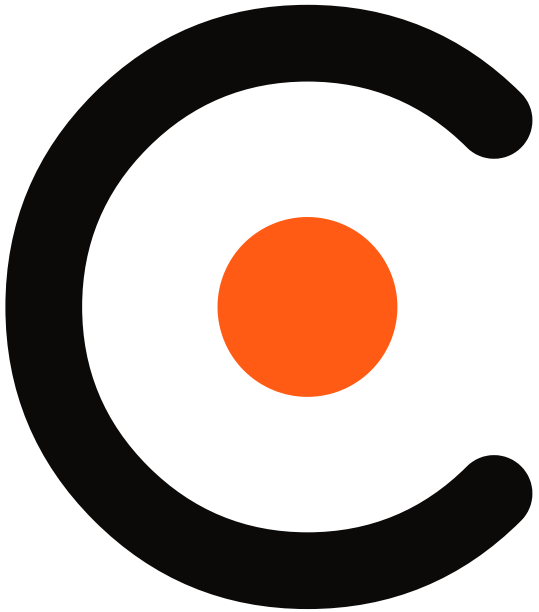
corevia

Thoughtful technology for real businesses. These guidelines keep everything we make looking, moving and sounding like one company.



Master brand

Use with the Nexa product guidelines

01

Brand essence

Corevia builds calm, honest software for people who are too busy doing the real work to fight their tools.

We find the overlooked problems in small businesses. Then we build simple, useful technology that quietly solves them.

What we believe

PRINCIPLE 1

Calm over clever

Our products remove noise. If a feature needs a manual, it isn't finished. One clear action beats five options.

PRINCIPLE 2

Honest by design

We never pretend software is a person, never invent facts, and always show what happened and why.

PRINCIPLE 3

Built for the job

We design for a tradie with one free hand on a building site, not for a demo. Big targets, plain words, fast answers.

Personality

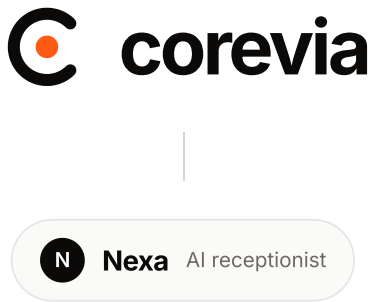
Four traits. Each one has a line we don't cross.

We are	We are not
✓ **Calm**: steady, unhurried, reassuring	✕ Flat, cold or sleepy
✓ **Clear**: plain words, one idea at a time	✕ Blunt, robotic or oversimplified
✓ **Capable**: quietly expert, precise	✕ Technical, smug or full of jargon
✓ **Warm**: friendly, down to earth, Australian	✕ Overly casual, jokey or salesy

02

Brand family

Corevia is the company and master brand. Each product has its own name and character, and is always endorsed by Corevia.



Master brand → product

HOW TO NAME THINGS

Corevia

The company. Used on the website, legal text, invoices, sign-in pages and anything that spans products.

Nexa

The AI receptionist product. Inside the product and in product marketing, lead with Nexa and endorse with Corevia: **"Nexa by Corevia"**.

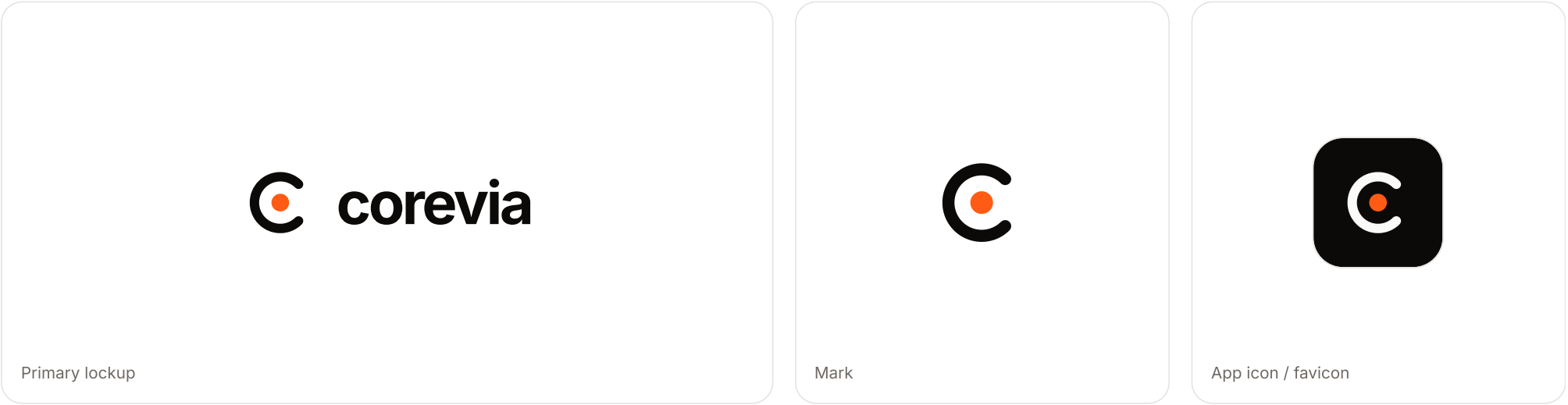
Future products

A short, friendly, pronounceable name. Shares Corevia's colour, type and motion; may add its own avatar or motif.

03

Logo

An open ring around a core. The ring is the "C" of Corevia and the way through (*via*); the core is the business at the centre of everything we build.



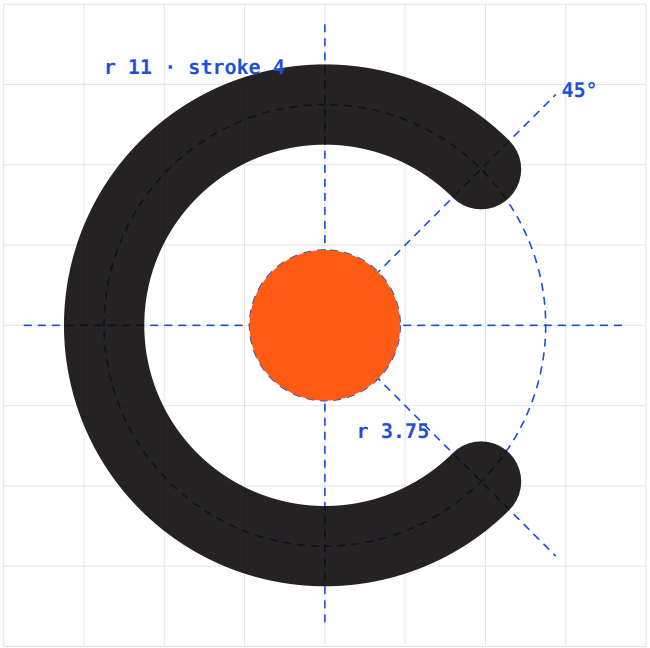
Primary lockup

Mark

App icon / favicon

Construction

Built on a 32-unit grid. The ring is a circle of radius 11 with a stroke of 4 and round ends, opened 90° to the right. The core is a circle of radius 3.75, centred. The wordmark is Inter at weight 650, lowercase, tracked −4.5%.



32-unit grid

CLEAR SPACE

Keep the core's width all around

Leave empty space at least equal to the core's diameter (7.5 units) on every side of the mark or lockup. Nothing else enters that space.

MINIMUM SIZE

Mark 16px · lockup 88px wide

Below 16px the opening closes visually. In print, the mark is at least 5mm across. Under 24px, use the favicon version on a dark tile.

Colour versions

Use the full-colour logo wherever possible. On orange, the core switches to paper so it stays visible.

On paper

On ink

On Signal

One colour (fax, stamps, embossing)

Please don't



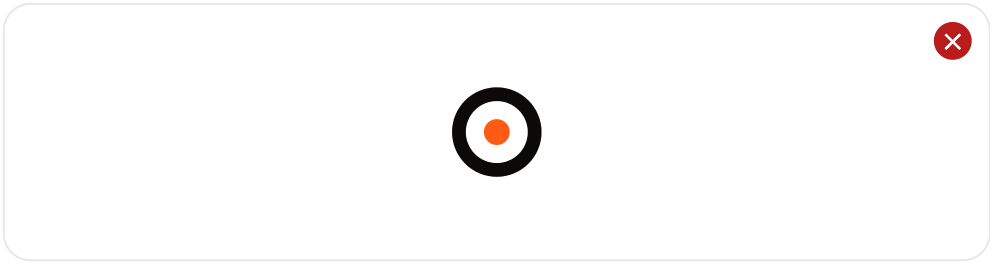
Stretch or squash it.



Swap the colours. The ring is ink (or paper); only the core is orange.



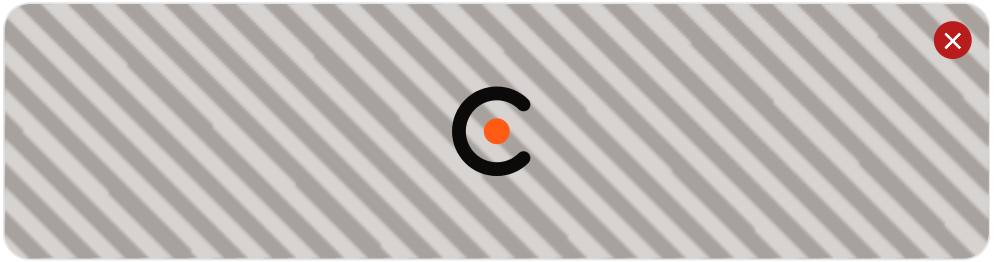
Rotate it. The opening always faces right, like the way forward.



Close the ring. An open ring is the whole idea.



Add gradients, glows or shadows.



Place it on busy images or patterns. Use a plain area or a solid tile.

04

Colour

Mostly paper and ink, with one signal colour used sparingly. If everything is orange, nothing is.

Core palette

Text, primary buttons

Ink
#0C0A09 · RGB 12 10 9
--text

Page background

Paper
#FAFAF9 · RGB 250 250 249
--bg

The core, live status

Signal
#FF5B14 · RGB 255 91 20
--accent · fills only

Orange text, links

Ember
#C2410C · RGB 194 65 12
--accent-ink

Cards, inputs

White
#FFFFFF
--surface

Secondary text

Stone
#57534E · RGB 87 83 78
--text-2

Hints, captions

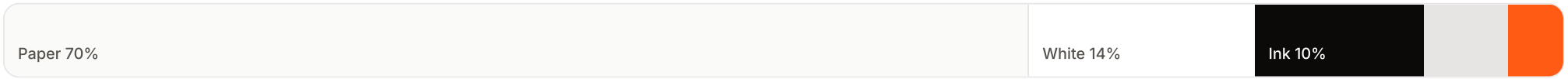
Pebble
#6F6964 · RGB 111 105 100
--text-3

Borders, dividers

Line
#E7E5E4 · RGB 231 229 228
--line

Balance

Roughly how much of each colour appears on a typical screen.



Status colours

Only for meaning, always paired with a word or icon. Never decorative.

Booked, connected

Success
#15803D

Urgent, errors

Danger
#B91C1C

Trial, waiting

Caution
#A16207

Information

Info
#1D4ED8

Dark mode

Every product follows the device setting. The same roles map to darker values: Ink #0C0A09 becomes the page, white surfaces become #151311, and Signal lifts slightly to #FF6A2B.

Page

Night
#0C0A09

Cards

Charcoal
#151311

Text

Paper
#FAFAF9

Signal

Signal (dark)
#FF6A2B

Accessible pairs

Measured WCAG contrast. Text needs 4.5:1; large text (24px+) and graphics need 3:1.

Pair	Ratio	Use for
Ink on Paper	18.9 : 1	All text
Stone on White	7.6 : 1	Secondary text
Pebble on White	5.4 : 1	Hints and captions
Ember on White	5.2 : 1	Orange text and links
Ink on Signal	6.2 : 1	Text on orange buttons
White on Signal	3.1 : 1	Large text only. Prefer ink.
Signal on Paper	3.0 : 1	Never for text. Filled shapes only, like the core.

05

Typography

One typeface, Inter, in four weights. Big type is tight and confident; small type is relaxed and easy to read.

Aa

Inter · Google Fonts · free

WEIGHTS

Regular 400 · body text

Medium 500 · labels, buttons

Semibold 600 · headings

Display 650 · hero, logo

Numbers use tabular figures so they line up. Code and links use the system monospace.

Type scale

Display
82 / 1.0 / −4.5% · 650

Never miss a job.

Heading 1 48 / 1.08 / −3.5% · 650	**Set up once.**
Heading 2 26 / 1.25 / −2.5% · 600	**Good morning, Dave**
Heading 3 18 / 1.3 / −1.5% · 600	**Opening hours**
Body large 18 / 1.6 · 400	Nexa answers your calls while you're on the tools.
Body 15–16 / 1.55 · 400	Jobs are only offered inside these hours.
Small 13 / 1.5 · 500	Changes apply to the very next call.

Rules

Sentence case

"Add a job", not "Add A Job". Capitals only for names: Nexa, Google Calendar.

Tighten big, relax small

Tracking goes down as size goes up. Body text keeps default spacing.

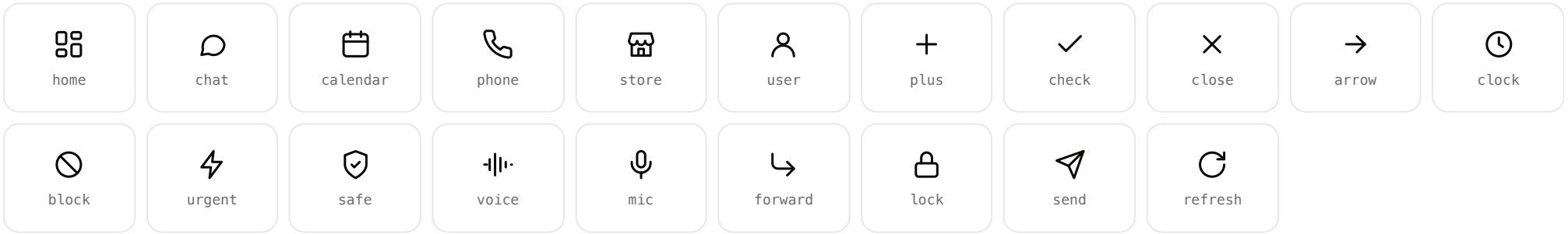
Lowercase logo only

"corevia" is lowercase in the logo. In sentences, write Corevia.

06

Icons

Simple line icons on a 24px grid, 1.75px stroke, round ends and joins. They support words; they never replace them.



Icons are ink or secondary text colour. Only status icons take a status colour. Pair every icon-only button with a text label for screen readers.

07

Layout & components

Generous space, quiet borders, few shadows. A 4px grid keeps everything in step.

Spacing	4 · 8 · 12 · 16 · 20 · 24 · 32 · 48 · 64 · 96 · 120
Corner radius	6 small controls · 8 buttons and inputs · 12 cards · 16–20 feature panels · 999 pills
Max content width	1160px website · 1160px dashboard · 400px forms
Elevation	Hairline border by default. Shadow only for things that float: menus, dialogs, the hero card.
Touch targets	At least 40px tall with a mouse, 44px on touch screens.
Focus	2px Signal outline, 2px offset, on every interactive element.

Core components

BUTTONS

Add a job | Block time | Cancel | Remove

One primary (ink) button per view. Labels start with a verb.

TAGS

Booked · Urgent · Trial · Nexa · Live · Draft

Colour always comes with a word.

INPUTS

Business name

Capital Plumbing

Shown to callers in the greeting.

CARDS

Call back

Mark Ellis · Hot water's out

White on paper, 1px line, 12px radius.

08

Motion

Motion explains what changed. It's quick, it eases out like something settling into place, and it always switches off for people who ask their device to reduce motion.



Loader · the ring spins and breathes



Logo reveal

Replay



House easing

Easing	cubic-bezier(.2, .7, .2, 1): fast start, gentle landing. Pop-ins may overshoot slightly.
Micro (hover, press)	120–200ms

Entrances	400–900ms, staggered 50–90ms between items
Loops	Loader 1.2s · live dot 2s · ambient glows 16–30s
Reduced motion	All animation stops; content appears in its final state.

09

Voice & tone

We write like a great office manager: friendly, organised, straight to the point. Plain Australian English.

Say what happens

"Saved. The next call uses the new settings." Not "Settings updated successfully."

Short and specific

One idea per sentence. Numbers as digits. Dates like "Tue 17 Nov".

Errors help

Say what went wrong and what to do next. Never blame the user.

Write this	Not this
✓ Never miss another job.	✕ Revolutionise your customer engagement with AI.
✓ That time overlaps another job.	✕ Error 409: Conflict detected.
✓ You're all caught up.	✕ No records found.
✓ Google stopped letting Nexa in. Reconnect to keep booking.	✕ OAuth token refresh failed (invalid_grant).
✓ Book a demo	✕ Click here to learn more

Downloads

Use these files rather than recreating the logo.

These guidelines as a PDF
PDF · A4 landscape

Nexa product guidelines
PDF · A4 landscape



Logo, light backgrounds
SVG · logo.svg



Logo, dark backgrounds
SVG · logo-dark.svg



Mark only
SVG · logo-mark.svg



App icon / favicon
SVG · favicon.svg



Animated loader
SVG · loader.svg

Design tokens & components
CSS · nexa.css

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