



Nomad

Travel like a local

Nomad

The purpose of the Nomad Brand Book is two-fold. First, the book explains the core idea and purpose that supports the Nomad brand as a business. Second, it provides a detailed description of guidelines for the design of Nomad content to aid in the correct positioning of the Nomad brand.

On a practical level, the brand book provides a framework for the proper logo usage, colors, typography and other necessary branding elements, such as photography and the tone of voice and manner, that every member of the Nomad team and supporting vendors and third-party partners should adopt.

If you have any questions about the information, instructions or outlined in this brand book, please contact Blair Han of Nomad Product Designer.

blair.han@lotusflare.com



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Purpose

Nomad exists to inspire and enable people to experience life to its fullest potential through travel wherever they are in the world.



Mission

Nomad’s mission is to inspire travel by curating experiences from thousands of locals and kindred-spirit travelers while taking away worry about a modern decidedly-digital concern: the high cost of data roaming charges.



Vision

Nomad will inspire millions of people to travel and gain life-changing experiences all over the world.

OFFERINGS



Nomad is a travel service built upon a foundation that is a mobile data marketplace. Nomad users experience the service through a mobile application and website that reduces the cost of mobile data roaming in whatever country they may be traveling.

The Nomad app makes your travel experience easy, allowing you to control costs by providing data connectivity, voice and SMS plans at local rates anywhere in the world.

Install and activate eSIM seamlessly and easily through Nomad's website or mobile app, and choose the data plan that suits you the most. Add-ons are available and can be activated the moment you reach your current plan's limit. Nomad reduces worry about expensive data roaming fees and makes traveling to any destination stress-free.

NOMAD USERS



Nomad users are people who travel frequently and love to share their travel experiences but who, practically, look for ways to help them reduce travel costs or, at a minimum, avoid potentially high costs related to their trips. In this way, they want to enjoy their trips without worrying about data roaming charges.

Nomad's main audience are millennials ready for adventure and fun vacations, who are looking for cheap data, and also business people who want to save money while traveling. Depending on the time of the year, Nomad will change the focus of campaigns to emphasize one or the other of these groups, but still stay active on both fronts.





Since Nomad's target audience are travelers, both consumer "adventurers" and business people, the tone of voice is friendly and open, but at the same time advisory and informative. Through cheerful communication, Nomad attracts more potential customers and sets a trusting relationship with them.

The voice of written content should be done in an easy-to-understand manner so that Nomad easily communicates with the target audience, no matter the marketing channel used.



Nomad wants to project the image of a down-to-earth friend, someone you can share a drink (or two) with, who is pretty resourceful and always has a good story to tell about some adventure they had while traveling. Naturally, Nomad is well-traveled, pretty knowledgeable about multicultural issues and has an open mind to thoughts and ideas from around the world.

NOMAD IS

...**authentic** and does not pander.

...**resourceful** but not exclusive.

...**enthusiastic** but not overbearing.

...**funny** but not silly.

...**helpful** but not intrusive.

...**adventurous** but not reckless.

...**down-to-earth** and not disconnected.

LOGO

The logo represents Nomad's identity and is a universal signature across all Nomad communications channels



SHAPE

N + M



TYPEFACE

Nomad

MERGE



LOGO

Primary Logomark

Logo Variations

SHAPE



HORIZONTAL



VERTICAL



Nomad



LOGO

DARK



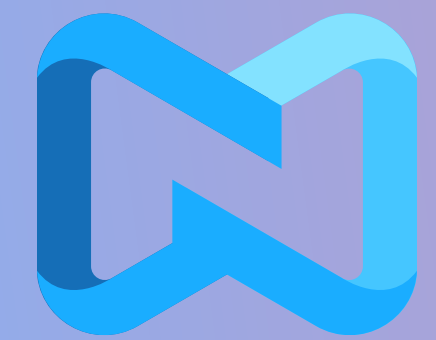
Nomad

LIGHT



Nomad

COLORFUL



Nomad

Usage
Scenario

Logo Variations



Color Scheme

Nomad color palette is what makes the brand stand out from its competitors.

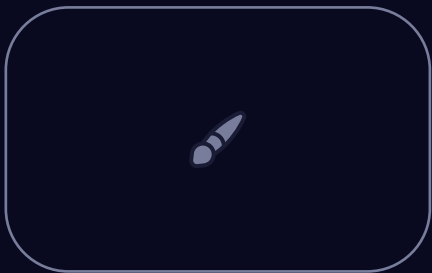
Primary colors are Nomad dark blue, Nomad light blue, and white, which makes the Nomad brand visible and recognizable through all marketing channels.

Combination of these colors should be used as a basis both on documents and social media posts. Secondary color palette is limited and should be used specially for social media posts (such as Facebook, Instagram and TikTok) as on those channels we want to represent Nomad as a cool, young, fresh and cheerful brand.



Midnight

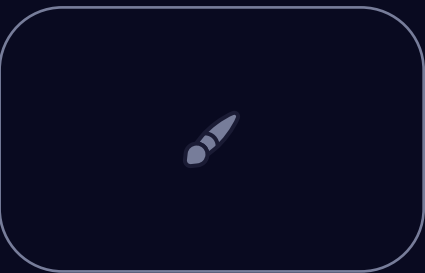
The primary color is your "brand" color, and is used across all interactive elements such as buttons, links, inputs, etc. This color can define the overall feel and can elicit emotion.



Midnight 100
#



Midnight 200
#34344F



Midnight 300
#



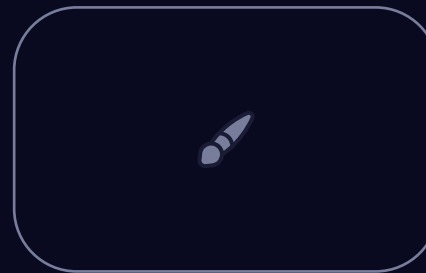
Midnight 400
#282945



Midnight 500
#2242540



Midnight 600
#20213B



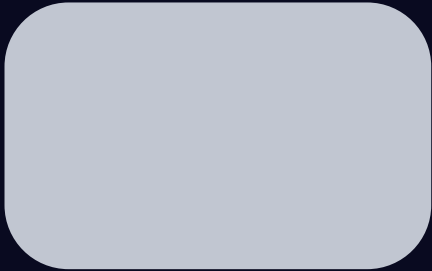
Midnight 700
#



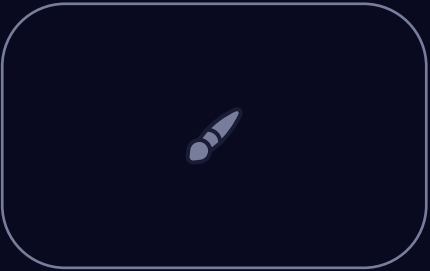
Midnight 800
#1A1B34

Grays (text)

Gray is a neutral color and is the foundation of the color system. Almost everything in UI design — text, form fields, backgrounds, dividers — are usually gray.



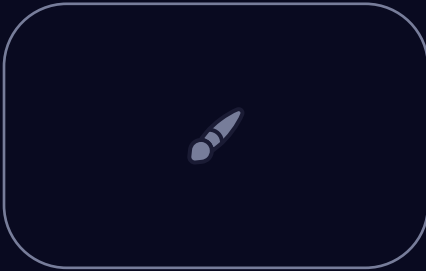
Gray 100
#C1C6D1



Gray 200
#



Gray 300
#808695



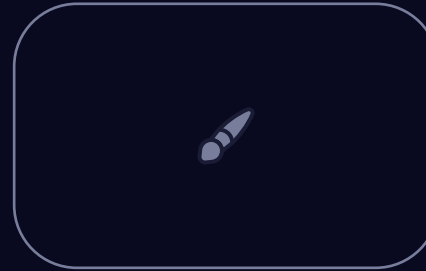
Gray 400
#



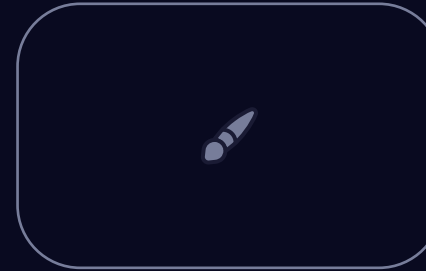
Gray 500
#



Gray 600
#



Gray 700
#



Gray 800
#

Blue (brand color)

The primary color is your "brand" color, and is used across all interactive elements such as buttons, links, inputs, etc. This color can define the overall feel and can elicit emotion.



Blue 100
#



Blue 200
#



Blue 300
#64C1FF



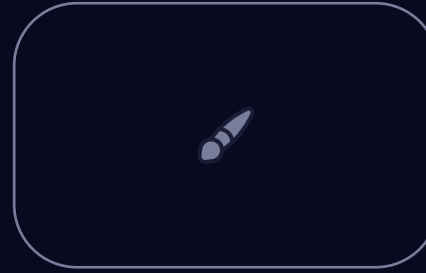
Blue 400
#0087E2



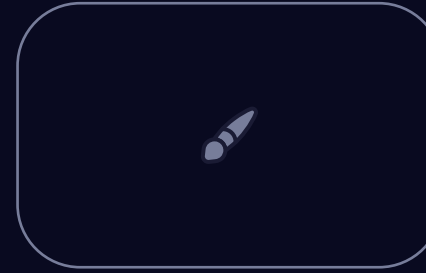
Blue 500
#



Blue 600
#



Blue 700
#

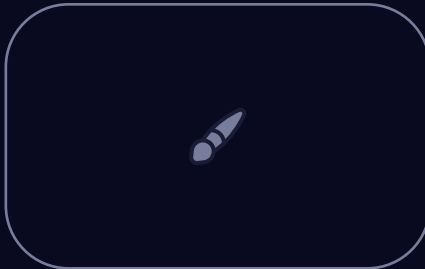


Blue 800
#



Red

The primary color is your "brand" color, and is used across all interactive elements such as buttons, links, inputs, etc. This color can define the overall feel and can elicit emotion.



Red 100
#



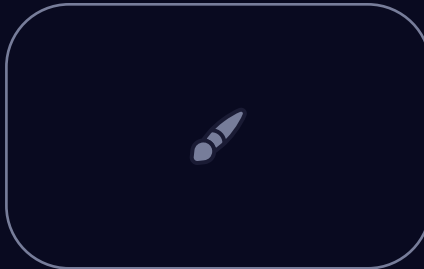
Red 200
#



Red 300
#FF9288



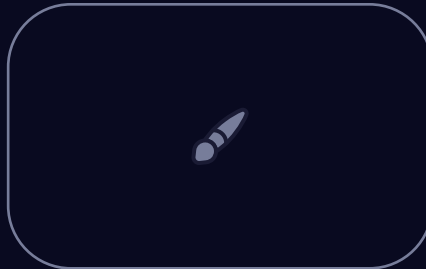
Red 400
#



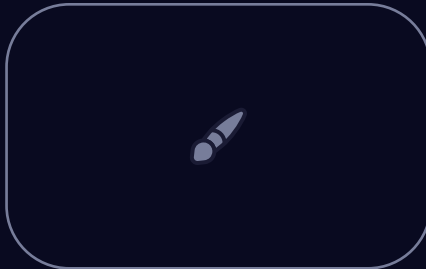
Red 500
#



Red 600
#



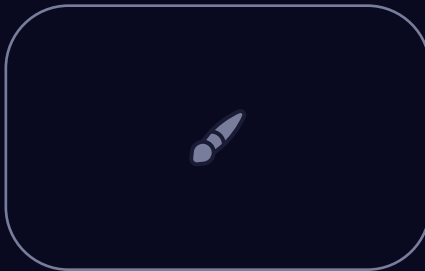
Red 700
#



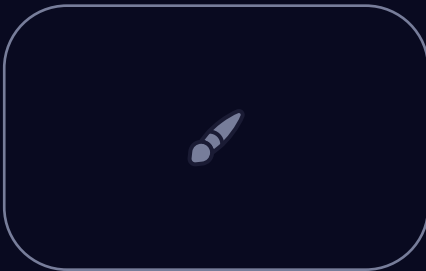
Red 800
#

Ginger

Warning colors can communicate that an action is potentially destructive or "on-hold". These colors are commonly used in confirmations to grab the users' attention.



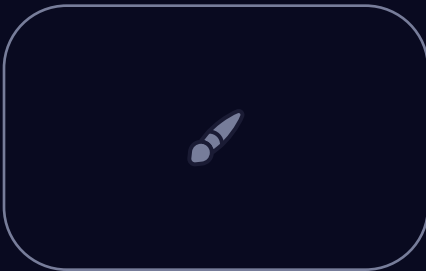
Ginger 100
#



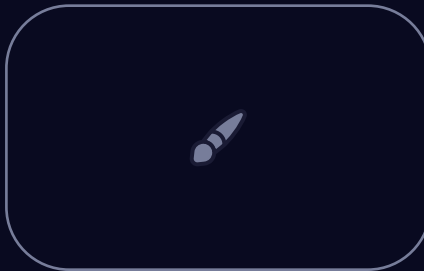
Ginger 200
#



Ginger 300
#FDC88A



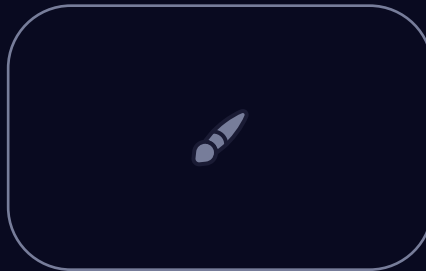
Ginger 400
#



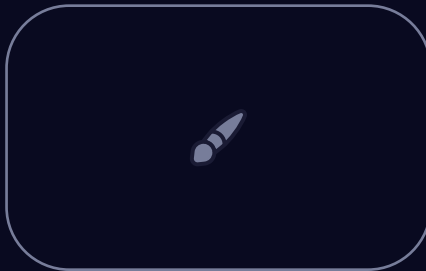
Ginger 500
#



Ginger 600
#



Ginger 700
#



Ginger 800
#

Lavander

Warning colors can communicate that an action is potentially destructive or "on-hold". These colors are commonly used in confirmations to grab the users' attention.



Lavander 100
#



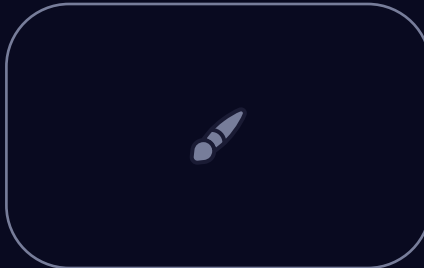
Lavander 200
#CACAF5



Lavander 300
#8288E4



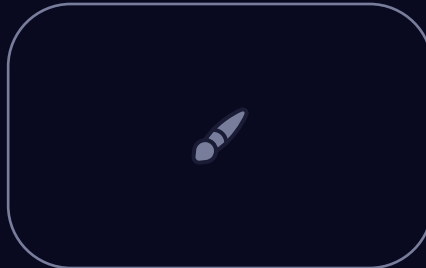
Lavander 400
#



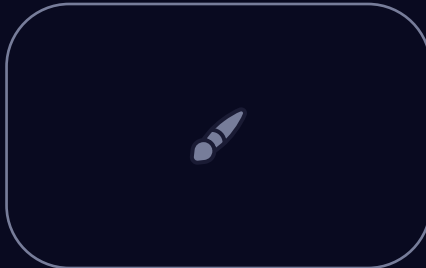
Lavander 500
#



Lavander 600
#



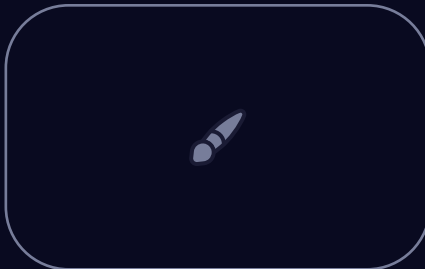
Lavander 700
#



Lavander 800
#

Teal

Warning colors can communicate that an action is potentially destructive or "on-hold". These colors are commonly used in confirmations to grab the users' attention.



Teal 100
#



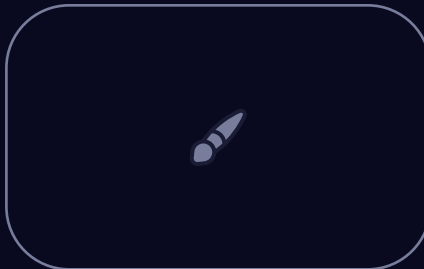
Teal 200
#B5D5D9



Teal 300
#58A8B1



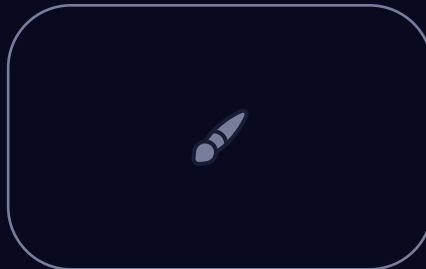
Teal 400
#



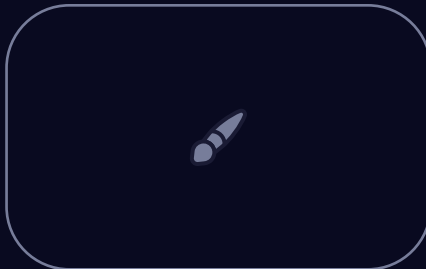
Teal 500
#



Teal 600
#



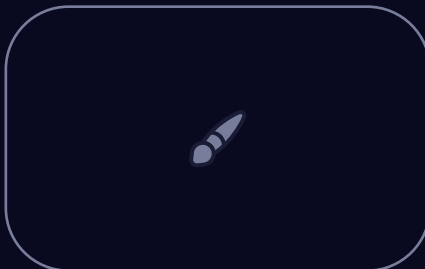
Teal 700
#



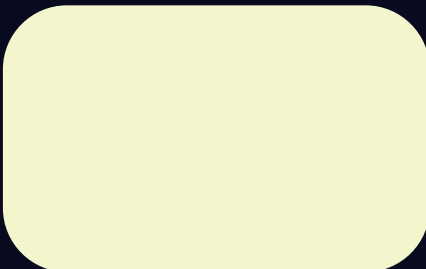
Teal 800
#

Lemon

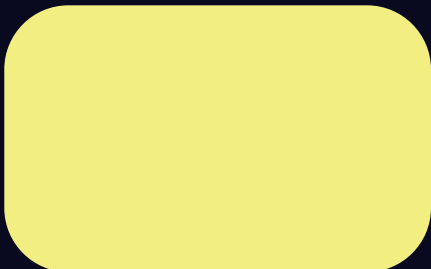
Warning colors can communicate that an action is potentially destructive or "on-hold". These colors are commonly used in confirmations to grab the users' attention.



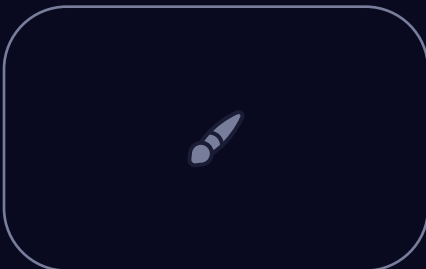
Lemon 100
#



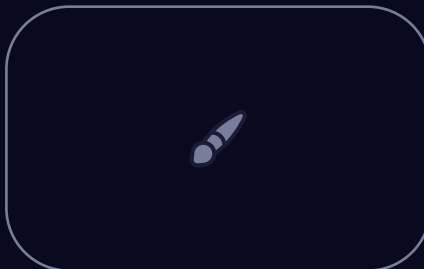
Lemon 200
#B5D5D9



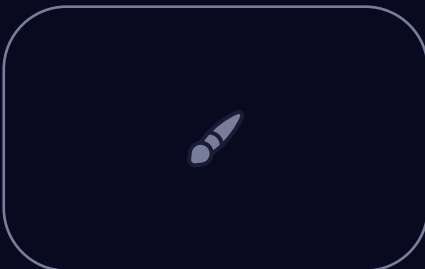
Lemon 300
#F2EE82



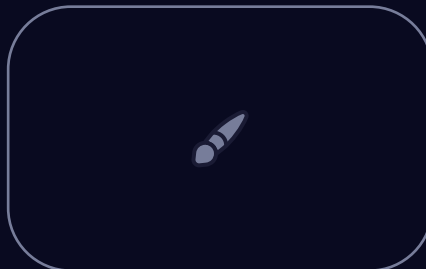
Lemon 400
#



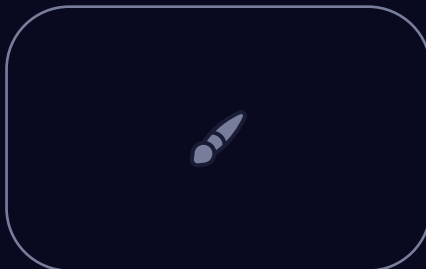
Lemon 500
#



Lemon 600
#

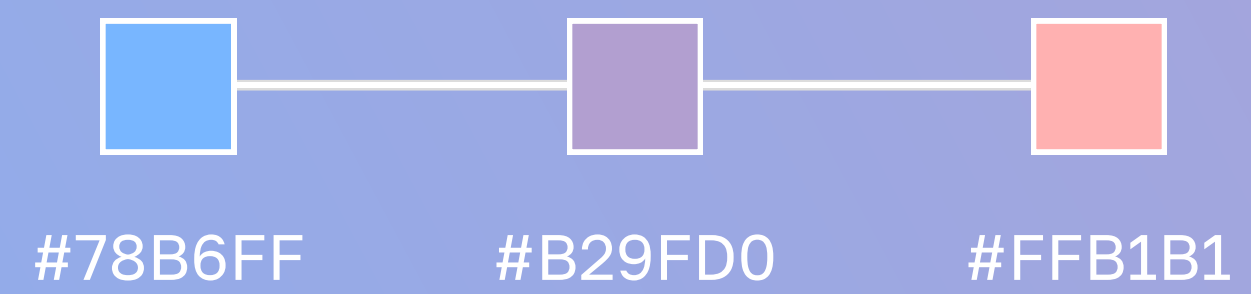


Lemon 700
#



Lemon 800
#

Gradient Colors





Typography

Two font styles are used for the content creation, application and web store, typeface family:

Urbanist Bold and its corresponding font family are the primary font used for the headline. Urbanist font is used across all social media marketing channels and in brochures if needed.

Urbanist Regular and its corresponding weights are to be used for all other forms of standard body text, ranging from: stationery, website design and brochures.



WEBSITE TYPOGRAPHY

Urbanist

Bold

0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(#?!:*)

Regular

0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(#?!:*)



Illustrations

Nomad illustrations represent the brand in a fun and warm way. Through illustrations we try to bring Nomad service closer to our current and potential customers. The key to stand out for the competition is to stay consistent with shapes, colors and, most importantly style of illustrations, so that the audience can easily recognize Nomad's content.



United Kingdom



China



India



Belgium



Netherlands



Czech Republic



Austria



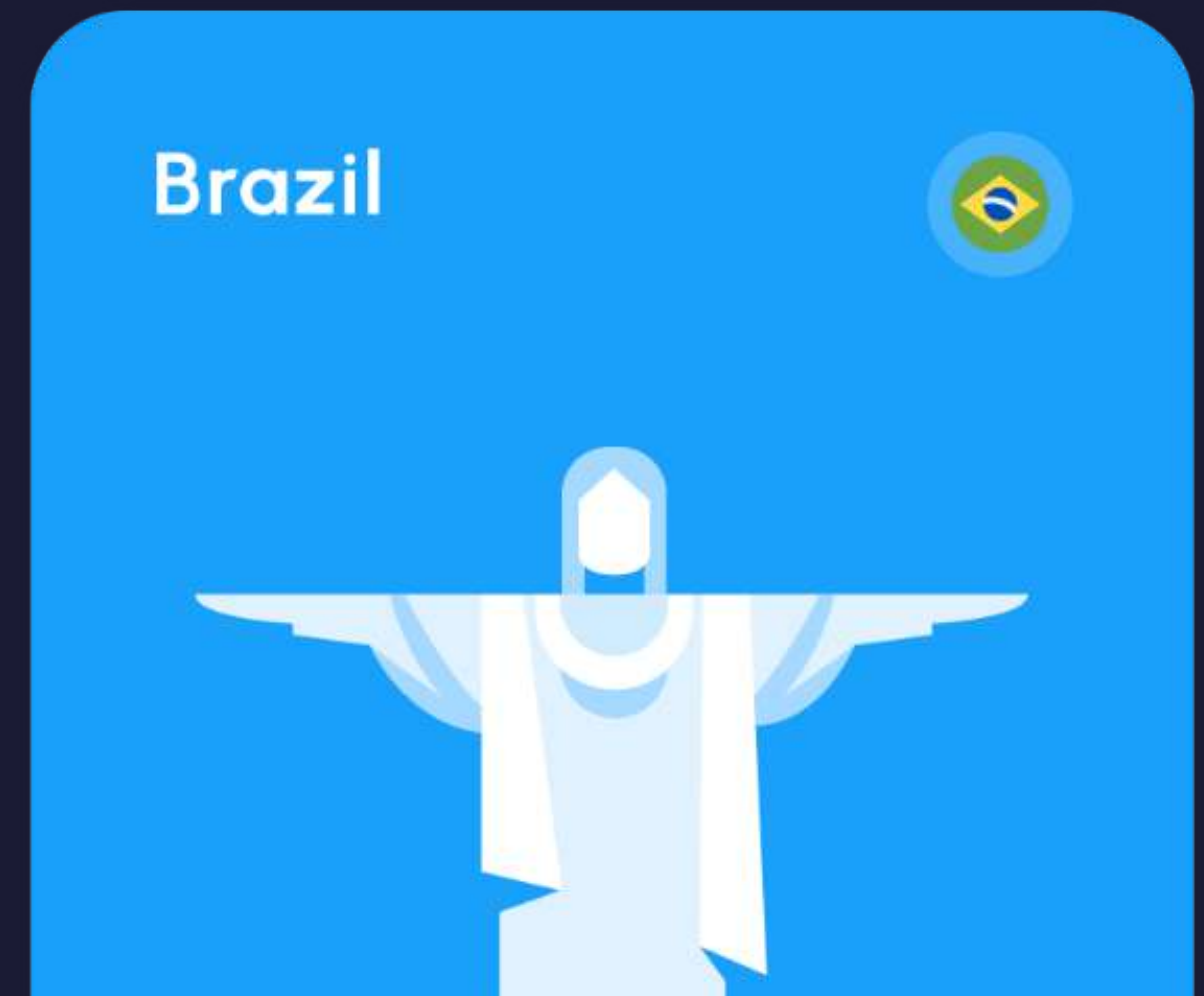
Croatia



Indonesia



Brazil



Ireland



UAE



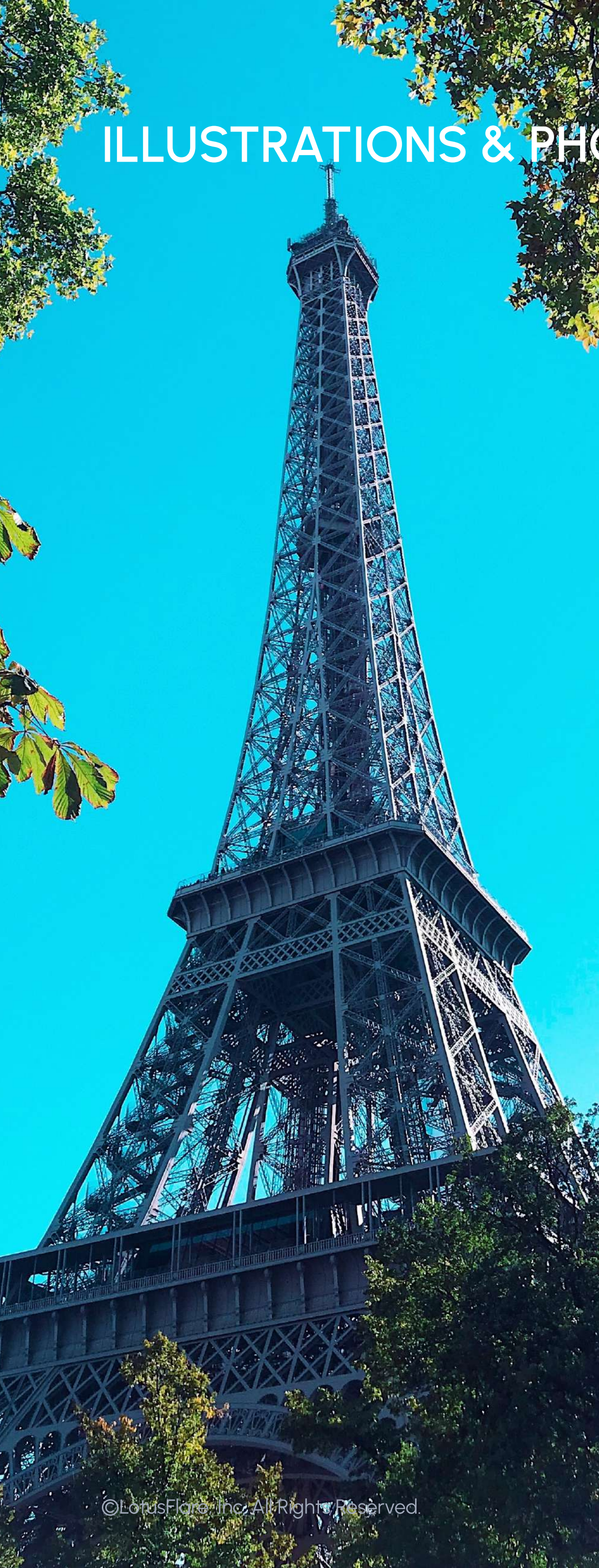




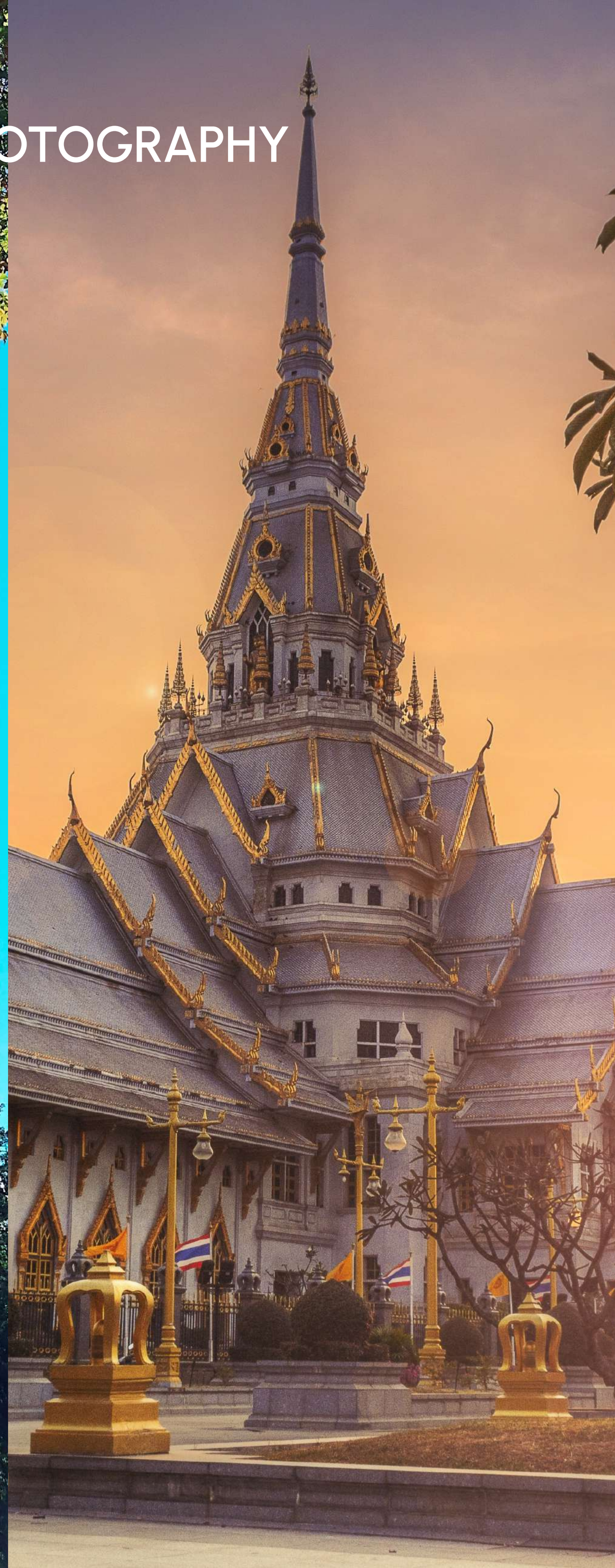
Photography

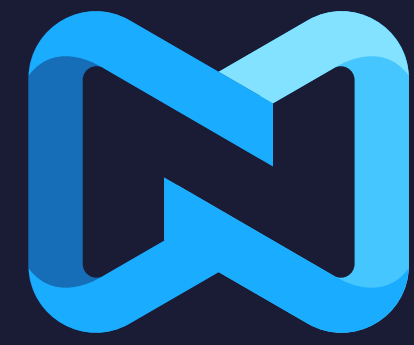
For purposes of social media content, Nomad utilizes full color travel photography that is bright, fun and attractive to the viewer's eye and helps us to gain and retain visitors and followers. Types of photography used are usually trending destinations, valuable locations, or even food, people and drinks that have a good story behind them.

ILLUSTRATIONS & PHOTOGRAPHY



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Nomad

For more information visit

www.getnomad.app