TECH DADS LIFE

Brand guidelines

Identity, voice and practical use

01 What Tech Dads Life stands for

Clear, honest technology coverage for people with busy lives. Help tech-curious parents understand what matters, what is worth their money and how to make technology useful at home.

Our reader

People who enjoy technology but have limited time, practical budgets and everyday responsibilities. Explain the useful detail without assuming an engineering background.

Our personality

A knowledgeable mate: curious, direct, credible and helpful. Be confident when the evidence supports a view, and candid about limitations and trade-offs. Use family context when it adds something useful.

Name and identity

Write Tech Dads Life in normal prose. Use TDL as shorthand once the full name is clear. Retain TechDadsLife where it forms part of an existing account name or address. The logo artwork is a fixed asset, not a font to recreate.

Editorial territory

Artificial Intelligence, Tech Bench, 3D Printing, How To and CES are the core areas described by the site. Lead with a useful question, a practical task or a clear buying decision.

How to use this guide

The logo files, colour values, website typography and editorial voice come from the existing project. Clear space, minimum sizes and layout suggestions are working recommendations introduced by this guide, not previously approved specifications.

Logo system

Use the canonical artwork in assets/brand/logos/

02 Choose the right version





Long: website headers, document covers and wide end cards.





Short: compact placements where the long logo is too small.

File selection

The -light.svg files have charcoal lettering for light backgrounds. The -dark.svg files have white lettering for dark backgrounds. Use tdl-favicon.svg or tdl-favicon.png for the compact browser icon. Prefer SVG for sharp scaling.

Space and size: working recommendations

Keep clear space of at least half the visible logo height on all sides. Start at 240 px wide for the long logo and 96 px for the short logo, or 50 mm and 25 mm in print. Check legibility at final size. If it fails, enlarge it or use the short mark.

Protect the artwork

Keep the original proportions and colours. Do not stretch, crop, rotate, redraw, retype, add shadows or recolour individual parts. Use a plain panel over busy images. Source every logo from this folder, not the experimental Movies copies.

TECH DADS LIFE

Colour and typography

A clean neutral base with recognisable accents

03 Core palette



Blue
#0099CC

Orange
#FF6900

Charcoal
#333333

Light grey
#CCCCCC

White
#FFFFFF

Colour roles

Blue #0099CC is the primary identity accent. Orange #FF6900 provides emphasis and calls to action. Charcoal #333333 and white carry the lettering and main text. Light grey #CCCCCC is a supporting website neutral.

Supporting website colours

The existing stylesheet also includes bright blue #2E9FFF, page grey #F5F5F5 and black #000000 in the header. These support the website interface. They do not replace the canonical blue or orange in the logo.

Readable colour combinations

Use charcoal on white for body copy and white on black for dark panels. Blue and orange are accents, not default small text on white. White text on either brand accent is also weak at small sizes. For practical buttons, use black text on orange or white text on a charcoal panel.

04 Typography

The website uses Segoe UI, Helvetica Neue, Arial, then sans-serif. Headings use weight 700 and line-height 1.3. Body copy uses a 16 px base and line-height 1.7. Use this system stack for continuity; the outlined logo is separate artwork.

Working layout recommendations

Use a clear heading, short supporting copy and one main action. Keep generous margins, align content to a simple grid and let neutral space dominate. Use blue to organise and orange to highlight. For print, start at 10-12 pt body text and 20-28 pt main headings.

05 Write like Mike

Use British English and first person when writing as Mike. Keep sentences direct and explain technical terms. Use GBP first for prices. Avoid corporate language, hype, filler, long dashes and em dashes. Do not mention Mike's age.

Earn trust

Never invent personal anecdotes, family dialogue or hands-on testing. Make the basis of an opinion clear. Separate confirmed facts from expectations, and explain limitations or trade-offs that affect the reader's decision.

Example wording

Use: "Here is what this update changes, and who will find it useful." Avoid: "This revolutionary update is a game-changer for every family." Only write "I tested it" when Mike has actually tested it.

06 Images and social content

Show the real object, task or setting. Choose a visual world that fits the topic, with varied scenes and a consistent palette. Avoid generic glowing technology, stock desk scenes and unrelated family imagery. Keep text and logos out of generated backgrounds; add them separately using canonical artwork.

Make each asset easy to read

For the current article carousel, the opening headline is eight words or fewer with no body copy. Follow with a useful detail and then an outcome or verdict. Keep slide text readable on a phone. Use a clear logo placement and one concise call to action.

Before exporting

Check spelling, factual claims, logo variant, proportions and final-size legibility. Confirm image rights and attribution. Review text contrast and ensure important elements sit clear of platform controls. These documents do not change the website or production templates.

Source references within this project

assets/brand/logos/manifest.json and canonical SVGs
config/brands/techdadslife/voice.md and visual_article.txt
sites/techdadslife/themes/techdads/assets/css/style.css
sites/techdadslife/content/about.md