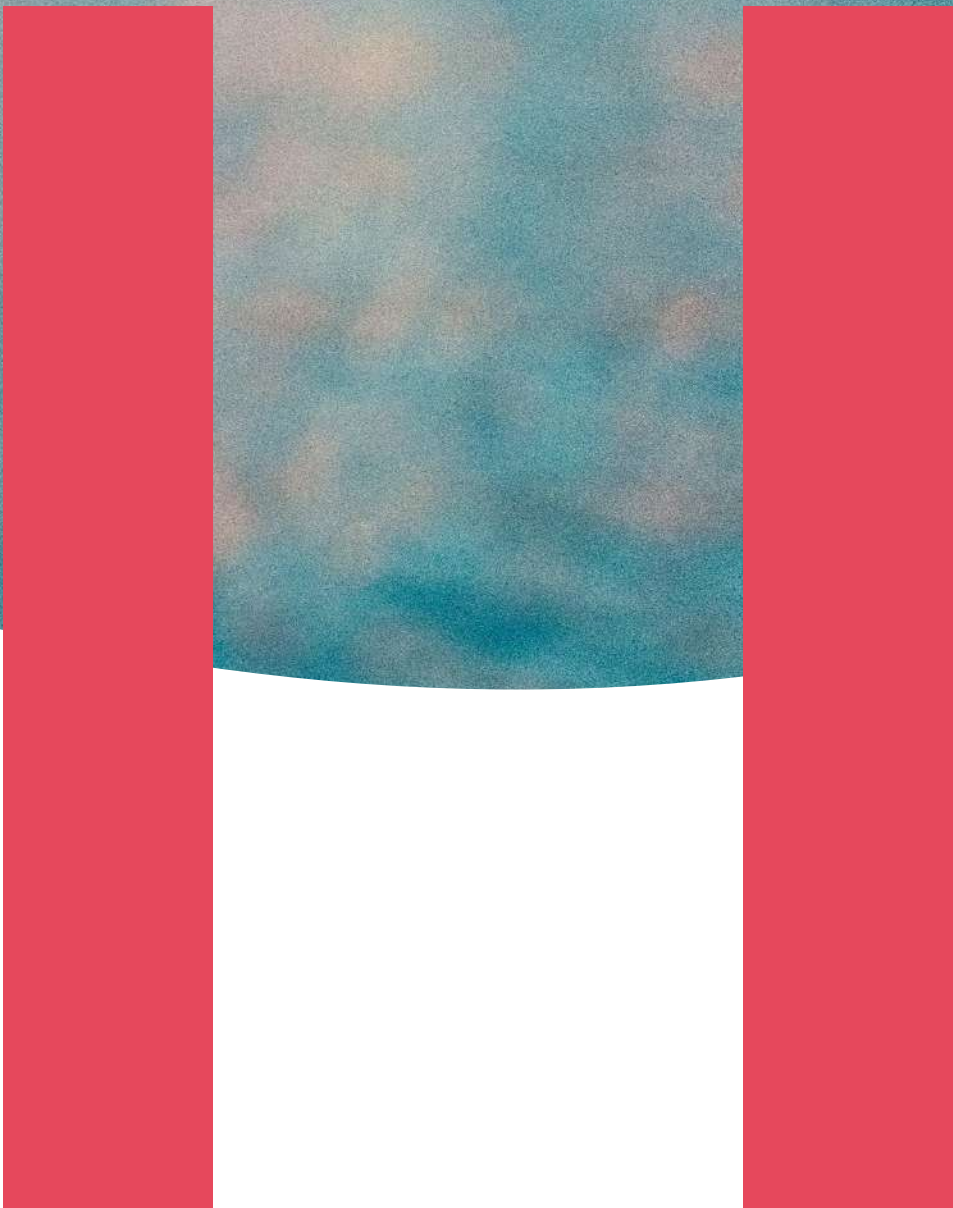




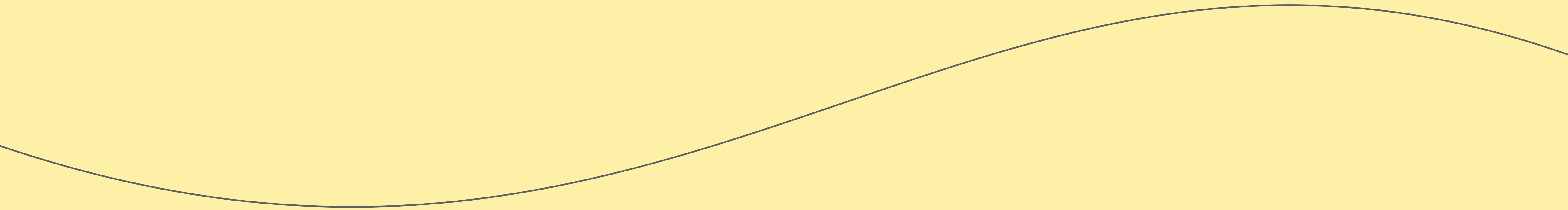
Holafly



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Logo



Holafly

Logo Logo construction

The Holafly logo represents the care, joy and good vibes so characteristic of the brand through a friendly and modern typography. In addition, the initial H has been modified

including a subtle movement, which represents the softness and tranquility that comes with traveling with Holafly services.

Holafly

Logo
Logo

Whenever possible, the logo will be used in Holafly Pink, the main color of the brand. This way, we ensure a powerful brand footprint.

To download the logo, **click here**.

Holafly

Logo

Positive logo

For reasons of legibility or technical restrictions, the Holafly Charcoal logo will be used when required.

Holafly

Logo

Negative logo

The white logo will be used on backgrounds with very dark tones, or when it has to be reproduced in black and white due to technical restrictions.



Logo
Logo safety space

To ensure its legibility and give the visual importance that corresponds to the logo, the security space will be equal to the “y”

width on all sides, except for the left side, where it will be 50% of the “y” width.

Holafly

80px / 20mm

Logo
Minimum logo size

To maintain logo legibility at small sizes, a minimum width has been specified for both print and screen applications.



Do not use it with colors that have not been specified.



Do not use color combinations that have not been specified.



Do not add any effect or texture.



No cambiar el espacio entre los elementos.



Do not widen/narrow or alter the proportion.



Do not rotate.



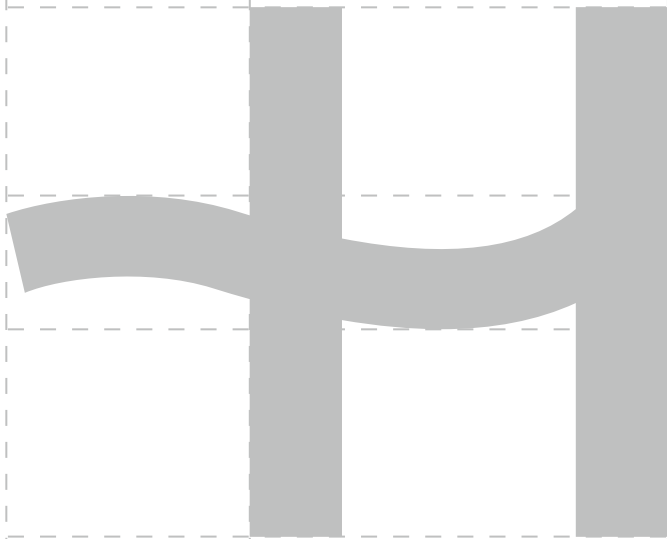
Do not redraw or change the font.



Do not place over very noisy images.

Logo
Incorrect uses of the logo

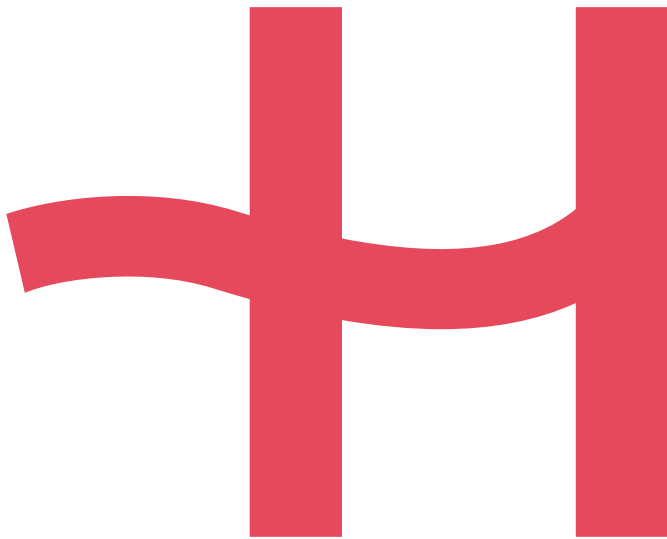
These are some of the incorrect uses of the logo that should never be applied. To ensure the correct application of the brand and its visual consistency, the provided files should always be consulted.



Logotipo
Construcción del logotipo

The Holafly's symbol is the H of the logo. A series of adjustments have been applied to this initial that give rise to a smooth and subtle movement,

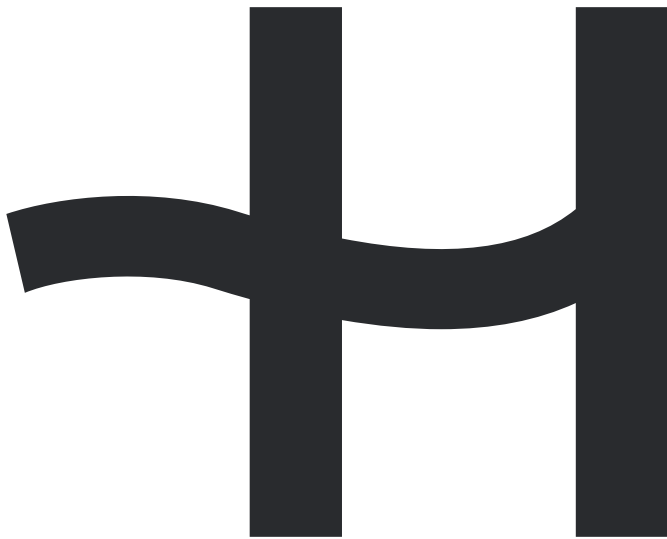
which reflects the character of the brand as well as the tranquility with which we travel when using the services of Holafly.



Logo
Symbol

Whenever possible, the symbol shloud be used in Holafly Pink, the brand’s main color. This way we ensure a powerful brand footprint.

To download the symbol, **click here.**



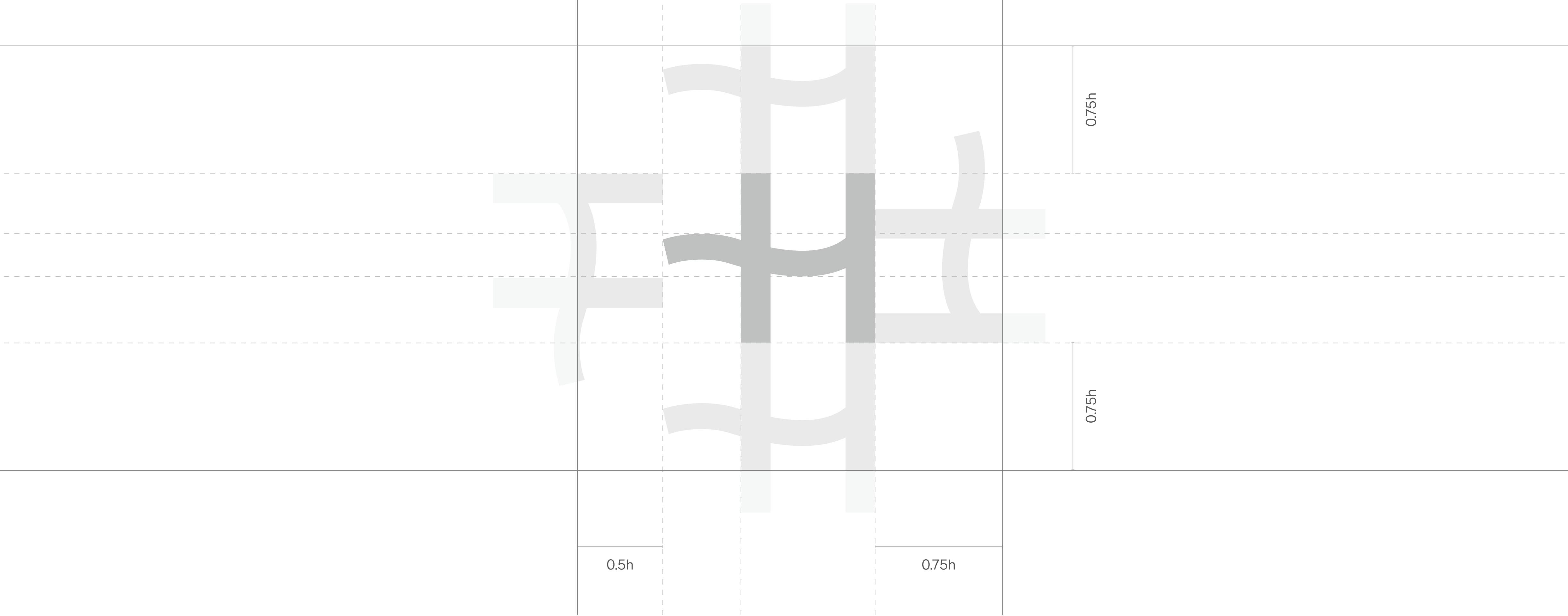
Logo
Positive symbol

For reasons of legibility or technical restrictions, the symbol in Holafly Charcoal will be used only when required.



Logo
Negative symbol

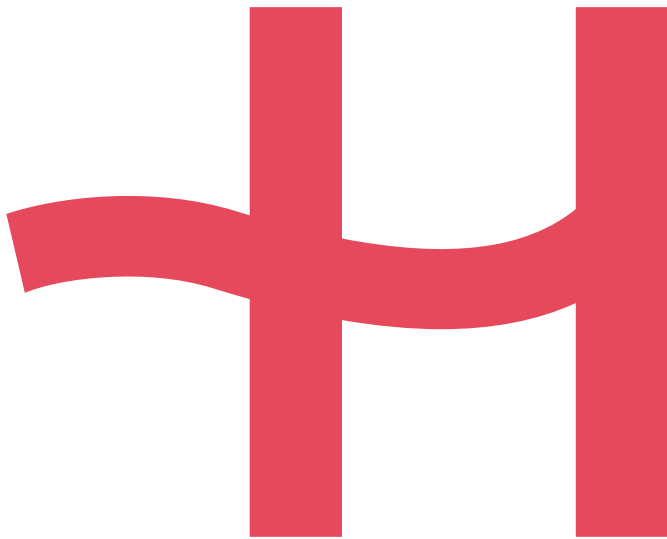
The white logo will be used only on backgrounds with very dark tones, or when it has to be reproduced in black and white due to technical restrictions.



Logo
Symbol safety space

To ensure its readability and give you the visual importance that corresponds to the symbol, the safety space will be

equal to the width of the curve that protrudes on all sides, except for the left side, where it will be 50% of the width of said curve.



20px / 5mm

Logo
Minimum symbol size

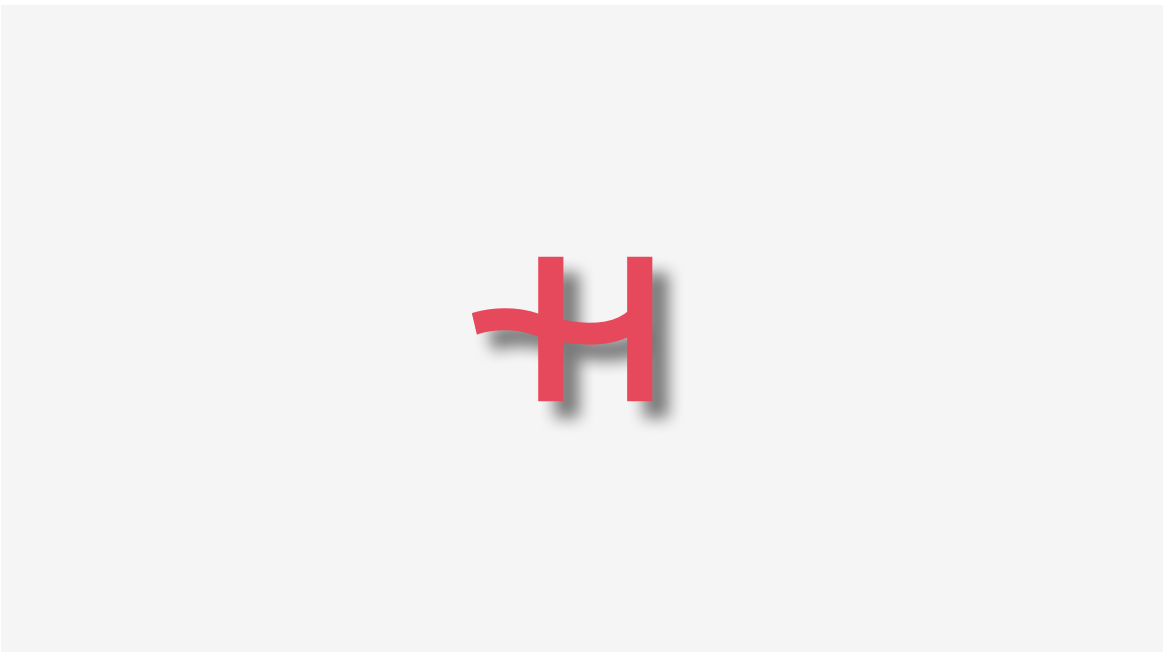
To maintain logo legibility at small sizes, a minimum width has been specified for both print and screen applications.



Do not use it with colors that have not been specified.



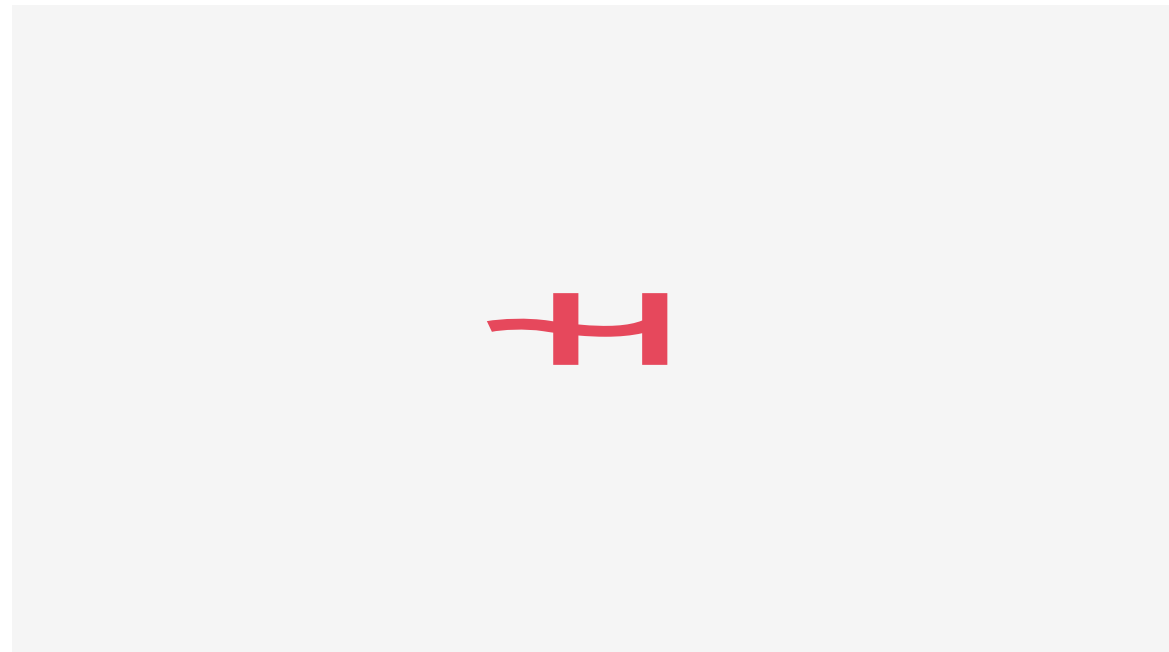
Do not use color combinations that have not been specified.



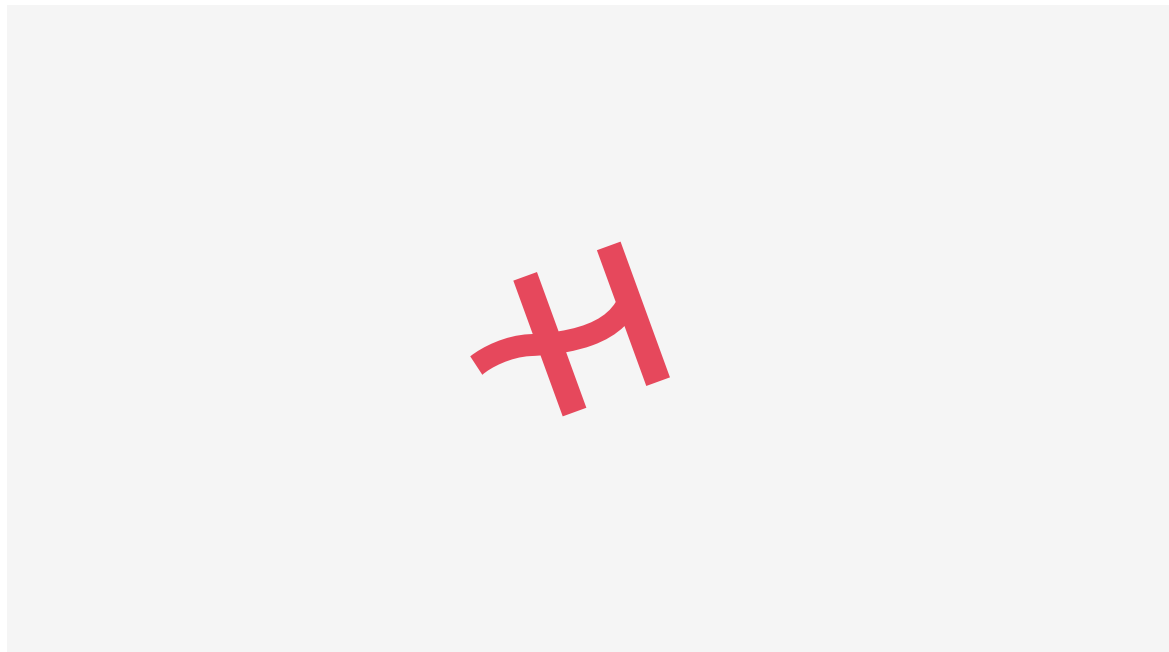
Do not add any effect or texture.



Do not change the space between the elements.



Do not widen/narrow or alter the proportion.



Do not rotate.



Do not redraw or change the font.



Do not place over images
Very noisy.

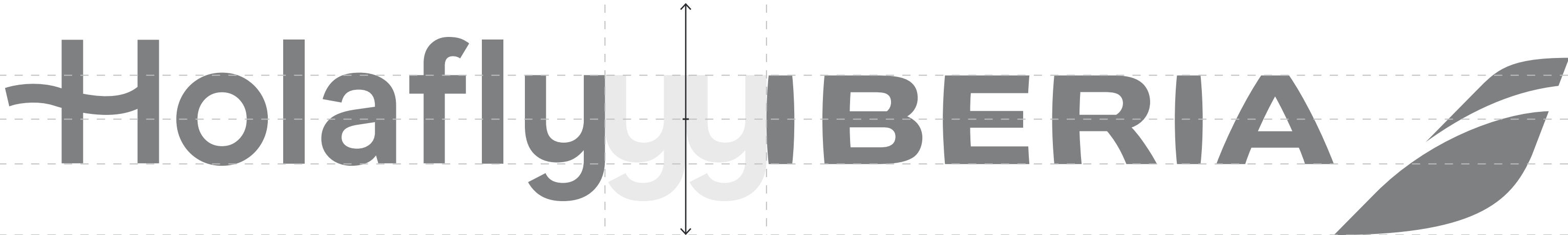
Logo
Incorrect uses of the symbol

These are some of the incorrect uses of the brand and its visual consistency that should never be applied. To ensure the correct application of the brand and its visual consistency, the provided files should always be consulted.



Logo
Horizontal cobranding

When the Holafly logo be used
along with another logo in cobranding format.
The visual system shown above will be used.



Logo
Construction of horizontal cobranding

Both logos will be centered horizontally; the separation will be equal to the width of the “y”; the bar will be 1pt or 1px, in Holafly Charcoal color and will grow symmetrically in height until

it covers the largest end; We will start from the height of the X of the Holafly logo to define the size of the associated logo, but it will be adjusted until both visually weigh the same.

Holafly



Logo
Vertical cobranding

When the Holafly logo is used
along with another logo in cobranding format,
The visual system shown above will be used.



Logo

Construction of vertical cobranding

Both logos will be centered horizontally; the separation will be equal to the width of the “H”; the bar will be 1pt or 1px, in Holafly Charcoal color and will grow symmetrically in width until

it covers the largest end; We will start from the height of the X of the Holafly logo to define the size of the associated logo, but it will be adjusted until both visually weigh the same.

Color

Holafly Pink

RGB 230 / 72 / 92
HEX #E6485C
CMYK 2 / 82 / 52 / 0
PANTONE 198C

Color
Main color

The main color is Holafly Pink, a nuanced, lively and elegant magenta, which will help us differentiate ourselves and position ourselves in the market.

Holafly Yellow		RGB	255 / 240 / 168
		HEX	#FFF0AB
		CMYK	1 / 4 / 42 / 0
		PANTONE	1205C
Holafly Blue		RGB	191 / 235 / 255
		HEX	#BFEBFF
		CMYK	28 / 0 / 5 / 0
		PANTONE	290C
Holafly Orange		RGB	255 / 204 / 176
		HEX	#FFCCB0
		CMYK	0 / 27 / 32 / 0
		PANTONE	162C

Color
Secondary colors

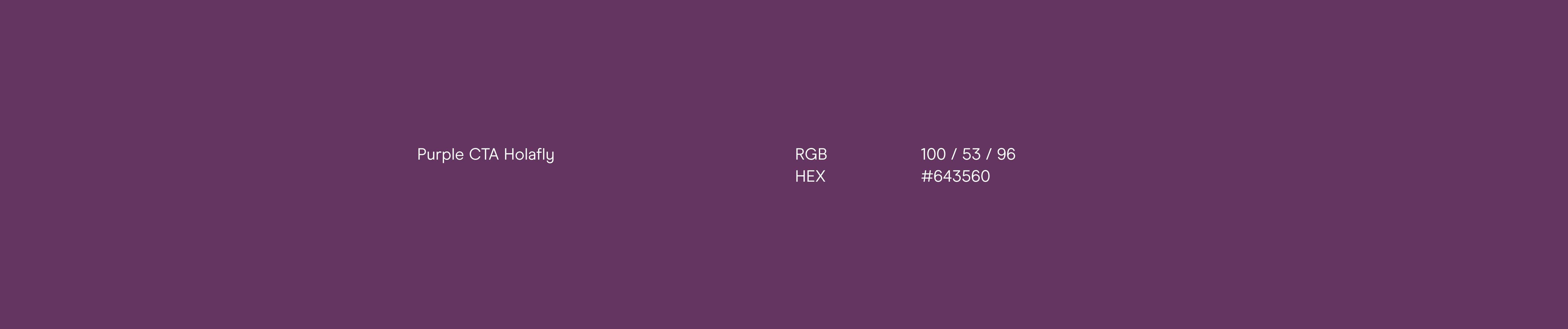
Holafly also has three secondary colors that will complement the brand. They will be used in backgrounds together with white, avoiding their very continuous use in the same piece.

They can also be used in illustrations.

	Charcoal Holafly Digital	RGB HEX PANTONE	41 / 43 / 46 #292B2E Black 3C	Printed	HEX CMYK PANTONE	#000B08 88 / 70 / 64 / 92 1073
		RGB HEX	138 / 144 / 138 #8A9099			
		RGB HEX	204 / 208 / 215 #CCD0D7			
		RGB HEX	228 / 230 / 234 #E4E6EA			
	Holafly White	RGB HEX CMYK	255 / 255 / 255 #FFFFFF 0 / 0 / 0 / 0			

Color
Secondary colors

Holafly has a scale of shades in neutral tones. The Holafly charcoal color is used in texts, while its percentages are used for secondary graphic resources such as the use of filets.



Purple CTA Holafly

RGB 100 / 53 / 96
HEX #643560



Green CTA Holafly

RGB 72 / 236 / 134
HEX #48EC86



Hover
RGB 34 / 228 / 107
HEX #22E46B

Color
Digital colors

This color range will be used exclusively in digital applications in calls to action.



Color
Color hierarchy

This page defines the priority with which we will use the colors, which does not mean that all the colors must always be present in these proportions, but rather that we

must evaluate how much brand presence each piece requires, and balance the quantity in each case of color needed.

Holafly

Holafly

Holafly

Holafly

Holafly

Holafly

Color
Color combination

To maintain consistency and readability,
the following color combinations are
permitted alongside text, images,
and other graphic resources.

Typography

Modern Era Light

Regular

Medium

Bold

Tipografia Main typography

The brand's corporate typography is the Modern Era, a tall typography of the x; low contrast; pronounced arches; and bevelled, wide and variable stroke joints, which gives it a functional and

friendly character, thus reinforcing the values of the Holafly brand. Light and Regular weights will be used whenever possible to maintain the brand's characteristic lightness and freshness.

Arial Regular

Bold

Tipografía

Typography replacement system

In those applications in which it is necessary to use a system font, it will be used Arial typography. Again, Regular weight will be used whenever possible to maintain the brand's signature lightness and freshness.

This font should never be applied in any official application such as marketing materials.

Muli Light

Regular

Semi Bold

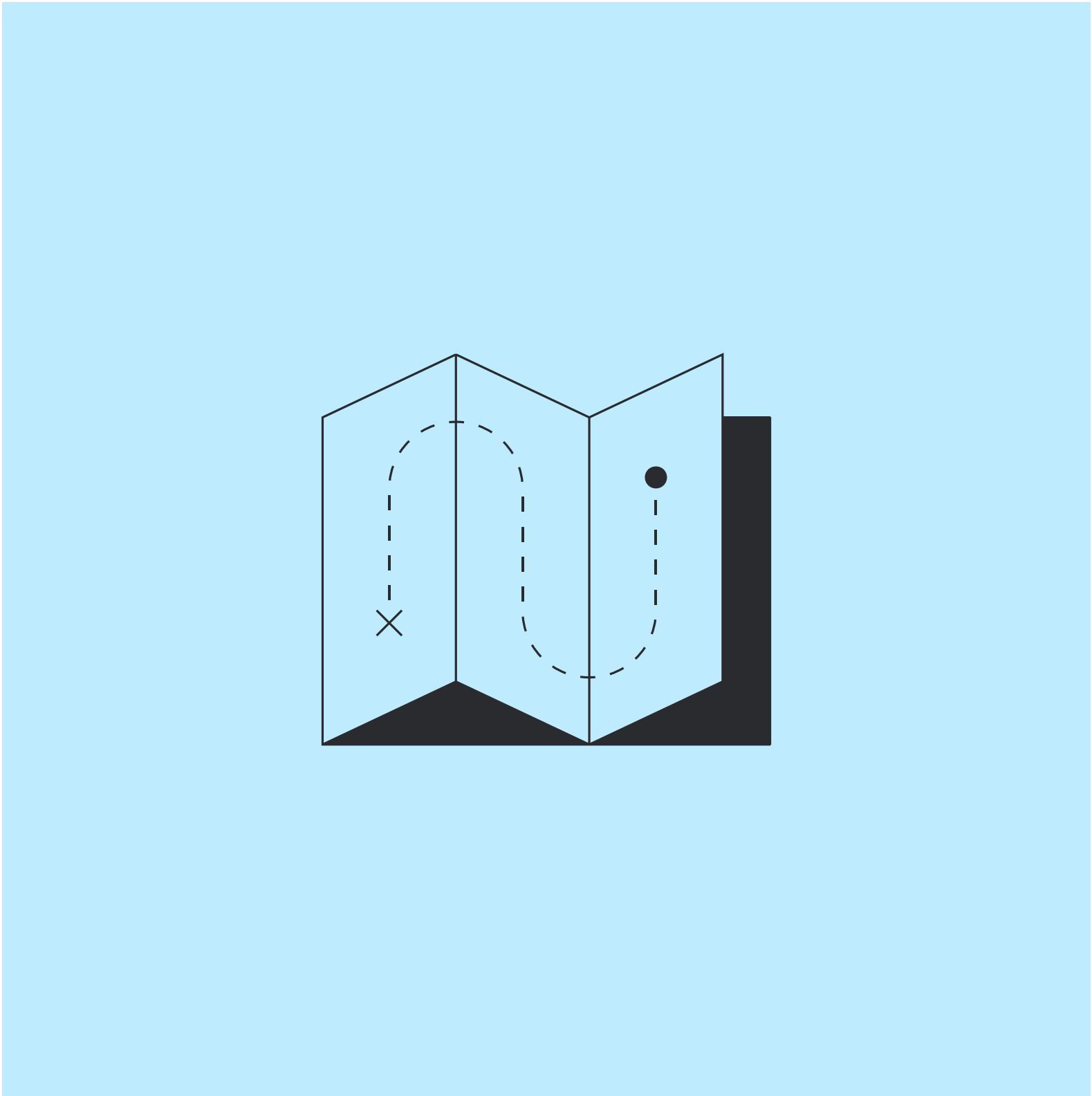
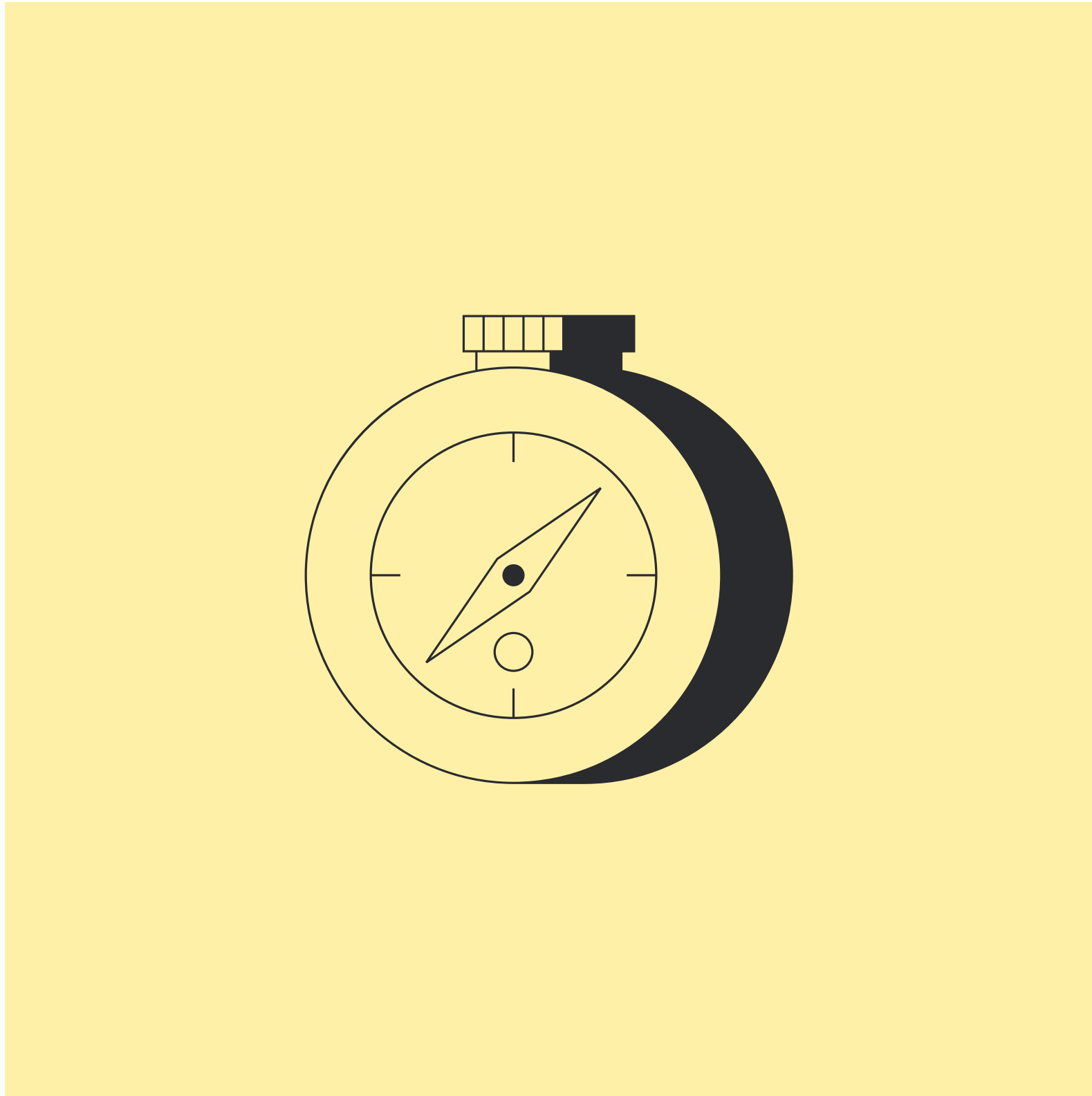
Bold

Tipografia
Teplacement font for Google

When the Modern Era font is not available and when working online or with Google's suite of online applications, The Muli font will be used. The same way, Whenever possible, the weights will be used

Light and Regular to maintain the lightness and freshness characteristic of the brand. This font should never be applied in any official application such as marketing materials.

Iconography

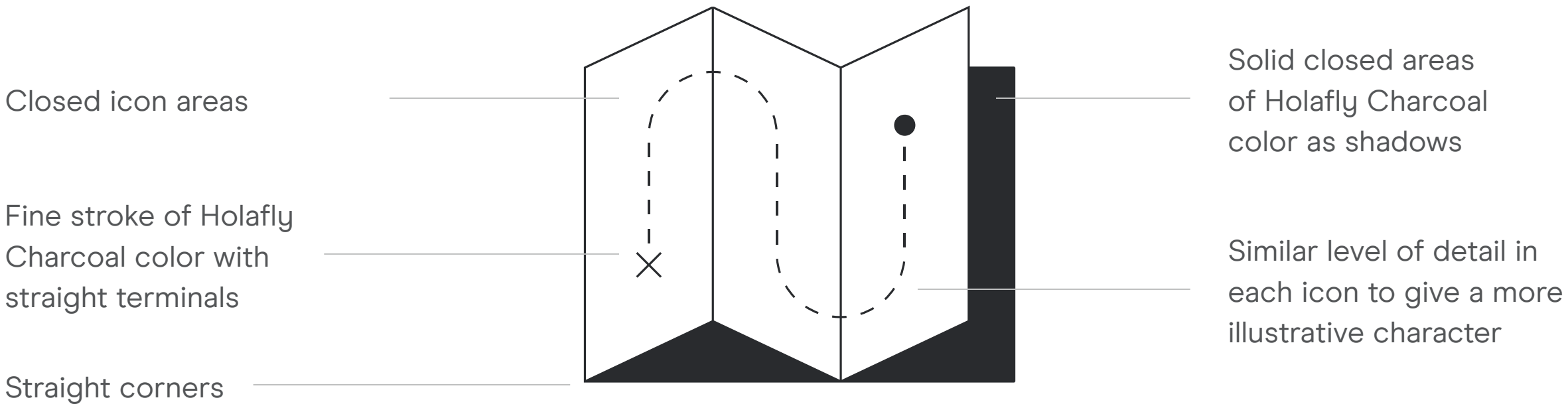


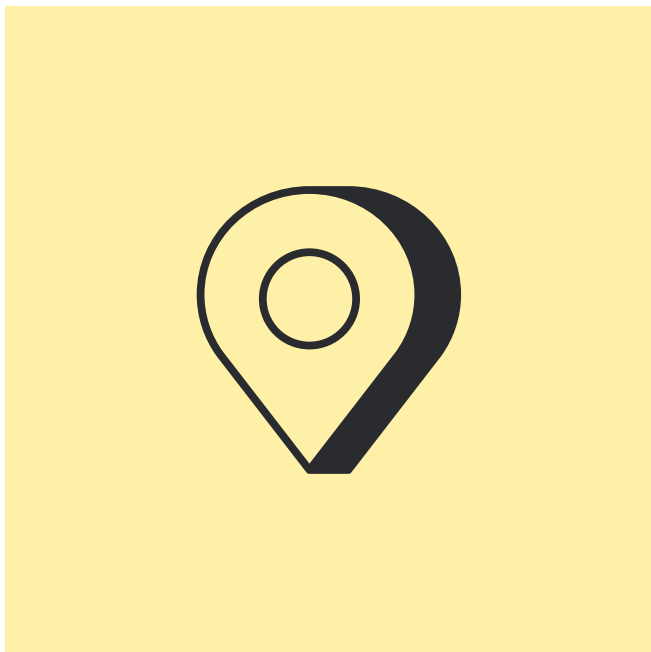
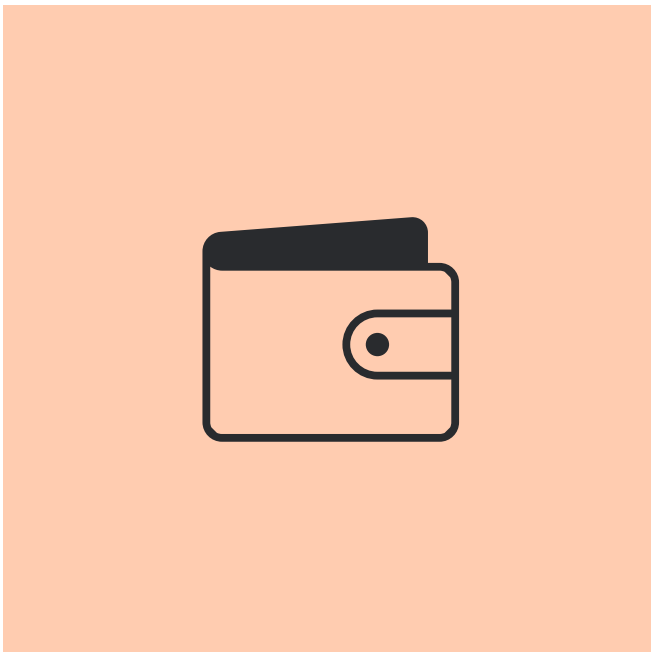
Iconography
Illustrative icons

When the icons are used in an illustrative or decorative manner, the custom style that has been developed will be applied, which incorporates a fine line combined

with solid areas as shadows. The icons will be applied whenever possible on the color Holafly Charcoal on white or secondary colors.

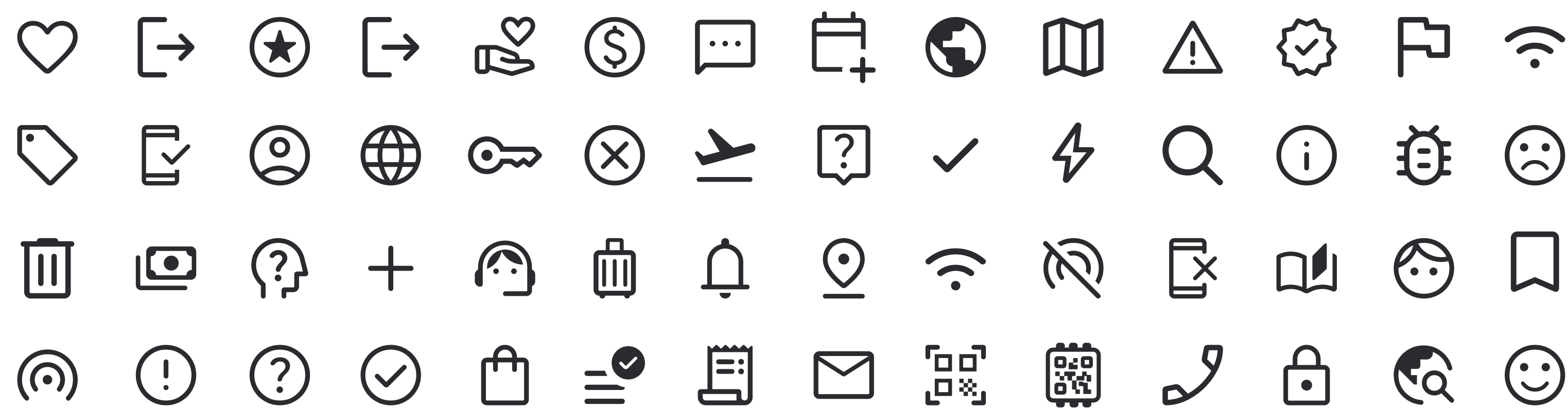
To download the icons, [click here](#).





Iconography
Responsive illustrative icons

When illustrative icons are to be used at reduced sizes, a simplified version of each of them should be used to allow good readability. Icons will be applied wherever possible in the color Holafly Charcoal on white or secondary colors.



Iconography
Icons for UI actions

In digital formats that require icons for UI actions, it is proposed to use closed and thin line icons. The suggested library is **Material Design**.

Fine stroke of Holafly
Charcoal color

Rounded corners

Maximum size: 40px



Solid areas of
Holafly Charocal color

Reduced level of detail
on each icon to allow
good readability

Illustration

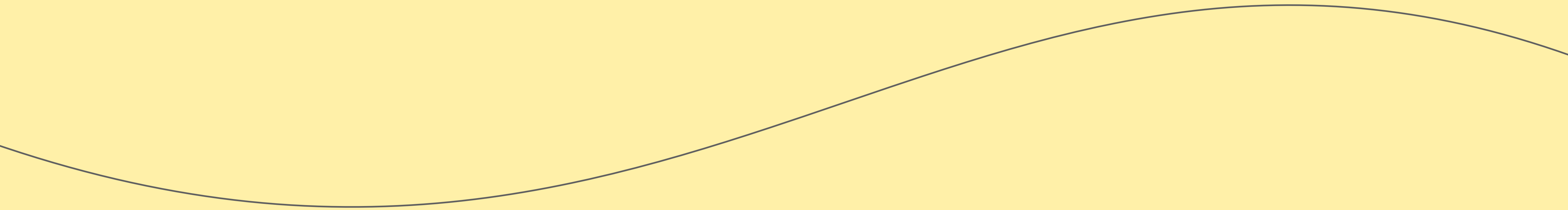




Illustration Professional illustration style

As support, an illustration style aligned with the iconographic style of the brand will be used. The illustrations shown here by Linn Fritz They are exclusively for reference.

To download the illustrations, [click here](#).

Rounded corners

Closed areas with transparent backgrounds (on background white or secondary colors) or solid secondary colors (exclusively on a white background or very light shades)



Fine stroke of Holafly Charcoal color with straight terminals

Similar level of detail in each illustration

Solid closed areas of Holafly Charcoal color as shadows

Illustration
Characteristics of illustration style

All illustrations will be created based on this style to ensure a consistent brand footprint and it must follow the characteristics described above.

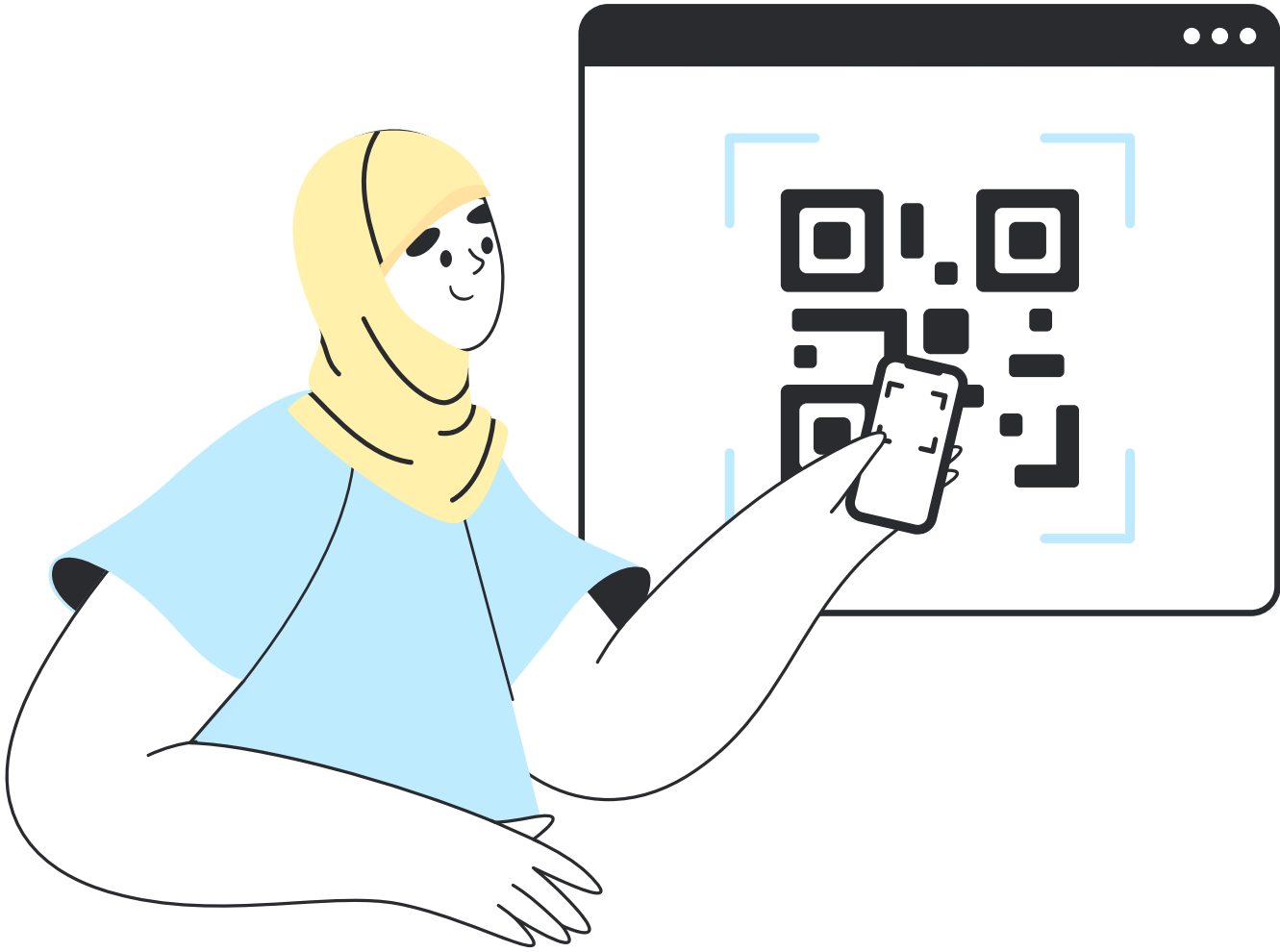
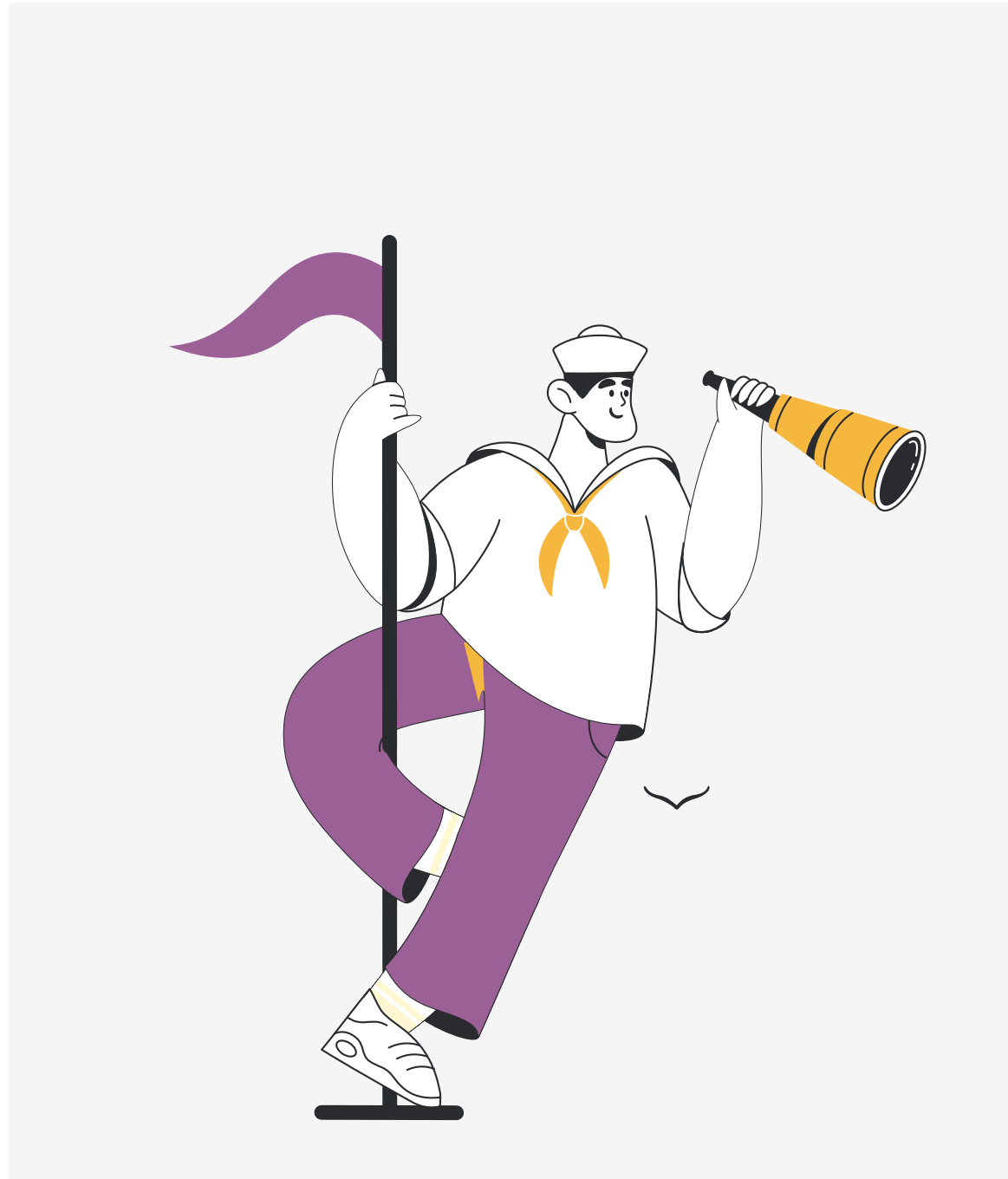
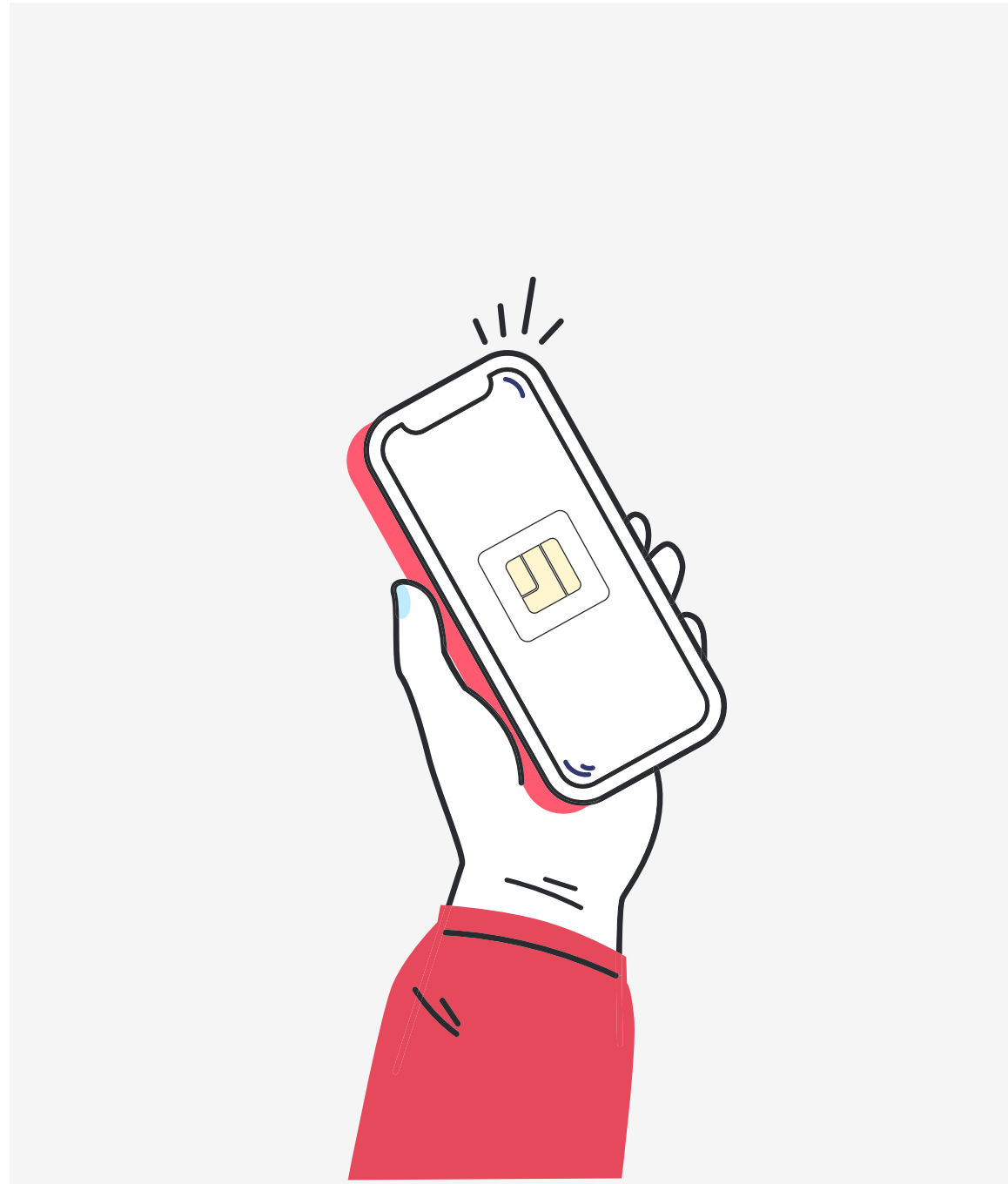


Illustration
Universal use

Illustrations can be adapted to other cultures.



Do not use other colors.



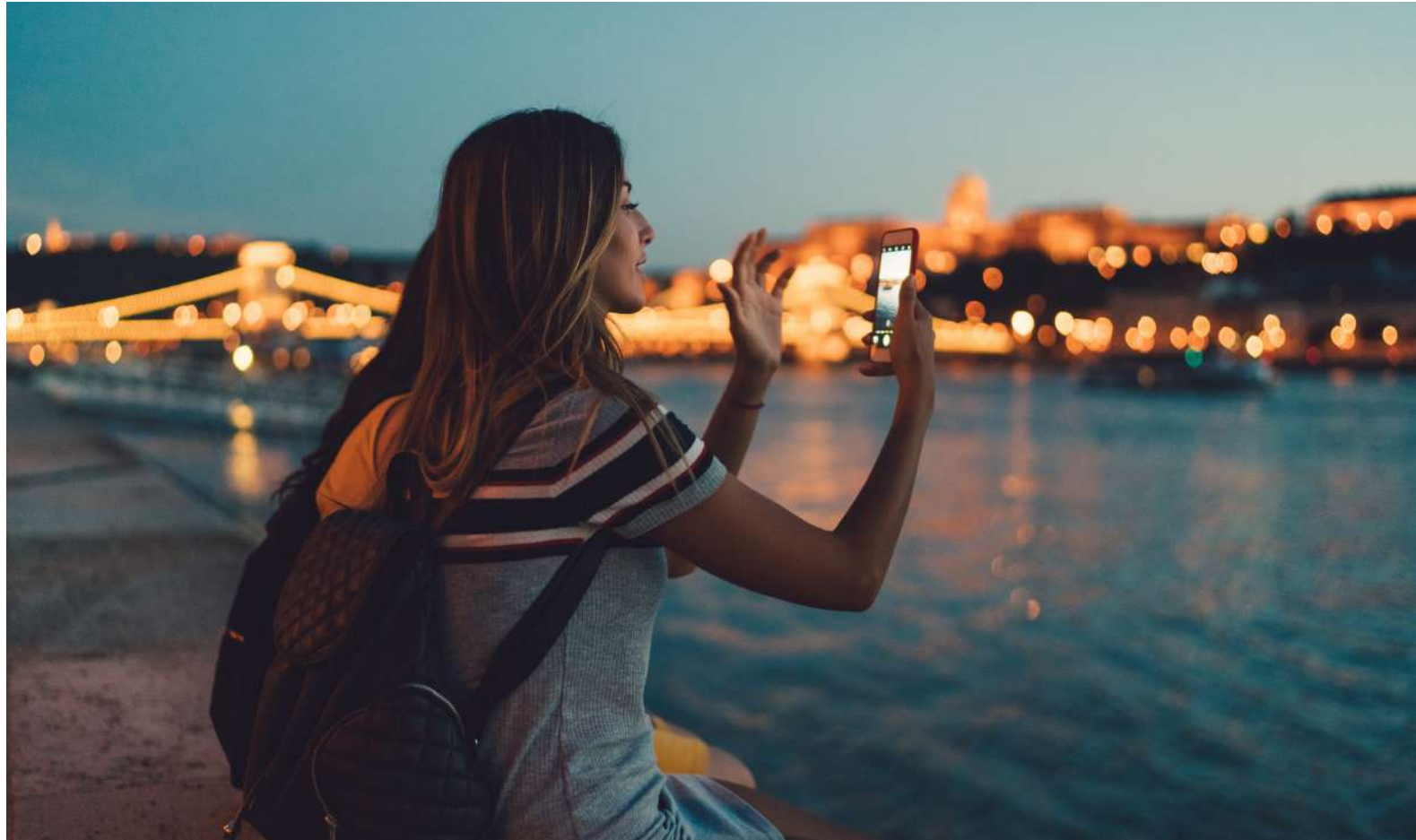
Do not combine it with other illustration styles.



Do not add any texture or effect.

Illustration Incorrect uses

Photography



Photography
Professional illustration style

In advertising campaigns a style will be used with the presence of people using the service from Holafly, represented by the use of a mobile phone in a tourist environment. People will be shown always relaxed or smiling,

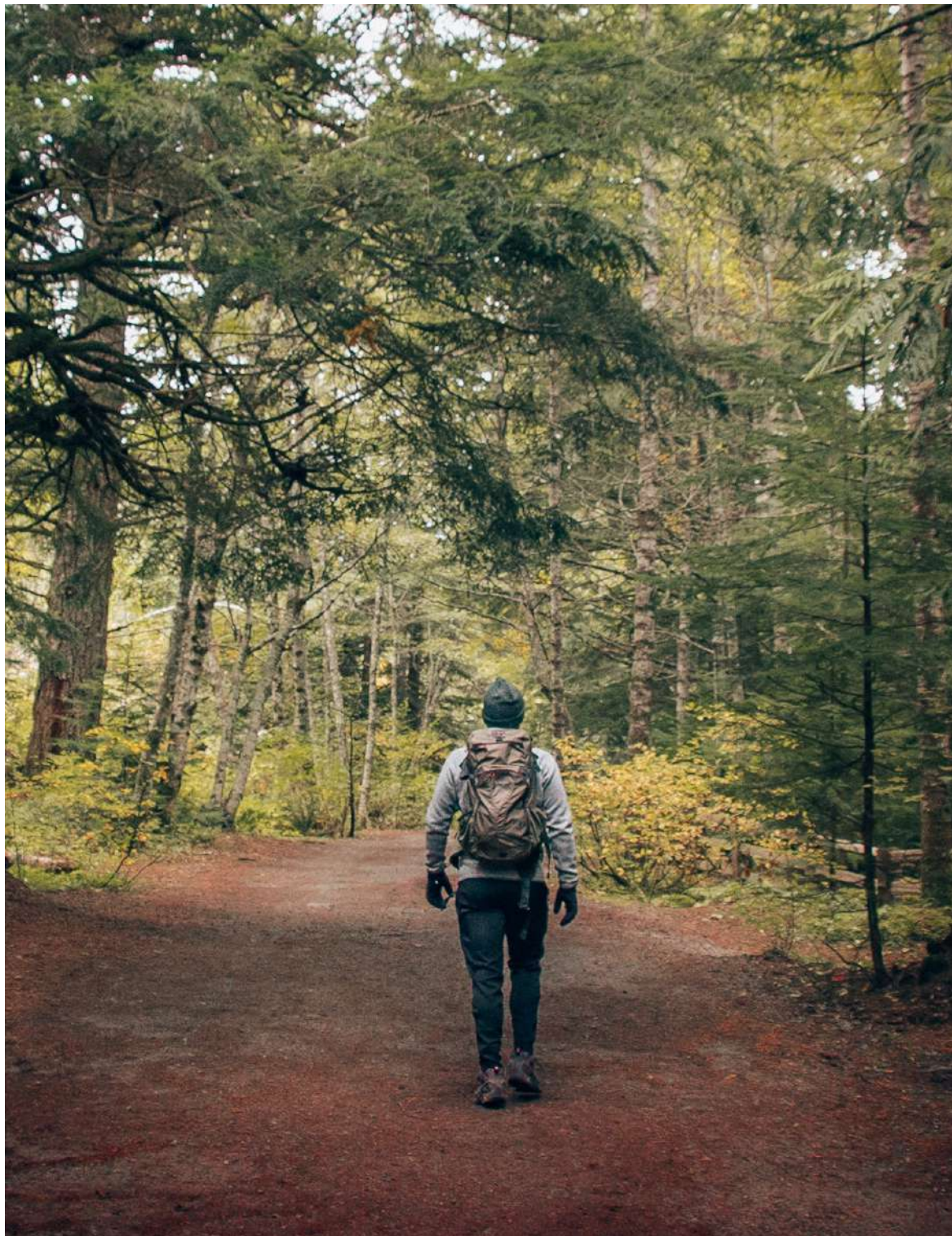
with a natural attitude and without looking directly at the camera to convey spontaneity and honesty. A gentle retouching will be used, avoiding highly saturated colors.



Photography
People photography style

When the piece does not need to advertise the type of service excessively, this style can be used in which the person stars in the photograph, being in the center of the frame, and may or may not be accompanied.

of a mobile device. Again, in this style people will always be relaxed or smiling, with a natural attitude to convey spontaneity and honesty. A gentle retouching will be used, avoiding highly saturated colors.



Photography
Destination photography style

In pieces where the product is represented by another element, a photographic style may be used in which the destination stands out and where the person is another element of the landscape, once again placing themselves in

the center of the frame. In this style, people will also always be relaxed or smiling, with a natural attitude to convey spontaneity and honesty. A gentle retouching will be used, avoiding highly saturated colors.

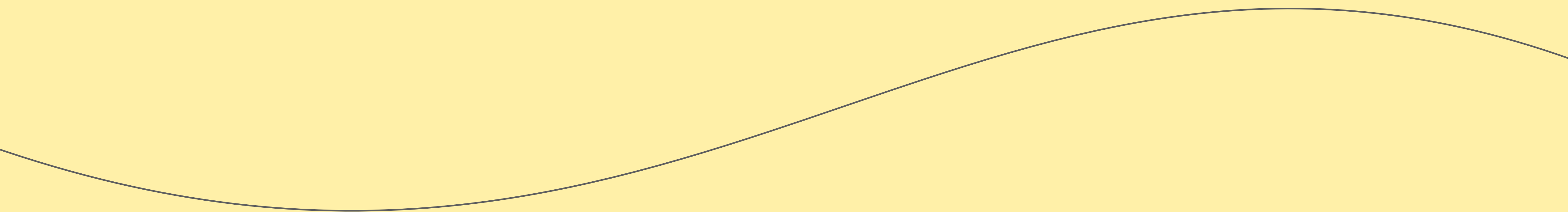


Photography
Texture photography style

This style treats the landscapes of different destinations as textures. It will be applied in those pieces where many destinations coexist together to release the visual load,

avoiding focusing attention on any person or monument. A gentle retouching will be used, avoiding highly saturated colors.

Verbal identity

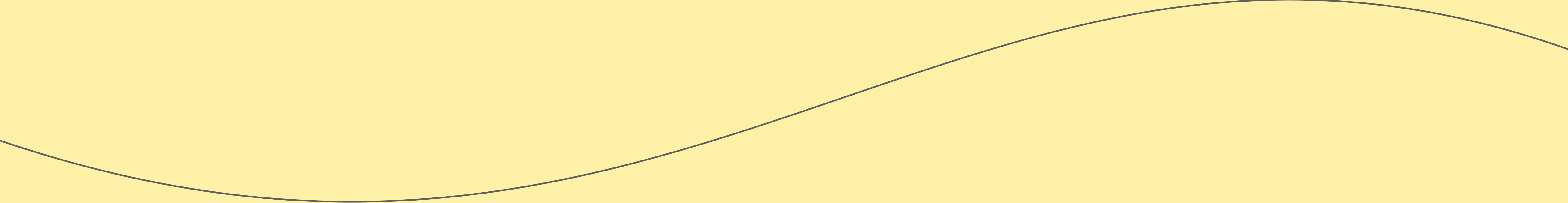


Our tone of voice has a lot to do with our values and personality.

We speak as we are and connect, because we are consistent and honest with ourselves.

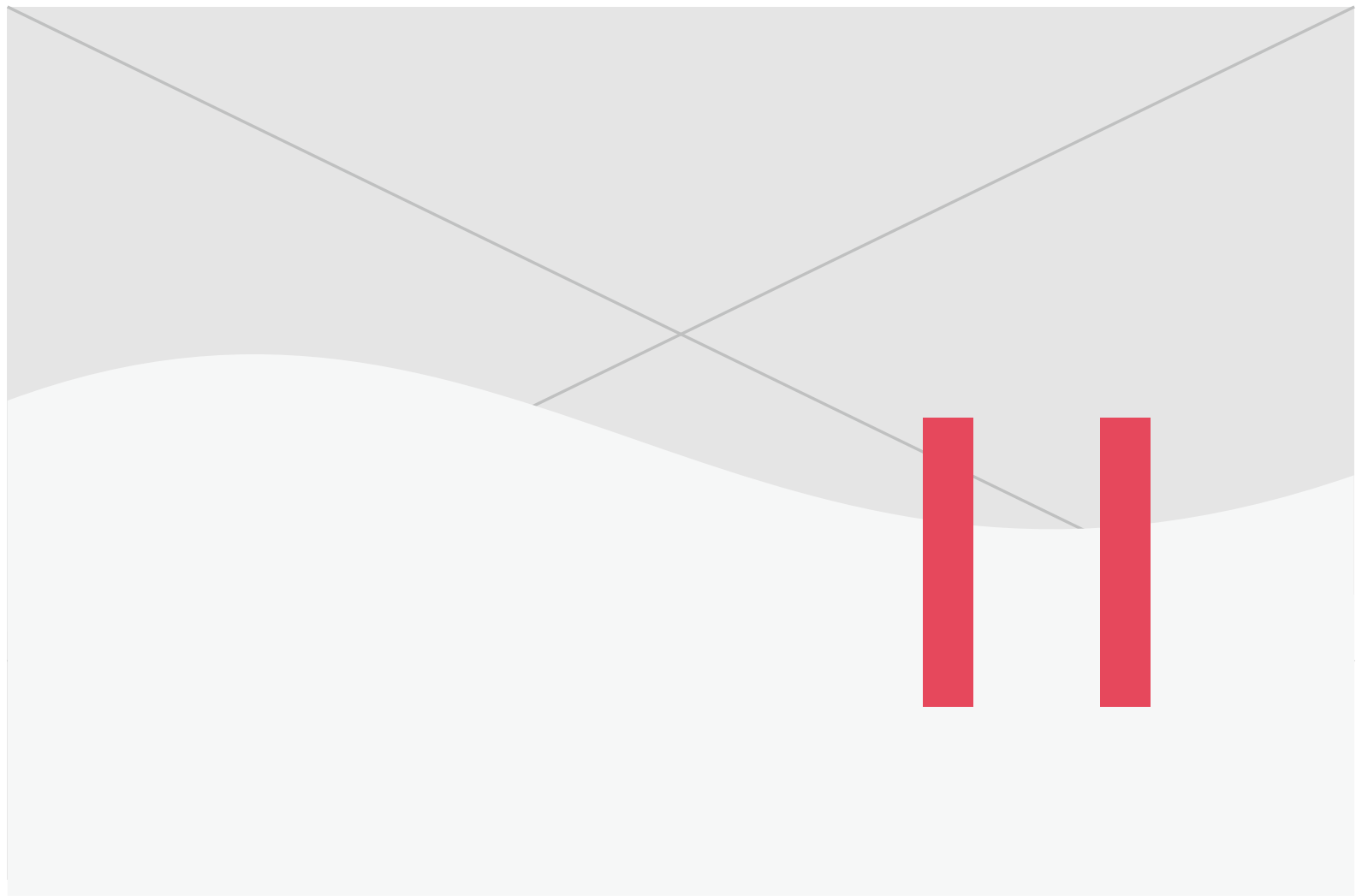
This manual works on the opportunities for contact and communication with the user, to learn more, **click here**.

Graphic system

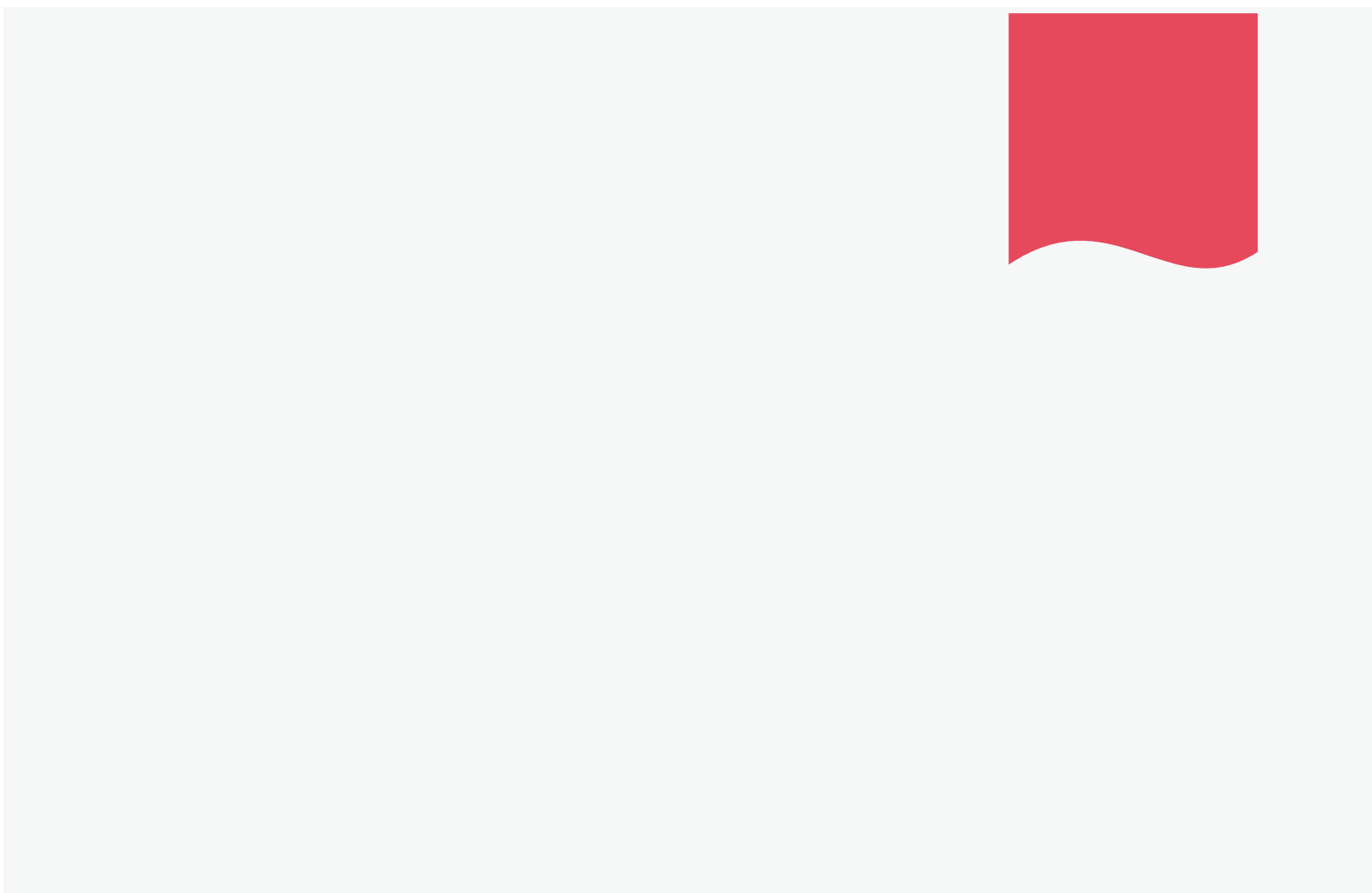




Curved cut on an image.



Imprint forming the “H” with the curved cut on an image.




Marker on solid background or image.


Graphic system
Graphic resources

Holafly has a series of graphic elements that should be used depending on the amount of brand footprint required by each piece. To download the resources, [click here](#).

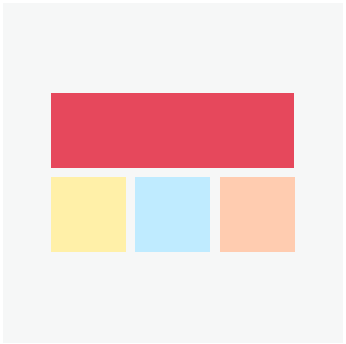
Basic elements



Typography

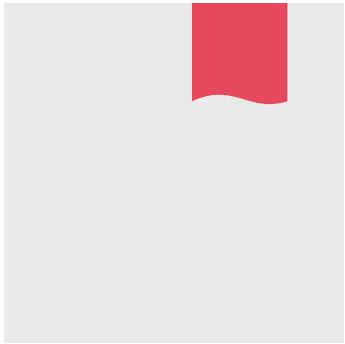


Photography

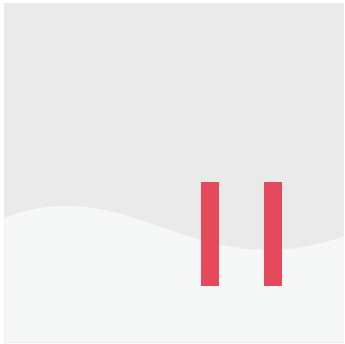


Colors

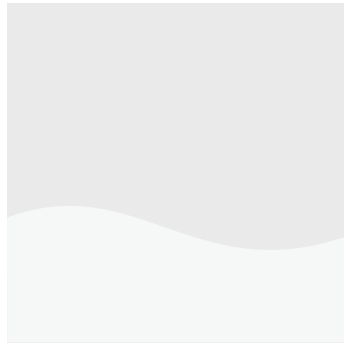
More brand footprint



Bookmark



H imprint



Curved cut

Graphic system
Graphic resources hierarchy

The different resources that make up the system are organized in the following scheme depending on the permanency and reminiscence of the brand, from smallest to largest brand footprint.

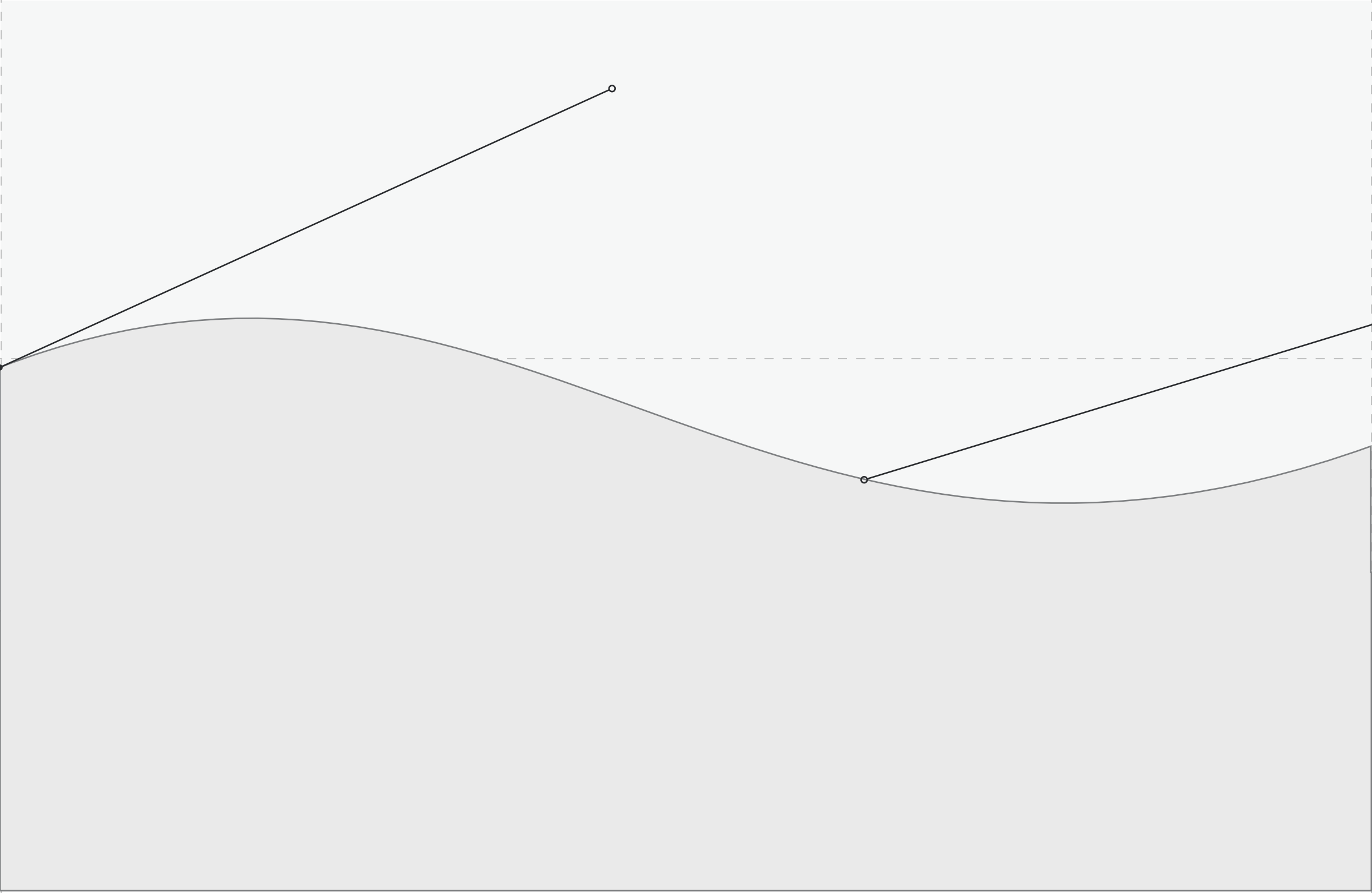
Less brand footprint

More brand footprint

Packaging	App	Stationery	Social media	Web	Advertising	Communication
Aa	Aa	Aa	Aa	Aa	Aa	Aa

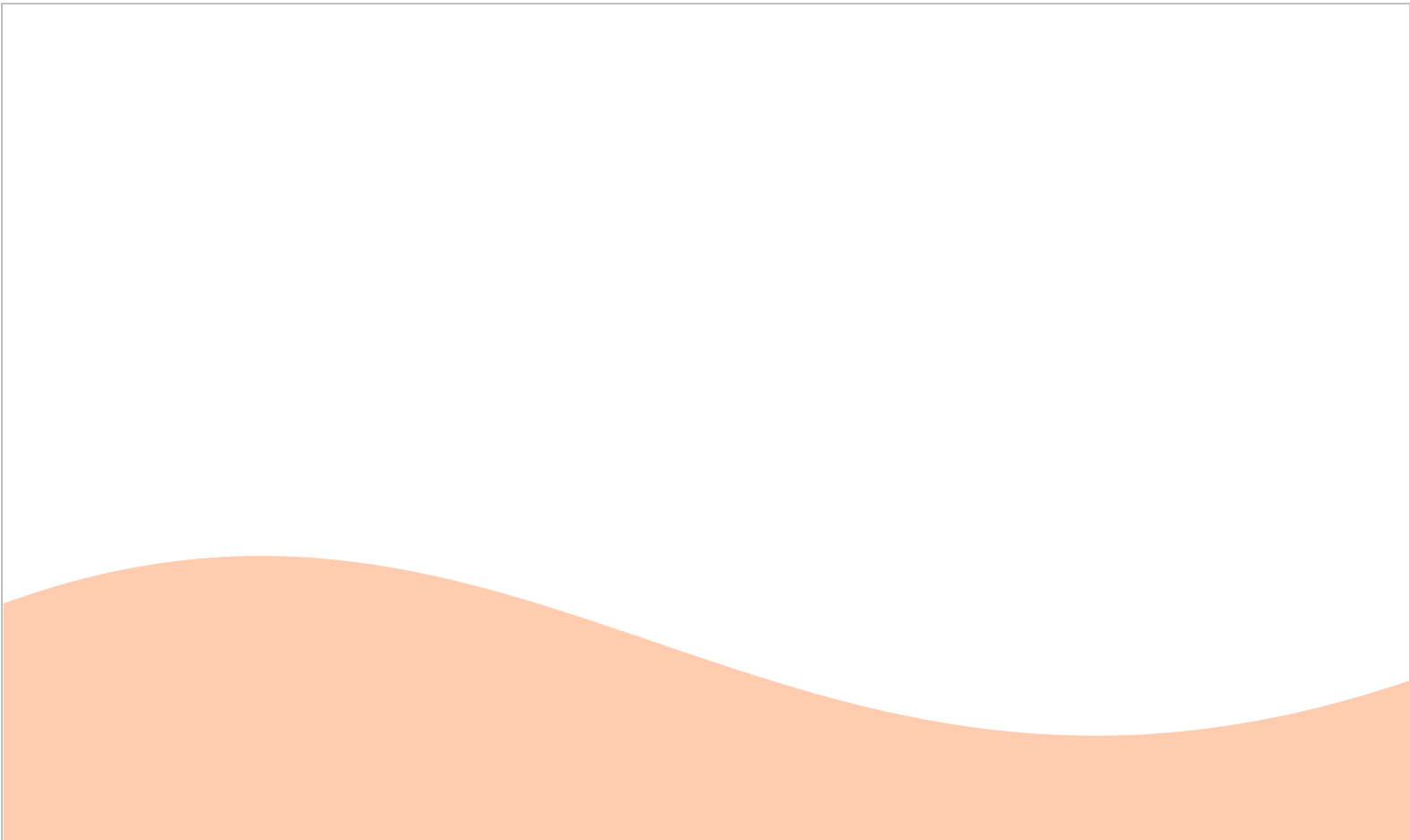
Graphic system
Use of graphic resources

Above are the recommended graphic resources for each type of application based on the brand footprint they require.



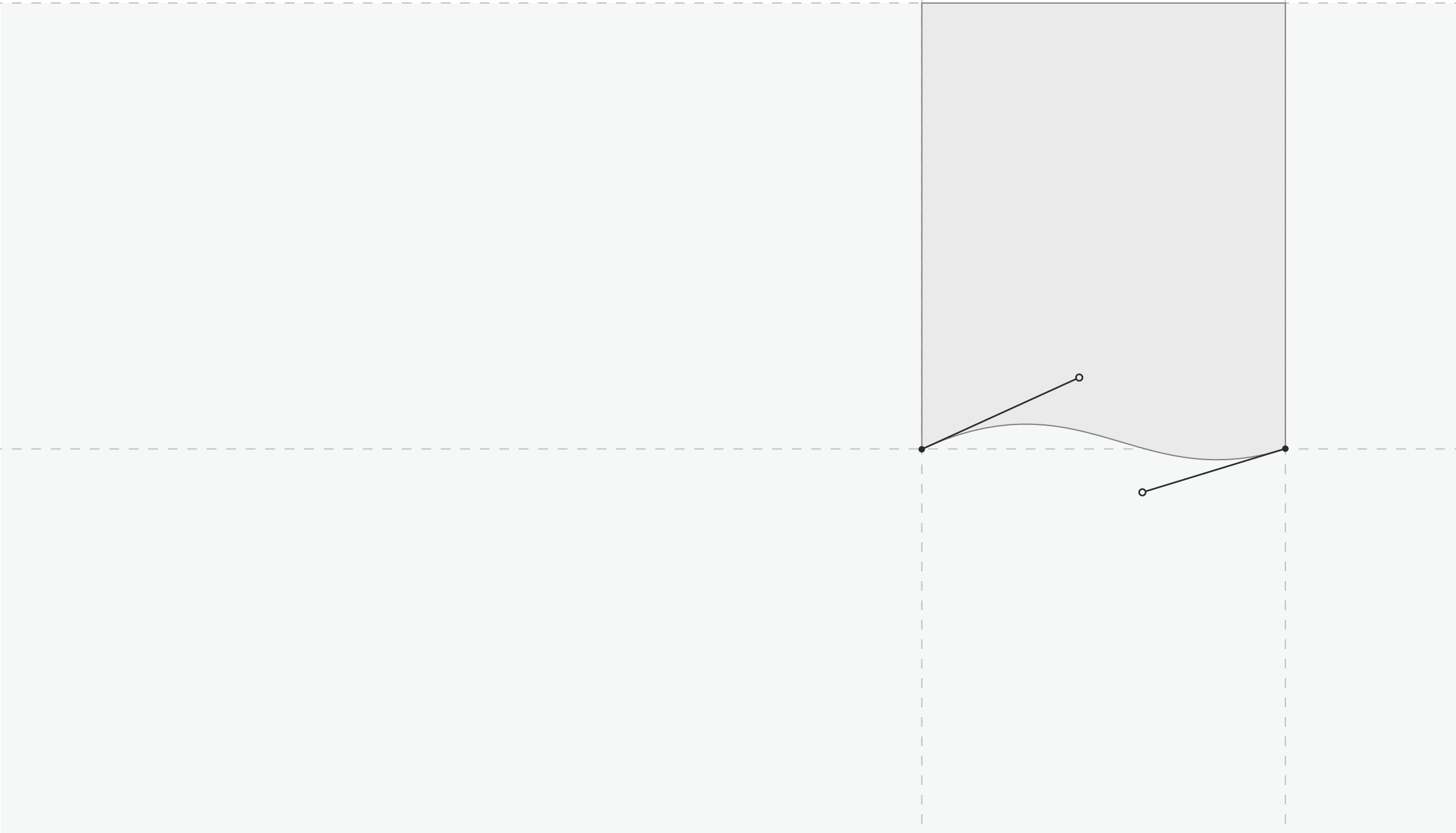
Graphic system
Construction of curved cuts

The curved cuts will occupy the full width of the format and will adapt in height to the needs. The curve will never be applied vertically. It should always be taken into account that the curve will only have two handlers, but in this case they can have the desired degree of inclination, as long as a smooth and fluid curve is guaranteed.



Graphic system
Color combination of cuts

Here are the color combinations
allowed for curved cuts.



Graphic system
Construction of markers

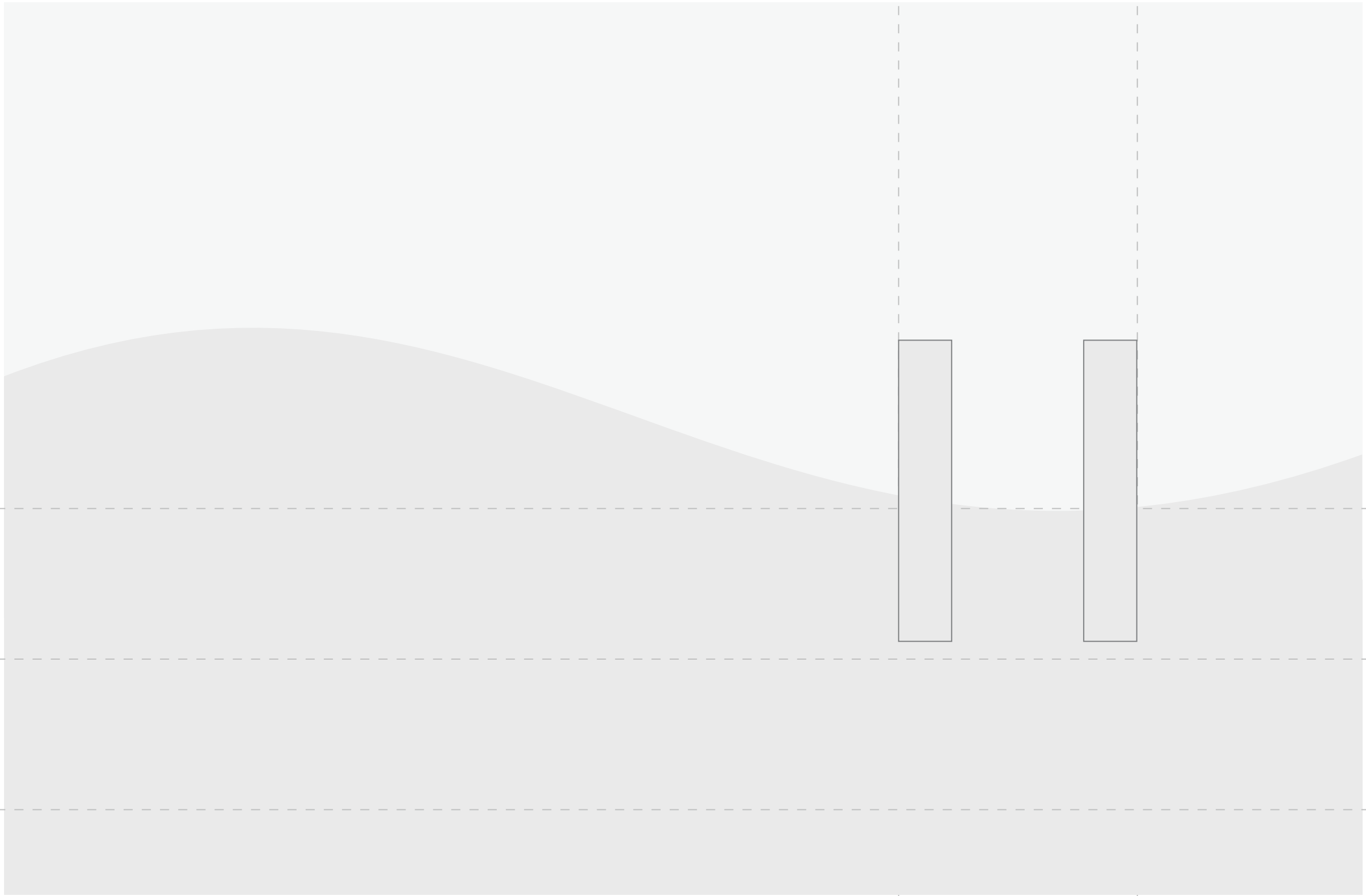
The markers will adapt in height and width to the needs. The curve will never be applied vertically. Whenever possible, they will be used in Holafly Pink and it should always be taken into account that the curve will only have two

handlers aligned in height, but they can have the desired degree of inclination, as long as a smooth and fluid curve is guaranteed.



Graphic system
Marker color combination

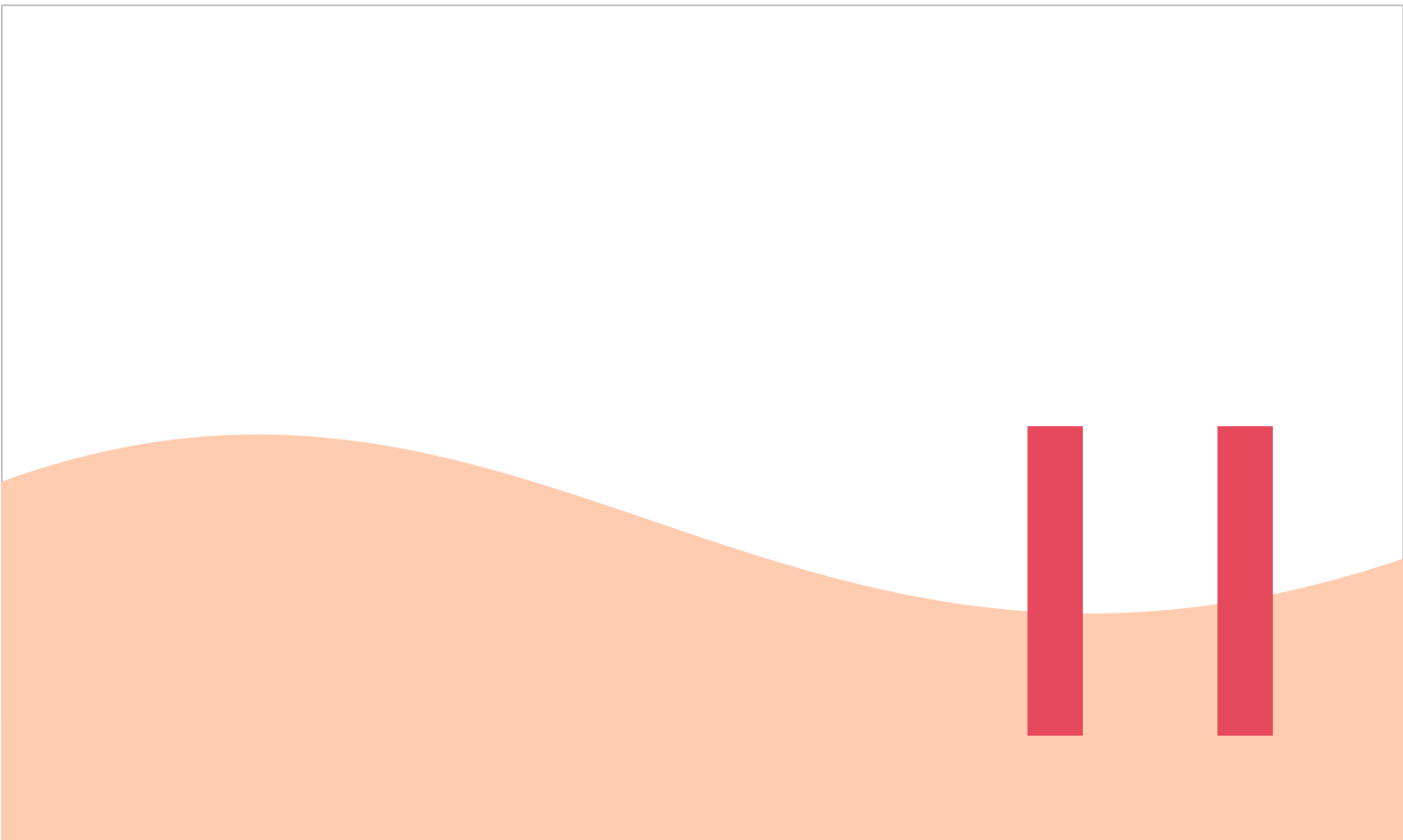
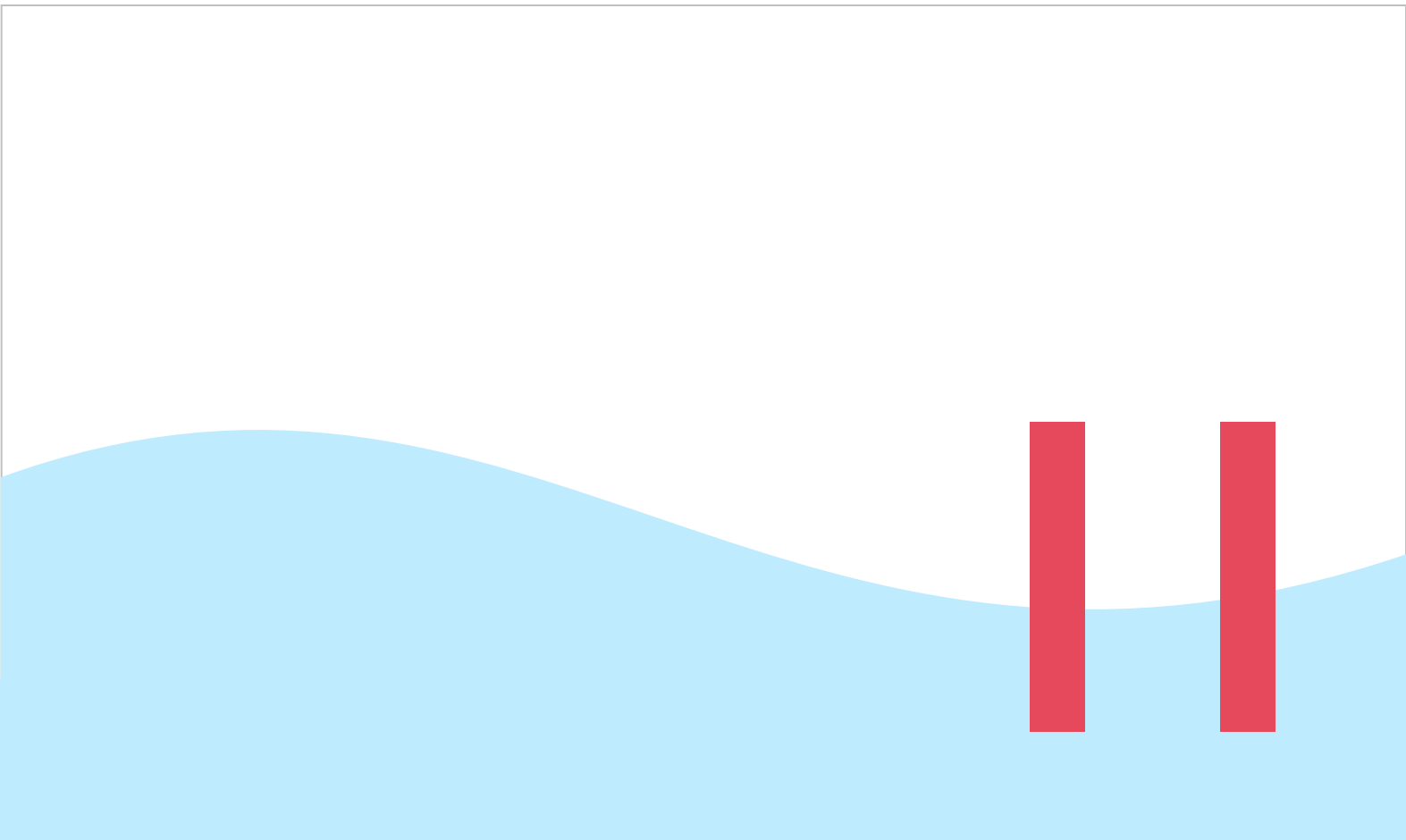
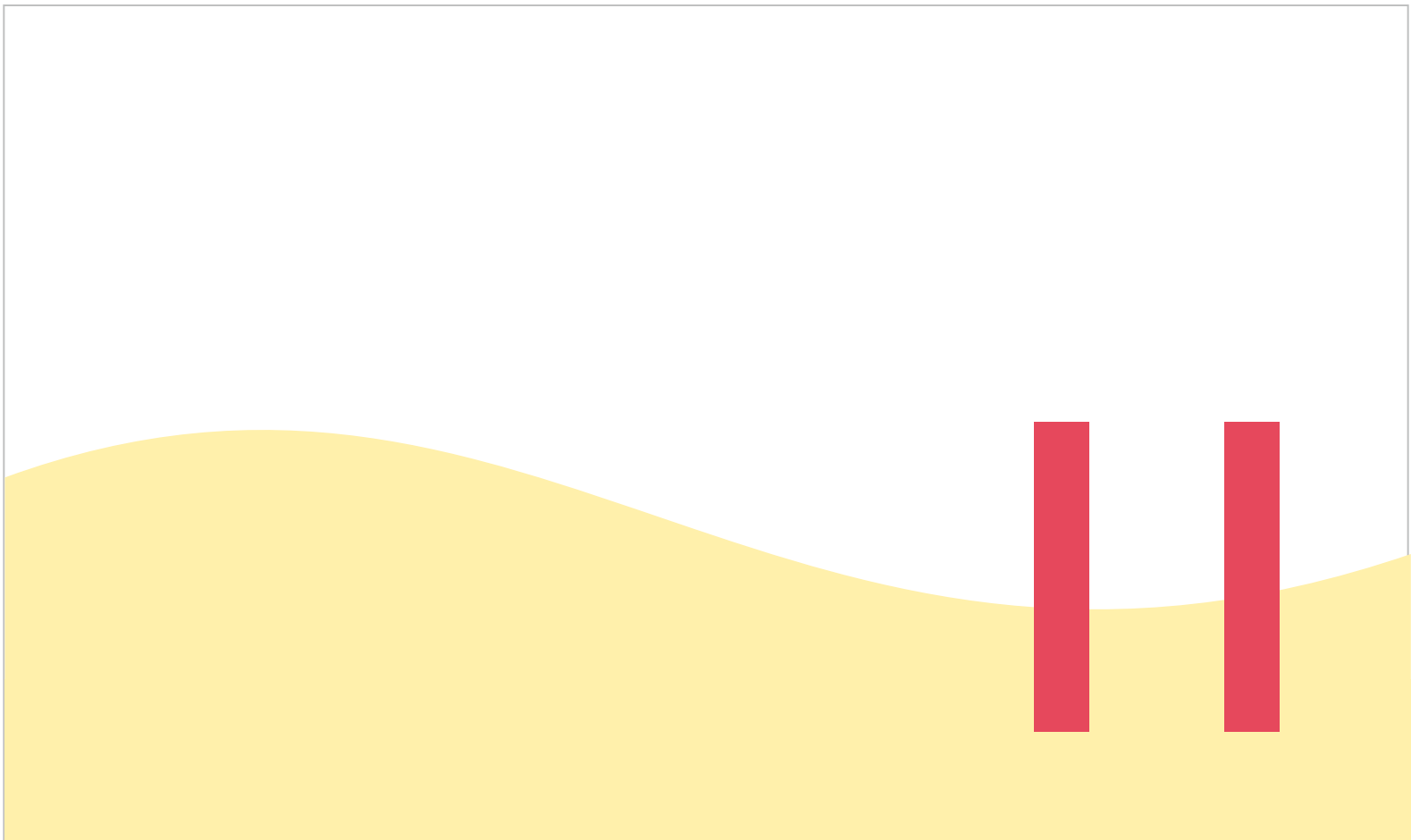
Here are the color combinations
allowed for markers.



Graphic system
Construction of H-shaped treads

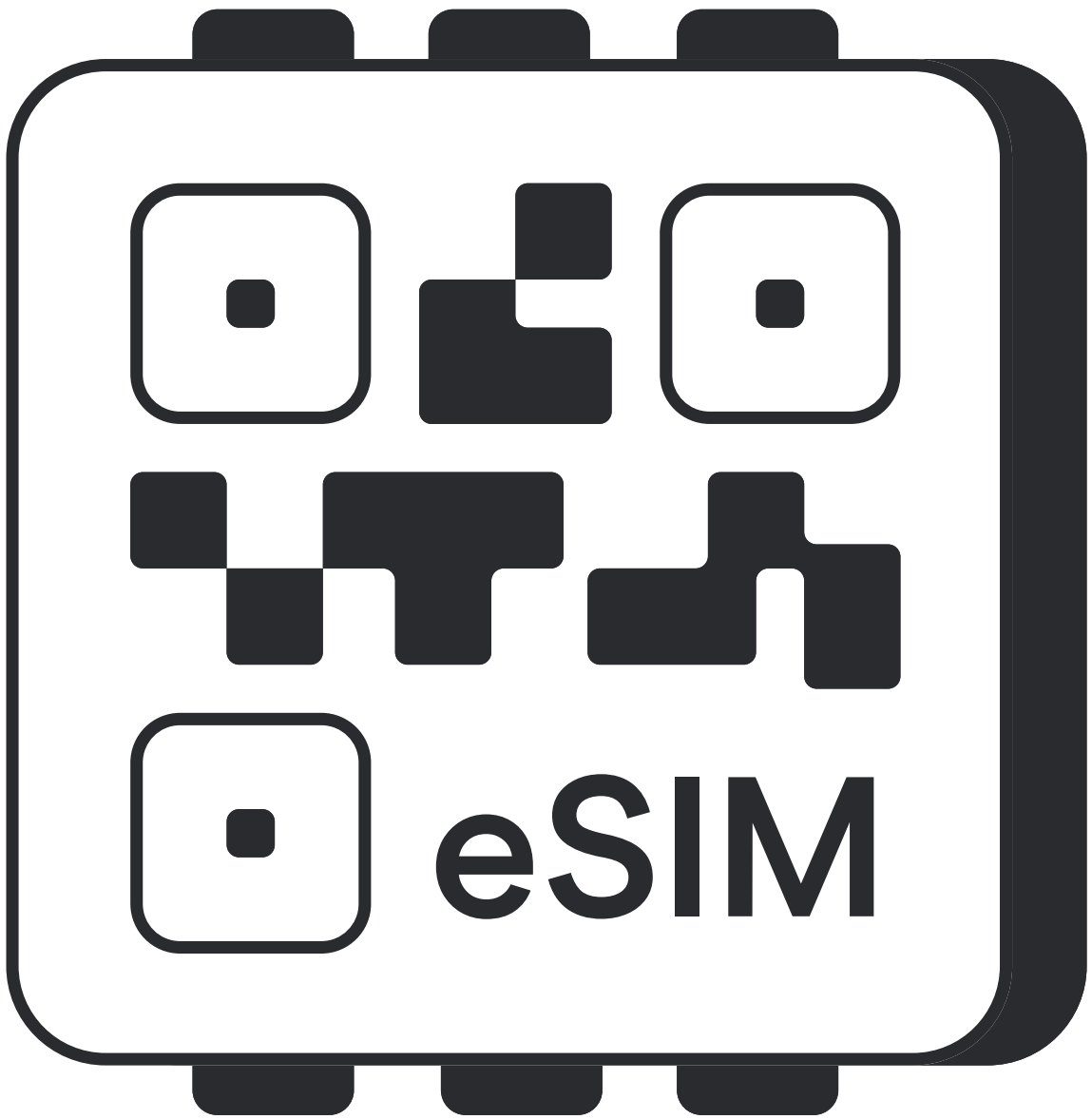
The H-shaped imprints are a combination of the curved cut (see construction on page 74) and the application of the vertical horns of the initial. These antlers will adapt to the size desired proportionally and will move to the

right end of the format with the curve cutting approximately halfway through the height. The antlers will never be applied horizontally as the intention is to represent it subtly.



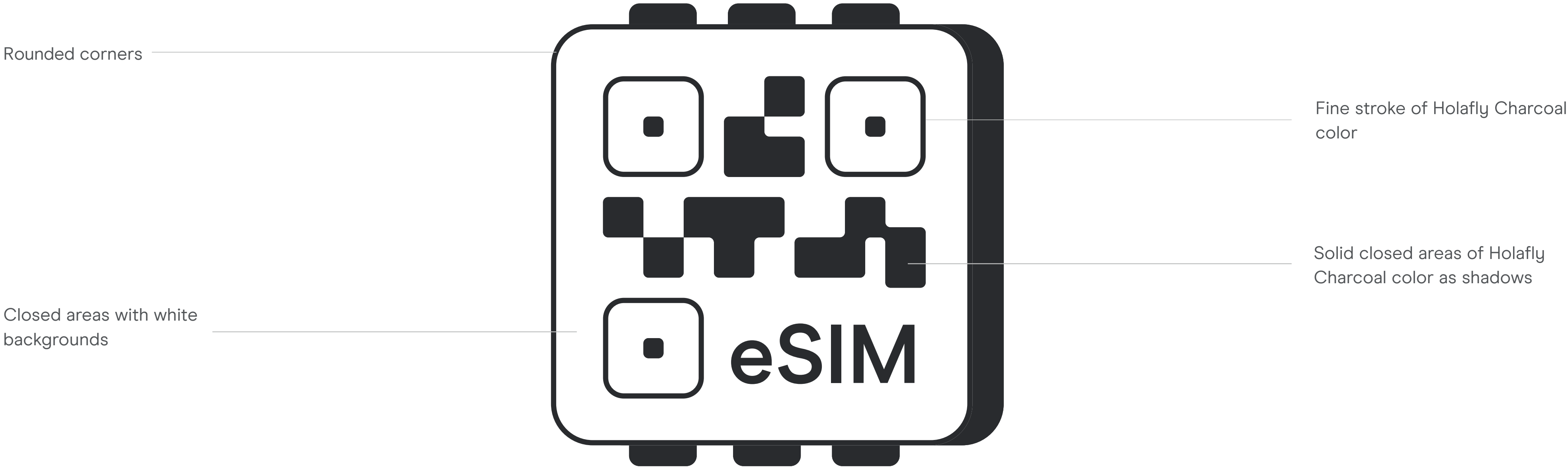
Graphic system
H-print color combination

Here are the color combinations allowed for H-shaped footprints. The stems of the H will always be in Holafly Pink to associate it directly with the logo.



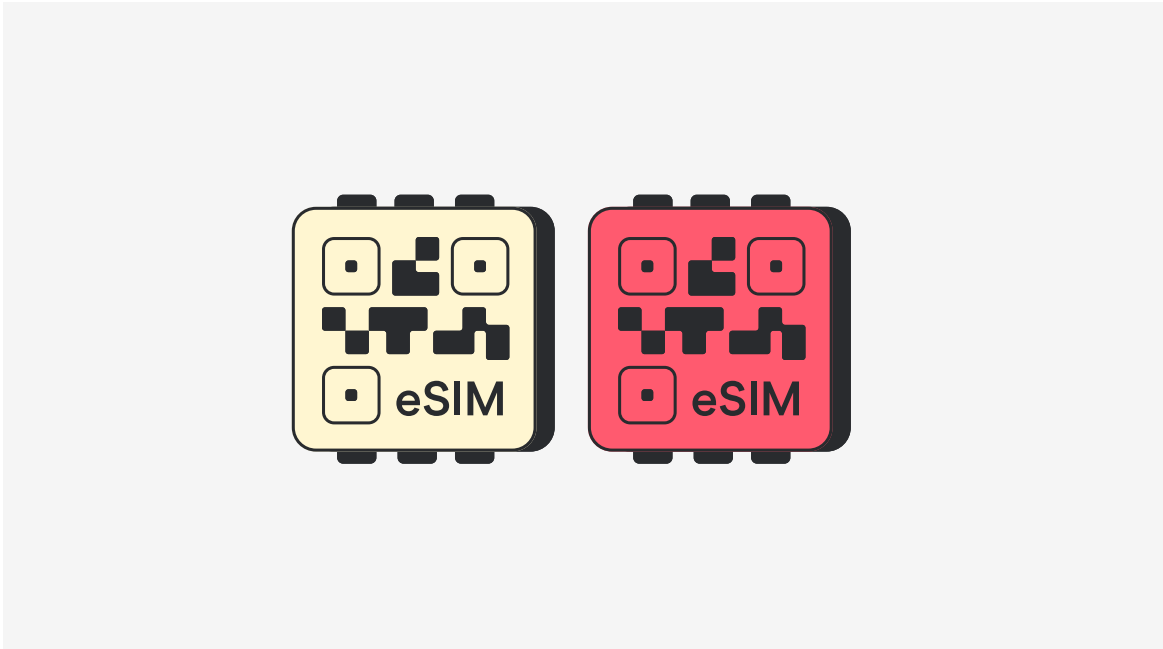
Graphic system
eSIM illustration

When referring to the eSIM this is the main illustration you should use.

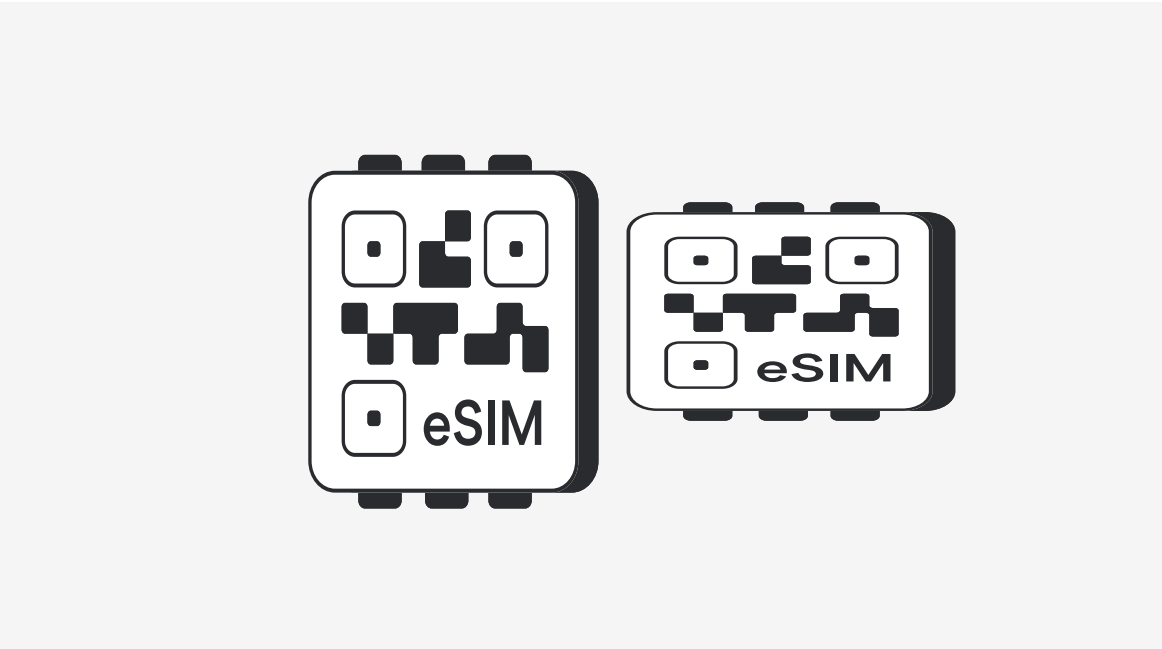


Graphic system
eSIM illustration

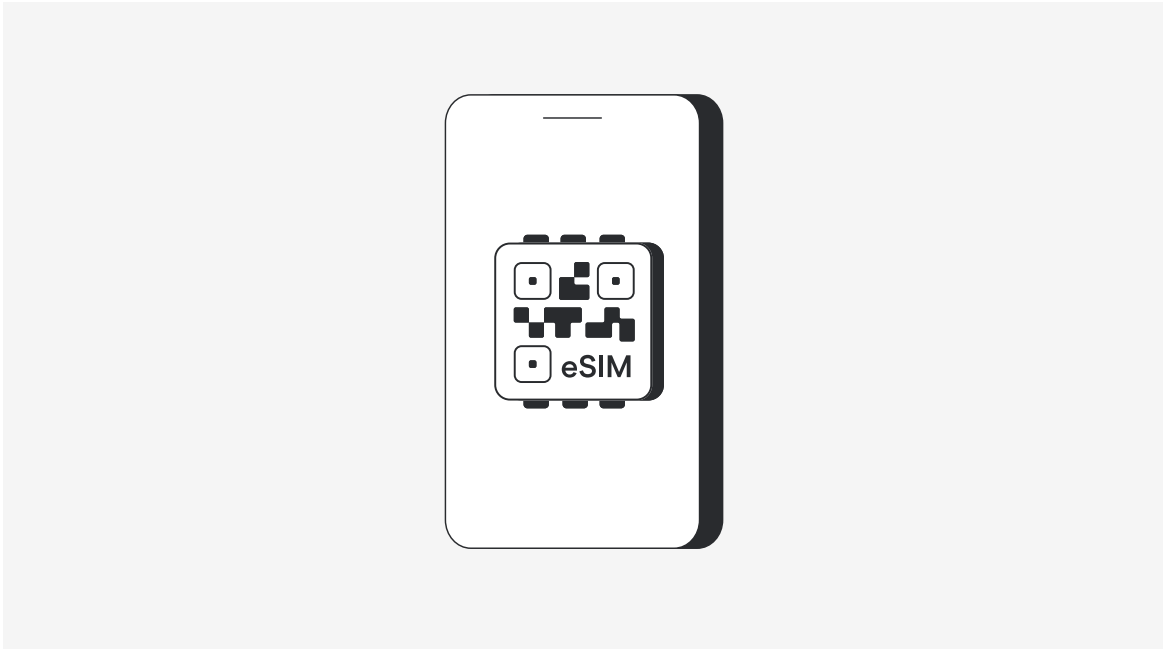
The illustration will be created based on this style to ensure a consistent brand footprint and must follow the characteristics described above.



Do not use with colors that have not been specified.



Do not widen/narrow or alter proportion.



Do not use on top of another illustration.



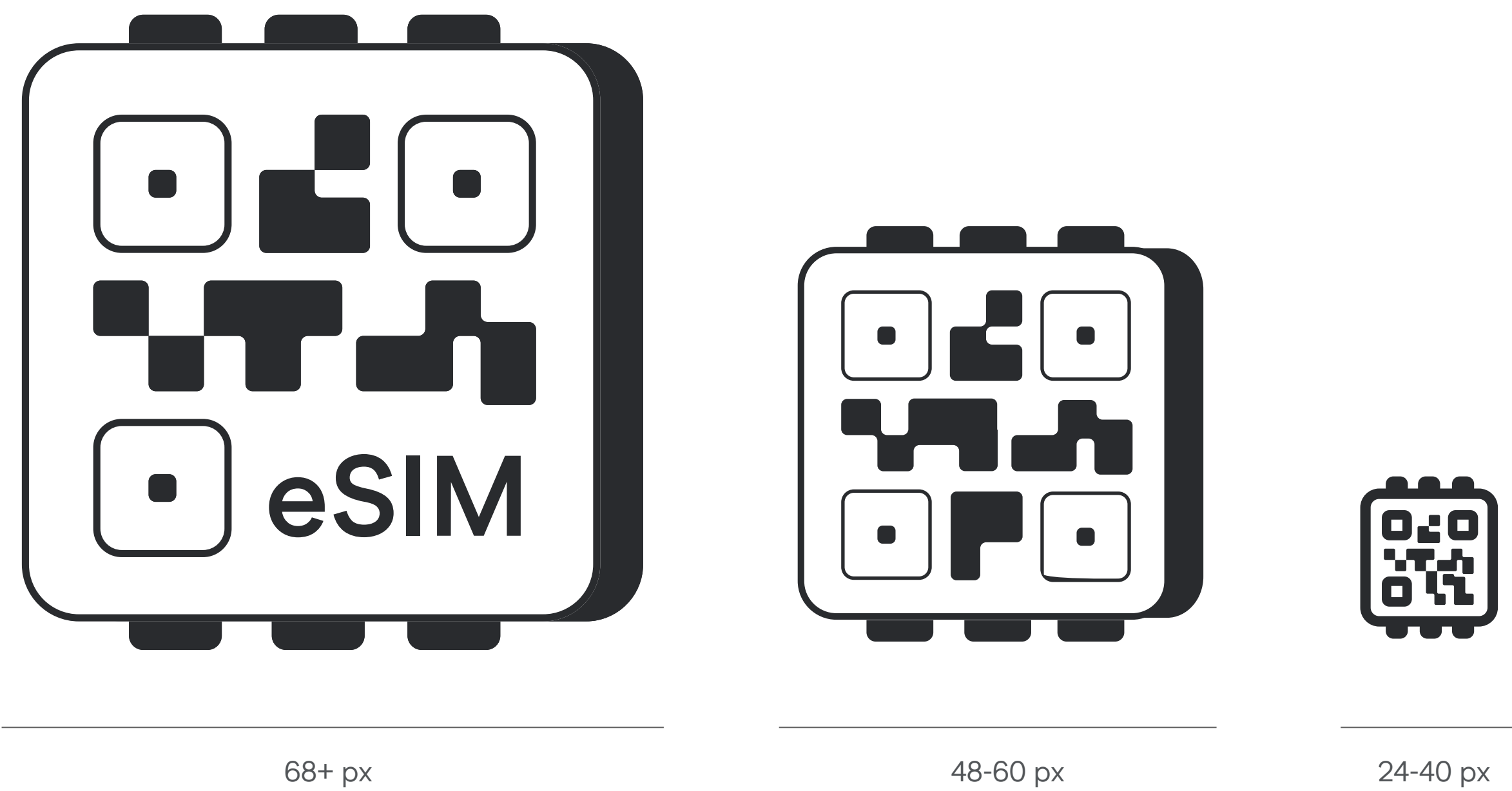
Do not add any effect or texture.



Do not change the distribution of the elements

Graphic System
Incorrect uses

To ensure the correct application of the brand and its visual consistency, the provided files should always be used. On this page we detail incorrect uses that should never be applied.



Graphic system
Minimum illustration size

There are 3 versions of the illustration to use according to the size you need. For example, if you are going to use it in a minimum size, use the smallest option do not resize the largest to make it smaller.

Right



3 interesting facts
about Holafly's **eSIM**

Wrong




3 interesting facts
about Holafly's **eSIM**

Wrong



3 interesting facts
about Holafly's **eSIM**

Applications



holafly_esim

Seguir

Enviar mensaje


168 publicaciones


20,5 mil seguidores


10 seguidos


Holafly | eSIM | Unlimited Data


Producto/servicio

 Have internet in more than 170 destinations.


 Best rated eSIM (4.7/5).

 Stay connected wherever you go.


 linktr.ee/holafly_esim + 3




Destinations




Questions



Compatibility



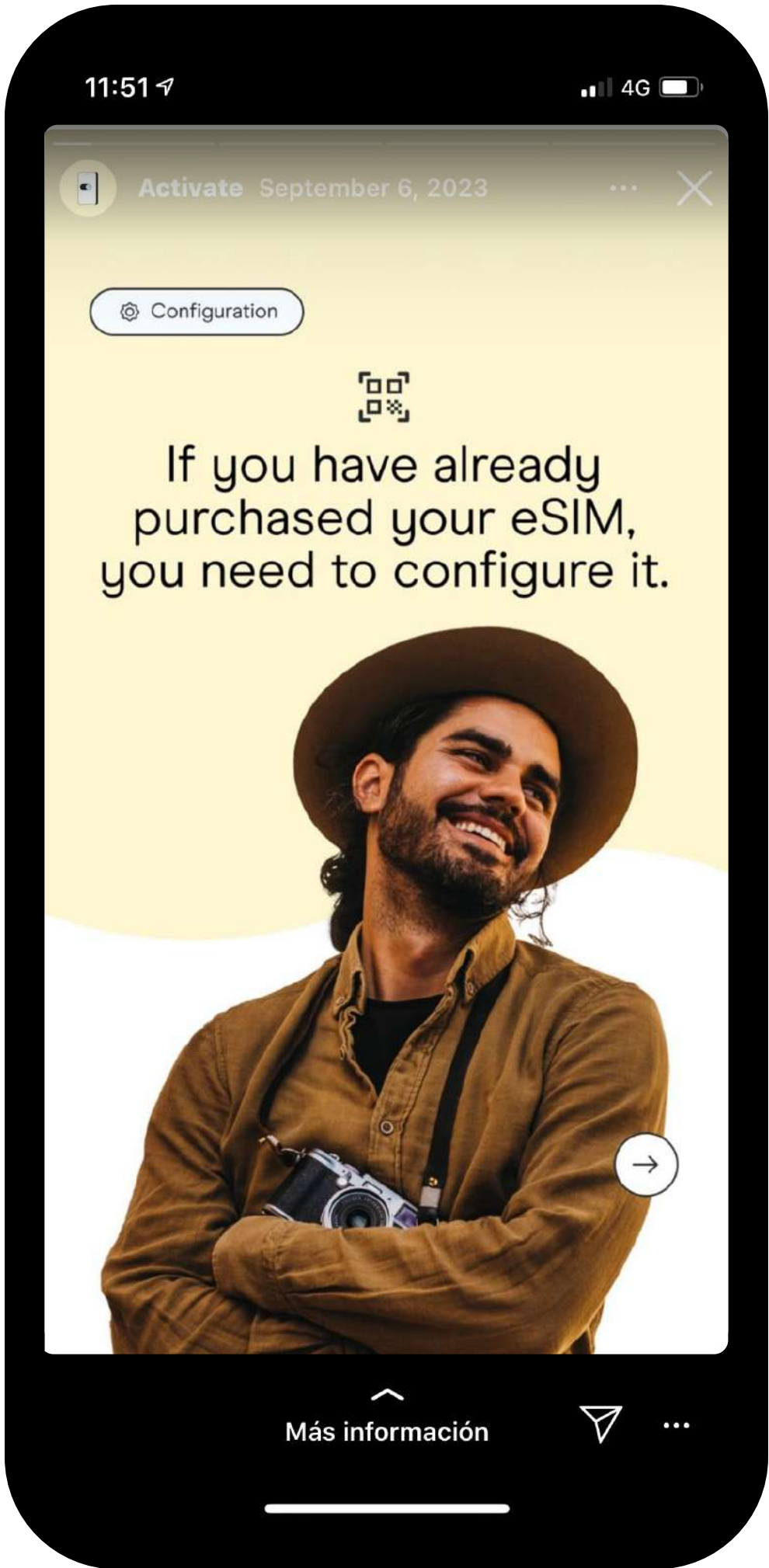
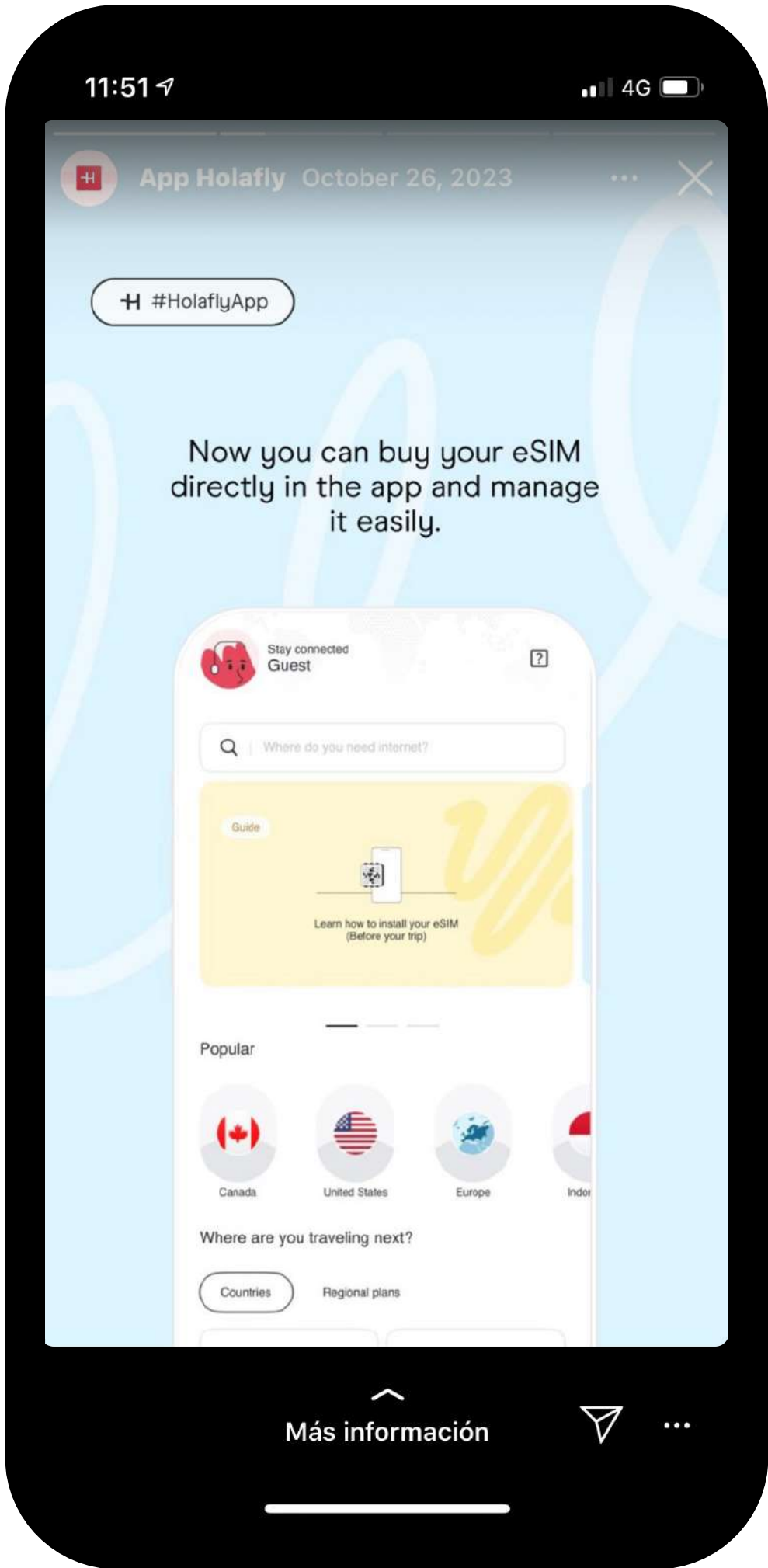
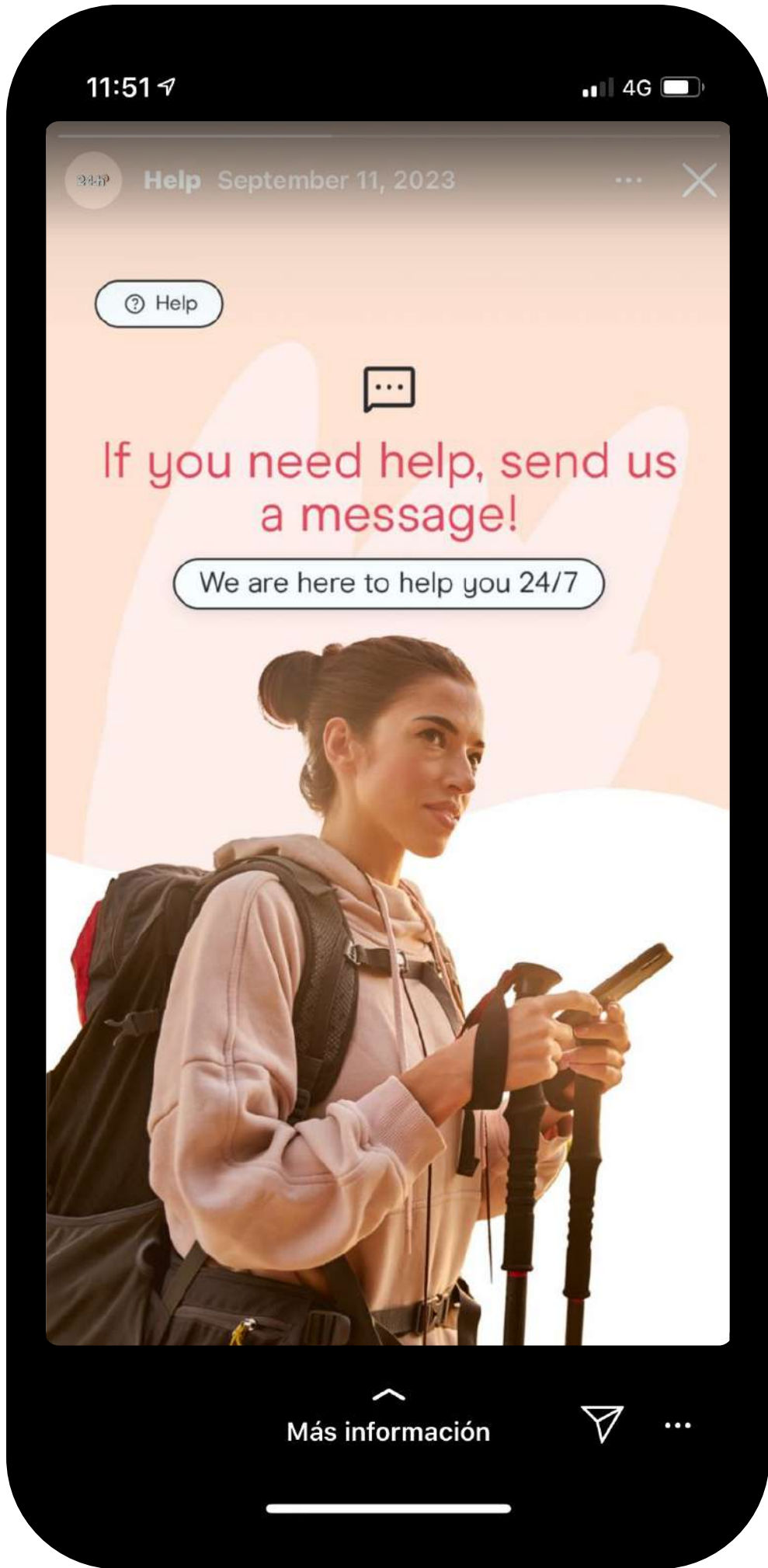
App

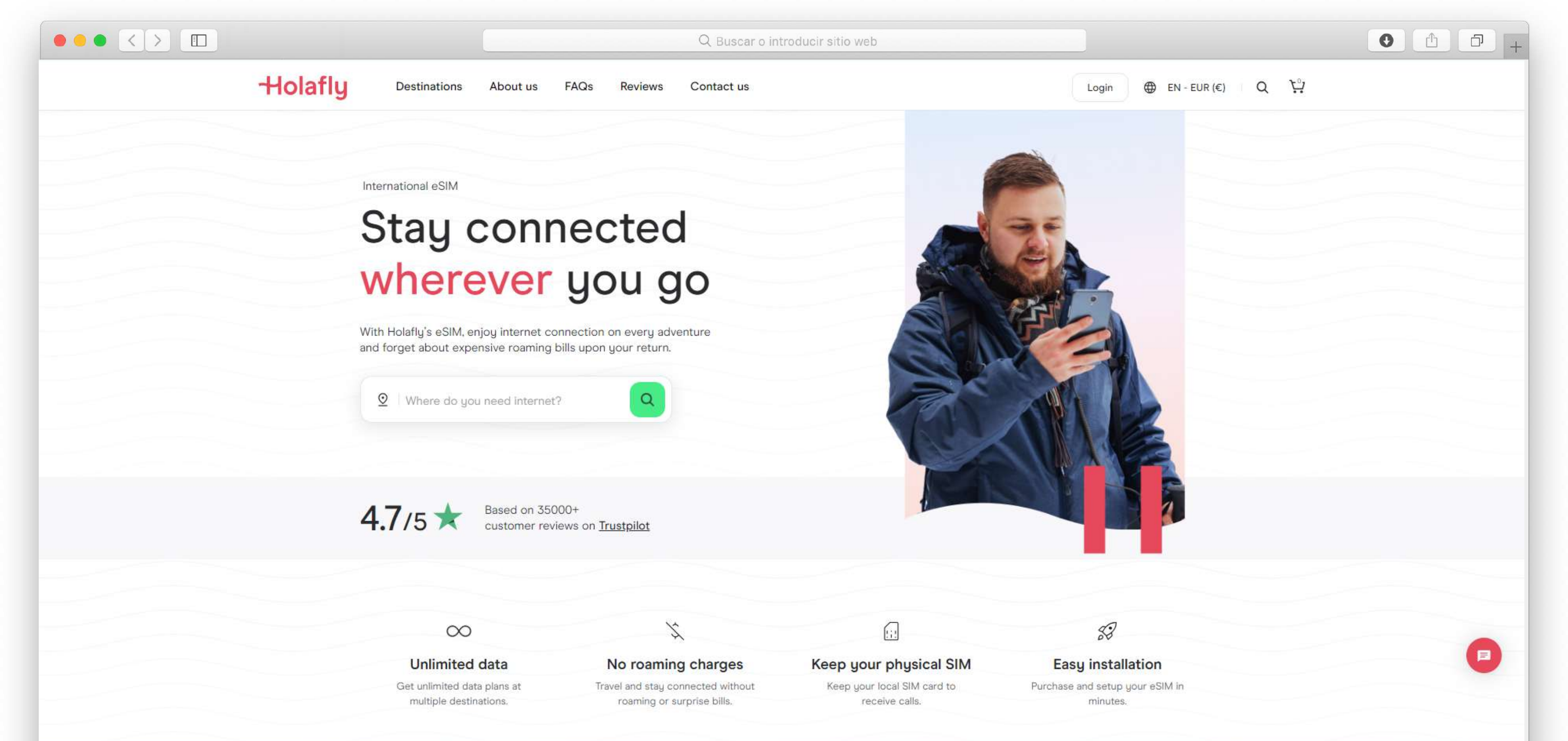


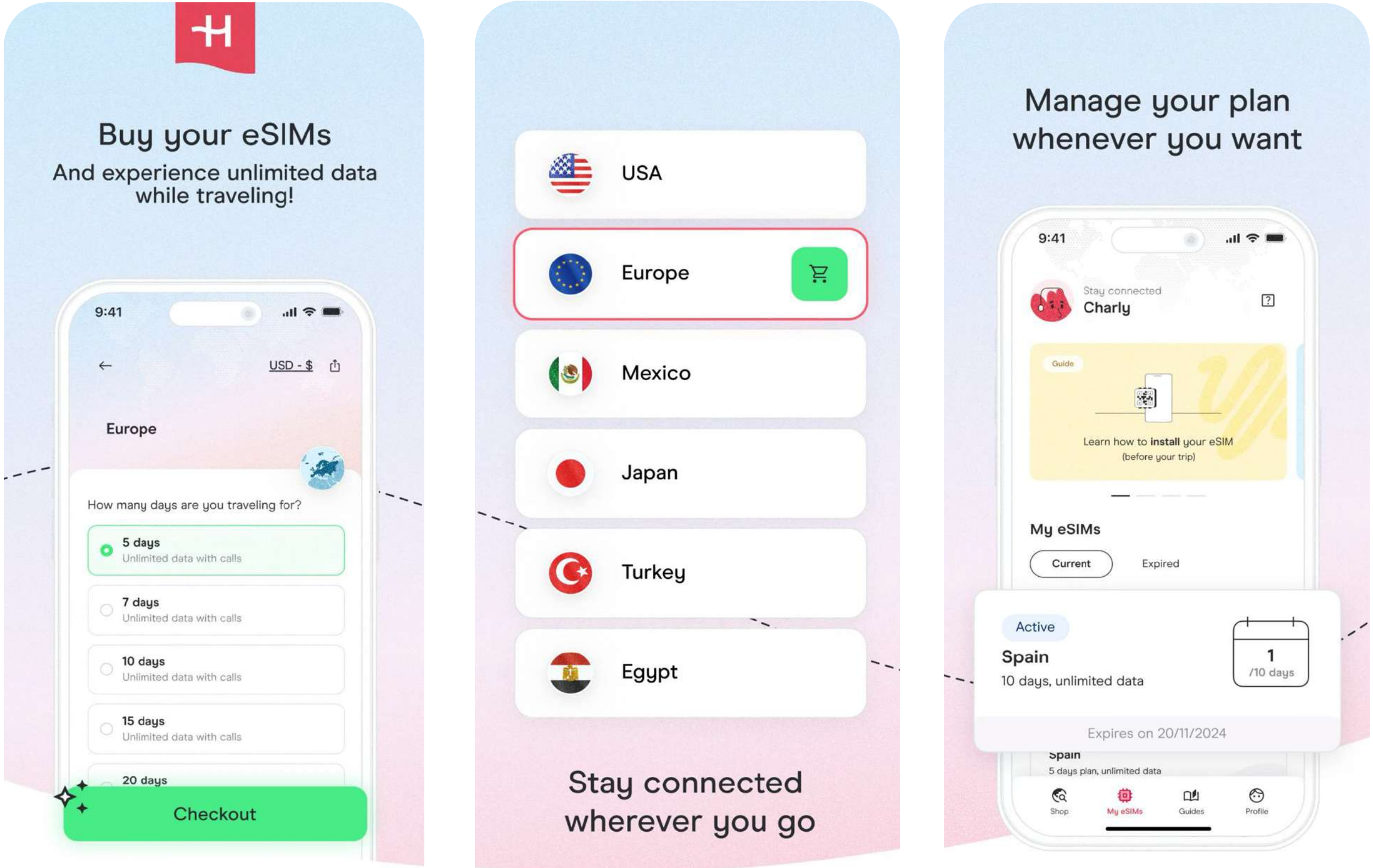
Set up

Applications
Social media profile

67







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For more information
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