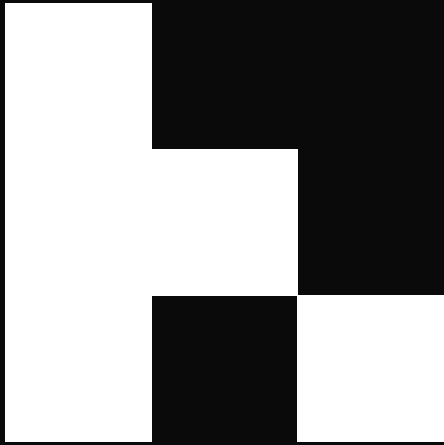




Production Identity + Hardware Media Spec

v1.0

Locked mark. Exact exports.

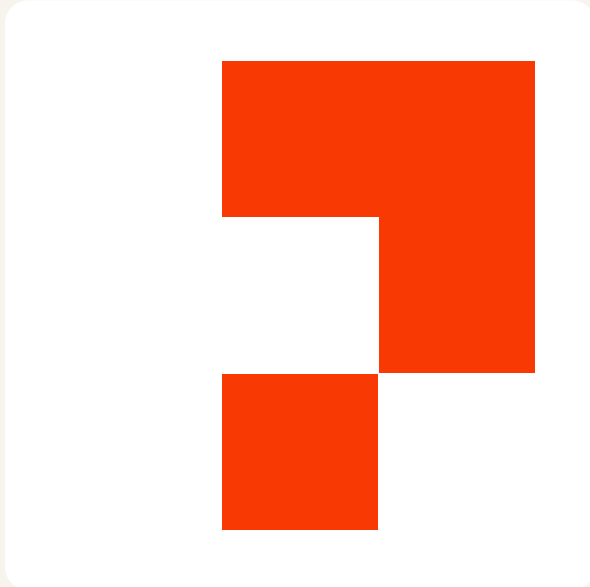
Only real Holol surfaces: cameras, edge hardware, dashboards and deployment.

Built for designers, developers, editors, installers and partners.



01 Locked identity

The mark geometry is final. Do not reinterpret it.



3 x 3 MODULE CONSTRUCTION

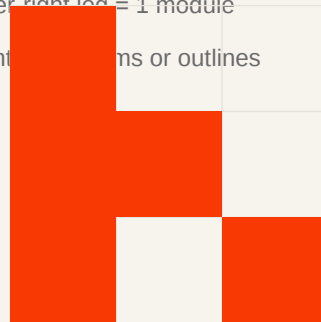
5 equal square modules

Left column = 3 modules

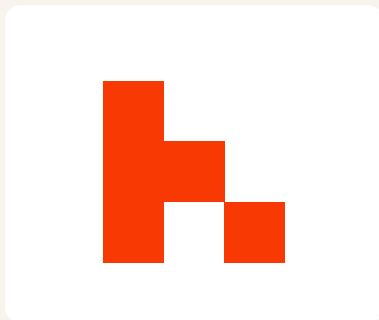
Bridge = 1 module

Lower right leg = 1 module

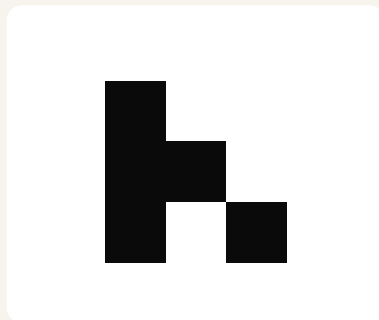
No internal divisions or outlines



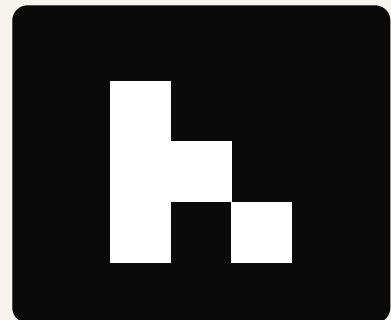
APPROVED VERSIONS



Orange / light



Black / light



White / dark

PRIMARY LOCKUP



02 Color + typography + exports

Keep the system intentionally small.



Holol Orange
#F93903



Holol Black
#0A0A0A



White
#FFFFFF

TYPE SYSTEM

Satoshi

Display / campaigns / large brand statements

Inter

UI / dashboards / documents / technical information

PRODUCTION FILES

SVG

Master vector - web, Figma, Illustrator

PDF

Print/vector handoff

PNG 1024

General high-resolution raster

App icon

White mark on Holol Orange

CSS + JSON

Developer color and geometry tokens

ICO/PNG sizes

Favicon and launcher use

Never

stretch / rotate / outline / round corners / rearrange modules / add internal grid lines

03 Hardware media library

Do not invent SKUs. Photograph or render the real hardware cleanly.



Dome camera



Bullet camera



PTZ camera



Edge gateway

REQUIRED ASSET SET FOR EACH DEVICE

01	Hero 3/4	neutral white/cream background
02	Straight-on	comparison tables and spec pages
03	Installed	real store / warehouse / back-of-house
04	Detail macro	lens, ports, enclosure, mounting
05	Dark environment	premium campaign and video use
06	Transparent cutout	designers and motion editors

OUTPUT STANDARD

- 3000 px minimum long edge
- neutral color grade - no heavy orange cast
- no fake model numbers or capability claims
- keep physical Holol logo optional until actual OEM branding is confirmed
- use the exact supplied logo overlay in marketing compositions

04 Partner handoff

A collaborator should be able to make Holol material without guessing.

DESIGNERS

- Use SVG/PDF masters
- Keep 1-module clear space
- Orange is signature, not decoration
- Use real operations/hardware imagery

DEVELOPERS

- Use tokens from brand-tokens.css/json
- Use SVG for UI/web where possible
- Preserve mark proportions at every breakpoint
- Minimum mark size: 16 px

VIDEO / MOTION

- Use white mark on black/dark footage
- Use orange for signal/action moments
- Do not morph or reconstruct the mark
- Keep camera/hardware footage grounded and real

INSTALLERS / SALES

- Use exact device labels when available
- Do not imply hardware features not confirmed
- Use current approved dashboard screenshots
- Keep technical information legible first

MASTER PACKAGE

Holol_Production_Brand_Pack_v1.zip

