CUSTOMER PACKAGE EVIDENCE · FICTIONAL PRO SAMPLE · V3.0

A real package structure, not a marketing abstraction.

This public NOVALEDGER package mirrors the current Pro package file structure. It is fictional method evidence: no client data, testimonials, performance claims or market outcomes.

PRO SAMPLE TRUTH

- 12 customer-facing files
- 6 ChatGPT + 6 Midjourney prompts
- 6 social ideas
- 3 Application Directions in one dedicated PDF
- 1 bundled revision is a service allowance, not a delivery file

BOUNDARY

Brand direction only. No finished website, app/UI, vector logo suite, pitch deck, campaign production, trademark clearance or guaranteed outcome.

Exact 12-file map.

Every file has one purpose and the ZIP contains no internal build scripts or private QA scratchpads.

CORE 11

01 Read Me First
02 Mini Brand Guide
03 Color Tokens JSON
04 Color Palette
05 Logo Direction
06 Hero Copy
07 ChatGPT Image Prompts
08 Midjourney Image Prompts
09 Social Post Ideas
10 Do / Don’t Guide
11 QA Summary

PRO FILE 12

12 Application Directions PDF · Website Hero · Product State · Pitch Evidence

Prompt control is explicit.

Prompts are generator-specific image-direction instructions. They do not replace the brand rules or human approval.

CONTROL ORDER

- Hard truth / rights / risk constraints
- Brand locks and functional color meaning
- Application context and format
- Adaptive composition variables
- Generator-specific syntax

EVIDENCE

The public sample contains six distinct contexts. No infinite-variation, mathematical no-repeat or guaranteed-consistency claim is made.

Application Directions are direction sheets.

The Pro package adds strategic transfer guidance without quietly turning the sprint into website, UI or campaign production.

THREE SAMPLE DIRECTIONS

- Website Hero: message, visual hierarchy and hero-image direction
- Product State: evidence / review / approval behavior direction
- Pitch Evidence: stakeholder narrative and visual transfer direction

NOT INCLUDED

Coded website, finished product interface, complete pitch deck, production social templates or final implementation assets.

Human QA closes the handoff.

A visually attractive output is not automatically approved. The handoff records what is selected, what remains directional and what still requires separate production or legal review.

EVIDENCE STATUS

- Portfolio concept evidence: demonstrated
- Method and transfer evidence: demonstrated
- Real client evidence: not claimed
- Verified market outcome: not claimed

USE

Inspect the ZIP against the published Pro package scope. The live sales page remains the authoritative pricing and package reference.