



# Brand Book

Version 1.0 / Updated April 29, 2015

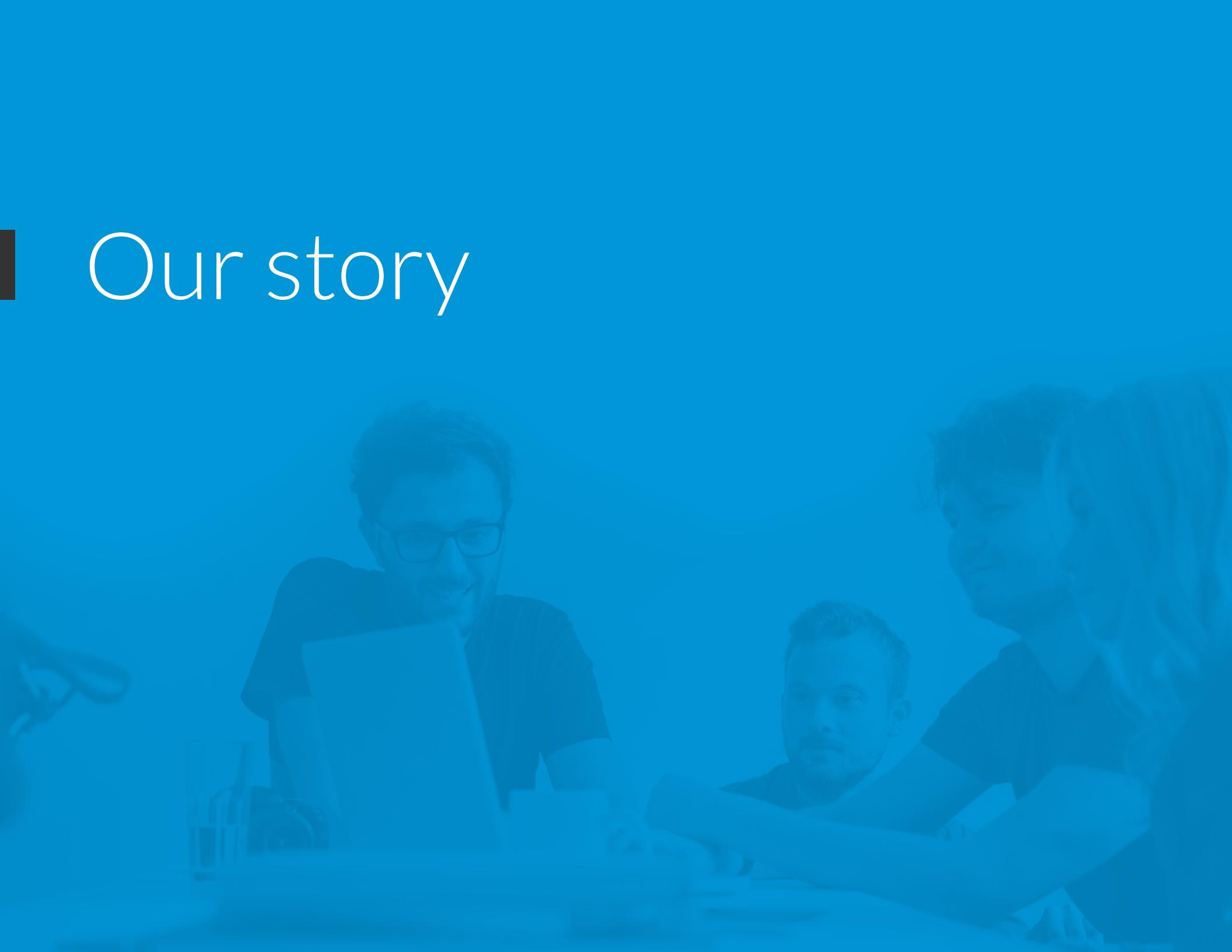


## Table of contents

---

<b>Our story.....</b>	3
What's in a name? .....	4
Our mission and vision.....	5
Voice and tone.....	6
The symbol.....	7
 <b>How we look.....</b>	 8
Primary and secondary logos.....	9
White and black logos.....	10
Logo don'ts.....	11
Logo clear space .....	12
Using the brand name.....	12
Color palette .....	13
Typography .....	14
Photography.....	16
Illustrations.....	17
 <b>Conclusion .....</b>	 18

# Our story

A photograph showing four people seated around a table, looking towards a laptop screen. The person on the far left is partially visible, wearing a dark shirt. The person next to them is wearing glasses and a dark jacket over a light shirt. The person in the center is a man with short hair, looking directly at the camera. The person on the far right is wearing a light-colored shirt. They appear to be in a professional or collaborative setting, possibly a meeting or a presentation.

## What's in a name?

Throughout history, beacons have helped guide navigators to their destinations and relay urgent messages with powerful minimalism. Whether it be a lighthouse for passing ships at sea, or a network of fires to warn against invading pillagers, the beacon is an icon for efficient, purposeful and punctual communication. The stuff you really need to know, when you need to know it.

The word “beacon” resonated with us because it succinctly encapsulates our mission: to be a source of crucial information that impacts “here and now” decisions while providing a distinct point of view on the journey ahead.

## Our mission...

The mission of TechBeacon is to provide high-quality, easily digestible content for tech professionals that will help them:

- be heroes in their workplaces
- shape the future of IT
- hear from experts in their respective fields
- reach thought leaders and influencers
- achieve career advancement
- stay current on industry topics
- find technical and business solutions to specific job related challenges

## ...and vision

We want to be a digital hub for forward-thinking enterprise leaders and professionals who want to solve today's most challenging problems and help shape the future of IT.

We will provide deep insight and unique perspective into what's next while equipping our readers with practical expertise for the here-and-now challenges.

*A guide to today's business challenges. Insights for what's next in technology.*

## Voice and tone

Our voice is **human**, **direct**, **credible**, and **authentic**.

We are entertaining and we tell stories, but our priority is to address real problems and help our users excel.

We use language that educates and empowers people without patronizing or confusing them.

**Direct** / but not boring

**Clever** / but not distracting

**Confident** / but not obnoxious

**Intelligent** / but not stodgy

**Edgy** / but not alienating

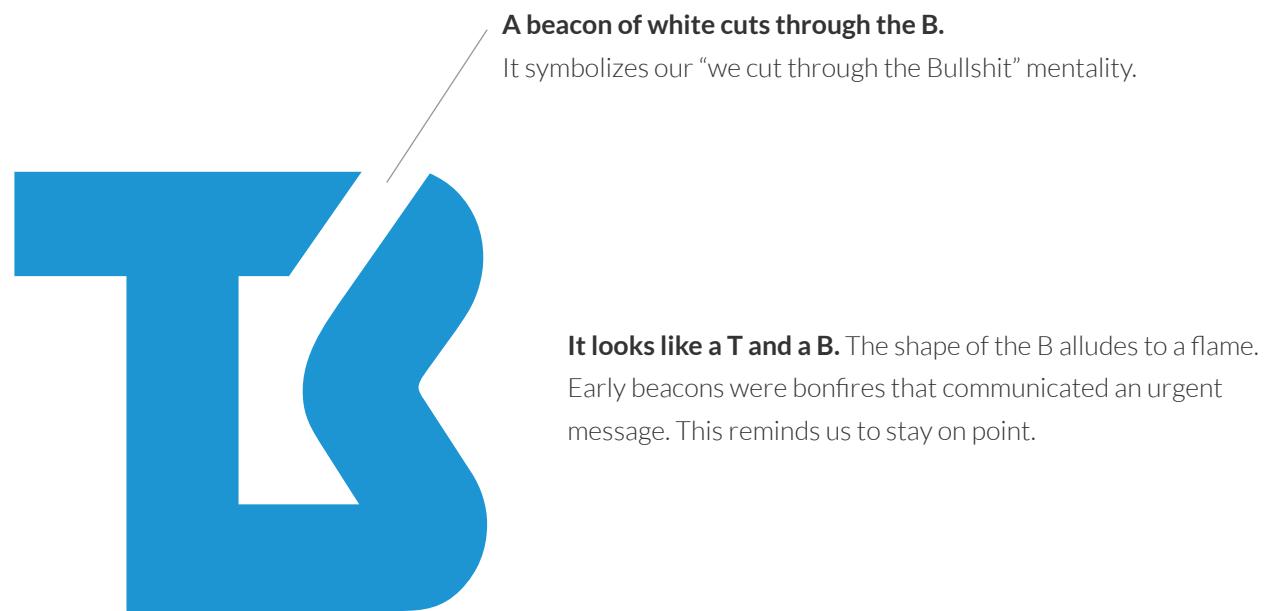
**Informal** / but not sloppy

**Expert** / but not bossy

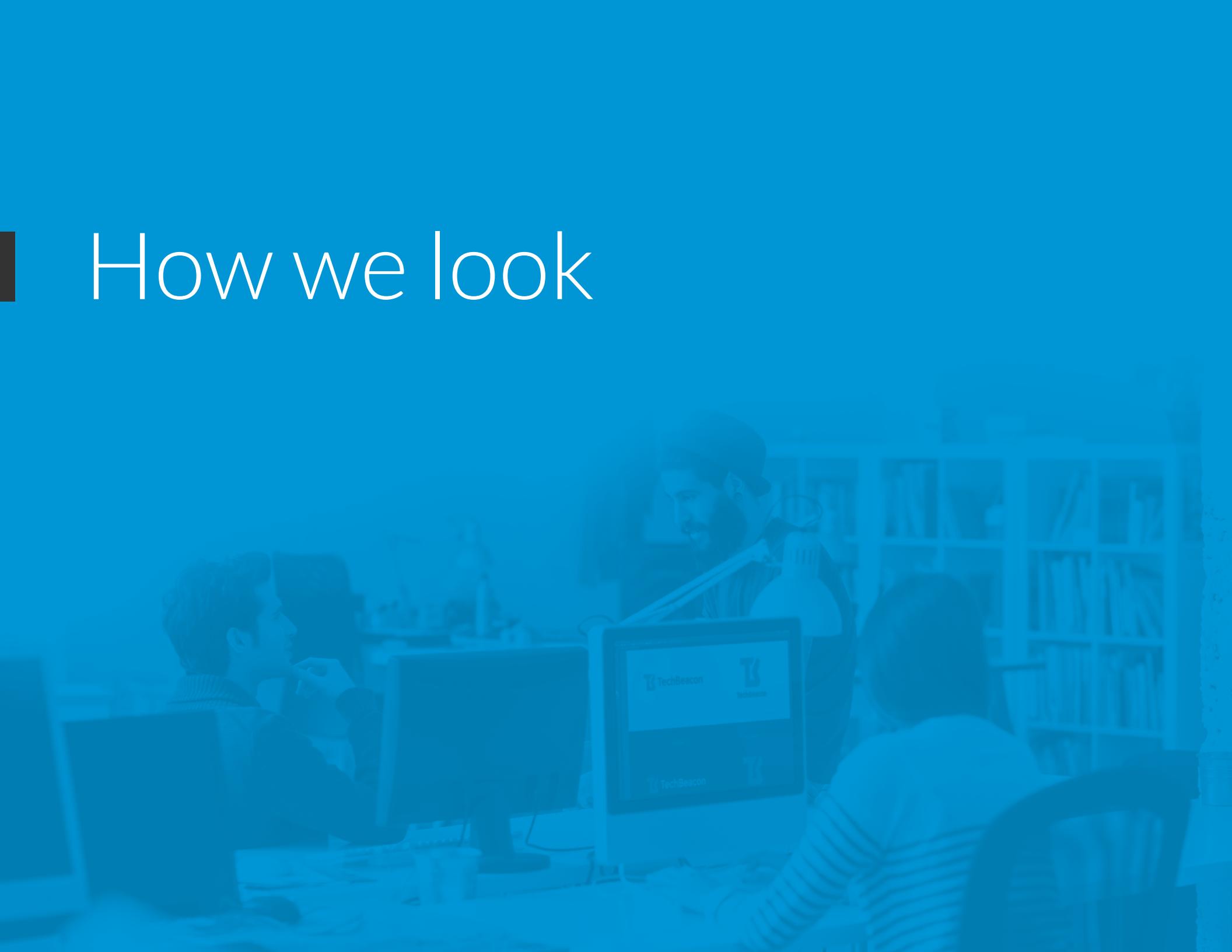
**Quirky** / but not childish

**Note:** We use sentence case for a more conversational, less corporate feel in our designs.

## The symbol

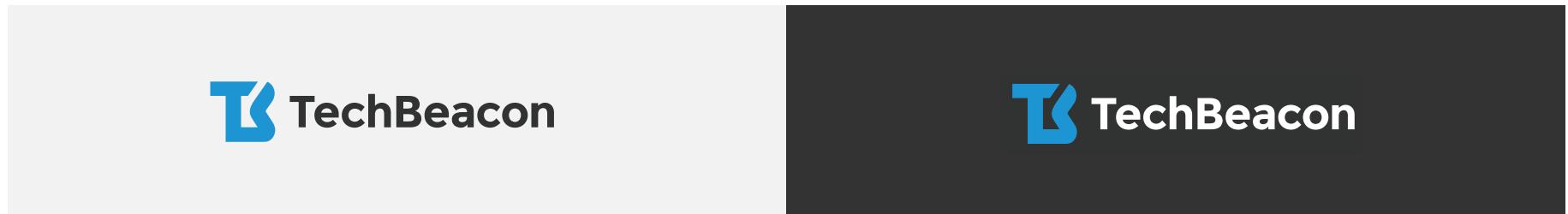


# How we look

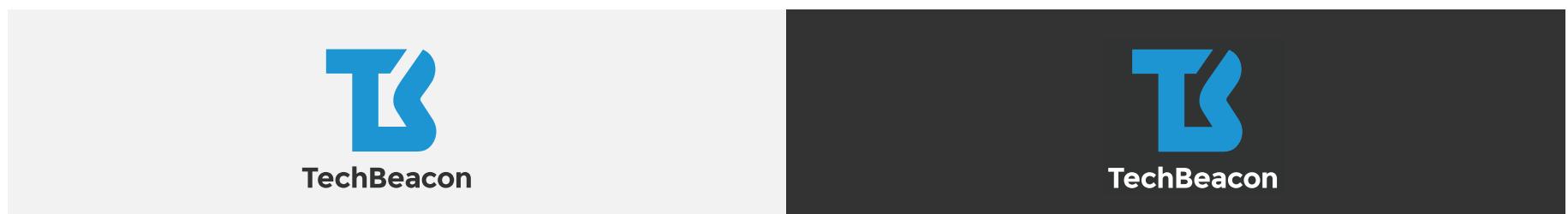


These guidelines have been created to help you know how and where to properly use the TechBeacon logo. Always use the approved logos provided by TechBeacon. Please do not recreate or alter the elements of the TechBeacon logo. The typeface used in the logo is Montserrat and should only be used in the logo and not part of any designs. Please contact [team@techbeacon.com](mailto:team@techbeacon.com) for the logo files.

## Primary logo

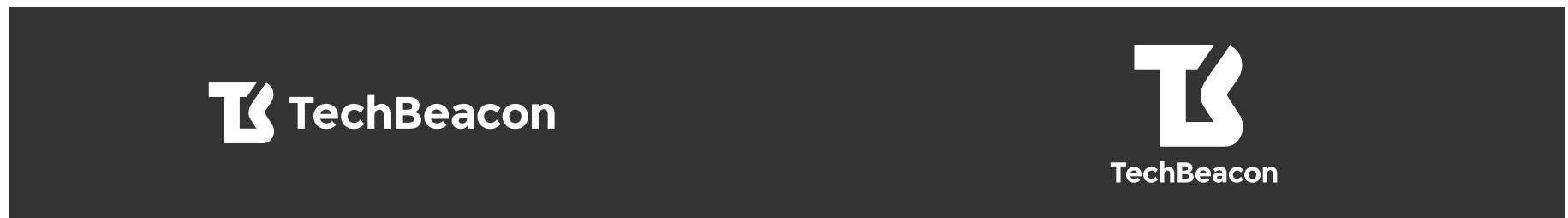


## Secondary logo

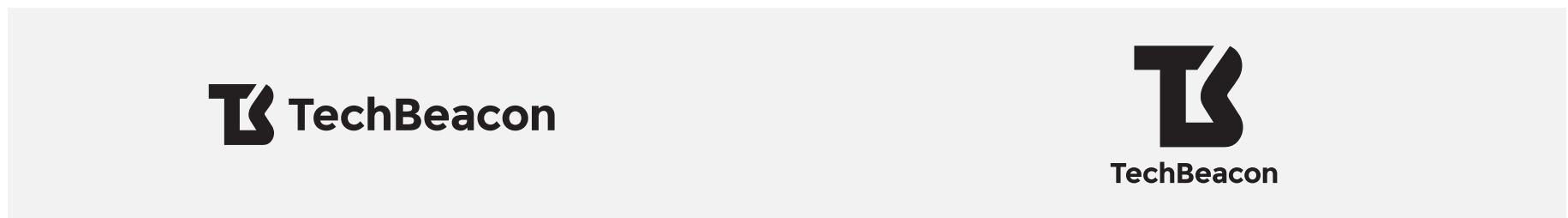


The white and black logo should only be used when color is not an option. Example of such instances are when printing on products (stitching, pens, mouse pads, or other specialty items).

## White logo

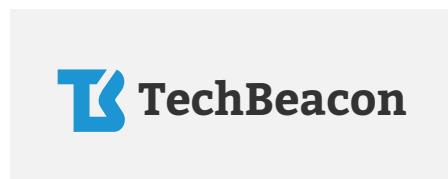


## Black logo

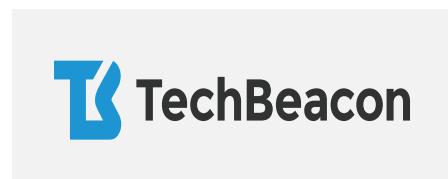


## Logo don'ts

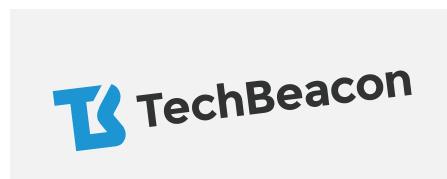
The logo should never be used in any part of a sentence. Instead, write TechBeacon in text. Never alter, modify, reproportion, distort or reorient the TechBeacon logo in any way except to change its overall size with constrained proportions.



Don't recreate the logo in another font.



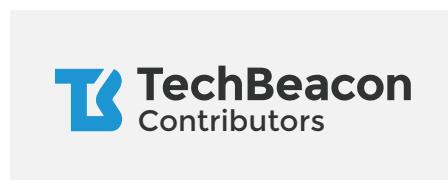
Don't stretch or otherwise distort the letters.



Don't rotate the logo or display it at an angle.



Don't add additional design to any part of the logo.



Don't use a portion of the logo as part of another design or logo.



Don't create similar looking logos.



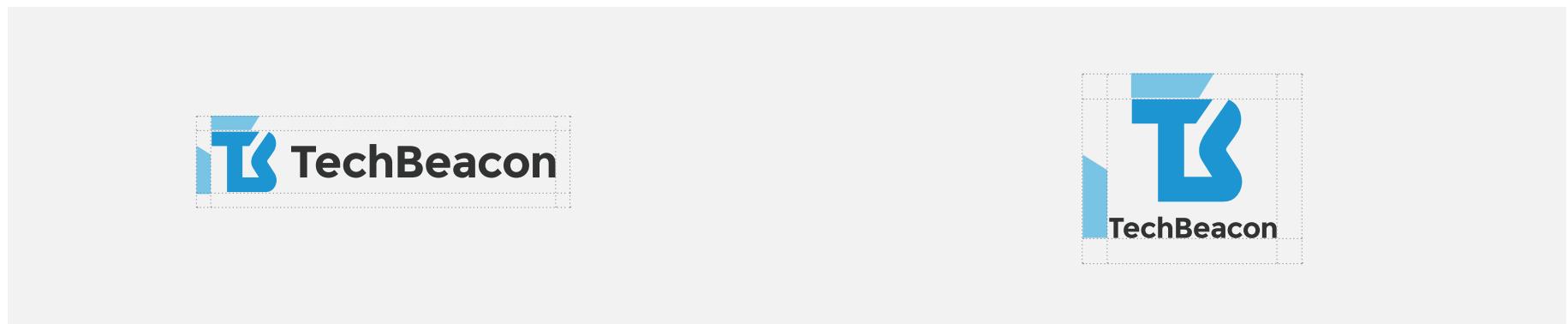
Don't add a dropshadow.



Don't place the logo on complicated backgrounds.

## Logo clear space

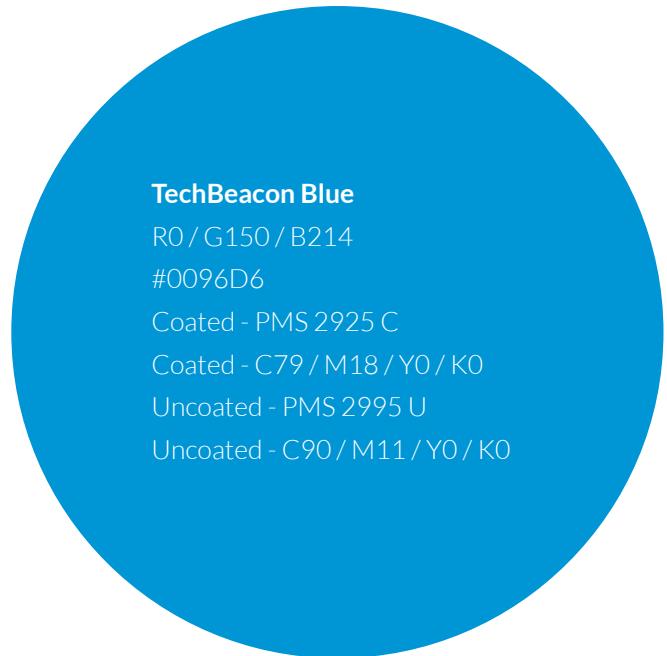
Always make sure the TechBeacon logo has prominence in relation to other graphic elements and the layout border. Generous areas of clear, open space surrounding the logo will help ensure that the logo is easily seen and quickly identified. Nothing else should appear within this minimum clear space which is the thickness of the symbol mark. Whenever possible, allow for more clear space than just the minimum.



## Using the brand name

The way you write the word “TechBeacon” helps maintain brand consistency and reinforce brand attributes. “TechBeacon” should be written as one word with a upper case “T” and an upper case “B”.

## Color palette



# Typography

As with our logo, consistent use of our typefaces Lato and Bitter reinforces TechBeacon's brand identity. Both typefaces can be used online and print.

Use Lato for body content and subheadings. This san-serif typeface allows for easy reading and scanning. Minimum line-height should be 140% of font size. Always use Dark Gray for body content. TechBeacon Blue can be used for more emphasis. Medium Gray can be used to provide less emphasis.

Use Bitter Regular and Bold for page headings. This slab-serif typeface helps create importance and hierarchy. Minimum line-height should be 130% of font size. For primary and secondary headlines use Bitter in Dark Gray or TechBeacon Blue.

## Lato Light (300)

[Use Lato Light for print body copy.](#)

## Lato Regular (400)

[Use Lato Regular for online body copy.](#)

## Lato Bold (700)

[Use Lato Bold and Black for subheadings and calling out information.](#)

## Lato Black (900)

## Bitter Regular (400)    Bitter Bold (700)

[Use Bitter Regular and Bold for page headings.](#)

Both Lato and Bitter fonts are available for download from Google Fonts.

### Lato Light (300)

1234567890

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

### Lato Bold (700)

1234567890

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

### Bitter Regular (400)

1234567890

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

### Lato Regular (400)

1234567890

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

### Lato Black (900)

1234567890

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

### Bitter Bold (700)

1234567890

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

This headline  
is set in Bitter  
Regular typeface in  
TechBeacon Blue

This headline is set  
in Bitter Regular  
typeface in Dark Gray

This subheading is set in Lato Bold typeface

This body copy is in Lato Light in Dark Gray. This  
text weight is best for print. This text is set in  
Lato Bold in TechBeacon Blue. Use TechBeacon  
Blue in body copy for online text links or in callouts  
in print. Use Medium Gray for less emphasis.

# Photography

Our intent with photography is to tell an honest, human story. It's the show the users of technology, not necessarily the technology itself. The key to selecting the right image is all about whether it feels 'lived in' and candid, not staged. When people are present, we keep it personal not formal—not portraiture. Our style is documentary but not messy. We aspire to capture real, believable moments of business life. We show people in their space without making them the subject.

## Keywords

- Human, realistic
- Emotional/Connected
- Smart
- Diverse
- Documentary/Candid
- Polished
- Vibrant/Colorful
- Modern
- Positive/Successful
- Authentic
- Active, in the moment, in motion
- Not stocky

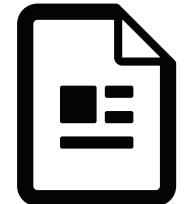
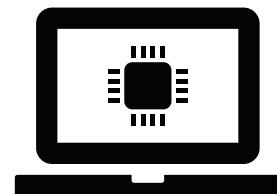
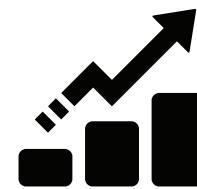


**Please don't use** blown out backgrounds, isolated figures on white backgrounds, exaggerated expressions, computer generated, clichés, conceptual or staged.



## Illustrations

When adding illustrations to any TechBeacon creative please refer to the style below; solid, flat, bold, round, and simple.



# Conclusion

Thanks for checking out the TechBeacon Brand Book.

If you have any questions, comments, or suggestions, please email us at [team@techbeacon.com](mailto:team@techbeacon.com).