Brand sheet

The essentials at a glance

Clear, honest technology for busy lives.

A knowledgeable mate helping tech-curious parents make useful decisions.

Long logo: wide placements

Short: compact

COLOUR

Blue	Orange	Charcoal	Light grey	White
#0099CC	#FF6900	#333333	#CCCCCC	#FFFFFF

TYPE

Segoe UI / Helvetica Neue / Arial / sans-serif

Web: 16 px body, 1.7 line-height. Bold headings, 1.3 line-height.

VOICE

British English. First person as Mike. Direct, credible and useful. Explain the jargon. GBP first. No hype, invented experiences, long dashes or em dashes.

LOGO RULES

Use -light.svg on light backgrounds and -dark.svg on dark backgrounds. Keep proportions and colours intact. Source files only from assets/brand/logos/.

Suggested clear space: half the visible logo height. Suggested minimum widths: long 240 px / 50 mm; short 96 px / 25 mm. Check at final size.

IMAGES + LAYOUT

Real subjects, useful detail, clean layouts and one clear action. Add the logo separately. Use charcoal on white or white on black for body copy; keep brand blue and orange for accents.

Full rules and source references: Brand Guidelines.pdf. Size and spacing are recommendations.