

TOLL OF TECH

Visual Identity Guidelines

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About Toll of Tech

Technology is an incredible tool that has transformed nearly every way in which we live. Nowadays it seems like there's an app for almost any problem you can think of — to find a partner, to connect with others in the community, to regulate mental health. Technology seeks to address the most fundamental problems that we face as human beings and is increasingly embedded into our personal lives. Although technology has the potential for tremendous positive change, we must remain vigilantly aware of its limitations as a tool and its potential implications.

This is where Toll of Tech comes in. Toll of Tech is a space to critically examine technology and the role that it plays in our lives. This empowers us to make better informed decisions about the ways in which we integrate technology into our lives. At the same time, it is difficult to keep up with the rapid pace of technology's advancement. Companies with tremendous resources push out new technologies in such a way that their adoption feels inevitable. Toll of Tech encourages people to reflect together so that we may regain control by pushing back against technologies that are designed to exploit our lives rather than enhance them.

Brand Strategy



Creating a space to learn and reflect

Toll of Tech provides a space to critically examine technology and the role that it plays in our lives. We want to empower people to make more informed decisions about how they integrate technology into their lives.



Promoting civic action to create impact

Tangible change cannot occur from individuals — it is driven by organizing people together. Toll of Tech promotes civic engagement within and outside of the internet in order to influence policy.

Qualities of the brand

Thought-provoking

A fundamental goal of Toll of Tech is to provide thought-provoking content in relationship to the role that technology plays in people's lives.

Stark and transparent

Toll of Tech visually seeks to be the antithesis of modern-day tech companies by using colors sparingly and relying on simple, non-distracting informational visuals which do not attempt to elicit emotional responses from the reader. The primary goal is to deliver content transparently and allow the content to speak for itself.

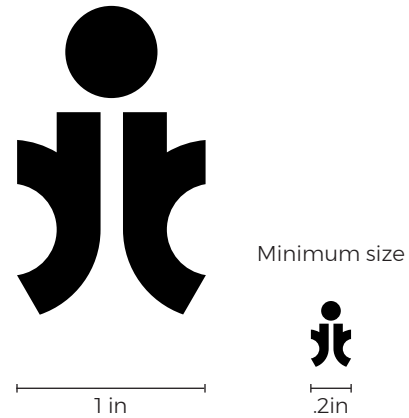
Community-centric

Toll of Tech strives to encourage and enable people to get involved in and outside of the internet. We want to get people talking among friends, family, and within their larger communities.

Action-oriented

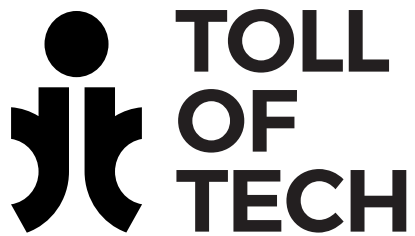
We don't like all talk and no action — we want to make tangible change through group advocacy. We believe that we can make tangible impacts on policy through

Brand Elements



Brandmark logo

The brandmark consists of the initials that makeup the name Toll of Tech — tot. The initials are aranged in such a way that represent an image of a human being. This is important to the brand because it emphasizes the importance of humanity and people in relation to the brand. The logo can positioned side-by-side the same logo in a grid-like way to represent community and unity among people.



Primary



Secondary

Brandmark
wordmark

The wordmark utilizes the typeface montserrat semiBold and has two variations that include the brandmark.

Color

PMS 419 C
C 75 M 68 Y 67 K 90
R 000 G 000 B 000

**Color**

PMS 11-0601
C 00 M 00 Y 00 K 00
R 255 G 255 B 255

Color

PMS 3564 C
C 03 M 74 Y 81 K 00
R 235 G 104 B 065

**Color Palette**

The use of black in white overall seeks to minimize emotional response and simply communicate the weight and impact of the toll that something has on someone. A simple orange accent is used to highlight or bring attention to particular details. Toll of Tech visually seeks to be the antithesis of modern day tech-companies by using colors sparingly.

ABCDEFGHIJKLM
abcdefghijklmno

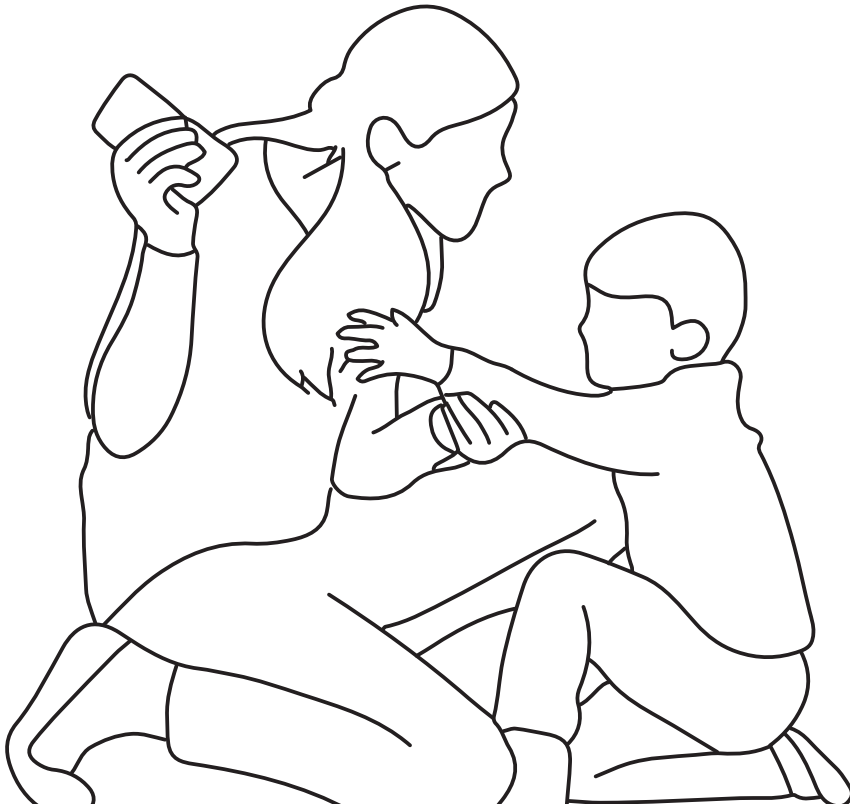
Montserrat
Regular

ABCDEFGHIJKLM
abcdefghijklmno

Crimson text
Regular

Typography

The typeface for headings, montserrat, was chosen because of its clean, clear character. It is used in titles and headlines. The second typeface, crimson text was chosen for readability of body text. This is critical due to the fact that Toll of Tech publishes a significant amount of written material on the website in the forms of articles.



Imagery

The imagery relies on simplistic informational visuals that are low-fidelity line sketches. The goal is to communicate a concept in a way in which people focus more on the concepts being communicated rather than the image.

Sample Applications

Bus stop advertisement



Billboard



T-shirt



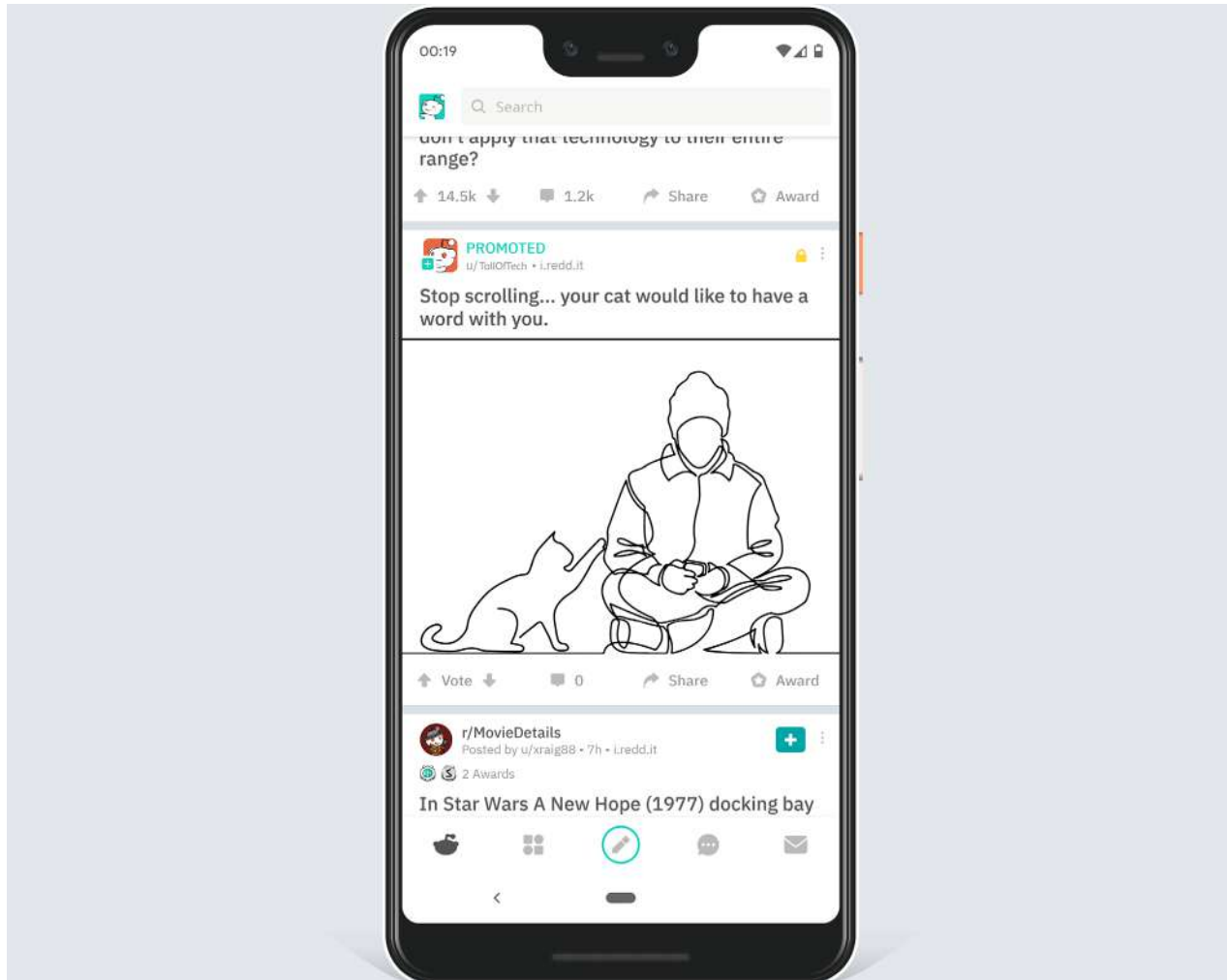
Buttons



Stickers



Reddit Advertisement



Subway advertisement



Postcard/ flyer

