

A PUBLICATION WITH ITS OWN CHARACTER

Driven & Kept

Good habits. Better miles.

An independent guide to practical car ownership: useful gear, careful upkeep and clear decisions.

NAME / VOICE / INTERFACE / PHOTOGRAPHY

Private review edition

A name with a job to do.

Driven describes a car that is used and enjoyed. Kept describes thoughtful ownership: looking after the materials, choosing useful equipment and building a routine that lasts.

Registered domain: drivenandkept.com

Purchased by the owner on 8 September 2026. Registration does not establish trademark clearance.

Use the supplied marks

01 Use the supplied outlined SVG at its original aspect ratio.

02 Keep clear space equal to the height of the D in the wordmark.

03 Use the compact mark where the full name would become too small.

04 Do not stretch, add shadows, recolour individual letters or add a stock icon.

Master files: [wordmark.svg](#), [wordmark-light.svg](#) and [mark.svg](#). Letterforms are outlined. Fonts and licence notices are included with the source.

The working palette.



Chalk

#F3F5F7

Graphite

#141D27

Cobalt

#244CCA

Steel

#E4E9F0

Smoke

#56616E

Space Grotesk

Display: expressive headings and editorial character.

Public Sans

Body: calm, readable explanations and clear controls.

Roboto Mono

Mono: units, source dates, numbered labels and metadata.

Useful words.

Clear boundaries.

01 Lead with the material, method and measurable quantity.

02 Write “one part product to ten parts water,” not an ambiguous 1:10.

03 Keep buying guidance grounded in the exact vehicle and product. Separate general care from specialist servicing and performance modifications.

04 Avoid invented certifications, test wins and promised coating lifetimes.

Evidence is part of the voice.

AI-generated scenes are editorial illustrations, not evidence of a named product test. Product specifications need a traceable source. Use real contributor profiles only when their role and work can be verified.

A source reference is not a test award. An illustrative photograph is not proof of ownership. A calculated result is not a guarantee of real-world acceptance or compatibility.

Make the next step clear.

The numbered workbench, square controls and high-contrast result panels form a technical reference. Use steps and material files rather than travel-style folios.

01 One clear H1 and a short explanatory introduction.

02 Persistent labels, visible keyboard focus and explicit units on every calculator.

03 Results explain the method, invalid states and practical limits.

04 Articles link to their parent hub, a related guide and an appropriate tool.

05 Use reduced-motion preferences and never hide information behind motion.

Working dimensions

Content maximum: 1,320 px. Article measure: 790 px. Minimum control height: 44 px. Spacing rhythm: 4, 8, 12, 16, 24, 32, 48, 64 and 96 px. Motion: restrained transitions with reduced-motion support.

Design tokens are exported as JSON. The site includes live examples of primary actions, links, labels, input states, results and editorial navigation.

Atmosphere with honesty.

A tidy working garage, dark blue unbranded car, grazing light and clean cloths. Keep the scene credible, restrained and useful.

Production rules

01 Commission original scenes with a consistent palette and credible light.

02 Use captions to identify AI-generated editorial photographs.

03 Do not imply a generic object is the named product in a review.

04 Keep instructions, measured diagrams and photographs accessible with useful labels and alt text.

Launch handoff

The preview includes its own source, assets, brand files and content hierarchy. The domain is registered. Public launch still requires a working contact mailbox, final publisher details and approved tracking/account configuration. Keep each publication independently transferable.

An answer. Then a useful next step.

The article system

01 Open with the direct answer and decision criteria.

02 Build the explanation with a comparison, a worked example and a checklist readers can save.

03 Use two distinct visuals per guide; caption generated scenes clearly.

04 Link the original sources, responsible editorial desk and relevant tool.

A connected publication

Topic hubs connect focused guides. Collections bring reading, product suitability checks and tools into one practical route. Searchable journals and product shelves support exploration without fabricated scores or prices.

Routine Desk / Materials Desk / Equipment Desk

These are organizational bylines. Credit named contributors only for verified work. RSS, llms.txt and the full-text companion follow the same content and publication access rules.