

Name

Nova. One word. Capital N. Never "NovaData" in body copy (the company is NovaData SAS but the product is Nova).

Primary color



#5167F6

Nova blue — used for accents, links, primary buttons

Typography

Headings & body: Inter (or system sans-serif fallback).

Monospace (referral links, code): SF Mono, Menlo, Consolas.

Logo

Use the SVG when possible — it scales without loss.

Keep at least 16px of clear space around the mark.

Minimum size: 24px tall for the icon, 80px wide for the wordmark.

Never recolor, stretch, rotate, add shadows, gradients, or borders.

Do

- Lead with the outcome (daily profit per SKU, fewer spreadsheets).
- Mention the 14-day free trial, no card required.
- Use "21 marketplaces" when listing coverage.

Don't

- Don't bid on Nova-branded keywords in paid search.
- Don't quote pricing other than "from \$29/month" or "Custom" for agency/enterprise.
- Don't claim features that aren't on novadata.io.
- Don't use the Lovable / generic stock imagery in place of real screenshots.