

PREVA

YOUR AI. ALWAYS.



BRAND GUIDELINES — VERSION 1.3

FEBRUARY 22, 2026

BRAND OVERVIEW

PREVA is an AI platform for building personal AI companions and agents — superheroes that save the day. The brand identity reflects this through a bold, premium wordmark. No mascots, no abstract AI clichés, no unnecessary complexity. Just a confident, beautifully crafted word: **PREVA**.

Brand Philosophy

PREVA comes from the Latin root meaning “the one who goes before” — the hero who leads the way. It connects to “prevail.” Every AI built on PREVA is a superhero: saving time, solving problems, making people’s lives better.

Brand Personality

TRAIT	DESCRIPTION
Heroic	Bold, confident, protective. Your AI has your back.
Premium	Clean, elevated. This isn’t a toy — it’s a partner.
Human	Built for people who want AI that feels right, not threatening.
Confident	Knows what it is, doesn’t need to prove it.
Clean	Every element earns its place. No clutter.
Warm	Despite the bold aesthetic, the heart is warm. Heroes care.

What PREVA Is Not

- Not corporate or enterprise-speak
- Not “AI robot” aesthetic (no circuit boards, no glowing neural nets)
- Not scary or dystopian — this is POSITIVE AI
- Not bright, flashy, or loud — premium is quiet confidence
- Not cluttered or over-designed

BRAND NAME & TAGLINE

The Name

PREVA — always written in all capitals with wide letter-spacing.

Etymology

ROOT	MEANING
Pre	Hero
Latin praevia	The one who goes before, the one who leads the way
English	Prevail — to overcome, to succeed
Domain	preva.ai

Usage Rules

<p>Correct</p> <p>PREVA</p> <p>“Build with PREVA”</p>	<p>Incorrect</p> <p>Preva / preva</p> <p>Preva AI / P.R.E.V.A.</p>
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Taglines

TAGLINE	USE
“Your AI. Always.”	Primary — all contexts
“It remembers. It does things. It’s yours.”	The three pillars — what PREVA actually does
“AI that actually gives a shit.”	Gen Z / social media / unfiltered
“Where you stop talking TO a machine and start talking WITH someone.”	Internal / manifesto / about page
“Private. Powerful. Yours.”	Enterprise / B2B — security, capability, ownership

LOGO SYSTEM

The PREVA wordmark is set in Inter Extra Bold (800 weight) with wide letter-spacing. No icon, no symbol — just the word.

Primary — Dark Background (Digital Default)



Secondary — Light Background (Print Default)



Logo Hierarchy

PRIORITY	VERSION	USE CASE
1st	White on Hero Dark #1A1A2E	Digital: hero sections, social media, presentations
2nd	Hero Dark on white	Print, documents, light backgrounds
Utility	White on transparent	Overlays, flexible placement

Logo Specifications

PROPERTY	VALUE
Font	Inter Extra Bold (800)
Letter-spacing	14px at full size
Case	ALL CAPS always
Clear space	Height of “R” character on all sides
Minimum width	100px (wordmark), 32px (icon)

Logo Usage

Do

- Use provided logo files exactly
- Maintain aspect ratio
- White wordmark on dark backgrounds
- Dark wordmark on white backgrounds

Don't

- Recreate in a different font
- Rotate the logo
- Add gradients to the wordmark
- Add shadows, outlines, or glows
- Add mascots or symbols

Favicon & App Icon

White “P” on Hero Dark #1A1A2E with rounded corners. Used for browser tabs, app icons, and anywhere a square mark is needed.



ASSET	SIZE	USE
Favicon	16x16px	Browser tabs
Favicon	32x32px	Browser tabs (Retina)
App icon	192x192px	PWA, Android, bookmarks

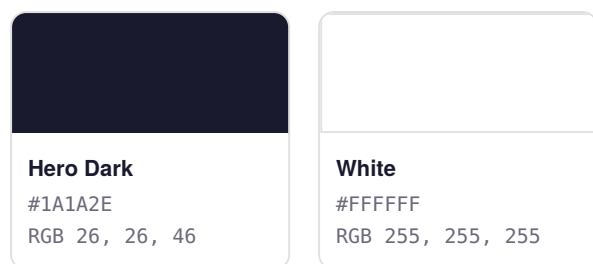
HTML Implementation

```
<link rel="icon" type="image/png" sizes="32x32" href="/favicon-32x32.png">
<link rel="icon" type="image/png" sizes="16x16" href="/favicon-16x16.png">
<link rel="icon" type="image/png" sizes="192x192" href="/favicon-192x192.png">
```

COLOR PALETTE

The Dark Hero palette is built on contrast. A deep, near-black foundation for digital; clean white for print. Accents are warm and minimal.

Primary Colors



Secondary Colors

Surface Dark
#242438

Border Dark
#2E2E44

Muted Silver
#8A8A9A

Accent Colors (Use Sparingly)

Sunlight
#E4C8A8

Dawn
#D8E0F0

Usage Ratios

CONTEXT	PRIMARY (70%)	SECONDARY (20%)	ACCENT (10%)
Digital	Hero Dark #1A1A2E	Surface Dark #242438	Sunlight #E4C8A8
Print	White #FFFFFF	Off-white #F5F3F0	Sunlight #E4C8A8

Colors We Don't Use

BANNED	WHY
Pure black #000000	Too flat. Hero Dark has depth.
Bright/saturated	Breaks the premium confidence.
Pastels/lavender	Heroes don't do pastel.
Neon/electric	Confident, not loud.
Gradients on wordmark	The logo is clean type. Period.

TYPOGRAPHY

Brand Font: Inter

Source: Google Fonts (free) — <https://fonts.google.com/specimen/Inter>

CSS: `font-family: 'Inter', sans-serif;`

Fallback stack: Inter → Helvetica Neue → Arial → sans-serif

ELEMENT	WEIGHT	SIZE	SPACING
Logo / Wordmark	Extra Bold (800)	96–130px	14px
H1	Extra Bold (800)	48px	4px
H2	Bold (700)	36px	2px
H3	Bold (700)	28px	1px
Body	Regular (400)	16px	0
Tagline	Light (300)	22–24px	8px
Caption	Light (300)	14px	1px

The Attitude

PREVA doesn't sound like a tech company. PREVA sounds like the smartest, most capable person you know — who also happens to be funny, honest, and a little bit irreverent.

We don't say "leverage AI-powered solutions." We say "your AI actually does stuff."

We don't say "seamless integration." We say "it just works."

We don't say "empowering human potential." We say "AI that actually gives a shit."

Voice Principles

#	PRINCIPLE	DESCRIPTION
1	Human first.	Write like a person, not a press release.
2	Confident, not arrogant.	We know we're good. We don't need to shout about it.
3	Honest.	If something sucks in the AI industry, we say it sucks.
4	Warm with edge.	Approachable but not soft. Friendly but not desperate.
5	Show, don't explain.	

What We Sound Like

- “Yeah, I remember. You were telling me about that thing with your boss. How’d that go?”
- “Your stuff is your stuff. I don’t even look unless you ask.”
- “You good? Alright. I’ll be here.”

What We Never Sound Like

- “I’d be happy to help! However, I don’t have access to previous conversations.”
- “As a large language model, I...”
- “I hope that helps! Is there anything else I can assist you with?”
- “Synergizing AI-powered solutions for the modern enterprise”

Banned Words — Never Use These

Synergy. Leverage. Seamless. Empower. Revolutionize. Disrupt. “AI-powered.” “Next-generation.” “Cutting-edge.”

IMAGERY & ICONS

Photography Style

ATTRIBUTE	GUIDELINE
Lighting	Dramatic but warm. Side-lit, golden hour, or studio with depth.
Color tone	Warm undertones. High contrast. Not cold or clinical.
Mood	Confident, calm, purposeful.
Composition	Clean and bold. Generous negative space.

Subject Matter

<p>On-Brand</p> <ul style="list-style-type: none">• People in focus, confident• Creative workspaces• Tools, craft, precision• Morning light moments	<p>Off-Brand</p> <ul style="list-style-type: none">• Generic stock photos• Sterile offices• Circuit boards, binary code• Robots, sci-fi, dystopian
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Icon Design

PRINCIPLE	DESCRIPTION
Clean	Minimal strokes, clear shapes.
Monoline	Consistent 2px stroke at 24px size.
Rounded	Rounded caps and joins for approachability.
Bold	Slightly thicker than typical.

APPLICATIONS

Social Media

ASSET	SIZE	TREATMENT
Profile picture	400x400px	White “P” on Hero Dark
Facebook cover	820x312px	Hero Dark + white wordmark
Twitter/X header	1500x500px	Hero Dark + white wordmark + tagline
LinkedIn banner	1584x396px	Hero Dark + white wordmark
Instagram post	1080x1080px	Hero Dark + white text
Instagram story	1080x1920px	Hero Dark + white text

Email Signature

[Full Name]
[Job Title]

PREVA
preva.ai

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Presentations

SLIDE	BACKGROUND	CONTENT
Title	Hero Dark	White wordmark + subtitle
Section divider	Hero Dark	White section title
Content	White	Hero Dark text
Closing	Hero Dark	Wordmark + tagline

Website

- **Nav:** White PREVA wordmark on Hero Dark bar
- **Hero:** Full-bleed Hero Dark with white wordmark
- **Content:** White sections with Hero Dark text

- **CTAs:** Sunlight #E4C8A8 buttons
- **Footer:** Hero Dark, white text

QUICK REFERENCE

PREVA -- Quick Reference

BRAND NAME	PREVA (all caps, wide spacing)
TAGLINE	"Your AI. Always."
DOMAIN	preva.ai
ETYMOLOGY	Latin "praevia" = one who goes before Root "Pre" = hero Also: prevail

-- PRIMARY -----

Hero Dark	#1A1A2E	(digital background)
White	#FFFFFF	(text, logo, print background)

-- SECONDARY -----

Surface Dark	#242438	(cards, panels)
Border Dark	#2E2E44	(dividers)
Muted Silver	#8A8A9A	(secondary text)

-- ACCENTS (sparingly) -----

Sunlight	#E4C8A8	(warm accent)
Dawn	#D8E0F0	(cool accent)

-- TYPOGRAPHY -----

Primary:	Inter Extra Bold (800)
Font:	Inter Extra Bold (800) – Google Fonts (free)
Fallback:	Helvetica Neue → Arial → sans-serif
Wordmark:	14px letter-spacing
Tagline:	Light (300), 8px spacing

-- LOGO -----

Digital:	White on Hero Dark #1A1A2E
Print:	Hero Dark on white
Clear space:	Height of "R" on all sides

-- NEVER -----

- x Pure black (#000000)
- x Pastels, bright colors
- x Gradients on the wordmark
- x Mascots or symbols with logo
- x "Preva AI" -- just PREVA

Origin Story

PREVA was born on February 22, 2026, in St. Petersburg, Florida. After 120+ domain searches, "PREVA" rose to the top: short, powerful, heroic at its root, and available as preva.ai.

Full ass. No brain. All heart.

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PREVA.AI

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CONCEIVED ON A COUCH. DELIVERED BY A MONKEY BRAIN AND AN ALIEN.