

RUNIVEL

runivel.com

Secrets, safely kept.

A brand name carved from the oldest word for mystery

BRAND STORY · NAMING CONCEPT · NOVEMBER 2026

THE STORY

Carved from a word older than logos

Long before there were logos, there were marks. In the cold, bright north, people carved runes into stone, bone and wood. They did not carve them to decorate. They carved them to say something that mattered: to guard a name, to seal a promise, to hold a secret. Their word for such a mark was *rún*. It meant a secret. A mystery. Something whispered rather than shouted, and kept.

Every company you admire began as a word on a page. Nike borrowed the name of the Greek goddess of victory. Amazon took the name of one of the mightiest rivers on earth. Adobe was named after a creek behind a founder's house. None of those names guaranteed anything. Each became powerful because of what people built beneath it, year after year, decision after decision. But every one of them had to begin somewhere, with a founder who chose a name before the customers, the revenue or the team existed.

Runivel joins that ancient root to a modern ending. The first syllables, *Run*, come from *rún*. The ending, *-ivel*, is our own invention: a soft, forward-leaning sound that many ears hear as *veil*, the thing that keeps a secret, and *level*, the thing that raises a standard. We do not claim the ending is old. We claim it works: protection and ambition in a single word.

Say it aloud: ROO-nih-vel. Three syllables. Seven letters. Open vowels, a clean rhythm, nothing to spell out on the phone. It sounds like a word that has always existed and has only just been discovered.

Now imagine the first slide of your pitch deck. The first line of your launch announcement. The icon on a stranger's phone, one tap from a product people trust with what matters most. Imagine your team saying the name with pride, and your customers saying it without ever being taught. The brands people rely on tomorrow need a name that is ready to be relied upon. This one is ready.

> *A name does not build a company. People do. But every company that lasts is built under a name, and the right one makes the long road feel shorter.*

THE NAME AT A GLANCE

Simple to say. Easy to remember.

Name	Runivel
Domain	runivel.com
Pronunciation	ROO-nih-vel
Length	7 letters, 3 syllables
Root	*rún*, Old Norse for secret or mystery
Ending	*-ivel*, a coined ending that echoes “veil” and “level”
Tone	Protective, premium, quietly mysterious
Natural fit	Cybersecurity, encryption, password managers, privacy tools, identity and verification, fintech security, game studios, secure storage

Where this name could live

Four imagined brands, to help you picture the name on a real product. These are illustrative concepts only. They are not existing companies, products or trademarks.

CONCEPT	THE IDEA	TAGLINE
Runivel Vault	Encrypted storage for founders, families and teams	*Keep what matters, kept.*
Runivel Guard	Cybersecurity for growing businesses	*Protection that scales with you.*
Runivel Games	A studio for mystery worlds and hidden stories	*Some things are meant to be found.*
Runivel ID	Identity verification built on trust	*Prove it. Privately.*

VISUAL DIRECTION

How the name could look and sound

The mark. An angular R built from straight strokes, the way runes were carved. Sharp, simple and easy to own

The palette. Midnight blue for depth, ice white for clarity, a single ember-orange accent for energy

The voice. Calm, precise, quietly confident. It never shouts, because it does not need to

The promise. Whatever you protect, protect it like it matters, because to someone it does



#0B1F3A · #E8742C · #EAF1F8

Taglines to try

Secrets, safely kept.

Protect what matters.

Carved to last.

Your code, your rune.

BEFORE YOU DECIDE

What you receive, and what you should check

What you receive. The domain name Runivel.com, transferred securely through an escrow service or the marketplace where it is listed. This story and concept pack is yours to use as reference for your own branding.

What is not included. No trademark, company, product or website content comes with the domain. It is offered as a domain name only.

Due diligence. On 17 November 2026, a preliminary search of the EU TMview database and the web found no exact-match trademark or company named Runivel. A few unrelated Portuguese construction-company marks contain similar letters inside a longer word; none is the same name. This is a starting point, not legal advice and not a guarantee. Every buyer should run their own trademark search in the markets and classes that matter to them.

Every great brand starts as a name someone dared to believe in.

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