500 · Caption

EU-BASED · GDPR COMPLIANT · NO SUBSCRIPTION

Fallback stack — Headings: "Montserrat", sans-serif · Body: "Inter", system-ui, -apple-system, "Segoe UI", sans-serif

How we sound

✓ We are

- Direct — short sentences, plain words, real verbs.
- Practical — concrete scenarios, not abstract promises.
- Encouraging — a coach in your corner, not a critic.
- Honest — "make the mistakes here", not "become perfect".

✗ We avoid

- Hype words: "revolutionary", "game-changer", "10x".
- Robotic AI clichés: "unlock the power of synergy".
- Fear-selling or shaming the reader.
- Jargon walls and three-line sentences.

Signature phrases

Make the mistakes here

Practice that pushes back

Scored & analysed

Real conversations

Start free

Not a chatbot

Files in this kit

Everything ships in the /brand folder. SVG for web & print (scales infinitely); PNG for places that require fixed pixels or don't accept SVG.

FILE	FORMAT	USE IT FOR
logo-horizontal-dark.svg	SVG	Primary logo on dark — web headers, decks
logo-horizontal-light.svg	SVG	Logo on light/white backgrounds
logo-mark.svg	SVG	Mark only — favicons, avatars, tight spaces
logo-square-1200.png	PNG 1200×1200	Google Ads square logo (1:1) , social profile pics
logo-landscape-1200x300.png	PNG 1200×300	Google Ads landscape logo (4:1) , email signatures
logo-square-transparent-1200.png	PNG 1200×1200	Mark on transparent — overlays, watermarks
logo-landscape-transparent-1200x300.png	PNG 1200×300	Horizontal lockup, transparent background
icon-512.png / icon-192.png	PNG	App icon, PWA, OG/ social square thumbnail
logo-square-512.png	PNG 512×512	Smaller square logo on brand background

Uploading to Google Ads? Use [logo-square-1200.png](#) for the square (1:1) logo asset and [logo-landscape-1200x300.png](#) for the landscape (4:1) one. Both exceed Google's minimums (128×128 and 512×128) and sit under the 5 MB limit.

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[biztraining.ai](#) · Tip: File → Print → Save as PDF for a shareable copy