

RENEGADE.

2025 BRANDING GUIDE

Where Tech
Branding is headed.

~~BRANDING IS DEAD.~~

LONG LIVE BRANDING.

BETTER BUCKLE UP...

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Dead is the boasting about your product features. **Long live customer connection.**

02

Dead is the faceless corporation. **Long live the corporate brand influencer.**

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Dead is the over-polished, try-hard approach. **Long live bold, unfiltered branding.**

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Dead is the soulless AI free-wheeling. **Long live smart AI creativity.**

INTRODUCTION



Our 2025 tech branding guide isn't your typical yawn-fest report (we've read through those for you!). We've grilled industry pros, and poked around our clients' challenges to bring you the real deal. This guide is packed with actionable insights that show you how to crush it in 2025.

At Renegade, we don't just follow branding trends - we hunt them down, shake them up, and turn them into gold for our tech clients.

Are you ready to rule the future of branding?

THE RISE OF AUTHENTICITY

In 2025, authenticity is the new currency brands need to stay relevant and connect with savvy consumers. Thanks to social media and endless online chatter, they're not buying into surface-level marketing anymore, and they can sniff out what's fake from a mile away.

Brands will need to ditch the old cookie-cutter marketing playbooks and double down on creating raw, genuine connections that customers can feel. Today's customers want brands that are real, unfiltered, and true to their values.



Authenticity isn't just a nice-to-have, it's the keys to the kingdom. It's the foundation for building trust, loyalty, and those deep emotional connections that go beyond the transaction.

In a world where everyone's vying for attention, brands that keep it real are the ones that truly stand out and thrive. So, if your brand isn't authentic yet, it's time to get with the program!

And yes - all of this applies to B2B marketing too!

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Brands without a soul are doomed.



NOBODY GIVES A DAMN ABOUT YOUR PRODUCT FEATURES*

Dead is the boasting about your product features.
Long live customer connection.

You know that frustrating date where the other person won't stop talking about themselves, listing their achievements, and never once asking about you? By the end of the evening, you're already mentally checking out, right? Well, that's exactly how customers feel when tech brands focus only on boasting about product features and forget to ask that one important question: What do you need?

In 2025, the real magic happens when you turn the spotlight on your customers – their challenges, desires, and aspirations.

People want to know you get them, and that you're not just about pushing products, but genuinely solving problems. When you tune into their needs and make them feel understood, that's when real, lasting connections are made.

WHY IS THIS SHIFT SO IMPORTANT?

Because authenticity today means showing you care about more than just your features. It's about putting the customer front and center and speaking to their world, not just your own. When your brand shows it values the relationship over the transaction, that's when customers start to truly trust you.

***Sorry! We know you are working really hard on them.**

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“THIS ISN'T INSTAGRAM!” said the troll on LinkedIn*

Dead is the faceless corporation.
Long live the corporate brand influencer.

Have you been living under a rock? Just like the troll that we bumped into on our LinkedIn posting journey, keeping up with changing trends sometimes requires a little help. So let us fill you in.

LinkedIn IS the new Instagram! We're in the midst of an exciting revolution in marketing - the rise of "professional creators" or "corporate influencers"

LinkedIn is where professionals share their work, their lessons - and now... drumroll... their personalities. You know, the human behind the job title.

Corporate boilerplate? OUT. Creativity, authenticity, and a touch of fun? IN. It's like LinkedIn got an Instagram makeover, but it's keeping its nerdy charm.

And it's not just LinkedIn. Platforms like TikTok, Twitter, and Instagram are fertile ground for corporate influencers to connect with ICPs, prospects, future customers, and future employees.

***Our troll came around in the end; we're now LinkedIn BFFs!**



WHY IS THIS SHIFT SO IMPORTANT?

Because “professional creators” humanise businesses. It’s not about products or quarterly wins anymore – it’s about putting real faces and real stories out there. When companies share the journeys of their employees, customers, and values, they create connections that are actually authentic.

This shift is especially impactful for tech founders. It’s your chance to spotlight your mission, woo investors, and create the kind of buzz that makes top talent want to join your team.

Still not sold? Just look at Brian Chesky, who uses storytelling to show how Airbnb bridges cultures, or Whitney Wolfe Herd, whose feminist leadership at Bumble gives the brand its soul. Their authenticity doesn’t just boost their companies – it defines them. It’s time to show up, tell your stories and humanise your business.





STOP LOOKING PERFECT. START BEING HUMAN.

Dead is the over-polished, try-hard approach. **Long live bold, unfiltered branding.**

Brands are ditching the glossy perfection for something way more relatable - the "average" aesthetic. Amateur-style pics, raw videos, unpolished designs; they're no longer just for scrappy startups. Even the big players are jumping in, and honestly? It's refreshing.

The average aesthetic mirrors the way people create and consume content now. With TikTok, Instagram Stories, and BeReal dominating our feeds, the lines between brands and creators have blurred. People want to see brands as creators, not corporations!

Take Airbnb's *The Senior Nomads* campaign. Designed using Debbie and Michael Campbell's pre-retirement adventure travel snaps and videos. It's as raw and real as it gets, proving that authenticity hits harder and resonates more than overproduced fluff.

And it's not just campaigns. This vibe is taking over brand design, too. Remember the BRAT campaign that ruled summer 2024? From Tony's Chocolonely to Kamala Harris's campaign, everyone hopped on the BRAT bandwagon. Charli XCX was inspired by everyday stuff like "a pack of cigs," "a Bic lighter," and "a strappy white top". The look was messy, bold, and unapologetically average - and it worked!

We are now seeing the trend of clashing colours, oversized fonts, and simple layouts that scream "we're approachable, but still cool" everywhere.



The 'average' aesthetic mirrors the way people create and consume content now.

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WHY IS THIS SHIFT SO IMPORTANT?

In a world oversaturated with polished, airbrushed, overly curated content, people are craving something real. The unfiltered branding trend taps into this demand by offering raw and relatable content that actually resonates.

Because perfection feels out of reach, but authenticity feels like a conversation. A perfectly staged campaign might look good, but it doesn't feel genuine. A brand sharing their story through amateur-style visuals or bold, unpolished designs and showing real humans, feels honest and raw.

This shift is about breaking down barriers between brands and their audiences. It says, "We're just like you." When brands ditch the gloss and embrace imperfection, they become more approachable, trustworthy, and human.



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DEAR TECH BRANDS, STOP MAKING AI LOOK BAD.

Dead is the soulless AI free-wheeling.
Long live smart AI creativity.

It physically hurts us to see tech brands using AI to make their branding less human. Like, come on, the goal was never to sound like a lifeless chatbot or churn out one-size-fits-all content. Yet here we are, drowning in web copy, taglines, and social posts that scream, "A machine made me!" Could your audience be alienated any faster?

Here's the deal: AI is the secret weapon, the co-pilot that can help brands connect on a deeper level. Used right, AI doesn't just make branding faster, it makes it smarter, sharper, and more real. Customers can spot the fake vibe right away, so smart AI lets brands stay authentic, creative, and undeniably human.



*AI is your wingman,
not your copywriter.*

2024 was a practice run. Everyone was playing around, testing the waters, and figuring out how AI fits into their branding. But 2025? It's showtime. Time to ditch the freestyle approach and start using AI properly.

So, dear tech brands, let's ditch the bland-brand vibes. It's time to embrace AI to enhance creativity, build connections, and stand out in a sea of sameness.

WHY IS THIS SHIFT SO IMPORTANT?

In a world overloaded with AI-generated content, being real is the way to stand out. If your brand comes across as soulless in its messaging, visuals or content you're not just losing points, you're losing trust.

In 2025, it's make or break time. Brands that use AI to enhance creativity, not replace the human touch, will be the ones that build real connections with their audience. Remember, authenticity is the new currency. When you combine the power of AI with a genuine voice, you're giving your brand the chance to be smarter, sharper, and more innovative - all while staying true to what your audience cares about. So, ditch the assembly-line approach and embrace AI as your secret weapon to break through the noise and connect in ways that matter.

***PS: We only
used AI a little
bit for this
report...!***



AND FOR THE DATA LOVERS AMONG YOU:

Authenticity is 2.5x more important to consumers than advertising. (Edelman)

The influence of traditional ads is diminishing, while a genuine brand presence resonates more with customers.

Consumers are 2.4 times more likely to purchase from a brand they perceive as authentic. (Forbes)

Authenticity directly impacts buying decisions, with customers choosing to support brands they trust and believe in.

60% of consumers say they are more likely to engage with a brand that is authentic and transparent. (Stackla)

Authentic marketing leads to higher engagement, especially on social media platforms.

62% of consumers say they would buy a product from a brand they trust over a competitor with a better price. (Edelman)

Trust, built on authenticity, is a powerful driver for long-term customer loyalty.

70% of millennials are more likely to trust brands with user-generated content. (Nielsen)

Real, consumer-generated content adds a layer of authenticity, making the brand feel more relatable.

86% of consumers believe transparency from brands is more important than ever. (Label Insight)

Openness in how products are made, what they stand for, and what they do builds consumer confidence.

Consumers are 4 times more likely to purchase from a brand with a well-articulated purpose. (Edelman)

Brands that communicate a clear sense of purpose are viewed as more authentic and trustworthy.

73% of consumers prefer to buy from brands that align with their values. (Accenture)

Consumers are increasingly drawn to brands that reflect their personal beliefs and values.

WHO IS RENEGADE?

At our core, we're rebels with a cause. If it's been done before, we're not interested. We take every client brief and flip the script, fusing strategy with bold, innovative thinking to build brands that refuse to blend in.

Tech branding isn't cereal-box branding - it's a whole different beast, and that's where we thrive. We put customers at the centre, ditching the jargon and over complicated tech speak for brands that spark real connections.

From FinTech to SaaS and beyond, we take the complexity of tech and turn it into branding that's sharp, daring, and unforgettable.

RISK TAKERS. RULE BREAKERS. REBELLIOUS THINKERS. RENEGADES.

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Tech Branding with Attitude