

From brand direction to a clean handoff.

A public preview of the eleven-file NOVALEDGER fictional sample package. No client data, outcomes or performance claims.

11 FILES

Exact public sample structure
No internal QA scratchpads

3 HANDOFF TYPES

Human-readable
Machine-readable
AI-tool-ready

CLEAR BOUNDARIES

Direction, not full production
No runtime generator claim

What the download actually contains

FILE	PURPOSE	LAYER
01_READ_ME_FIRST.txt	Scope, status and file map	Human-readable
02_MINI_BRAND_GUIDE.pdf	Strategy and Five Brand Codes	Human-readable
03_COLOR_TOKENS.json	Structured functional color roles	Machine-readable
04_COLOR_PALETTE.png	Existing palette board	Visual asset
05_LOGO_DIRECTION.png	Existing strategic logo direction	Visual asset
06_HERO_COPY.txt	Headline, subline, CTA and claim guard	Human-readable
07_IMAGE_PROMPTS_CHATGPT.txt	Six controlled image prompts	AI-tool-ready
08_IMAGE_PROMPTS_MIDJOURNEY.txt	Six concise generator-dialect prompts	AI-tool-ready
09_SOCIAL_POST_IDEAS.txt	Six launch/content directions	Human-readable
10_DO_DONT_GUIDE.pdf	Visual, copy and AI-production rules	Human-readable
11_QA_SUMMARY.txt	Reviewed items and remaining work	Governance

Five connected decisions, not a loose moodboard.

MEANING CODE

Trust is earned through visible evidence and bounded uncertainty.

RECOGNITION CODE

Obsidian architecture, measured cyan provenance and functional gold approval.

BEHAVIOR CODE

Evidence gathered, review required, output ready and human approved.

GENERATION CODE

Curated prompt sets vary adaptive axes inside hard constraints and brand locks.

GOVERNANCE CODE

Experimental, Direction, Selected, Approved and Rejected remain visibly distinct.

Core truth: Trust must be visible. The package connects this truth to color roles, behavior states, prompt control and approval status.

Different files carry different levels of structure.

HUMAN-READABLE

Mini guide · Hero copy · Social ideas · Do/Don't · QA summary

MACHINE-READABLE

Color Tokens JSON with explicit roles, values and usage notes.

AI-TOOL-READY

Curated ChatGPT and Midjourney prompt files with control metadata.

GOVERNANCE

Asset status · hard constraints · human review and remaining-work notes

This is not an enterprise DAM, brand API, executable prompt schema or runtime generator.

Resolve constraints before writing the prompt.

HARD

Truth, rights and risk constraints.

BRAND LOCKS

Core truth, color roles, provenance
meaning, material family.

CONTEXT

Channel, asset, aspect ratio, density and
safe zone.

ADAPTIVE

Subject, composition, camera, material
emphasis and narrative function.

GENERATOR

ChatGPT natural language or Midjourney
parameters.

VARIATION CORRIDOR

At least three adaptive axes change; hard constraints and brand locks remain stable.

Six curated directions, one stable recognition logic.

Website Hero	16:9	Evidence architecture · headline-safe left
Product State	4:3	Three-state decision object · copy-safe center
Pitch Context	16:9	Verification spine · proof-point space
Social Launch	4:5	Vertical signal-to-approval narrative
Review Required	4:3	Bounded uncertainty · approval absent
Recognition Detail	1:1	Macro approval junction · no copy zone

The set is manually reviewed. It does not claim infinite unique output or a mathematical no-repeat guarantee.

No unqualified PASS wall.

Brand strategy	Reviewed	Core truth, trust need and tension are consistent in the fictional sample.
Prompt logic	Reviewed	Constraint priority, output contracts and variation corridor are documented.
Prompt variation	Demonstrated	Six directions differ in subject/context/composition without changing brand locks.
Runtime generator	Not claimed	No automatic or infinite-output generator is represented.
Client evidence	Not claimed	No real client, testimonial, outcome or performance metric.
Human approval	Required	Final selection and risk review cannot be delegated to generation alone.

The public ZIP contains only the eleven customer-facing files.

Excluded from the public sample: build scripts, debug files, internal QA scratchpads, old versions, deployment data, form endpoints, private notes and other projects.

PUBLIC SAMPLE

Exactly 11 documented files.

INTERNAL RELEASE

QA reports and manifests stay outside the customer ZIP.

ROLLBACK

V1.0.7.10 remains unchanged.

Download the clean V1.1 package from the Customer Package Proof page.