



**know the
business live**

Production identity, product, hardware, marketing and motion system.

v1.0 / 2026

01 / BRAND CORE

One layer. Total context.



Holol is the operating layer for business operations. It connects cameras, hardware, stock, alerts and operational data into one live view, then turns signals into action.

cameras ● alerts ● stock ● security ● operations ●

Show the business first. Holol is the layer over reality.

02 / PRINCIPLES

What the brand should feel like

01

REAL OPERATIONS

Cameras, warehouses, stores, stock rooms, devices and real operational moments. Never abstract tech for its own sake.

02

SIGNAL OVER NOISE

Clear hierarchy, restrained copy and one obvious action. Orange marks what matters now.

03

PHYSICAL + DIGITAL

Hardware and software belong to the same system. Show the connection without over-explaining the backend.

04

CONTROL WITHOUT DRAMA

Calm, precise, premium. Security can feel serious without looking militarized or fear-based.

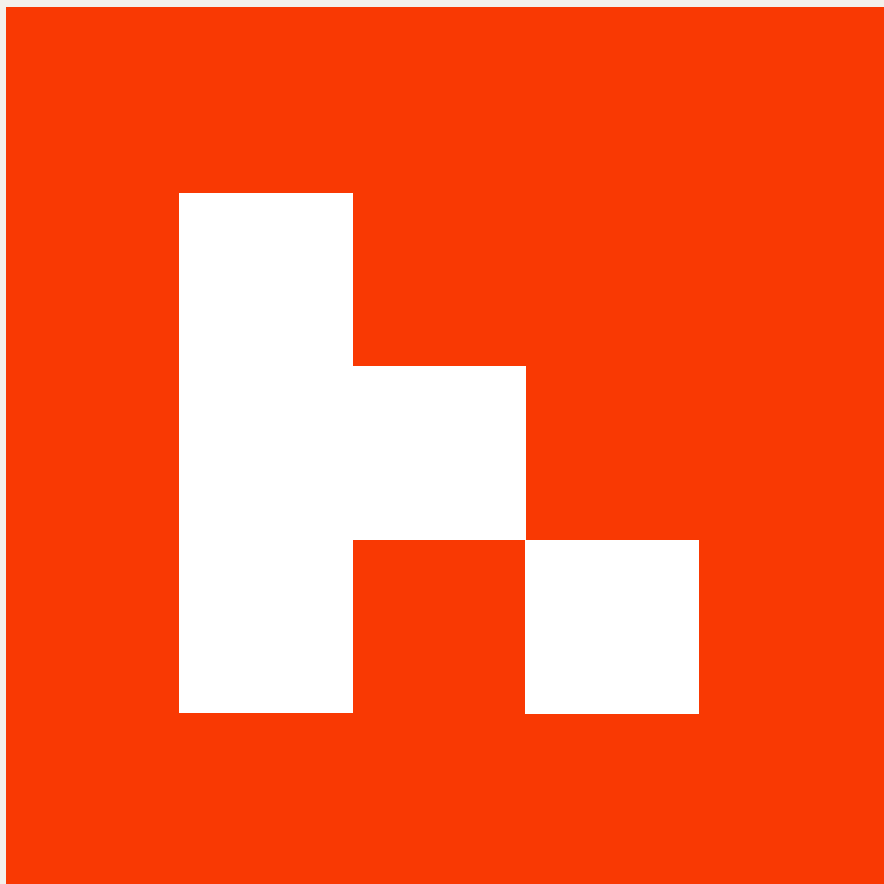
03 / CONTENTS

The working system

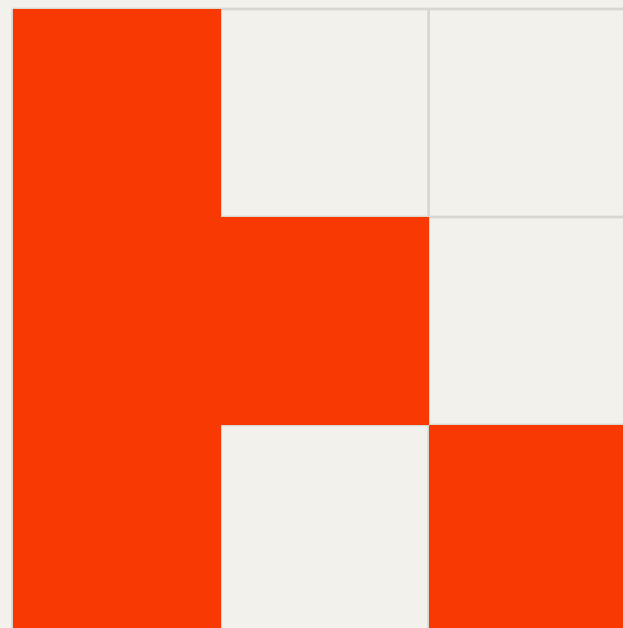
04-08	Identity	logo / color / type / geometry
09-11	Visual language	graphics / icons / photography
12-16	Product + hardware	devices / UI / alerts / mobile
17-18	Marketing	templates / copy / sales
19-20	Motion + video	motion assets / creator rules
21-24	Handoff	files / partners / quick reference

04 / LOGO

The locked h mark



3 X 3 MODULE GRID

**DO NOT REDRAW**

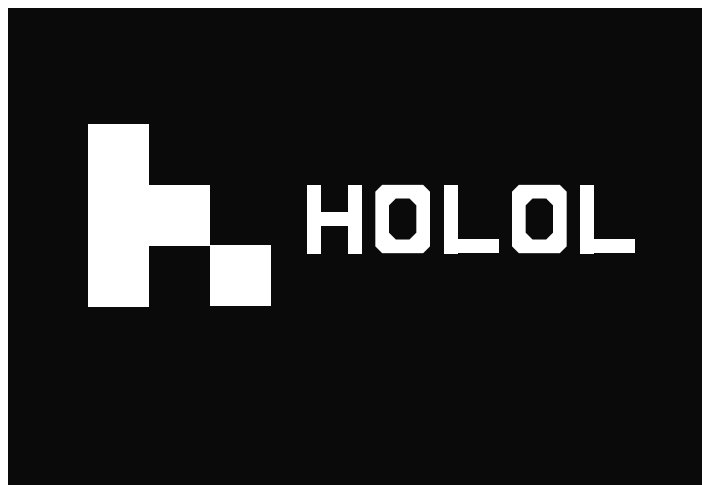
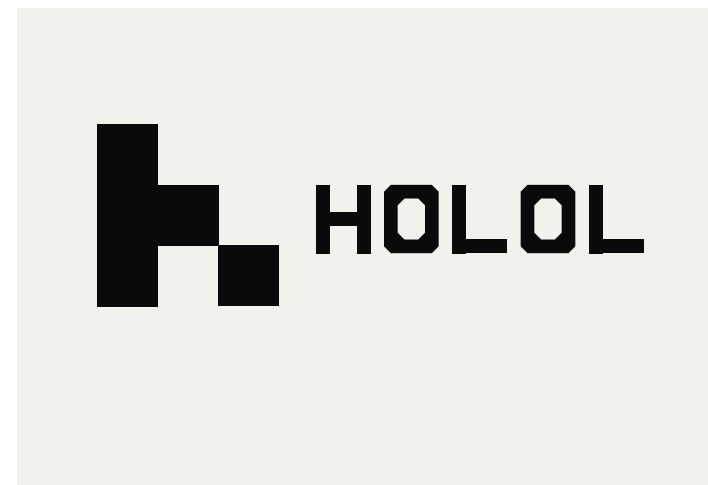
Use the supplied SVG/PDF master. Do not reconstruct the mark by eye.

05 / LOGO

Approved versions

**PRIMARY**

Orange mark + black wordmark

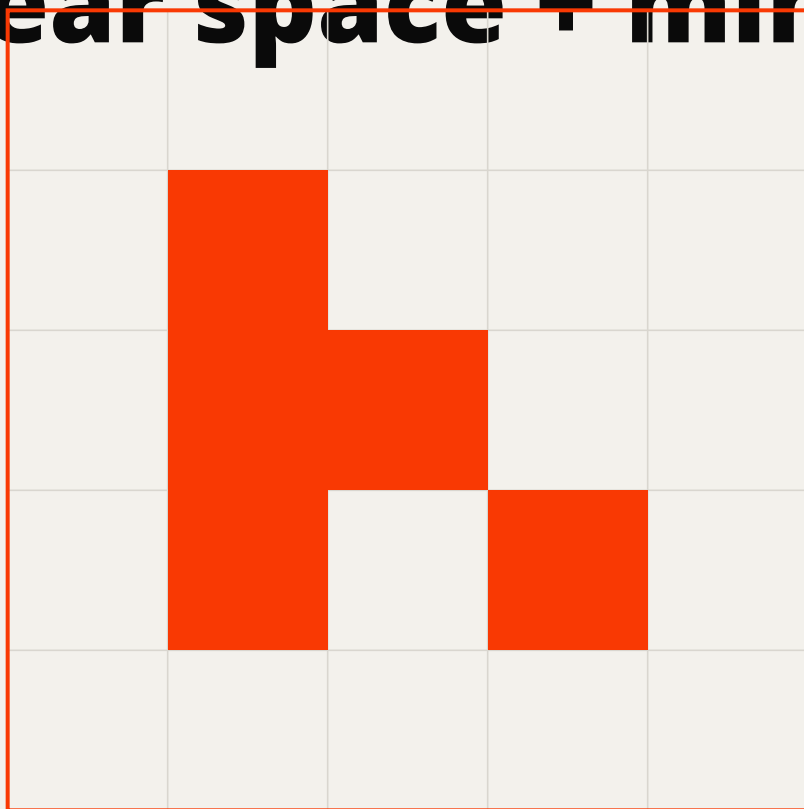
**DARK****MONO**

Black lockup on light

Use the mark alone only when the Holol brand is already established: app icon, favicon, product nav, device badge or repeated campaign system.

06 / LOGO

Clear space + minimum size

**1 MODULE MINIMUM**

Keep one square module of clear space on every side.

DIGITAL

64 px



32 px



16 px minimum

PRINT

8 mm minimum mark height

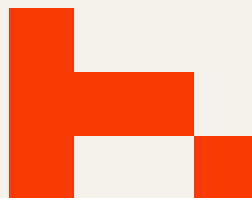
Below minimum size, use the mark only - not the full lockup.

07 / LOGO

Never change the geometry

**ROTATE**

Keep the mark upright.

**STRETCH**

Preserve exact proportions.

**OUTLINE**

Never stroke or hollow it.

**ROUND**

No rounded module corners.

**SEAMS**

No internal square lines.

**EFFECTS**

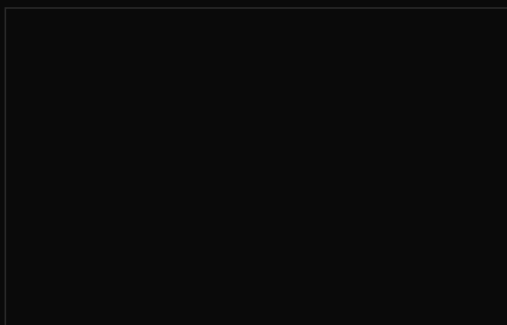
No glow, bevel or gradient.

08 / COLOR

Orange is the signal

**HOLOL ORANGE**

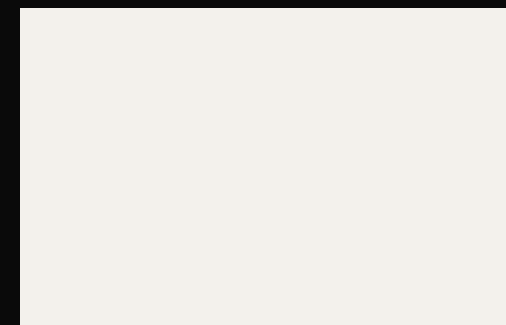
#F93903

**BLACK**

#0A0A0A

**WHITE**

#FFFFFF

**EDITORIAL CREAM**

#F3F1EC

Brand graphics may use full orange. Product UI uses orange more sparingly for active state, attention and action.

Green, amber, red and blue are product status colors only. They never replace Holol Orange as the brand signal.

09 / TYPE

Direct, technical, human

DISPLAY / CAMPAIGN

Satoshi

Preferred when licensed. Bold / Medium. Large, short statements only.

UI / PRODUCT / DOCUMENTS

Inter

Regular / Medium / Bold. The universal production typeface for product, templates and technical information.

TYPE SCALE

Display XL	72 / 72	short campaign lines
H1	40 / 44	primary page titles
H2	28 / 32	section headings
Body	16 / 24	paragraphs
Label	12 / 16	metadata / controls

DATA

99.8%

Use tabular numerals for operational metrics where available.

10 / LAYOUT

Swiss structure. Square logic.



12 COLUMN DESKTOP

8 px

base spacing unit

4 columns

mobile grid

square

brand modules and image crops

left aligned

default typography

asymmetric

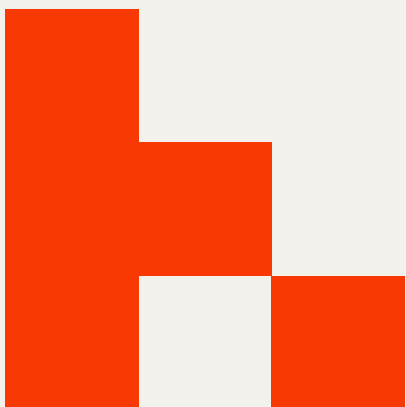
preferred composition

0-4 px

brand / UI corner radius

11 / GRAPHICS

Build with the same geometry



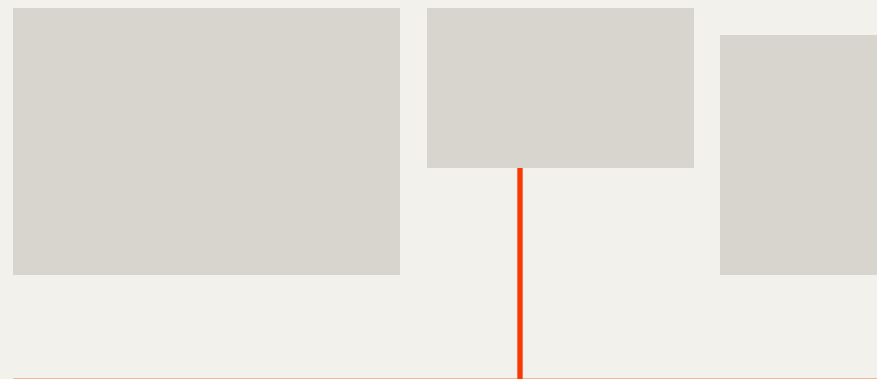
MODULE

Repeat square geometry without turning it into a pattern everywhere.



SIGNAL BAR

Use orange bars, rules and ticks to mark action or status.



CROPPED WINDOWS

Editorial crops and restrained collage can show multiple layers of operations.

Avoid generic AI networks, neon circuit diagrams, floating data clouds, fake server diagrams and decorative backend explanations.

12 / ICONS

Functional, not ornamental



CAMERA



DOME



PTZ



GATEWAY

FUNCTIONAL UI ICONS



camera



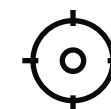
alert



stock



security



operations

13 / PHOTOGRAPHY

The business is the hero

Real environments. Real hardware. Real operational moments.



BUSINESS ENVIRONMENT



HARDWARE / ACCESS POINT



DETAIL / SIGNAL

DO: cameras, gateways, stock rooms, shelves, warehouses, back-of-house, control surfaces, real staff context.

DO NOT: fake Holol coffee bags, merch, payment terminals, consumer packaging or hardware Holol does not actually deploy.

14 / HARDWARE

Brand only what Holol actually touches



CAMERA



DOME



PTZ



GATEWAY

**HOLOL**

DEVICE ID

CAM-A04-27

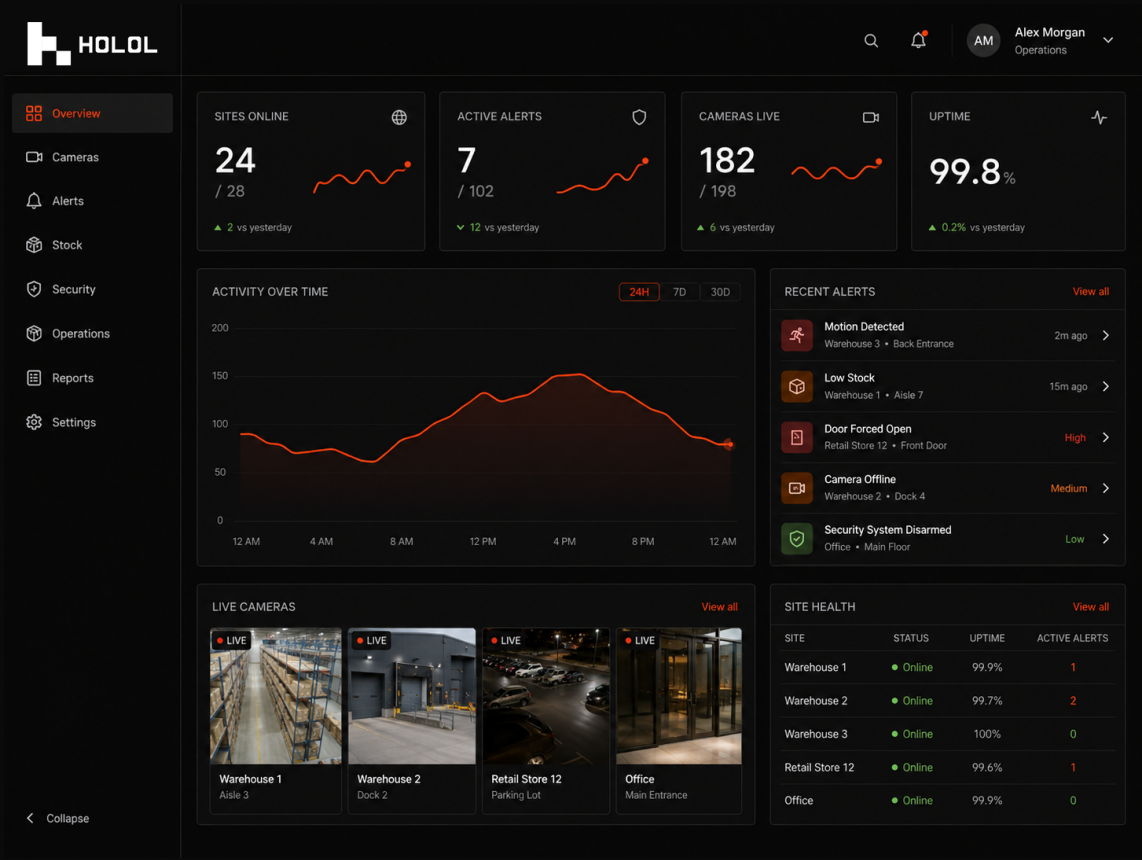
SITE

WAREHOUSE A / AISLE 04

- Use removable device labels or approved faceplates on third-party hardware.
- Do not imply Holol manufactured a camera or gateway unless that is actually true.
- Keep device branding small, legible and operational - not decorative.
- Device IDs, site names and installation data must come from the live deployment record.

15 / PRODUCT UI

Dark, calm, live



BLACK BASE

Charcoal surfaces, fine borders, minimal elevation.

ORANGE = ACTIVE

Navigation, actions, live signal and selected state.

STATUS COLORS

Green/amber/red/blue only for operational meaning.

DATA FIRST

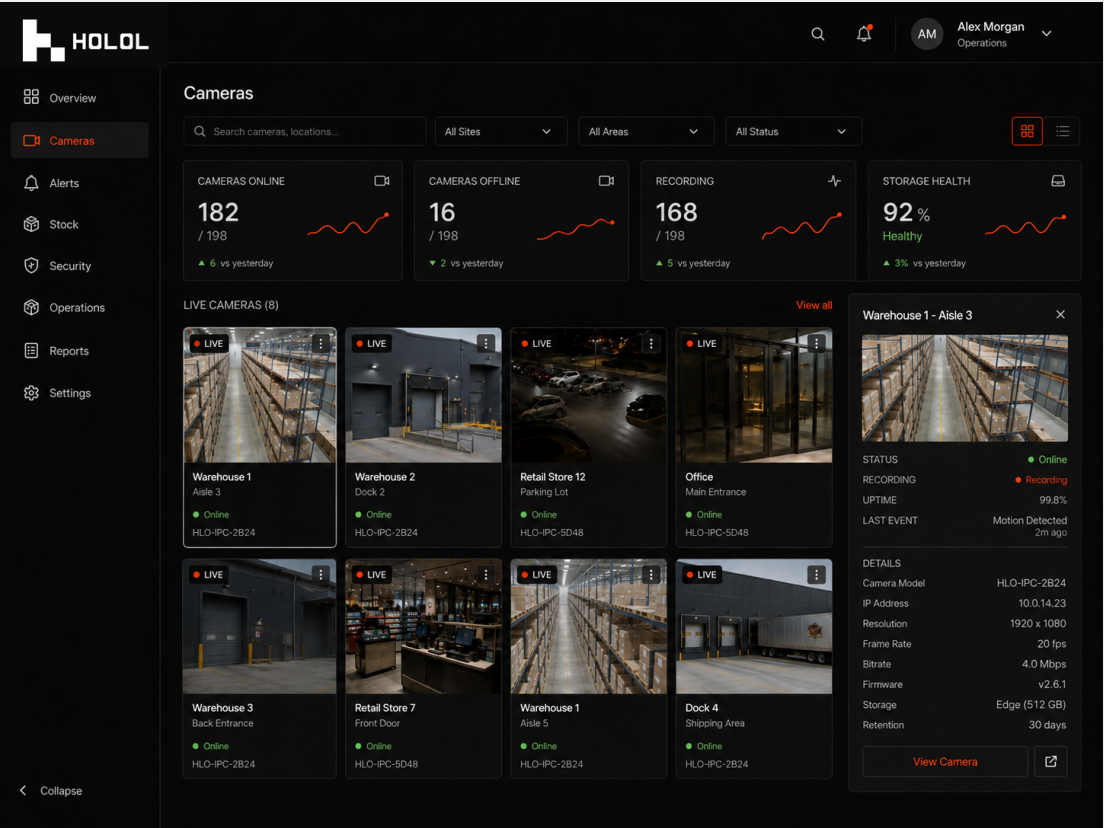
Large numbers, short labels, no decorative charts.

REAL CONTEXT

Sites, cameras and alerts stay visible together.

16 / CAMERAS

See the physical layer



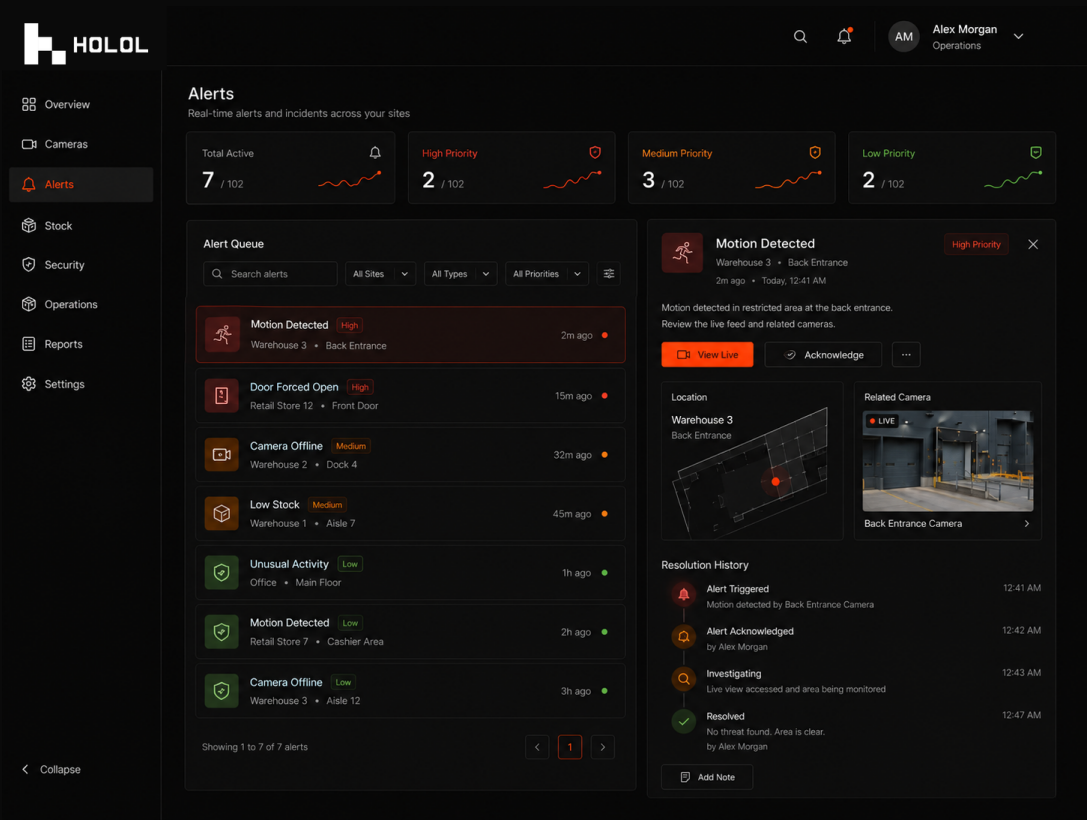
Camera cards show live state, site and location before deep technical detail.

Keep searching and filtering simple. The grid itself is the product.

Use orange for selected cameras and active controls, not every thumbnail.

17 / ALERTS

Attention should be obvious

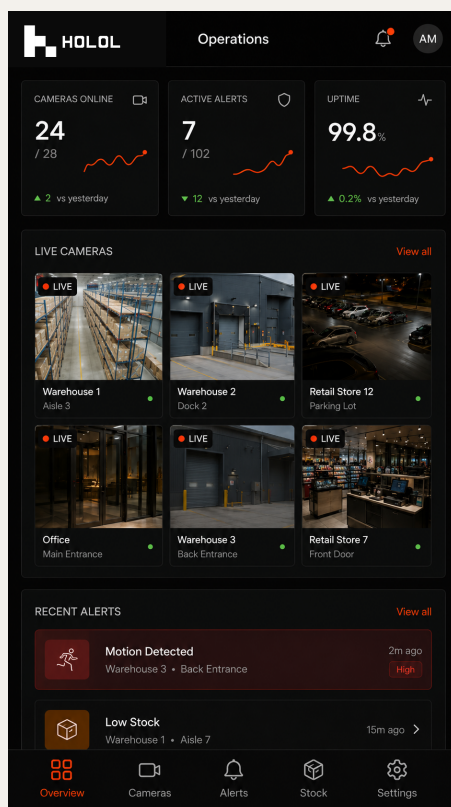


- CRITICAL
- WARNING
- INFO
- CLEAR

Priority colors belong to the product layer. Holol Orange remains the brand/action color.

18 / MOBILE

The same system, compressed



4-column grid

Keep the structure tight and predictable.

Bottom navigation

Overview / Cameras / Alerts / Stock / Settings.

One dominant alert

Only one high-attention card should lead the screen.

Tap targets

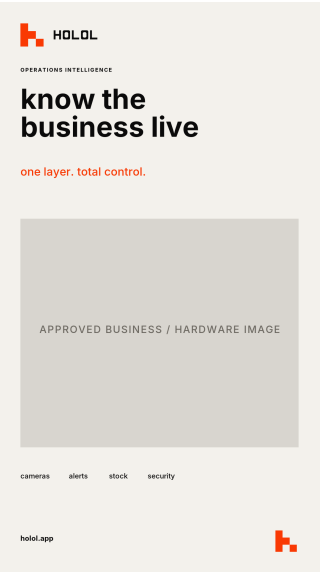
Minimum 44 px. Do not shrink operational actions.

Data hierarchy

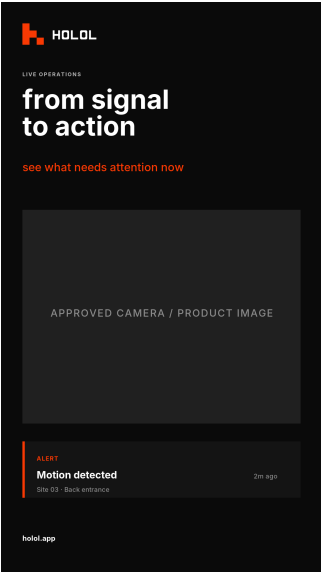
KPIs first, camera context second, alerts third.

19 / MARKETING

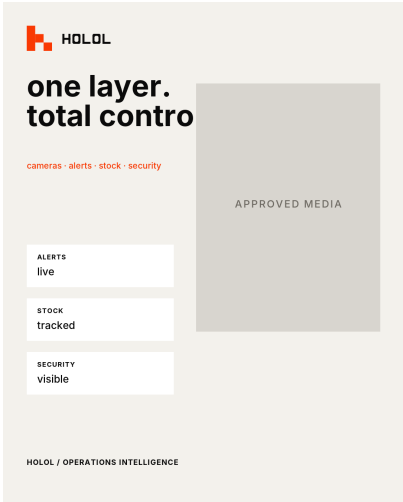
Reusable formats only



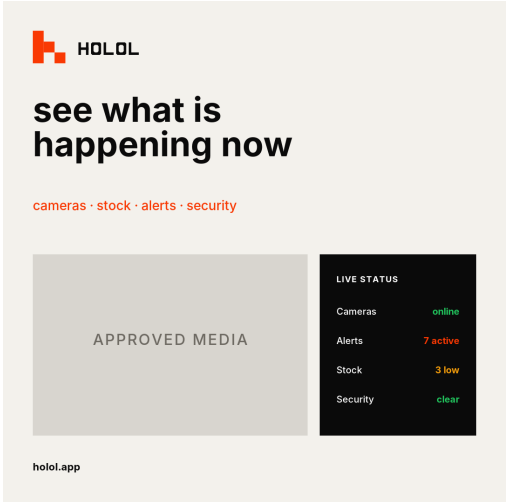
9:16



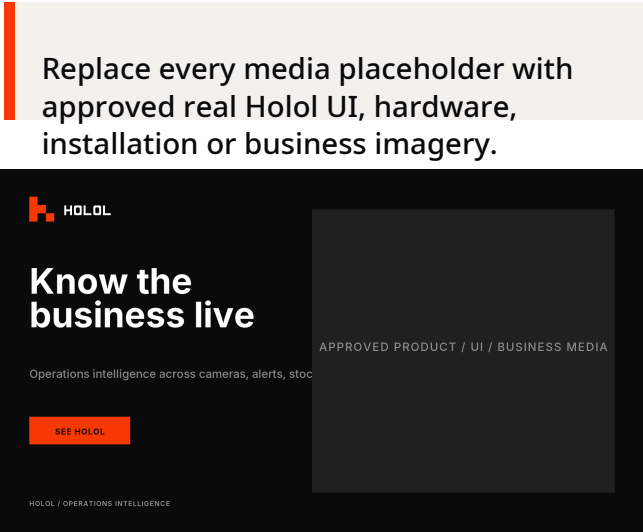
9:16



4:5



1:1



16:9

Replace every media placeholder with approved real Holol UI, hardware, installation or business imagery.

20 / COPY

Short lines. Real claims.

know the business live

one layer. total control.

from signal to action

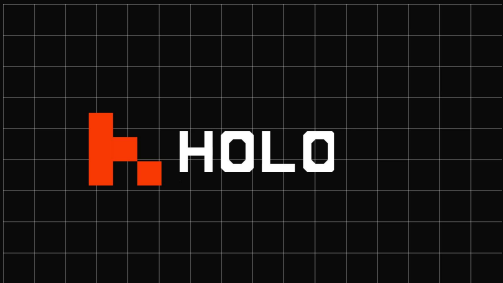
SUPPORT LANGUAGE

- Operations intelligence across cameras, alerts, stock, and security.
- See what is happening now.
- Built around real business operations.

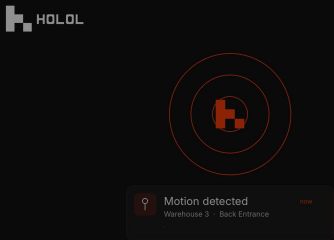
Never publish numerical claims, uptime claims, AI capability claims or hardware specifications unless verified against the current Holol product.

21 / MOTION

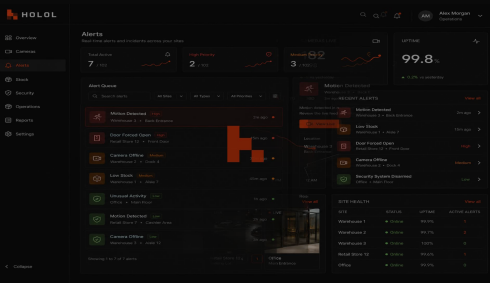
Signal, reveal, resolve



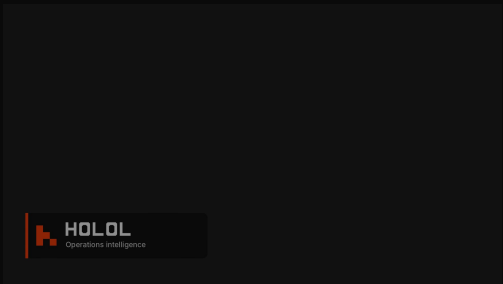
LOGO REVEAL 2.6s



ALERT SIGNAL 3.2s



UI TRANSITION 2.4s



LOWER THIRD 5s



END CARD 4s

The mark may reveal, mask or move as one object. Never morph, bend, rotate or rebuild its modules.

22 / VIDEO

Show evidence, not hype

01

OPEN ON THE BUSINESS

Start with the physical place, camera view, alert or operational problem before explaining Holol.

03

MOTION IS RESTRAINED

Fast cuts and strong type are fine; avoid generic cyber effects, particle networks and endless glowing grids.

05

END CONSISTENTLY

Use the standard end card and approved core copy.

02

UI AS PROOF

Use actual current product screens whenever possible. Do not fake dashboards for published demos.

04

LOWER THIRDS

Use the supplied alpha overlay. Keep names and roles short.

06

VERIFY CLAIMS

Any number, AI capability, hardware spec or security claim must be checked against the current product.



QUICK REFERENCE

If in doubt, use this.

MASTER BRAND DRIVE

https://drive.google.com/drive/folders/1x_WfBa8xKeH7TN_xM5I5UVxHxccebRZt

MARKETING TEMPLATE PACK

<https://drive.google.com/drive/folders/1N0X9UaX0IuJuU3bXyx3zRIE72WH6fUpf>

MOTION KIT

https://drive.google.com/drive/folders/1w7k1UAx8YwehLgmQJjnrQjyZF2ctth-_g
HOLOL / BRAND GUIDELINES v1.0

LOGO	Use the supplied locked h / HOLOL masters.
COLOR	#F93903 + black + white. Cream is an editorial neutral.
TYPE	Satoshi for large display when licensed; Inter everywhere else.
IMAGES	Real operations, cameras, gateways, stock and business environments.
UI	Dark, calm, data-first. Orange marks action and active state.
COPY	know the business live / one layer. total control. / from signal to action
CLAIMS	Publish only verified capabilities, numbers and hardware specs.
FILES	Use current SVG/PDF masters and the approved template/motion packs.