### **The Pillars of Our Verbal Identity**

From a brand message perspective, Holafly doesn’t just sell eSIMs; we sell peace of mind. When you travel, you want to eliminate anxiety and ensure everything goes smoothly. This includes staying connected.

We consider ourselves honest and optimistic because we believe this is the best way to build a relationship with travelers and provide the peace of mind they need.

Additionally, people are a fundamental element of the brand. This includes our customers and the people who make up the Holafly team. Therefore, a personal touch should always be present in our texts.

|  | **WE ARE REASSURING**  But not boring! |
| --- | --- |
|  | **WE ARE HONEST**  But not arrogant |
|  | **WE ARE OPTIMISTIC**  But not naive |

### **Guideline for writing like a Pro Holaflyer**

**🗣️ How we speak**

* We use a casual tone, but we aren't trying to be funny or trendy.
* Avoid overly formal expressions.
* Use a conversational style, especially in customer service contexts.

✏️ **Style and scannability**

* To facilitate reading, we avoid very long text blocks. We alternate long and short paragraphs to give the text rhythm. We also use bold and bullet points to make information more scannable.
* Don't make lists with fewer than three items.
* Use simple grammatical structures and expressions.
* Avoid chaining multiple imperative verbs (commands) within the same text or section.
* Occasionally use exclamation points to emphasize, but we don't overuse them.
* Avoid redundancies. We don't use the same word twice in the same sentence or text block.

**🙂 Emoji use**

* We don't use emojis in marketing texts. We do use them on social media and in support conversations, but only one emoji per text block.

**👥 Gender**

* We use gender-neutral expressions when we don't know the gender of the interlocutor.

**🥇 Holafly is a team**

* When a member of the Holafly team speaks, they do so in the first person ("I"). We only use "we" when referring to the Holafly team. **(((EJEMPLOO)))**
* We refer to Holafly as a team, not as an impersonal entity.

**🇪🇸 Special uses for Spanish**

* We use neutral Spanish, avoiding expressions specific to certain countries.
* We use "tú" instead of "usted."
* We don't "Spanish-ize" technological terms that are part of everyday language. However, we may use the Spanish version if it helps avoid redundancies.

### **How do we communicate in a Product Context?**

In this section, you will find some guidelines to convey our pillars (calmness, honesty, and optimism) in product copy.

**Calmness**

* We use arguments and expressions that ease customer anxieties (when will I receive the card, what happens if I have a technical problem while traveling...).
* Prioritize expressions that convey control of the situation. For example, specifying timeframes or showing confidence in processes (without arrogance).
* Use a conversational style (rhetorical questions, direct appeals to the reader...).

We convey previous experience. Imply that we have experience in similar situations.

**Honesty**

* We are realistic in our statements and avoid grandiose expressions or those that could be perceived as exaggerations.
* Admit limitations when necessary.
* Use expressions that convey the intention of telling things as they are.

**Optimism**

* We always try to speak in a positive manner.
* Use expressions and resources that convey the joy of traveling.
* Emphasize benefits and positive experiences derived from using the product.
* Customer anxieties are not the focus of the message but rather the starting point to present a solution.

### **How do we communicate in a Sales Context?**

**Tranquility**

* Whenever we have the opportunity, we will highlight the support we provide to the customer during their trip.
* Whenever possible, we will highlight product features that eliminate uncertainty.

**Honesty**

* Sales contexts should become contexts of “accompaniment” or “assistance.”
* We do not hide the product’s limitations.

**Optimism**

* We refer to positive events that may occur in the future.

### **How do we communicate in our Social Media posts?**

In this section, you will find some guidelines to convey our pillars (tranquility, honesty, and optimism) in our content, whether in blog articles or social media posts.

**Tranquility**

* Whenever possible, we incorporate personal experiences from the author to convey first-hand knowledge.
* We empathize with the reader and use expressions that reduce travel-related anxiety.
* We strive for our content to be non-anonymous. We give visibility to the author and their perspective.

**Honesty**

* We make confessions.
* We use expressions that convey the intention to tell things as they are.
* We use expressions and resources that bring clarity to the exposition.

**Optimism**

* We aim to anticipate positive emotions or outcomes.
* We include storytelling based on positive experiences or anecdotes.
* We avoid negative emotions such as fear, anxiety, or stress. If we do mention them, we always include the positive side.

### **How do we communicate in a Support context?**

In this section, you will find some guidelines to convey our pillars (tranquility, honesty, and optimism) during support conversations and automated responses in chat.

**Tranquility**

* We use expressions and resources that indicate control of the situation.
* We give visibility to the support team.
* We use expressions that show empathy for the customer's issue and emphasize the solution.
* We prioritize resolving the issue over other information, comments, or recommendations.

**Honesty**

* We admit mistakes, explain the situation, and apologize when necessary.
* We acknowledge limitations when necessary.

**Optimism**

* We bid farewell to the customer with a positive message.
* We convey that the solution is in progress, straightforward, or imminent.
* We mention guarantees that anticipate a satisfactory outcome.

# **Avoid / Off brand**

This section outlines words or expressions that do not align with how we want our brand to be perceived. Avoiding these terms helps us stay consistent both in product and marketing touchpoints.

### ❌ Avoid: **Connectivity** (and related forms like “connection”)

We avoid this term because it misrepresents what we offer. Holafly is not a connectivity provider in the traditional sense, we don’t sell SIM cards or internet plans. Instead, we offer travelers a **seamless, stress-free solution** that helps them:

* Avoid expensive roaming charges
* Travel with **peace of mind**
* Stay online with **Unlimited Data**

Referring to our service as “connectivity” reduces our value proposition to a commodity and shifts the focus away from the real benefit we provide: freedom, simplicity, and security while traveling.

### ✅ Use instead:

* “Unlimited Data for travelers”
* “Stay connected abroad without roaming fees”
* “Peace of mind for your trip”
* “Travel with data. Instantly.”

### 🪄Brand attributes to prioritize

As we move away from vague or technical terms like "connectivity," it's important to lean into the values and qualities that define our experience. These should become part of our tone, voice, and messaging:

* **Reliable**
* **Trustworthy**
* **Easy to use**
* **Instant**
* **Worry-free**

These adjectives are part of the **emotional value** we offer.

**Use them consistently** in headlines, feature descriptions, FAQs, onboarding content, and across marketing channels.