

BRAND INDEX

MyTGuy Brand Index

Section	Details
Brand Name	MyTGuy
Tagline	"Your IT Guy, On Call."
Brand Purpose	To make IT support approachable, fast, and dependable for small businesses.
Vision Statement	To be the friendly face of IT support—bringing clarity and calm to technical chaos.
Core Values	Simplicity, Trust, Speed, Friendliness, Proactivity
Positioning	The go-to outsourced IT department for small businesses that need expert support without the cost or complexity of an internal team.
Target Audience	Small business owners and office managers (5–50 employees), particularly non-tech-savvy decision-makers.
Brand Personality	Friendly, Tech-savvy, Approachable, Clever, Reliable
Brand Voice	Conversational, helpful, slightly witty but never over-the-top; simplifies tech without sounding condescending.
Visual Style	- Logo: Curly braces + eyes = human-tech hybrid 🤖 - Colors: Green (#00FF96), White, Dark Gray - Fonts: Montserrat or Inter
Messaging Pillars	1. We're Your Tech Guy – We speak your language, not jargon. 2. Always On Call – Fast, responsive, and reliable. 3. Peace of Mind – We handle IT so you can run your business.
Differentiator	Unlike faceless MSPs, MyTGuy offers a personal, friendly face to IT — it's like having a trusted tech-savvy friend on standby.
Competitor	ThrottleNet — more corporate tone, which you can contrast with MyTGuy's personal, human-first approach.

Bonus Add-On Ideas


Phase	Element	Strategy
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1. Brand Core	Brand Purpose	To empower small businesses with reliable, on-demand IT support.
	Brand Vision	To become the most trusted outsourced IT partner for small businesses across the region.
	Core Values	Reliability, Responsiveness, Simplicity, Empowerment, Trust
2. Brand Positioning	Target Audience	Small businesses (5–50 employees) lacking in-house IT but needing expert tech support
	Market Analysis	ThrottleNet is a key competitor, but many MSPs overlook relationship-building and education —MyTGuy can win by being more approachable and hands-on.
	Awareness Goals	Build brand awareness through referrals, local partnerships, and educational content (e.g. “Tech Tips for Small Teams”)
3. Brand Persona	Brand Personality	Friendly, Approachable, Tech-savvy, Clear, Dependable
	Brand Voice	Conversational yet professional — simplify tech talk and be a “guy you trust”
	Brand Tagline	“Your IT Guy, When You Need One.” or “Your Tech Guy, On Call.”

Would you like help developing:

- A **visual identity or logo** for MyTGuy?
- A **website or landing page** layout?
- Or your **brand messaging** in more detail?

Let me know what you'd like to work on next!

 **Read more:** [How To Develop A Brand Strategy \(Free Guide\)](#).

✨ **Tool you'll love:** [AI Brand Strategist](#) – turn this convo into a full deck in minutes.

You said:



this is our logo wed like everything to fit this theme

ChatGPT said:

Awesome! Your logo is clever and visually distinctive — the **curly braces and quotation marks form a face** (or even glasses), giving it a playful, techy personality while reinforcing the “guy” aspect in *My T Guy*. The green and white color palette on dark background gives a modern, tech-forward vibe. Let's align your **brand strategy and visual direction** to match that identity.

Updated Brand Strategy (Aligned with Logo Theme)

Phase	Element	Strategy
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1. Brand Core	Brand Purpose	To make IT support approachable, fast, and dependable for small businesses.
	Brand Vision	To be the friendly face of IT support—bringing clarity and calm to technical chaos.
	Core Values	Simplicity, Trust, Speed, Friendliness, Proactivity
2. Brand Positioning	Target Audience	Small businesses (especially 5–50 employees) in need of expert IT help without the overhead of an internal department.
	Market Analysis	Competitors often look cold or corporate — MyTGuy's approachable, almost humanized branding (the face in the logo!) gives it an edge.
	Awareness Goals	Focus on community-driven outreach, testimonials, explainer videos, and content with a “human tech” angle (e.g. “Ask MyTGuy”)
3. Brand Persona	Brand Personality	Geeky but friendly, clever but clear, always helpful. Think: the IT guy who's actually fun to talk to.
	Brand Voice	Relatable, confident, slightly witty — break down complex ideas without dumbing it down
	Tagline Options	1. “Your IT Guy, On Call.”2. “The Friendly Face of IT.”3. “Tech Support That Gets You.”

Visual & Style Guide Recommendations

Element	Suggestion
Color Palette	Stick with green (#00FF96 or similar) for highlights, white for text, and charcoal/dark gray background.
Typography	Use modern sans-serif fonts like Montserrat , Inter , or Manrope — clean and tech-forward.
Imagery	Use illustrations or avatars in the same quirky, clean style as your logo. Avoid stocky corporate photos.
Tone	Use humor sparingly (think clever vs. corny), and always aim for clarity first.

Would you like me to help design:

- A **landing page layout** based on this style?
- A **brand messaging doc** for your website or sales deck?
- Or maybe ideas for your **social content or lead magnets**?

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Bonus Add-On Ideas

Asset	Idea
Social Content Series	"Ask MyTGuy" — quick tech tips or troubleshooting videos
Lead Magnet	"Top 10 Tech Mistakes Small Businesses Make (And How to Fix Them)"
Explainer Video	Friendly cartoon/animated breakdown of how MyTGuy works
Swag Ideas	Mousepads, shirts, or mugs with the eyes/braces logo + tagline

Would you like this turned into a branded PDF? Or should we move on to crafting your **website layout**, **services section**, or **sales pitch deck** next?

 More inspo here: [How To Develop A Brand Strategy \(Free Guide\)](#).

✨ Use: [AI Brand Strategist](#) to transform this into client-ready slides.