



THE ART OF BLOGGING

BRANDING GUIDE

Version 1

THE ART OF BLOGGING

TABLE OF CONTENTS

About us

Our tagline

Our mission

Our logo and logo variations

Our color scheme

Our fonts

Our writing style, vision, and topics

THE ART OF BLOGGING

ABOUT US

A Brief History

Our platform was launched in April, 2012, by Cristian Mihai, as a one-man operation.

The name of the game? Provide aspiring bloggers with the tools, the frameworks, the advice, and the strategies they need to build a successful blog.

OUR TAGLINE

*For bloggers who
aspire to inspire.*

CRISTIAN MIHAI

OUR UNOFFICIAL MOTTO

Punch the damn keys!

CRISTIAN MIHAI

OUR MISSION

THE VISION

To provide actionable steps towards blogging success, and communicate them in a clear and concise manner.

THE MISSION

Help one million bloggers reach their goals by the end of the decade.

5 Steps to Becoming a Better Blogger



Be honest. Are you where you want to be as a blogger? Are your articles getting shared and discussed and linked to? Are you being mentioned by others in your niche?

No? Well...

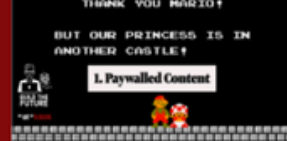
If your posts aren't getting the traction you want, you might trick yourself into thinking you're not a good enough blogger. But the truth is, anyone can follow a few simple steps to improve their posts, and anyone can deploy the right strategy to become a successful blogger.

Here's a five-step plan to dramatically improve your blogging game.

Continue reading →

Cristian Mihai / September 14, 2020 / [Beginners Essentials: Blog, Social Media, Writing](#)


The Future of Blogging: Paywalled Content




I'm both excited and proud to announce The Future of Blogging. A weekly podcast and newsletter about shaping [...]

Cristian Mihai / September 12, 2020 / [Blog](#)

Free eBook, Instagram and Twitter, and a Few More Updates



Eureka Moments Will Make Your Readers Fall in Love With You



Over 2,000 years ago, the ancient Greek scholar Archimedes reportedly proclaimed "Eureka! Eureka!" after he had stepped into a bath and noticed that the water level rose, whereupon he understood that the volume of water displaced must be equal to the volume of the part of his body he had submerged in the bath.

Eureka means, "I have found (it)."

The way I define it, a "eureka" moment is a moment when you become aware of something that's quite obvious, yet for different reasons has eluded you for a long time. A piece of information that's been at the edge of your mind's peripheral vision.

Why should we write about such moments?

Continue reading →

Cristian Mihai / August 31, 2020 / [Beginners Essentials: Blog](#)

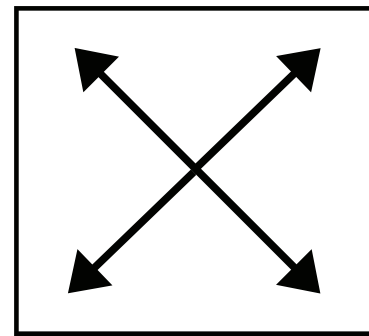
MAIN BRANDING GUIDELINES

STYLE RULES

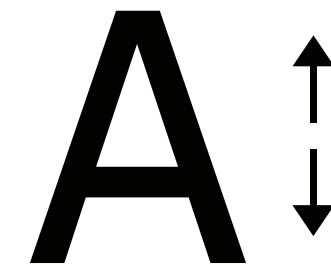
REMINDERS FOR OUR BRAND



Color Palette



Symbol Size and Spacing



Font Size and Spacing

OUR LOGO

Inspiration and Backstory

Our logo is simple. We are who we are, and we're not in the business of stating otherwise.

It is clear, and it tells the story of a platform that's not in the business of sugarcoating the truth or seducing people into purchasing sub-par products or services.



LOGO VARIATIONS



VERTICAL

Within the confines of a
black box.



HORIZONTAL

On a transparent
background.

OUR COLORS

Approved Color Values

The colors we use are simple. There's only one color, and we sometimes use black and white in order to better showcase our content.

WHITE

#ffffff

RED

#820A0B

BLACK

#000000

FONT AND TEXT

Aa

Playfair Display

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

We use this font on the blog, on the learning platform, and across all social media accounts, but sometimes the platform won't allow us to customize the font, in which case we will use the font provided by the platform.

One such example is our premium newsletter, hosted by [Substack](#).

OUR WRITING STYLE

Our mission dictates our style

Founded by Cristian Mihai, one of the most successful bloggers on Wordpress.com, with over 140,000 readers, the Art of Blogging aims to provide actionable advice in a clear and concise manner.

There's no fluff, no sugarcoating, and no tap-dancing around the truth. The style is authoritative, at times, and there's a lot of high-level advice from Cristian, who's been a full-time blogger for the past nine years.

BUSINESS
INSIDER

wattpad 

Medium

FEATURED ON
Freshly Pressed

Inc.

Our goal is to provide good advice, and to provide the right tools for the right price. We share unconventional advice that works, and offer over 42,000 aspiring bloggers simple frameworks that enable them to take their blogs to the highest level possible.

OUR TOPICS

CONTENT CREATION

We share a number of tips, tricks, and advice on how to create valuable content, regardless of niche.

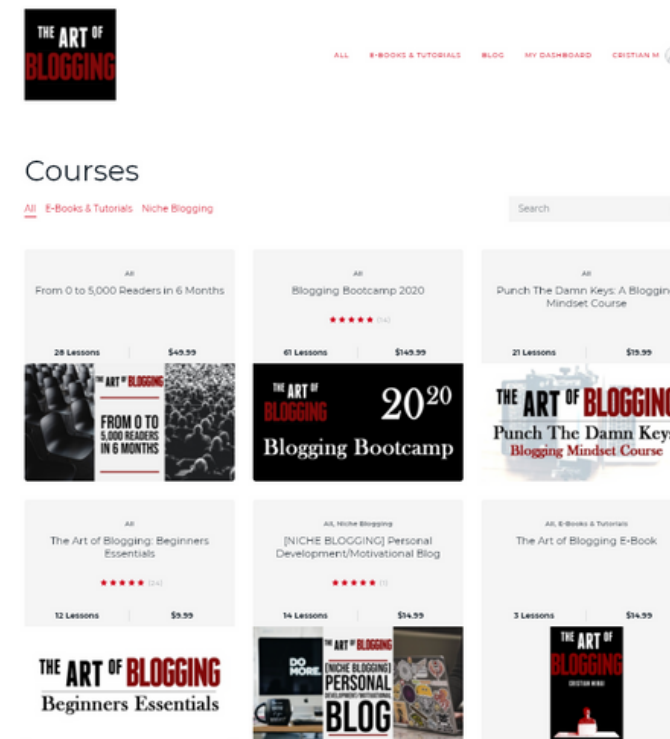
NETWORKING

We present aspiring bloggers with the tools and strategies they need to network effectively and build relationships with other bloggers they can then capitalize upon in order to grow their own audiences.

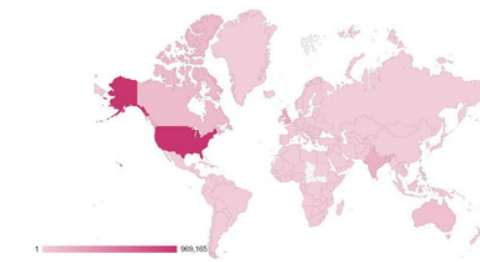
MONETIZATION

We share advice on how to best monetize a blog, how to create content that sells a product or service, and how to best engage an audience in order to sell a digital product.

FINAL REMINDERS



"I think creating content that reaches thousands of people is one of the most exhilarating things about blogging."



THE ART OF BLOGGING

CLEAR AND CONCISE

We provide clear and concise actionable steps that any blogger, regardless of their experience or skill, can follow.

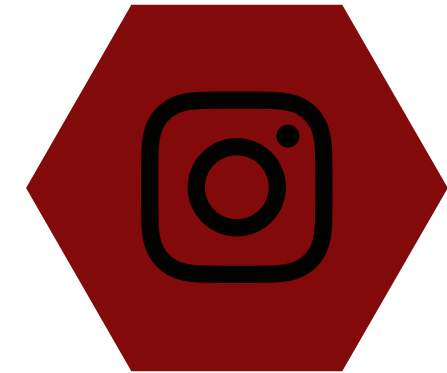
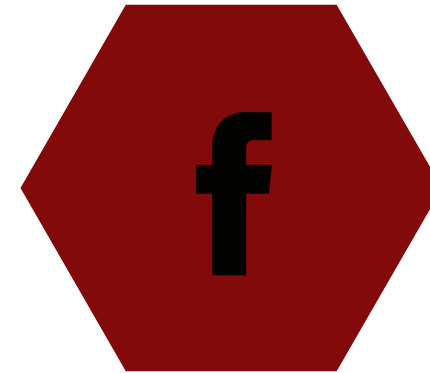
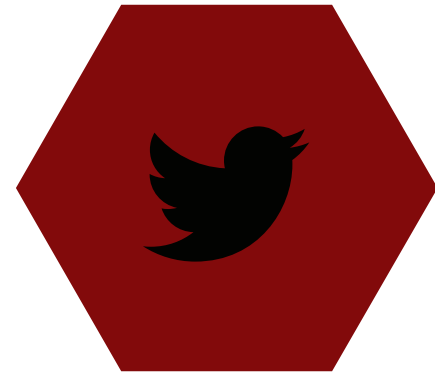
AFFORDABLE

The goal is to share the frameworks and strategies with as many people as possible, thus the pricing of our premium digital products (eBooks, courses) are often below what others in the niche are asking for their products.

AUTHORITATIVE

We know who we write for. We write for the serious blogger, for the person who wants to make content creation a side-venture or even a full-time career. We do not share lukewarm advice in order to please those who are not in our target audience.

FIND US ONLINE



CONTACT US



EMAIL ADDRESS

contact@artofblogging.net