Revera OS

BRAND GUIDELINES

04 · Ultraviolet Aura

A glowing violet to orchid aura rising out of black, with an aqua to violet symbol. Made to glow on phone screens, reels and the stall wall.

One company of AI agents you can watch, stop and audit.

What reveraOS does

reveraOS learns a business by asking the owner questions on WhatsApp, plans the fix, and puts ready AI agents to work, ten in every department, by chat or voice. The owner watches every agent in a live control room, can pause or stop any of them, and every action lands in one sealed record.

What this look is for

Brand look for motion and screens: reels, reel covers, stories, the PSG stall screens, launch visuals.

Name

Always **reveraOS**, one word: lowercase revera, capital OS. Never "Revera OS", "Revera" alone or "REVERAOS" in running text. The logo artwork keeps its own set wordmark.

The lockup



On dark: white wordmark with its cyan and magenta glitch edge, gradient symbol.



On light: wordmark in #1E0A33, the same gradient symbol.

Give it room



Clear space on every side = the height of one symbol loop (X). Nothing enters the dashed area.

Revera OS

Lockup: at least 120 px wide on screen, 30 mm in print

Symbol alone: at least 24 px

Below 24 px use the symbol only, never the full lockup

Built for every channel



Symbol alone, #3EF2EC to #6D28D9, top to bottom. App icons, favicons, watermarks.



Profile picture 1080 px, for WhatsApp, YouTube, Instagram, X, LinkedIn, GitHub.



Banner 2560 x 1440 for YouTube; crop the safe centre for X and LinkedIn.

The palette

Void
#0E0314
RGB 14, 3, 20

Background. The black the aura rises out of

Ultraviolet
#5B1A8F
RGB 91, 26, 143

The main brand colour. Middle of the aura, solid fills

Aura Orchid
#B42BD6
RGB 180, 43, 214

The glow point at the bottom of the aura. Never as text

Signal Aqua
#3EF2EC
RGB 62, 242, 236

Accent only. Top of the symbol gradient, live states

Deep Violet
#6D28D9
RGB 109, 40, 217

Bottom of the symbol gradient, buttons, links on light

Lilac Mist
#F3E8F6
RGB 243, 232, 246

Light pages, documents, the website body

Violet Ink
#1E0A33
RGB 30, 10, 51

Text and logo on light backgrounds

Brand background

Symbol gradient, top to bottom

Two typefaces, nothing else

Aa

DM Sans

Headlines in Bold 700, body in Regular 400. It matches the set wordmark. Free on Google Fonts.

Your business, run by agents.

The owner watches every agent live, can pause or stop any of them, and every action is kept in one sealed record.

Aa

DM Mono

Small labels, numbers, live status and code only. Never for headlines.

`AGENT 07 · SALES · LIVE`

`10 departments x 10 agents`

Rules

Sentence case for headlines. No all-caps sentences. Tracking at 0 for body, -1% for big headlines.

Keep it intact

Do use the files exactly as supplied · keep the clear space · use the white version on dark and the ink version on light · keep the gradient top to bottom



Do not stretch or squash



Do not recolour the symbol



Do not add shadows or glows



Do not rotate

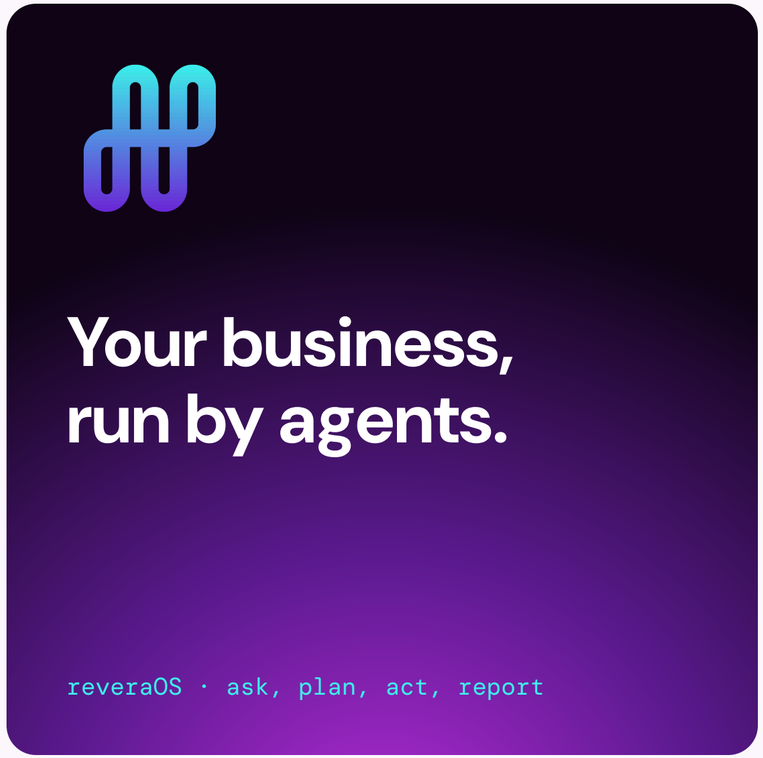


Do not use on busy or mid-tone backgrounds

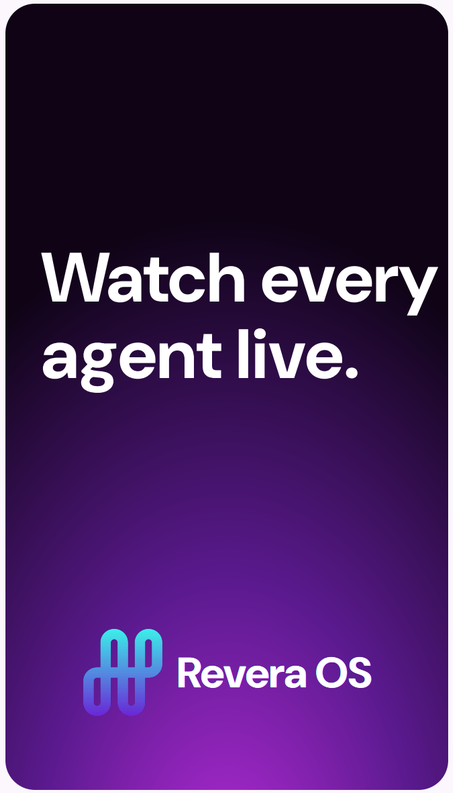


Do not put the white logo on a light background

Social, reels and the stall



Square post 1080 x 1080: one line, symbol top left, lots of space.



Reel cover 1080 x 1920: one line in the upper third, logo at the bottom.



Stall screen 16:9: the lockup centred, one line of detail, nothing else.

How reveraOS sounds

Tone of voice

- **Plain.** Short sentences an owner reads on a phone between two tasks.
- **Proof first.** Say what an agent did, not what AI could do.
- **In control.** The owner decides; reveraOS does the work and shows it.
- **Never hype.** No "revolutionary", no invented numbers.

Say: "Your sales agent answered every new lead today. Here is each message."

Not: "Unleash the revolutionary power of AI."

Files in the pack

Logo for dark, logo for light, symbol alone, profile picture 1080, banner 2560 x 1440, all PNG with transparency where it applies.

Important about the symbol

> The symbol comes from Canva's free element library, so other Canva users can use the same shape. Use this logo on social media, slides and screens. Do not print it on merchandise or signage and do not file it as a trademark until we have our own original symbol.