

BRAND SYSTEM V1.0 - APPROVED CORE STANDARDS

Purpose first. Connectivity second.

A practical system for presenting EVA consistently across the website, sales materials, social media, partner collateral, press, events, and product storytelling.



EVA Networks,
Inc.
Pronounced:
EE-vah
August 31,
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HOW TO USE THIS GUIDE

One brand. Two levels of authority.

This guide separates standards already defined by EVA from operating recommendations that make those standards usable across channels.

DEFINED STANDARD

Treat as fixed

Logo artwork, approved color values, the EVA name and pronunciation, and core website positioning should not be casually altered.

- ✓ Use master logo files rather than recreating the mark.
- ✓ Use the supplied HEX values exactly in digital materials.
- ✓ Pronounce EVA as "EE-vah."

RECOMMENDED SYSTEM

Use unless a channel requires otherwise

Clear-space rules, type scale, content patterns, accessibility pairings, layout rhythm, motion principles, and messaging guardrails are standardized here to keep execution consistent.

- ✓ Prioritize clarity and restraint over decorative complexity.
- ✓ Use color and motion to explain active versus expired connectivity.
- ✓ Keep technical claims precise and supportable.

Typography standard: KMR Waldenburg is EVA Networks' primary brand typeface. Use only the licensed Regular and Medium weights. Avoid synthetic bolding or substituting heavier weights in brand materials.

THE IDEA TO PROTECT

Security is the default state. Connectivity is temporary.

EVA is strongest when the story is not "a faster VPN." The category-level reframe is that infrastructure should not remain connected simply because it once needed to be.

PROBLEM

Standing connectivity

Persistent paths accumulate exposure, configuration debt, operational overhead, and ambiguity.

REFRAME

Intent before infrastructure

The business task and policy decision come first. The path is created only after approval.

OUTCOME

Nothing persists by default

When the task ends, the temporary path, keys, and supporting state are removed.

Current website anchor

"Infrastructure access, only when required" is a strong top-level promise because it states the outcome before explaining the mechanics.

Supporting concept

"The old world builds connectivity and layers security on top. EVA starts from a position of security and layers connectivity on top." Keep this inversion central in executive messaging.

VERBAL IDENTITY

EVA is a name, not an acronym spoken letter-by-letter.

PRONUNCIATION

EE-vah

Two syllables. Stress the first syllable lightly.

Company name

EVA Networks on first or formal reference.

EVA thereafter when context is clear.

Ephemeral Virtual Access may be used as the expansion when useful for education, but should not be repeated mechanically.

Writing rules

- ✓ Always capitalize EVA.
- ✓ Use "EVA Networks" rather than "EVA Network" for the company.
- ✓ Use "ephemeral" as a meaningful product behavior, not as decorative jargon.
- ✓ Prefer "on-premises" for infrastructure and "multi-cloud" with a hyphen.
- ✓ Use "just-in-time" on first reference; JIT is fine afterward.
- ✗ Do not write E.V.A., Eva Networks, EVA network, or pronounce it "E-V-A."

Suggested verbal introduction

"EVA Networks - pronounced EE-vah - creates encrypted infrastructure connectivity only when policy-approved work requires it, then removes the path when the work is done."

PRIMARY ARTWORK

Use the supplied artwork. Never rebuild the mark.

DEFINED STANDARD

Primary use

The turquoise EVA mark on a dark field is the primary visual signature. Keep the artwork intact and proportionally scaled.

Asset handling

- Use vector artwork for print and large-format applications whenever available.
- For digital use, export at 2x the intended display size when raster formats are required.
- Do not trace, redraw, typeset, or approximate the EVA wordmark.
- Do not crop the supplied lockup to invent an unapproved symbol-only logo.

Preferred background

Cosmos / Deep Navy provides the strongest recognition and preserves the intended high-contrast feel.

Co-branding

Keep EVA visually independent from partner marks. Separate logos with clear space; do not fuse marks or recolor either brand.

Trademark line

Use "EVA Networks" in legal/footer contexts. Trademark symbols should follow counsel-approved usage rather than appearing decoratively.



RECOMMENDED PRODUCTION STANDARD

Give the logo room to behave like a signal.

Clear space

Define **x** as the cap height of the EVA wordmark. Keep at least **0.5x** clear space around the complete artwork.

minimum 0.5x



Minimum size

Recommended minimum for the supplied full lockup:

DIGITAL

120 px

minimum width

PRINT

1.25 in

minimum width



No stretching

Scale proportionally.



No rotation

Keep the mark level.



No recoloring

Use approved master variants only.



No effects

Avoid bevels, outlines, glows, or drop shadows.

CORE PALETTE

Dark infrastructure. Bright active signals.

The palette works best when Deep Navy carries the environment and Turquoise indicates activity, intent, or primary interaction. Violet and Coral should remain controlled accents.

Cosmos

Deep Navy - #0A0F2C - RGB 10, 15, 44

Ionized Gas

Turquoise - #3BC4C4 - RGB 59, 196, 196

Constellation Energy

Electric Violet - #6A4795 - RGB 106, 71, 149

Nebula Flame

Coral - #FF6B6B - RGB 255, 107, 107

White

#FFFFFF - RGB 255, 255, 255

Neutral tints

May be derived for UI backgrounds, not as new brand colors.

Recommended balance

Use Cosmos and White for most surface area. Reserve Turquoise for high-value signals. Violet adds depth; Coral is strongest as contrast or warning emphasis.

Print note

Pantone 319 C is the supplied closest match for Ionized Gas. For print production, proof color on the actual substrate before large runs.

COLOR PAIRING

High contrast is part of the EVA aesthetic.

TEXT / GRAPHIC	BACKGROUND	RATIO	USE
White	Cosmos	18.79:1	AAA
Ionized Gas	Cosmos	8.84:1	AAA
White	Constellation Energy	7.12:1	AAA
Coral	Cosmos	6.77:1	AA
Cosmos	Ionized Gas	8.84:1	AAA
Cosmos	Coral	6.77:1	AA
White	Ionized Gas	2.13:1	Avoid for text
White	Coral	2.78:1	Avoid for text
Constellation Energy	Cosmos	2.64:1	Decorative only

Contrast ratios calculated from the supplied HEX values using WCAG relative luminance. Large decorative graphics have more flexibility, but body text should use high-contrast pairs.

White on Cosmos

Primary reading pair

Turquoise on Cosmos

Active signal, links, key data

Cosmos on Turquoise

Buttons and highlighted callouts

TYPOGRAPHY SYSTEM

Editorial scale. Technical restraint.

KMR WALDENBURG

KMR Waldenburg gives EVA a contemporary editorial feel without drifting into generic cybersecurity typography. Use Regular for body copy and most large display text; use Medium for emphasis, labels, navigation, and smaller headings.

DISPLAY XL

Infrastructure access, only when required

68/72 web
Regular

H1

Access that lives and dies by intent

52/56 web
Regular

H2

Persistent connectivity is the risk you cannot see

36/42 web
Regular/Medium

H3

Intent-driven. Ephemeral. Observable.

22/28 web
Medium

BODY L

EVA turns approved intent into temporary, encrypted connectivity and removes every path when the work is done.

18/28 web
Regular

LABEL

HOW IT WORKS / 03 TUNNEL CREATED

11/16 web
Medium

Keep headlines in sentence case. Use Medium for emphasis rather than artificial bolding. For readable marketing copy, target roughly 55-70 characters per line.

REGULAR

Body copy, display headlines, long-form reading

MEDIUM

Navigation, labels, emphasis, compact headings

COMPOSITION

Space creates authority.

EVA should feel engineered, not crowded. Large margins and simple content blocks make the technical message easier to understand and keep the brand from drifting into generic cybersecurity visual noise.

XS		8 px
S		16 px
M		24 px
L		40 px
XL		64 px
Section		96-128 px

Recommended web grid

Use a 12-column desktop grid with a content max-width around 1200-1280 px and generous outer margins.



- Keep one dominant message per viewport or slide.
- Use asymmetry deliberately, not randomly.
- Let diagrams breathe. Avoid filling every empty area.
- Use rounded corners consistently and sparingly.

HOW EVA SOUNDS

Precise enough for architects. Clear enough for executives.

Confident

State what EVA does without hedging or overclaiming.

Specific

Name the path, policy, scope, lifetime, and teardown behavior.

Counterintuitive

Challenge permanent connectivity, then explain why the inversion works.

Enterprise

Avoid startup hype. Emphasize control, observability, integration, and evidence.

Prefer

- ✓ "EVA creates the approved path, then removes it when the task ends."
- ✓ "The default state is zero connectivity."
- ✓ "Intent and policy determine whether a path should exist."
- ✓ "Keep your stack. Remove your standing paths."

Avoid

- ✗ "Revolutionary next-gen cybersecurity platform."
- ✗ "Unhackable," "bulletproof," or other absolute security claims.
- ✗ Overloaded sentences containing every acronym and feature.
- ✗ Calling EVA a universal replacement for ZTNA, PAM, or firewalls.

BUILD THE STORY IN THIS ORDER

Lead with the problem. Earn the architecture.

1 / PROBLEM	Persistent connectivity creates standing exposure and configuration debt. It remains because removing it feels risky and ownership becomes unclear.
2 / REFRAME	Connectivity should be a temporary result of approved intent. Security and policy come first, not after the path has already been built.
3 / MECHANISM	Intent -> policy -> encrypted path -> activity -> teardown. Explain the lifecycle in plain language before diving into implementation details.
4 / OUTCOME	Less standing attack surface, less stale infrastructure, stronger auditability, and cleaner operational ownership.
5 / EVIDENCE	Measure it in the customer's environment. Time to create, time to remove, standing-path reduction, session visibility, and audit evidence are stronger than generic ROI claims.

01

Intent declared

API, IaC, UI, automation, or approved trigger.

02

Policy enforced

No infrastructure path exists until the request passes policy.

03

Path created

Encrypted connectivity assembles for the defined endpoints and flows.

04

Traffic active

Activity remains observable and bounded by the approved intent.

05

Path expired

Keys and path state are removed. Nothing remains by default.

LANGUAGE DISCIPLINE

Use category language consistently.

Preferred vocabulary

- ephemeral connectivity
- intent-driven
- policy-governed
- temporary encrypted path
- standing connectivity / standing path
- default state of zero connectivity
- workload-to-workload
- observable / auditable lifecycle
- tear down / remove / expire

Claims guardrails

- ✓ Say what the system does technically and operationally.
- ✓ Use measured customer results when available and attribute them.
- ✓ Use "PQC-aligned" or the approved engineering phrase, not "quantum-proof," unless formally substantiated.
- ✗ Do not repeat third-party statistics without source, date, and approval.
- ✗ Do not imply that ephemeral connectivity alone eliminates all lateral movement or all breach risk.
- ✗ Do not describe a coexistence story as a replacement story unless the specific architecture supports it.

The brand gets stronger, not weaker, when technical claims are narrow and defensible. The point of EVA is a distinct architecture model. It does not need inflated security language to sound important.

USE-CASE PATTERN

Tell a customer story, not a feature inventory.

FOUR-PART PATTERN

1. Situation

Who has the problem and in what environment?

2. Constraint

Why would the traditional network or access model be too broad, too slow, or too persistent?

3. EVA action

What intent is approved, what path is created, and what is scoped?

4. Clean ending

What disappears when the work ends, and what evidence remains?

WEBSITE-STYLE EXAMPLE

Multi-cloud & hybrid infrastructure

A global enterprise needs to move data between an on-premises environment and cloud compute without building another permanent network mesh.

EVA translates the approved workload intent into an encrypted, temporary path across environments, then removes the underlying connectivity when processing is complete.

Editing test

- ✓ Can an executive understand the problem in one pass?
- ✓ Is the temporary nature of the path explicit?
- ✓ Is the teardown outcome explicit?
- ✓ Are technical claims supportable by the product as deployed?

EXECUTION EXAMPLES

Adapt the system, not the identity.



WEBSITE

Connectivity that exists only when needed.

One dominant message, generous space, active turquoise path.

[Learn more](#)

LINKEDIN

Temporary business need. Permanent infrastructure?

Lead with a strong premise. Keep the visual simple enough to read in-feed.

[Ephemeral by design](#)

SALES DECK

Security first. Path second.

One idea per slide. Use before/after architecture sparingly.

[Intent -> teardown](#)

PARTNER

EVA + partner value

Keep both brands intact. Explain the joint outcome, not just logos.

[Co-sell story](#)

Event / large format

Use fewer words, larger type, and a single recognizable path graphic. The logo should be readable from a distance before any detailed copy.

Technical docs

Use the same colors and naming rules, but prioritize diagrams, labels, tables, and precision over marketing drama. Technical trust is part of the brand.

BEFORE V1.0

Lock the few things that should never drift.

Final approval checklist

- ✓ Confirm exact Webflow font family and licensed weights.
- ✓ Collect official primary, reverse, monochrome, horizontal, and symbol-only logo masters if they exist.
- ✓ Confirm whether the 0.5x clear-space and minimum-size recommendations are accepted.
- ✓ Approve the claims guardrails with product and legal.
- ✓ Publish one controlled asset folder as the source of truth.

Suggested source-of-truth structure

```

/Brand
/01_Logos
/02_Colors
/03_Fonts
/04_Web
/05_Social
/06_Sales_Decks
/07_Partner_Cobrand
/08_Press
/09_Templates

```

Versioning

Use explicit versions and dates. Do not let old pitch decks become accidental brand standards.



Infrastructure access, only when required.

EVA Networks - EE-vah - Ephemeral Virtual Access