



The Tech Factory

Brand Guidelines

The Tech Factory · Quimera Technology Ltd

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01 The Brand

The Tech Factory supplies and deploys Peplink connectivity infrastructure for organisations that cannot afford downtime. We are a Peplink Platinum Partner, the top tier of Peplink's channel programme, and we work with Peplink and with Peplink's largest global distributor.

Boilerplate, Short

The Tech Factory is a UK Peplink Platinum Partner supplying Peplink hardware and SpeedFusion SD-WAN engineering to broadcast, maritime, events, defence and enterprise customers. The Tech Factory is a trading name of Quimera Technology Ltd, founded in 2008.

Boilerplate, Long

The Tech Factory supplies genuine Peplink hardware and delivers SpeedFusion SD-WAN engineering for organisations where connectivity failure is not an option. Founded in 2008 as Quimera Technology Ltd, the company has deployed Peplink infrastructure across six continents in broadcast, maritime, live events, defence and enterprise environments. The Tech Factory is a Peplink Platinum Partner, Peplink's top-tier channel designation, and works with Peplink and with Peplink's largest global distributor. Hardware is sold through thetechfactory.shop; consultancy and engineering services through thetechfactory.co.uk.

Two Surfaces

Hardware is sold at thetechfactory.shop, written in the company voice. Consultancy and engineering are at thetechfactory.co.uk, written in the first person of founder Adam Steadman. When quoting or linking, match the surface to the subject: products to the shop, expertise to the consultancy site.

02 Logo



The Tech Factory

Primary mark, light backgrounds
ttf-logo-F58220.png



The Tech Factory

Reversed mark, charcoal backgrounds
ttf-logo-F58220-rev.png

Usage



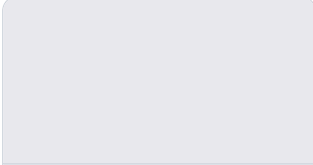

- Clear space: keep a margin around the logo equal to the height of the orbital swoosh on all sides.
- Minimum size: 24 px height on screen, 8 mm in print.
- On photography, place the reversed mark only over areas of consistent dark tone.

Never

Do not recolour, stretch, rotate, outline, add drop shadows, place the light-background mark on charcoal or the reversed mark on white, or redraw any element. Do not use superseded orange variants (see Colour). Vector masters (.eps/.ai) are available for print and signage on request via press enquiries.

03 Colour

One hero colour, used with restraint, on a disciplined neutral system. Orange is an accent for CTAs, headings, accent bars and the logo. It is never a flood fill. The charcoal and off-white neutrals plus Krub spacing carry the premium read.

			
TF Orange #F58220 RGB 245 130 32 Accent only	Charcoal #0F0F10 RGB 15 15 16 Surfaces, text	Off-White #E8E8ED RGB 232 232 237 Text on dark	Mid-Grey #8892A0 RGB 136 146 160 Metadata, captions

Text On Colour

- On orange: charcoal #0F0F10 text only. Never white on orange at body sizes.
- On charcoal: off-white #E8E8ED body text, white #FFFFFF headings, orange accents.
- Body text on white: charcoal #0F0F10. Never orange for running text.

Superseded values, do not use: #F5931F, #F5A623, #E87722, #FFD400. If you hold older TTF artwork or copy specifying any of these, replace it with #F58220.

04 Typography

Krub, from Google Fonts, is the only brand typeface. Weights: 700 and 600 for display and headings, 400 for body, 300 for large quiet intro text. Where Krub is unavailable, substitute Arial.

Headings Are Set In Title Case

Headings, navigation labels and button text use Title Case. Body copy uses sentence case. Block capitals are reserved for small eyebrow labels with wide letter-spacing, never for headlines or running text.

This is a legibility decision, not a taste decision. When Britain built its first motorways, the Anderson and Worboys committees commissioned Jock Kinneir and Margaret Calvert to design the national signage system. Their testing, run with the Road Research Laboratory from 1957 to 1963 on the Preston bypass and the M1, concluded that a combination of upper and lower case letters is more legible at speed than the block capitals used on British signs since 1933, because readers recognise the shape of a whole word before they can resolve individual letters. Block capitals form uniform rectangles and surrender that shape. The resulting Transport typeface, in mixed case, still signs every road in Britain.

Our customers read our headings the way drivers read signs: fast, at a glance, while doing something else. Title Case keeps capitals where they aid recognition and preserves the word shapes that make scanning work.

Scale

Use	Weight	Case
Display, H1	700	Title Case
H2, H3, buttons, nav	600	Title Case
Body	400	Sentence case
Large intro, pull quotes	300	Sentence case
Eyebrow labels	600, letter-spacing .12em+	CAPS, small sizes only

05 Writing Style

One Idea, One Sentence, One Paragraph

On the web we write the way BBC News writes. The BBC's guidance for journalists writing for its news website puts it in six words: one idea merits one sentence in one paragraph. Short paragraphs, front-loaded, with the key fact never buried below the first few lines.

The evidence for writing this way is twenty years deep. Nielsen Norman Group eyetracking studies, first published in 2006 across 232 users and thousands of pages, show people do not read web pages; they scan them in an F-shaped pattern, reading across the top, then less of the next block, then skimming down the left edge. The follow-up study eleven years later confirmed the pattern holds, including on mobile. Related NN/G research found people read at most 28 per cent of the words on an average page, and 20 per cent is more likely.

So on any screen surface: front-load every paragraph, keep paragraphs to one or two sentences, use informative Title Case subheadings so a scanner can navigate by them, and never hide the point in the middle of a block. Long-form print documents, proposals and this guide may use fuller paragraphs; the web does not.

House Rules

- British English throughout.
- No em dashes. Use commas, semicolons or full stops.
- No AI-flavoured filler: no "leverage", "dive deep", "seamless", "cutting-edge".
- Plain, direct, technically confident. Say what the thing does.

06 Buttons, UI And Imagery

Buttons

- Primary: #F58220 fill, charcoal #0F0F10 text, 6 to 8 px radius, Krub 600, Title Case label.
- Secondary: transparent fill, 1 px #F58220 border, orange or off-white text depending on background.
- One primary button per view. Restraint is the brand.

Imagery

- Real deployment contexts over generic stock: vehicles, vessels, venues, racks, field kit.
- Product imagery on white or in-situ; never composite Peplink hardware into scenes it was not in.
- Charcoal gradient overlays for text legibility on photographic heroes.

07 Assets, Contact And References

Assets

The logo pack (PNG marks with usage notes) and this guide are available at thetechfactory.co.uk/press.html. Vector masters (.eps/.ai) for print and signage are available on request. Krub is free on Google Fonts.

Questions

If you are unsure whether a use is on brand, ask before publishing: info@thetechfactory.co.uk, +44 (0)1788 550000. We respond to journalists on deadline the same working day.

References

- Design Museum, "Jock Kinneir and Margaret Calvert": the designers concluded a combination of upper and lower case letters would be more legible than conventional capitals. designmuseum.org/designers/jock-kinneir-and-margaret-calvert
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- "Transport (typeface)", history of the Anderson and Worboys committee testing, Preston bypass 1958 and M1 1959. [en.wikipedia.org/wiki/Transport_\(typeface\)](http://en.wikipedia.org/wiki/Transport_(typeface))
- Nielsen, J., "F-Shaped Pattern For Reading Web Content", Nielsen Norman Group, 2006. nngroup.com/articles/f-shaped-pattern-reading-web-content-discovered/
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- Nielsen, J., "How Little Do Users Read?", Nielsen Norman Group, 2008: users read at most 28 per cent of words on an average visit; 20 per cent is more likely.
- BBC, guidance for journalists writing for the BBC News website: "One idea merits one sentence in one paragraph."

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