



This guide defines how the SalesEvolution family looks and sounds — the parent brand and the four products underneath it: BIZTAILORS, BIZTRAINING, AEO, and BizArtworks, plus the BizzzWorld comic universe used across our guides. Use it whenever you create something with our name on it — decks, ads, partner materials, social. Consistency is what makes a small brand feel trustworthy.

01 — ESSENCE

What we stand for

Positioning

SalesEvolution helps B2B sales teams sell in the AI era — through AI technology integration, AI-augmented training, and strategic account intelligence. Built by a salesperson with 25 years of international B2B experience, not by a software vendor guessing at the problem.

Tagline

Win Differently.

Working principle: **Focus. Discipline. Brevity.**

Personality

Direct, credible, unhyped. We sound like a practitioner, not a platform — every claim is grounded in what actually closes deals, not in AI-buzzword theatre.

One parent, one system, five products

SalesEvolution is the master brand and stands apart, with its own wordmark and typography. Every product underneath it shares **one mark system**: a lowercase letter plus a "!" in Montserrat Black, on a rounded-square badge, each in its own gradient. It's the same idea five times over — different colour, same shape, same font, same logic — so the five read as one group at a glance.

PRODUCT

BIZTAILORS — h!

Strategic account intelligence platform. Structures what a sales team observes, senses, and knows into a compounding organisational asset. "h!" — Human Intelligence — in a violet gradient.

PRODUCT

BIZTRAINING — a!

AI roleplay for close-to-real business conversations — train, evaluate, and hire on proof, not CVs. "a!" — AI — in an indigo→violet gradient.

PRODUCT

BizArtworks — b!

SalesEvolution's own AI content studio — image, video, and copy generation, pay-as-you-go. "b!" — Biz Intelligence — in a pink→purple gradient.

PRODUCT

AEO — v!

Free AI-visibility report — Answer Engine Optimization for the age of ChatGPT, Claude, Perplexity, and Gemini. "v!" — Visibility Intelligence — in an orange→amber gradient.

CONTENT UNIVERSE

BizzzWorld — z!

The comic universe used across our guides — Carlos, Fran, Hannah, Sam, and Sara teach B2B sales concepts through story. "z!" in a green→teal gradient — a nod to the triple Z already in the name.

The parent logo

The SalesEvolution logo is a wordmark set in Britannic Bold. Use the full lockup by default; the standalone mark is reserved for favicons, avatars, and tight spaces.



On dark — primary, web headers, decks



On light / white backgrounds



Mark only — favicon, avatar, tight spaces

✓ Do

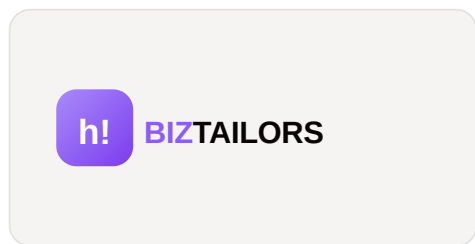
- Keep clear space around the logo equal to the cap-height of the wordmark.
- Use the white lockup on dark, the black lockup on light — never grey.
- Scale the SVG freely — it's vector, so there's no minimum-quality ceiling.
- Pair the logo with orange (#FF6D1F) as the single accent, sparingly.

✗ Don't

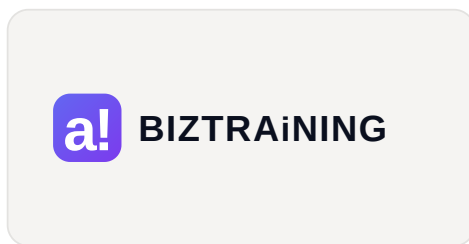
- Recolour the wordmark, add gradients, outlines, or drop shadows.
- Stretch, rotate, or crop the logo, or rebuild it by hand.
- Place it on a busy photo without a solid or scrim panel behind it.
- Swap Britannic Bold for a substitute typeface in the wordmark itself.

Product logos

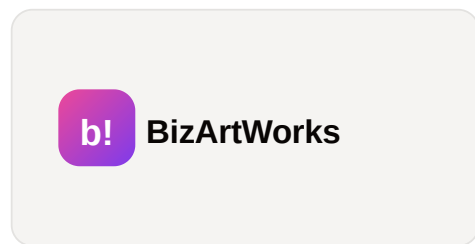
All five products ship **colour only** — no monochrome fallback. Each mark is the same shape and font with its own gradient, so use the colour version even on dark or busy backgrounds; that consistency is the point.



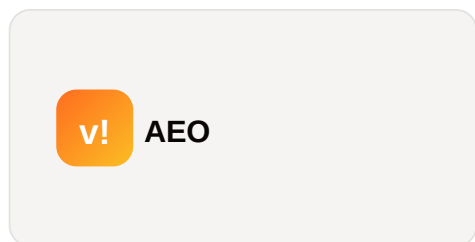
BIZTAILORS — "h!" violet



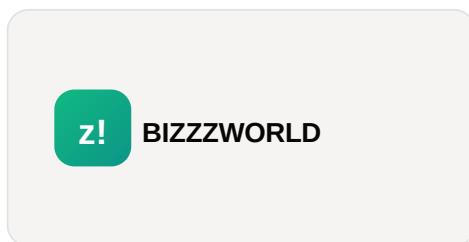
BIZTRAINING — "a!" indigo→violet



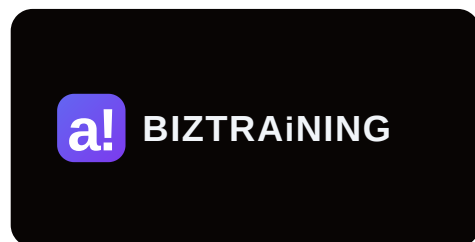
BizArtworks — "b!" pink→purple



AEO — "v!" orange→amber



BizzzWorld — "z!" green→teal



Every lockup has a dark-background variant too

Parent palette

Near-black canvas, a single decisive orange accent, warm greys for text and hairlines. Orange is used sparingly — for CTAs, labels, and the one thing on a page you want the eye to land on.



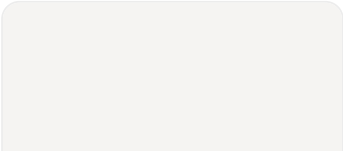
Black
#080504
Primary dark background



Orange
#FF6D1F
CTAs, labels, accents



Grey mid
#4D5250
Body text, secondary



Grey bg
#F5F4F2
Light section backgrounds

Product accents

One system, five gradients. Every product mark is a lowercase letter plus "!" in Montserrat Black, on a rounded-square badge — baked directly into the mark itself, colour only, no monochrome version.



Violet
#A78BFA → #7C3AED
BIZTAILORS "h!"



Indigo → Violet
#6366F1 → #7C3AED
BIZTRAINING "a!"



Pink → Purple
#EC4899 → #7C3AED
BizArtworks "b!"



Orange → Amber
#FF6D1F → #FBBF24
AEO "v!"



Green → Teal
#10B981 → #0D9488
BizzzWorld "z!"



h! — Human Intelligence. BIZTAILORS, violet.



a! — AI. BIZTRAINING, indigo→violet. From the product's own kit.



b! — Biz Intelligence. BizArtworks, pink→purple, matching the in-app badge.



v! — Visibility Intelligence. AEO, orange→amber.



z! — BizzzWorld, green→teal.

Typography

The parent brand — and AEO, BizzzWorld — set headlines in **Britannic Bold** and body copy in **Poppins**. BIZTAILORS and BIZTRiNING, being sister products with their own violet identity, set their wordmarks and headlines in **Montserrat** (Black/ExtraBold) with **Inter** for body text.

Britannic Bold · H1

AI changed the game.

Poppins 500 · Subhead

Built by salespeople. For salespeople.

Poppins 400 · Body

We build custom, AI-integrated systems for B2B sales — automated lead generation, an AI-powered web presence, and a CRM built around how your business actually sells.

Montserrat 800 ·
BIZTAILORS/BIZTRiNING

BIZTAILORS

Inter 400 · Sub-brand body

AI can process data. Only humans can read a room, sense an agenda, and know when a relationship is genuinely strong.

Fallback stacks — Parent headings: 'Britannic Bold', 'Arial Black', sans-serif · Parent body: 'Poppins', system-ui, sans-serif · Sub-brand headings: 'Montserrat', sans-serif · Sub-brand body: 'Inter', sans-serif

How we sound

✓ We are

- Direct — short sentences, plain words, a founder's voice.
- Credible — every claim ties back to 25 years of B2B practice, not theory.
- Focused — one idea per section; cut before adding.
- Honest about AI — what it can do, and where a human still has to.

✗ We avoid

- Hype words: "revolutionary", "game-changer", "10x", "unlock".
- Generic AI-vendor clichés and synergy-speak.
- Fear-selling or shaming the reader's current stack.
- Long, clause-stacked sentences — brevity is a brand value.

Signature phrases

Win Differently

Focus. Discipline. Brevity.

AI changed the game. It's your turn.

Built by salespeople. For salespeople.

Make the mistakes here

A SalesEvolution product

Business cards & letterheads

Three starter kits — SalesEvolution, BIZTAILORS, and BIZTRAINING — each a business card and letterhead in that brand's own colours and typography. Fill in the placeholder name and contact fields before printing or sending.



+17 2584 2414 2145
 yourname@salesevolution.com
 www.salesevolution.eu
 Street Name, City, Country

SalesEvolution
[Download kit \(PDF\) →](#)


+00 000 0000 000
 yourname@biztailors.com
 www.biztailors.com
 Street Name, City, Country

BIZTAILORS
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+00 000 0000 000
 yourname@biztraining.ai
 www.biztraining.ai
 Street Name, City, Country

BIZTRAINING
[Download kit \(PDF\) →](#)

Files in this kit

Every file lives under `/brand/<product>/` at salesevolution.eu/brand, one folder per brand. All logos are SVG — scalable to any size with no quality loss.

BRAND	FILES	PATH
SalesEvolution	Logo (black/white), Mark, Stationery kit	/brand/salesevolution/
BIZTAILORS	Lockup (colour, light/dark), Icon (colour), Stationery kit	/brand/biztailors/
BIZTRAINING	Lockup (colour, light/dark), Icon (colour), Stationery kit	/brand/biztraining/
BizArtworks	Lockup (colour), Icon (colour)	/brand/bizartworks/
AEO	Lockup (colour, light/dark), Icon (colour)	/brand/aeo/
BizzzWorld	Lockup (colour, light/dark), Icon (colour)	/brand/bizzzworld/

BizzzWorld character portraits and episode illustrations live under `/images/bizzzworld/` — separate from the logo kit.