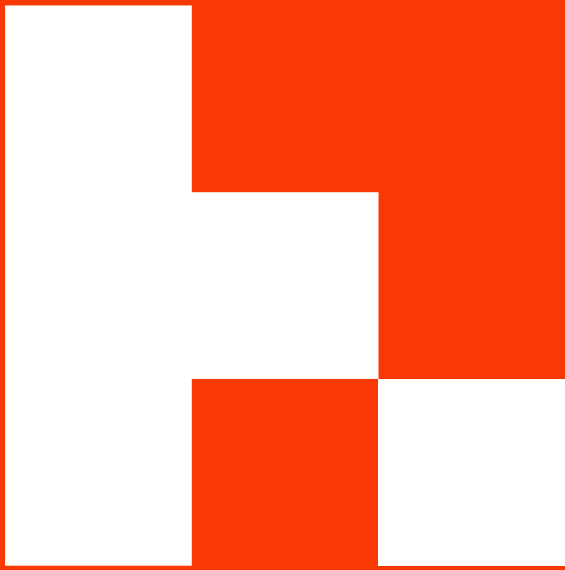


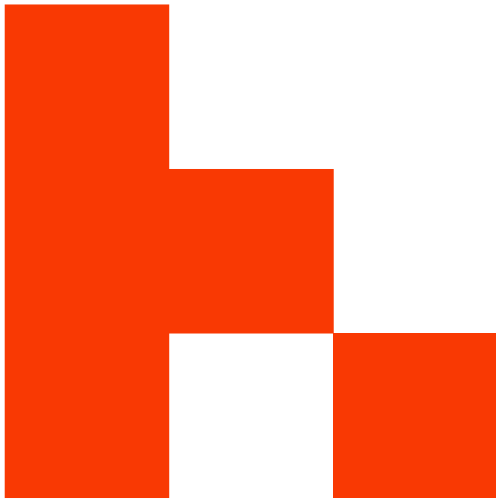


HOLOL

BRAND FOUNDATION

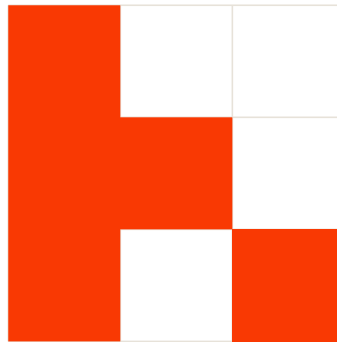
Production identity system / v1

Locked logo mark



MASTER MARK

The official Holol mark is a five-square lowercase h built on a strict 3 x 3 module. The geometry is locked. Only approved color treatment may change.



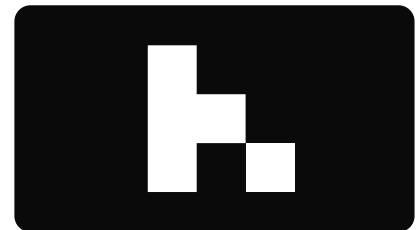
3 x 3 equal square module



ORANGE



BLACK



WHITE

USAGE RULES

Clear space: at least 0.5 module on every side. Minimum size: 16 px digital / 8 mm print. Never rotate, stretch, add outlines, round corners, add divider lines, apply gradients/effects, or reconstruct the mark from different blocks.

Core color system

**HOLOL ORANGE**

#F93903

RGB 249 57 3

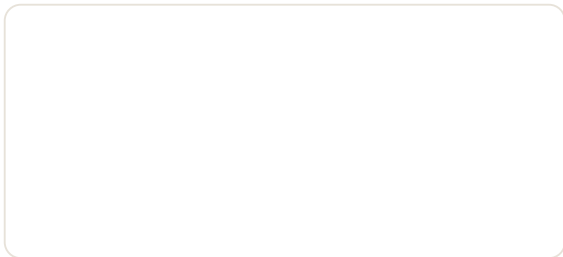
CMYK 0 77 99 2 (approx.)

**BLACK**

#0A0A0A

RGB 10 10 10

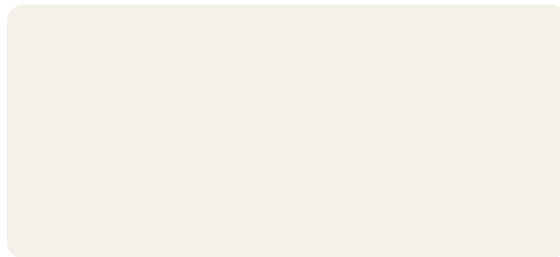
CMYK 0 0 0 96 (approx.)

**WHITE**

#FFFFFF

RGB 255 255 255

CMYK 0 0 0 0 (approx.)

**WARM PAPER**

#F4F1EA

RGB 244 241 234

CMYK 0 1 4 4 (approx.)

FUNCTIONAL UI STATES

**SUCCESS**

#22C55E

**WARNING**

#F59E0B

**CRITICAL**

#EF4444

**INFO**

#3B82F6

Orange is the brand signature. Functional colors communicate system state only; they are not campaign or decorative brand colors.

Type system

SATOSHI

Display / campaign

Use Satoshi Medium 500 and Bold 700 for headlines, large numbers, campaign statements and section titles.

INTER

Interface / body

Use Inter Regular 400, Medium 500 and Semibold 600 for product UI, labels, documentation and long-form copy.

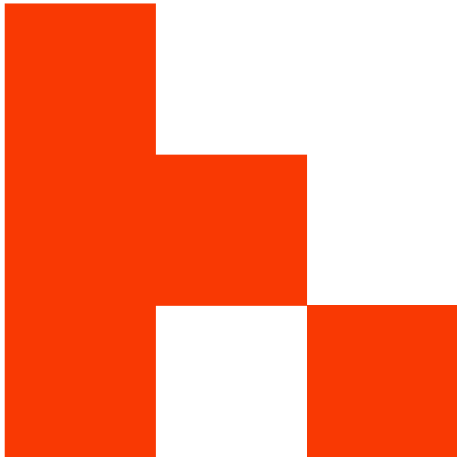
DISPLAY	56 / 60	Bold	Campaign hero
H1	40 / 44	Bold	Page title
H2	28 / 34	Medium	Section title
BODY	16 / 24	Regular	Core copy
LABEL	12 / 16	Medium	UI label / asset label

KNOW THE BUSINESS LIVE

one layer. total control.

from signal to action

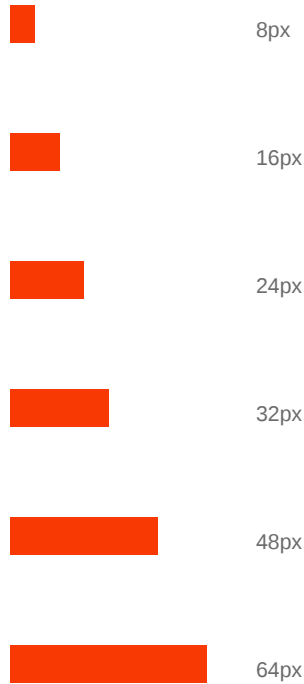
Grid and composition



THE MARK SETS THE GEOMETRY

Use square modules, hard edges and clear negative space. Avoid decorative shapes that do not relate to the system.

8 PX BASE SPACING



EDITORIAL / WEB

Desktop: 12-column grid. Mobile: 4-column grid. Use large type, product photography and one clear operational signal per composition.

PRODUCT UI

Cards and controls use 8 px radius; major panels 12 px. Keep density high but hierarchy obvious. Dark mode can lead for operations screens.

Where the brand appears



CAMERAS

Small mark on housing only. Preserve product readability; no oversized decoration.



EDGE / GATEWAY

Mark on chassis and device labels. Orange may identify Holol-owned hardware.



SCANNERS / DEVICES

Use only on devices supplied or controlled by Holol.



DASHBOARD + MOBILE

Mark in product chrome; orange for active actions and priority, not every surface.



ASSET + INSTALL LABELS

Use the mark, asset ID, location, device type, serial/QR/barcode as required.



SALES / WEB / SOCIAL

Real hardware and real business environments first. Swiss/editorial composition; minimal explanation.

Creator and partner rules

- 1 Use an exported logo file from this pack. Never redraw the mark.
- 2 Use orange, black, white and warm paper as defined here.
- 3 Use Satoshi for display and Inter for interface/body. Do not bundle font files.
- 4 For video: logo can appear as a clean cut/fade/scale; do not morph the geometry.
- 5 For graphics: use real Holol hardware, camera views, operational UI and real business environments.
- 6 Keep one dominant message per asset. Avoid backend diagrams unless the story specifically requires architecture.
- 7 Do not brand random merchandise, consumer products or objects that Holol does not supply.
- 8 When in doubt, default to black/white with one orange accent and generous negative space.

PRODUCTION FILES

logo/ SVG + PNG masters

app-icons/ app/fav icon treatments

developer/holol-brand-tokens.css

developer/holol-brand-tokens.json

README.md usage summary