

The Technologist

Introduction

Company's History

The Technologist was founded in 2023 by experienced creators looking to build a sustainable business around their passion for technology. The founders saw a need for an independent tech publication providing high-quality, unbiased reporting and analysis.

Mission

The Technologist's mission is to demystify technology and empower readers to use it consciously and critically. We cut through the hype with insightful, balanced analysis.

Vision

Our vision is to become the most trusted and widely read independent tech publication, building a thriving media business.

Core Values

- Independence - We value editorial independence and never accept payment for coverage.
- Accessibility - We make complex tech topics understandable for a general audience.
- Utility - We focus on tech news that impacts people's lives and provides practical value.
- Sustainability - We believe in building a sustainable media business supported by readers.

Brand Strategy

Strategic Direction

Position The Technologist as the leading independent tech publication for savvy readers who want well-researched, balanced analysis instead of hype.

Target Audience

Our target audience is affluent millennials and Gen X interested in how tech impacts society. They are critical thinkers who value substance over flash.

Positioning Statement

For skeptical tech enthusiasts, The Technologist is the trusted tech publication that cuts through the hype with insightful, balanced analysis.

Unique Selling Proposition

We offer tech insights you won't find anywhere else because of our independence, expertise, and sharp critical eye. No hype. No hidden agendas. Just the tech truth.

Brand Promise

The Technologist promises insightful tech reporting and analysis readers can trust. We save you time by surfacing what matters and provide missing context.

Value Proposition

Readers gain an information advantage from our independent, hype-free reporting that saves them time and helps them understand technology's impact.

Brand Identity

Logo Idea

The logo is a bold graphic of a lightbulb integrated with circuit board lines, symbolizing insightful tech thinking.

Color Palette

Our primary colors are Teal (RGB: 28, 160, 170; CMYK: 84, 15, 43, 0; HEX: #1CA0AA; PMS: 3272) and Light Grey (RGB:

245, 245, 245; CMYK: 6, 3, 3, 0; HEX: #f5f5f5; PMS: Cool Gray 1 C). Teal represents trust and dependability while grey communicates balance.

Typography

We use SF Pro Text for headlines and titles. Content is set in highly readable Georgia.

Imagery

Imagery is clean and focuses on people using tech in real-world settings, aiming to evoke curiosity about tech's everyday impact.

Graphics and Iconography

Infographics distill complex information into digestible visuals. Icons are clean, minimalist line drawings used for navigation and statistics.

Tone of Voice and Messaging

Tone

Our tone is informed, critical and witty. We balance skepticism of tech hype with genuine excitement about innovation.

Style

We use clear, concise language and avoid unnecessary jargon. Our style is insightful yet accessible.

Language

Our language is professional yet conversational. We maintain an educational perspective while relating tech to real experiences.

Brand Architecture

Products

The Technologist newsletter is our core product. We may expand into podcasts, explainers and events.

Sub-brands

No additional sub-brands currently planned. Any extensions fit under the parent brand.

Packaging Guidelines

Style, Colors, Materials, Layout

- a. Custom printed boxes featuring brand colors and logo
- b. Bold, contrasting colors with ample negative space
- c. High-quality, recycled materials

Physical Environment

The brand experience is clean and modern, highlighting tech's intersection with people. The open office space encourages collaboration.

Retail Locations, Office Environments

- a. Minimalist, contemporary interior design with brand colors
- b. Digital displays with news headlines, infographics and brand content
- c. Photo spreads of creators, innovators, and community events

Digital Guidelines

Website, Social Media, Email Templates, Digital Ads, Mobile Apps

- a. Prominent, on-brand navigation and branding
- b. Benefit-focused messaging
- c. Clean, bold designs echoing brand palette

Templates and Examples

Properly Executed Materials

- Business Cards: Clean cards with prominent logo
- Letterhead: Crisp layout with teal text over light grey

- Presentations: Accents in brand colors with ample negative space
- Newsletters: Frequent infographics, data visualizations, and stats

Merchandise and Promotional Guidelines

Branded merchandise features prominent logo placement on high-quality apparel and accessories. Promotional items utilize bold, contrasting colors and clean design.

Brand Implementation Roadmap

Brand Rollout Plan

- Finalize visual identity and create guidelines
- Develop core assets and marketing materials
- Redesign website and newsletters
- Refresh social media channels
- Conduct brand training with staff
- Plan branded launch event and PR outreach

Brand Dos and Don'ts

Do's

- Maintain an educational, hype-free tone
- Leverage data visualizations and stats
- Highlight tech's intersection with culture and society
- Use succinct, accessible language

Don'ts

- Don't sensationalize or exaggerate tech advancements
- Don't use excessive jargon or technical terms
- Don't adopt overused startup vernacular like "disrupt"
- Don't glorify tech for tech's sake

Legal and Trademark Guidelines

- Trademark logo and name
- Establish proper trademark usage guidelines
- Enforce rights and prevent unauthorized use
- Protect brand's intellectual property

Brand Evolution Guidelines

Brand Evolution Over Time

- Assess brand relevance and resonance yearly
- Keep core visual identity while updating creative executions
- Expand into new formats and channels organically
- Maintain consistent voice and tone when entering new spaces
- Balance consistency with flexibility to respond to changes in tech and culture

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