

Brand Introduction



For the busy senior leaders in tech companies, CEO.Digital is a digital hub for high-quality, in-depth thought leadership content.

Brand Vision



CEO.digital aspires to be the place of choice online for marketers in the B2B space to engage their target audience. We'll achieve this through curating high quality content that already exists and making it accessible, and by creating content that adds direct value to C-suite decision making.

Brand Mission:

CEO.digital will achieve this vision through creating a clean, clutter-free user experience, a focus on utility and value, and avoiding ambient noise in the market place.

The CEO.digital *Show*



PRIMARY VERSION



SECONDARY VERSION – FOR USE WHERE SPACE DOES NOT ALLOW FOR USE OF PRIMARY VERSION



BLACK AND WHITE VERSIONS – FOR USE ON COLOURED BACKGROUNDS OR WHERE FULL COLOUR REPRODUCTION IS NOT AVAILABLE



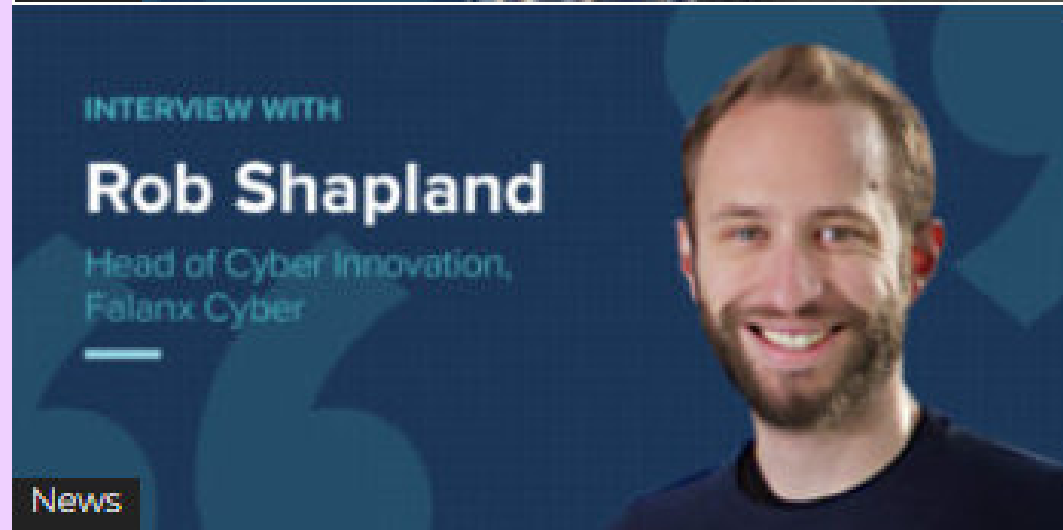
FAVICON - FOR USE AS AN ICON OR AS A GRAPHIC DEVICE

Brand Mission:

Deliver quality first: We may not publish content every week, but when we do publish it, our thought leadership pieces will say something that our audience will pay attention to.

Put the audience at the centre: In everything we do, we will focus on the audience. We'll ask three questions: "Does this add unique value?" "Is it easy to access?" "Is it easy to act on?"

Make a human connection: Create avenues for feedback. Focus dilligently on analytics to listen to what the audience are 'saying'. Create conversations on social media through active engagement.



Brand Audience:



Pionners: Idea people

Driven by ethical questions

Universalism

Innovation

Sophistication

Interesting ideas

Love playing devil's advocate

Primary instinct: Self expression

Prospectors: Success people

Driven by success and fun

Self esteem and other esteem

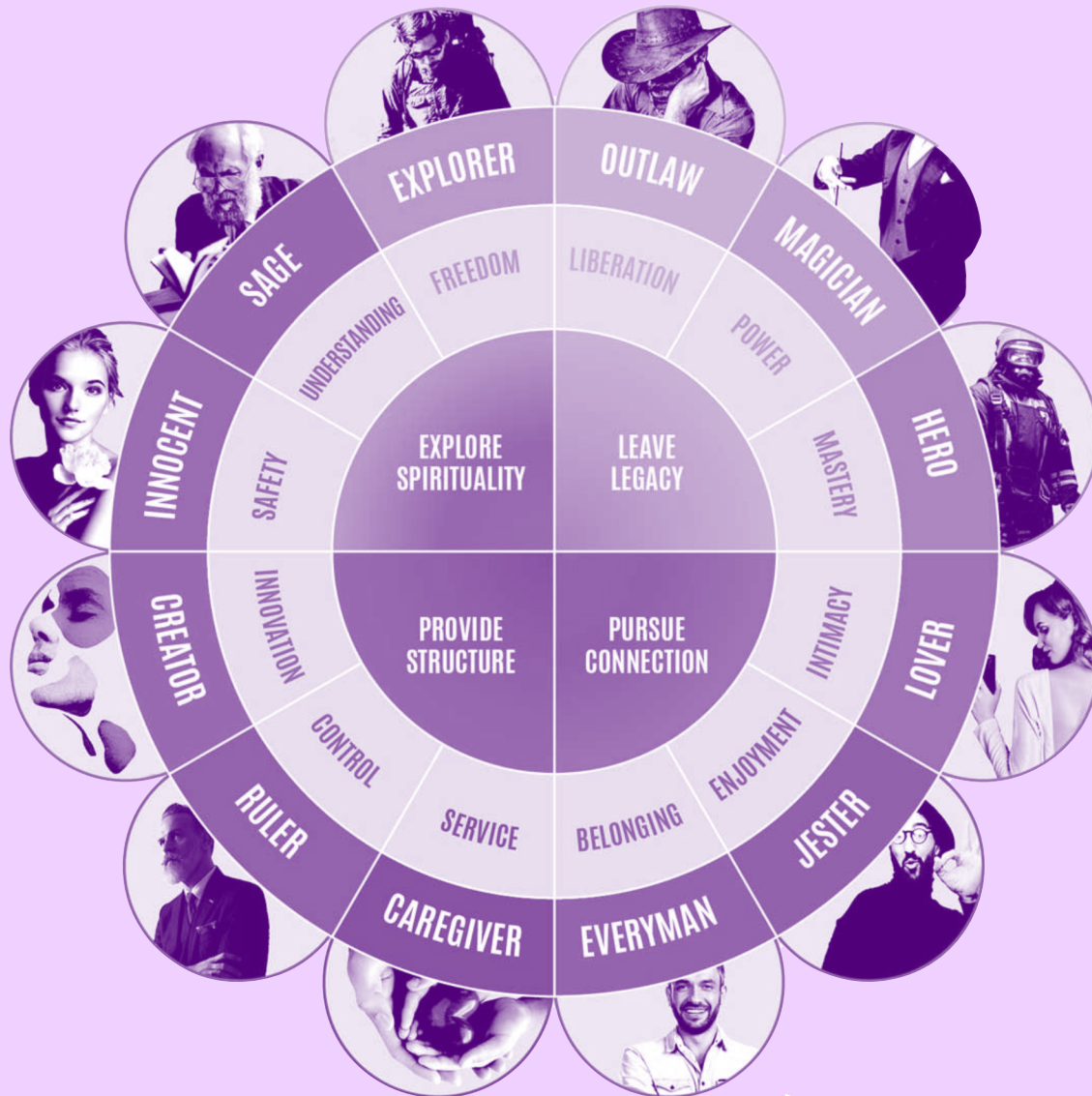
Being better and best

Opportunities to look good

Love flaunting symbols of success

Primary instinct: Social validation

Brand Archetype:



CEO.digital

The Ruler

“May the best idea win”

Right to win:

In a sea of superficial content and fragmented experience, CEO.digital provides a cohesive and meaningful end-to-end engagement, culminating in a real meeting of C-suite minds.



Brand Story:

CEO.digital **The Ruler**

“May the best idea win”

“We’ve witnessed the struggles of C-suite leaders. They’re so much content, and so little time. So many decisions, and so many opinions. We decided that we wanted to **bridge the gap** between where the expertise exists and where the expertise is most needed. And we wanted to **do this in style**. So we created CEO.digital.

“CEO.digital **cuts out the clutter and ambient noise**, focuses on utility and value and provides a playfield where the **best ideas can win**. We’re not Gartner or McKinsey, and we don’t want to be. We want to focus on **ideas that are worth hearing**, just for their own sake. It does not – should not – matter where good ideas come from.”

Brand Structure:

Riversix Limited



CHIEF WINE OFFICER

ESTD 2005



Functional benefit

“CEO.digital offers me clutter-free space that offers content that is high in value and utility.”





Economical benefit

“CEO.digital offers me a shortcut to better decision making that shows me as knowledgeable and efficient among my peers and colleagues. It also offers me a platform to showcase my expertise in the market.”



Emotional benefit

“By engaging with CEO.digital I get to be seen as an idea person [for pioneers] and earn the recognition in my industry [for prospectors].”



Attitudinal benefit

“I feel competent, successful and heard. I feel accepted and taken seriously.”

Brand Challenges:

Visual inconsistency: CEO.digital has historically been unable to establish, execute and manage a visually consistent brand image. The muddled look and inconsistent brand execution cuts against our claim to expertise.

Verbal inconsistency: CEO.digital has also been unable to create a consistent and clear tone of voice. It is not always clear who is talking. In guest articles, we allow use the first-person pronoun and in our own pieces, we don't. But they look visually the same.

Vague positioning: CEO.digital lacks a strong, clear and consistent positioning, compared to the other two brands. Who is our audience? Is it our client? Or is it their client?

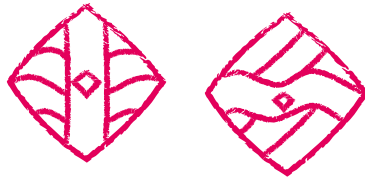
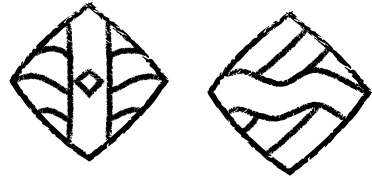
Brand Solutions:

Establish a clear, visual brand identity, one which is consistent with but different from the other two brands.

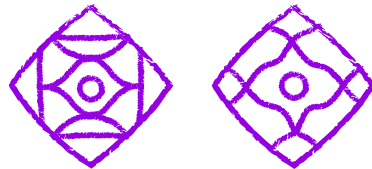
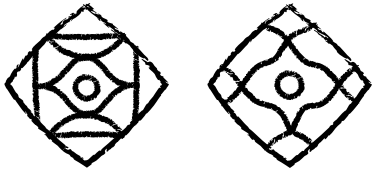
Establish sufficient tonal variation, to signal it is not the same team of writers as the other two brands.

Establish a consistent positioning, to signal that CEO.digital has a distinct and useful function.

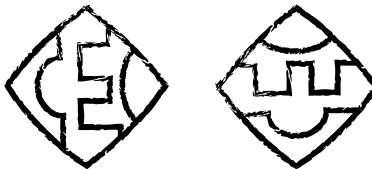
Logo Shape and Colour Explorations



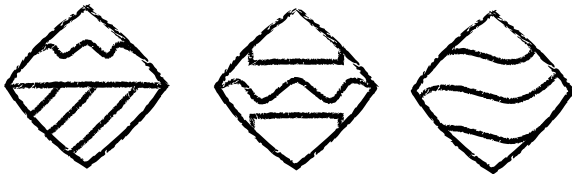
Cut through the noise



Ricocheting conversation,
endless engagement



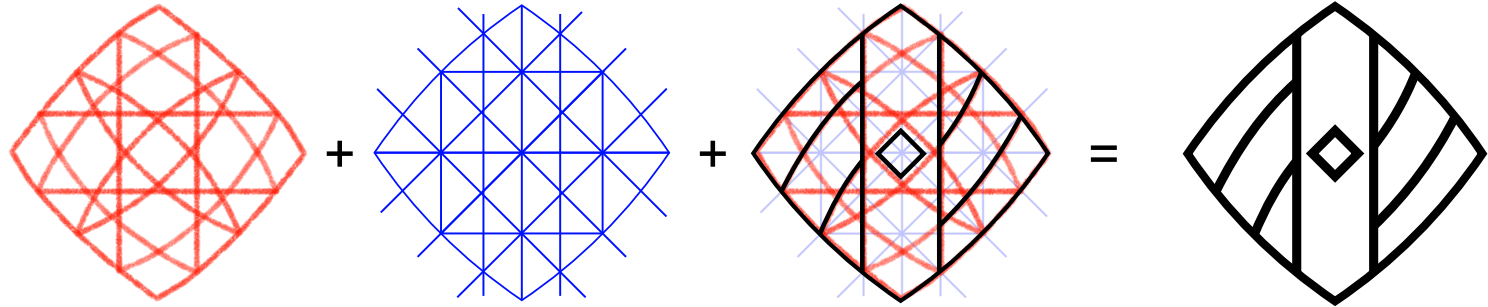
C, company.
E, digital wave.
O, the people



Dedicated space for
meaningful engagement

Logo Construction

How the logo is made

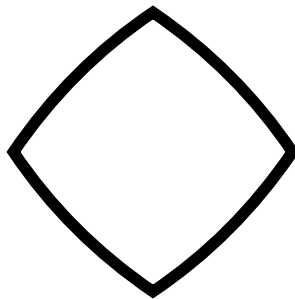


Logo Elements

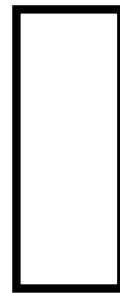
What the logo is made of



Cross talk and ambient noise



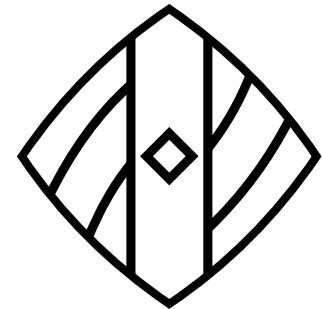
Brand continuity



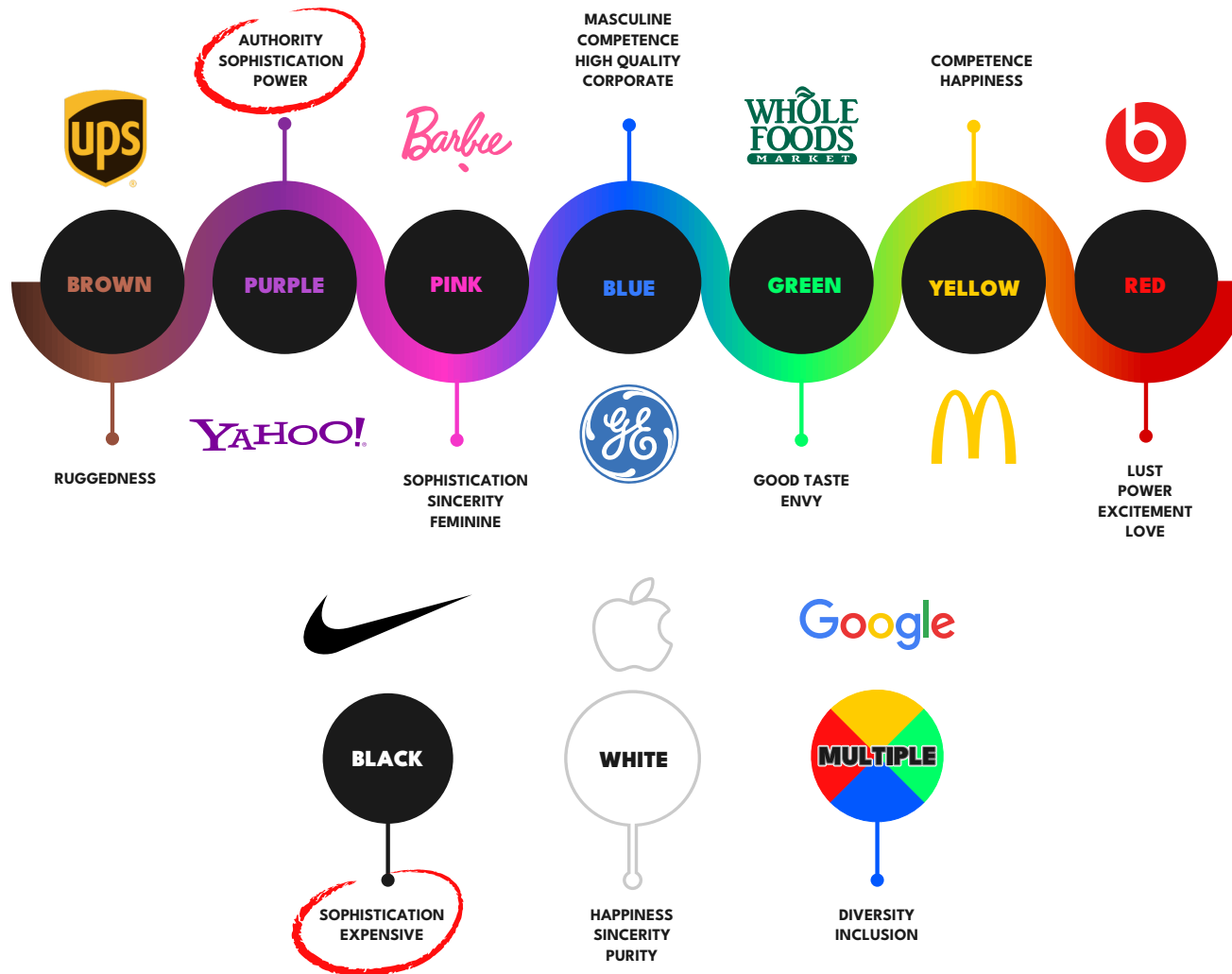
Dedicated digital space



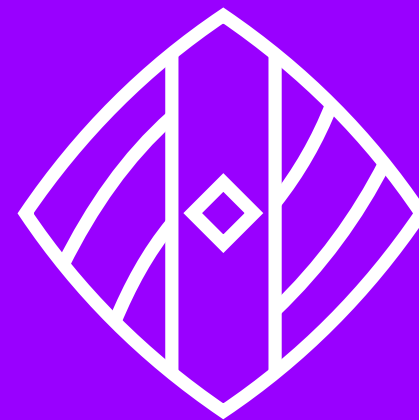
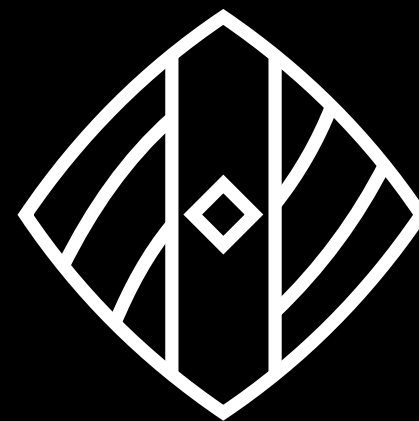
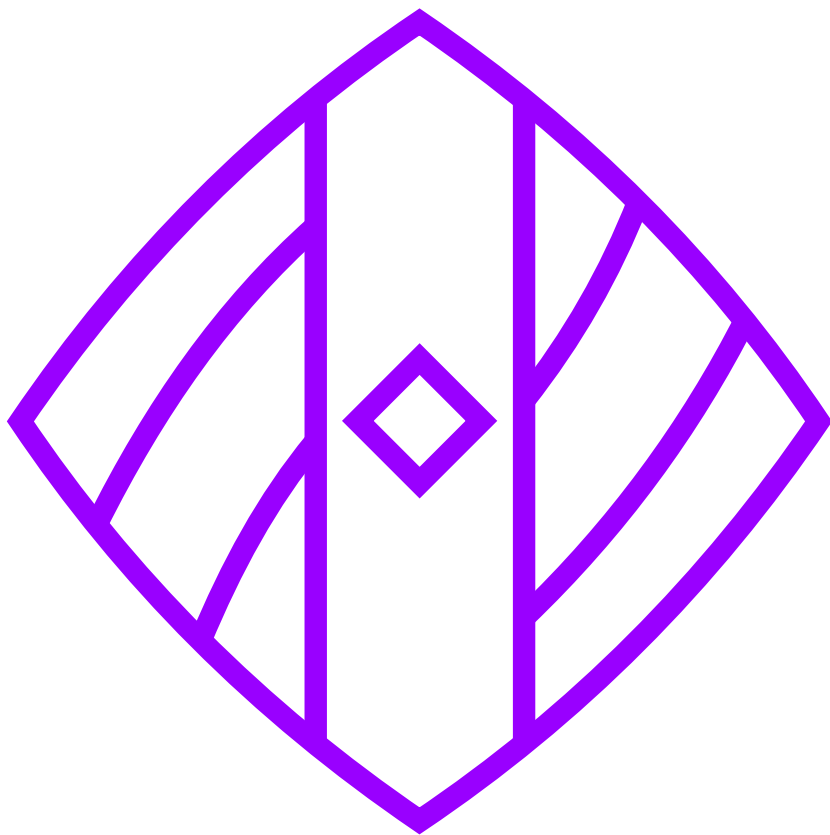
Real insight



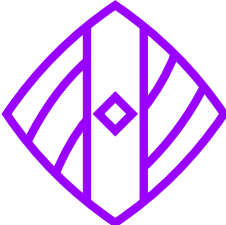
Colour psychology



Logo Colour & Inversion



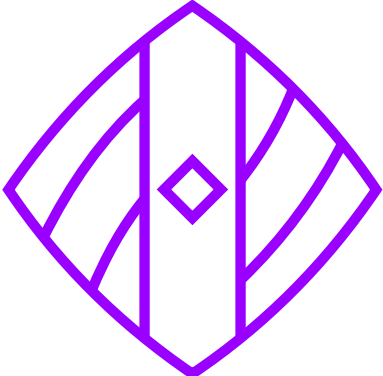
Logo Lockups



CEO.digital
Real C-suite insights



CEO.digital



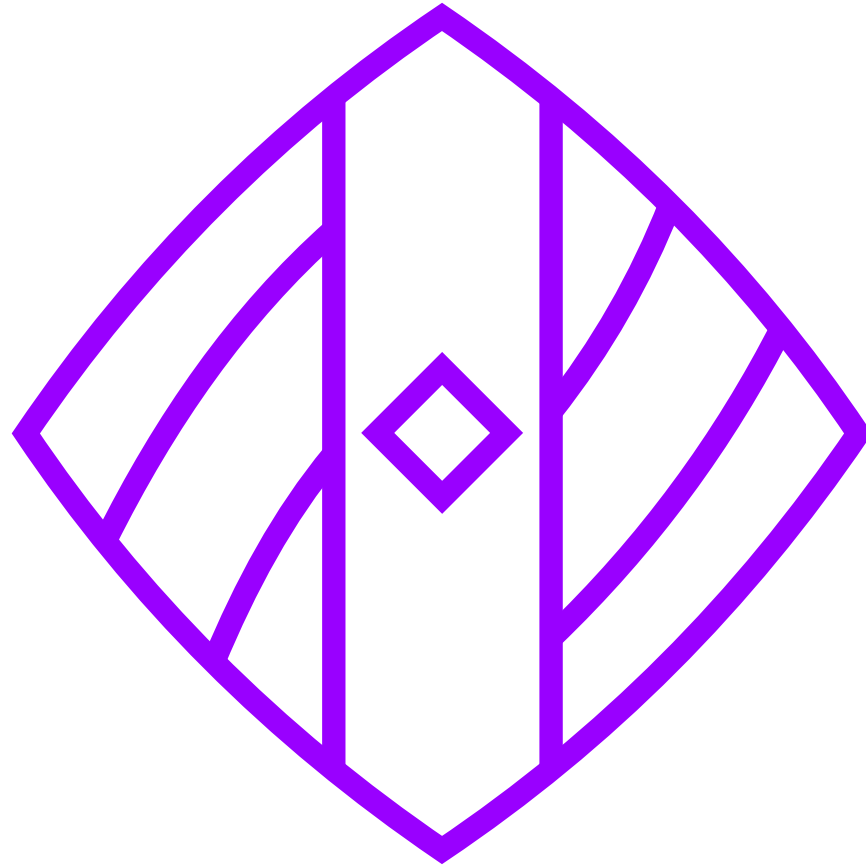
CEO.digital
Real C-suite insights



CHIEF WINE OFFICER

ESTD 2005

Logo Sizing Guide

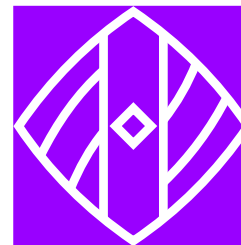


All sizes above 120 sq.px

 16 sq.px Web favicon

 32 sq.px App icon

 48 sq.px App icon



120 sq.px App icon

Brand Typography

League Spartan Light
Headline: 36 points.

League Spartan Medium | Body: 16pt

Insights for the C-Suite, including news and analysis from the world's leading technology brands and companies. But we're also a community, bringing together technology leaders from both supplier and client-side to help deliver digital transformation.

**League Spartan ExtraBold: 22pt
Subheadings**

**CEO.digital is a brand that
brings insights for the C-suite
from the C-suite.**

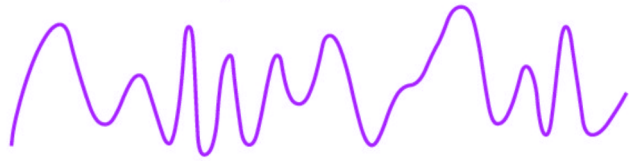
League Spartan Light 24pt

"Software engineers have a pivotal role to play in preventing AI from doing harm. They need to balance value creation against risk and understand that everyday decisions in software design can have severe consequences for society"

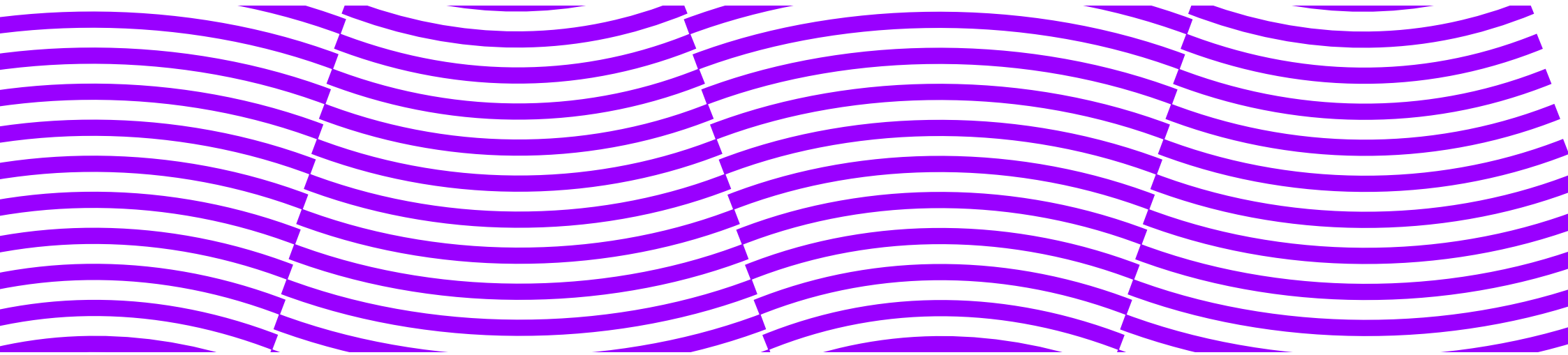
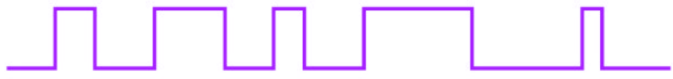
Emphasis: Spartan Medium 16,
Highlight

This is the **most important bit.**

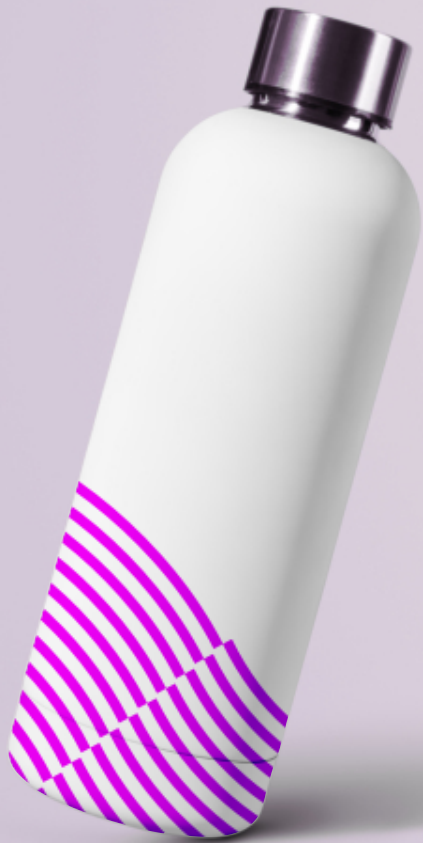
Brand elements



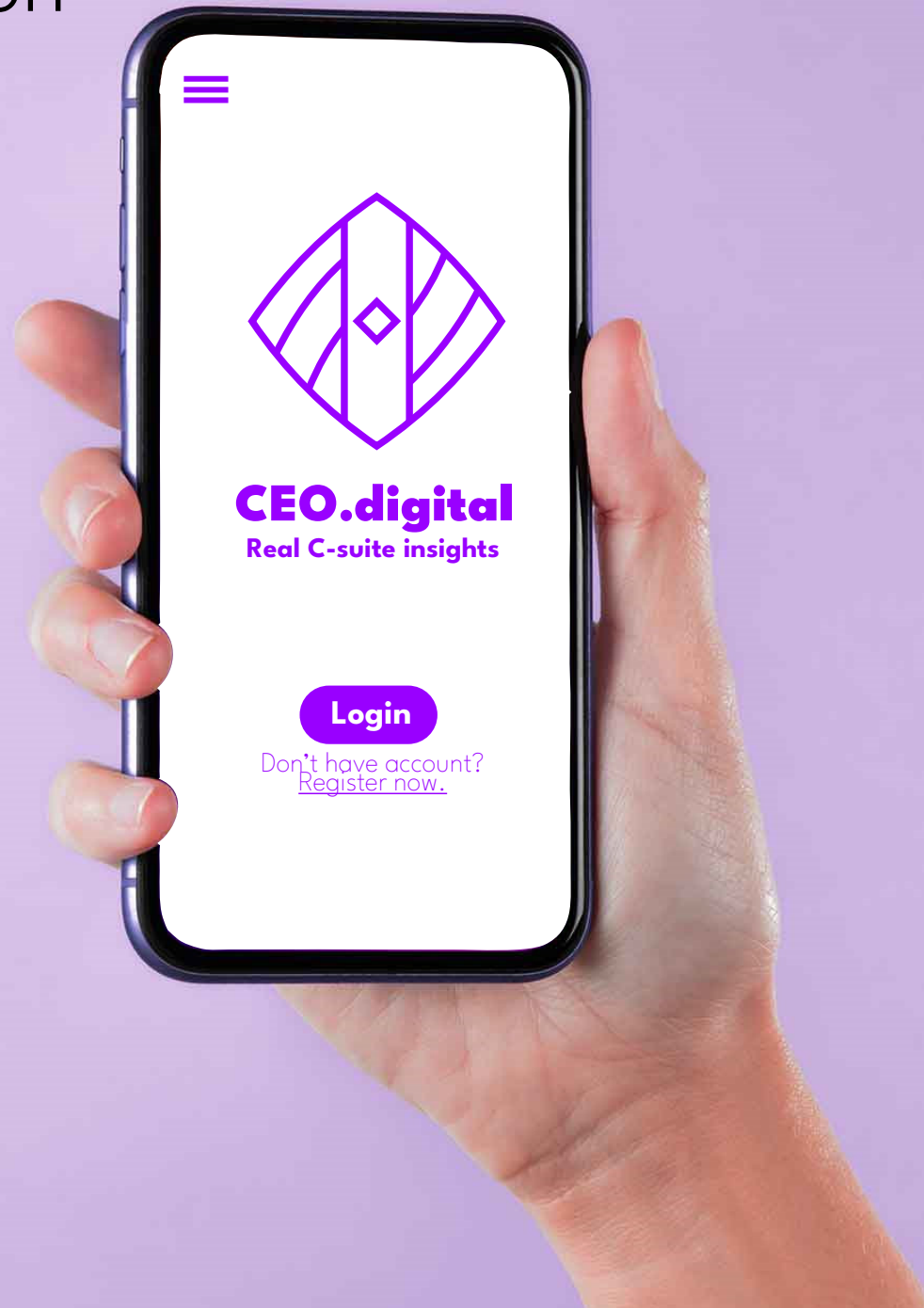
Creating the illusion of break and continuity. Combining digital and analogue [wave of human speech] seamlessly.



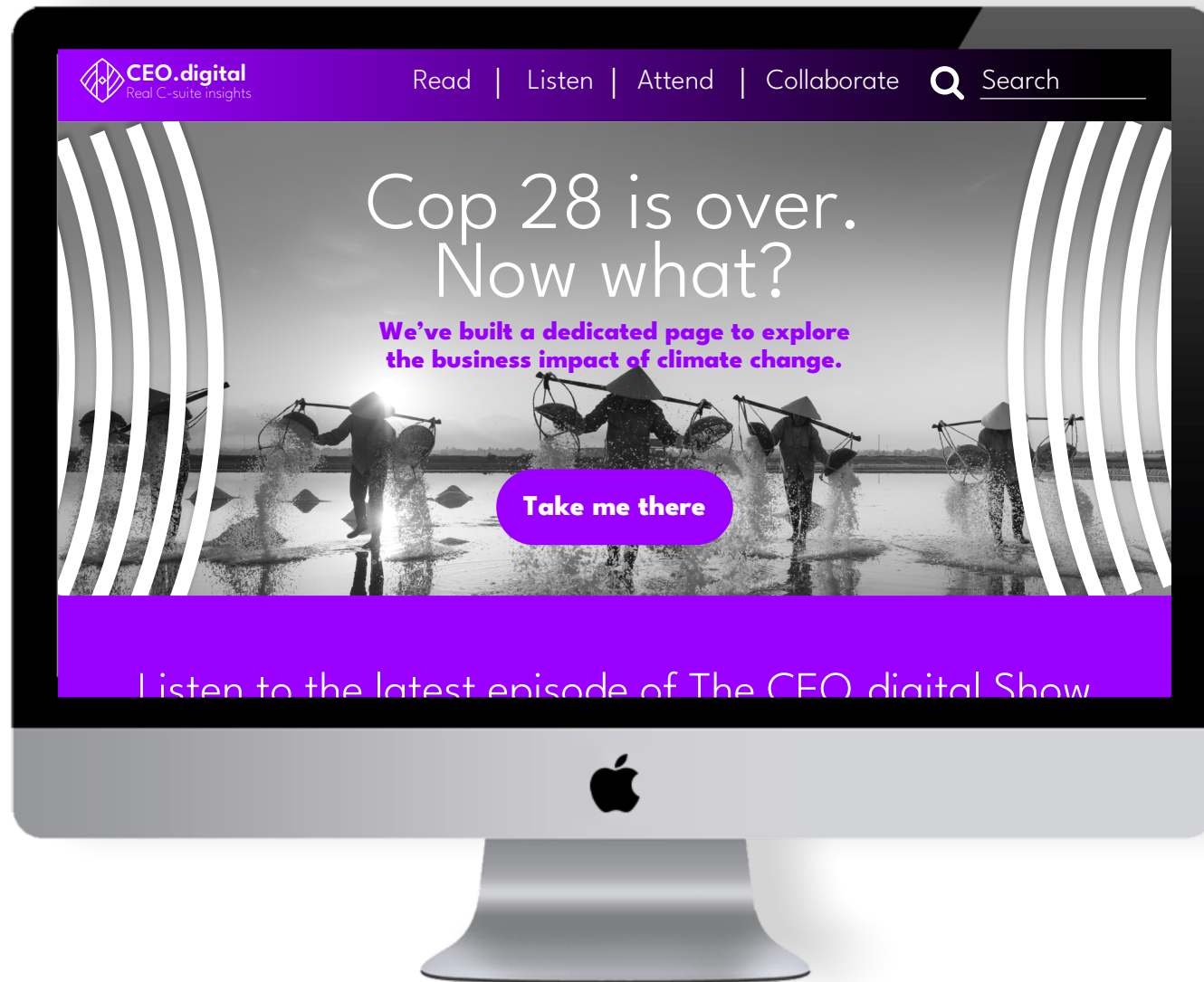
Brand Assets

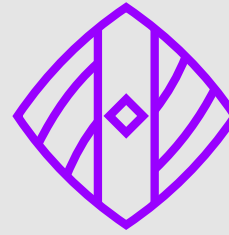


Brand application



Brand website





CEO.digital
Real C-suite insights

Craig McCartney
Managing Director

23, 24 Smithfield St, London
EC1A 9LF

CEO.digital
Real C-suite insights





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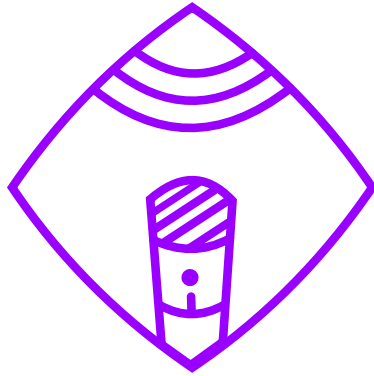
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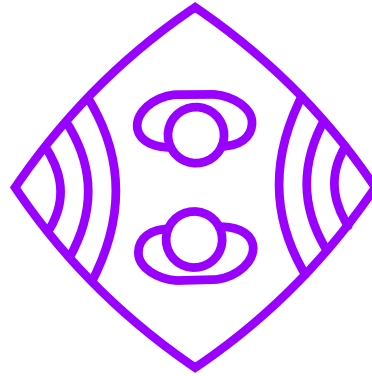
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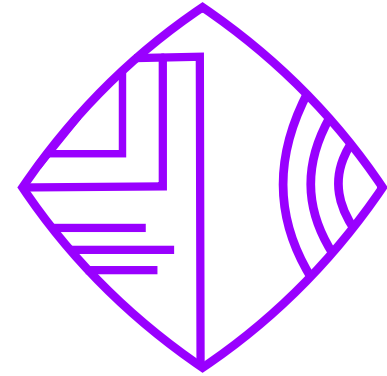
Brand iconography



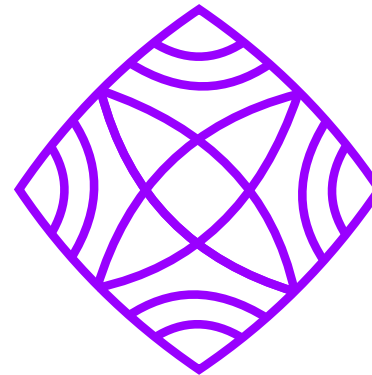
The CEO.digital Show



The CEO.digital Events



The CEO.digital Digest



Collaborate/The CEO.digital

Contones
Human
Warm





“Sustainable cloud isn’t just a nice to have. It’s a must have”

Listen to Daniel Hagiv’s controversial take **only on The CEO.digital Show**

Listen now

