

Revelo brand and launch brief

Approved brand identity and technical planning for Elevatech

Revelo is the selected brand for Elevatech's planned Magic Mirror Display range. The name evokes the reveal of a concealed display within a mirror. This brief aligns the approved identity, supplier discussions and website launch planning.



Approved brand identity

Brand wording

Revelo
MAGIC MIRROR DISPLAY
by Elevatech

Tagline: Reflect elegance. Reveal possibilities.

Positioning: Smart mirror solutions for premium spaces, selected around the application, interior design and installation requirements.

Approved logo and use

Use the approved Revelo logo supplied by Elevatech: a silver mirror ring with a cyan-to-magenta screen accent, a navy REVELO wordmark and the endorsement "Magic Mirror Display | by Elevatech". Preserve the original artwork, colours and proportions.

Place the logo on a light background with clear space around it. Do not stretch, redraw or recolour it. Keep the descriptor readable; use an approved simplified variant if smaller reproduction is needed. Brand selection is complete; trademark and domain availability remain to be verified separately.

Technical specification confirmation

Use this page for supplier and engineering review. No model specifications have been supplied. Complete one verified sheet per model before offering a technical download or publishing numerical claims. Leave unknown fields unpublished rather than substituting typical market values.

Specification group	Details to obtain and verify
Model identity	Manufacturer, model code, country of origin, supply scope and branding rights.
Mirror assembly	Overall W × H × D in mm, weight in kg, glass thickness, edge treatment, safety construction, reflection and transmission data.
Display	Visible area and diagonal, resolution, brightness with measurement basis, viewing angles, orientation and operating hours rating.
Playback and control	Player, operating system and update support; file formats, storage, ports, touch and remote control options.
Network and software	Ethernet or Wi-Fi, CMS platform, scheduling, offline operation, licences, recurring fees and access controls.
Power and installation	Input rating, typical and maximum W, earthing, mounting detail, recess depth, clearances, ventilation and service access.
Environment	Operating temperature and humidity; complete assembly IP rating and any restrictions for humid locations.
Optional equipment	Lighting, demister, speakers, microphone, camera and sensors, each identified as included, optional or unavailable.
Elevator suitability	Mounting and glass safety, car load impact, vibration, electromagnetic compatibility, power and OEM acceptance.
Integrations	Floor and direction interface, Pulse data, hotel systems and automation; supported protocols and evidence of testing.
Commercial support	MOQ, lead time, warranty, exclusions, installation responsibility, spares, local support and software maintenance.
Evidence	Approved datasheet, dimensional drawing, test reports, applicable compliance documentation and sample acceptance record.

Sample acceptance

Inspect the mirror and screen under the intended lighting, with dark and bright content and with the screen switched off. Review readability, reflection, heat, operating noise, restart behaviour and service access. For connected models, also verify content updates, loss of network and recovery.

Website implementation and launch guidance

Page structure for the web agency

Use the sequence in the website content pack: hero and enquiry button; product introduction; benefits; applications; how it works; project selection; why Elevatech; FAQs; enquiry form. Keep the blog as a separate article linked to the product page.

Use Coming soon while the range is being finalised. Replace proposed-range wording with launch wording only after Elevatech confirms the supply and support offer. Do not display stock, prices, delivery commitments or a demo booking option unless these are available.

Visual direction

Use clean premium interiors and restrained layouts, with a mirror as the focal point. Show reflection and a modest content zone together so the concept is easy to understand. Avoid implying that a full-surface screen, AI assistant, camera or touch function is included. Any rendering must carry a visible Concept visual label.

Downloads and enquiry handling

Publish the product copy, FAQs and article after brand review. Add a product datasheet, dimensional drawings and installation information once the technical fields on the previous page are verified. Keep this launch brief internal.

Connect the form to an approved Elevatech enquiry destination and test delivery and acknowledgement. Link the actual Privacy Policy. If drawings are accepted, define file limits, access and retention. Do not claim response times before the team agrees them.

Content and search implementation

Use one H1, descriptive H2 headings, the supplied title and meta description, and an indexable HTML product page. Keep important content as text. Add descriptive alt text to approved images and link the article and related display products. Use only verified organisation details in structured data; omit ratings, offers and availability that cannot be substantiated.

Items to settle before commercial launch

Confirm brand usage rights; supplier and model range; installation environments; tested feature list; sales and installation scope; support and warranty; approved photographs and drawings; and final contact routing. Treat central management, elevator signals, Pulse connectivity and bathroom suitability as separate verified capabilities.