



EXTERNAL

Our Brand, Our Voice

A working guide to who we are, how we talk about Nomad eSIM,
and how to get it right every day.

More with every journey. · September 2026



How to Use This Guide

Who it's for

Anyone who creates something with the Nomad eSIM name on it: marketing, product and UX writing, customer support, partnerships, sales and leadership.

Read it once end to end. Come back to the tone and messaging pages whenever you write.

The one question to ask

Does this help people get more out of their journey?

What's inside

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Always Write "Nomad eSIM"

Always use "Nomad eSIM" in

- Headlines and titles
- Print and digital advertising
- PR, partnerships and media
- Social media and creator (KOL) mentions
- First paragraphs and captions

In long-form content

Introduce "Nomad eSIM" on first reference.
After that, "Nomad" is fine for readability.

Why it matters

The same name, in the same letter case, builds recall and trust, especially for people still learning what an eSIM is.



Boilerplate

Nomad eSIM is a travel technology brand helping people stay connected to more of what matters when they travel. With seamless connectivity across 200+ destinations worldwide, Nomad eSIM makes it easy for travelers to stay present and make the most of every trip.

As the way people travel continues to evolve, Nomad eSIM is dedicated to building products and experiences that help people get more from every journey. By making connectivity effortless, travelers are free to focus on discovering new places, creating meaningful memories and embracing every opportunity along the way.



The world was never meant to be experienced in fragments.

What We Believe

Positioning and Promise

Purpose, Vision, Mission

Our Values

Target Audiences

Guiding Principles

What we believe

When less time is spent navigating obstacles, more time goes to exploring and staying present. Connection should move with people, quietly in the background.

Our role

We are not the hero of the story. We are the quiet, reliable enabler behind it, giving travelers the confidence to make the most of every opportunity.



Nomad eSIM helps you get more out of every journey, with **more flexibility** to explore, **more ease** in staying connected, and **more confidence** to live fully.

BRAND PROMISE

Nomad eSIM gives you more: more ease, more value, and more time to focus on what matters.



Why We Exist

Purpose

We make global connection effortless, so the world feels closer, travel feels lighter, and you can move freely while staying connected to what matters.

Vision

A borderless future where connection simply works, wherever you are, without limits or interruption.

Mission

To deliver reliable global data that keeps you connected from the moment you land: no roaming, no physical SIMs, no setup.



How We Work: Our Five Values

01

We empower exploration

Every decision should remove limits and help people move through the world on their own terms.

02

We create space for what matters

Technology should support experiences, not compete for attention.

03

We make more possible

We go beyond expectations and keep finding more reasons to choose Nomad eSIM.

04

We show up, every time

Trust is earned through consistency, transparency and care.

05

We keep moving forward

Curiosity drives progress. We challenge assumptions and embrace change.

Internal compass

Values guide how we make decisions. They are not customer-facing copy.

What We Believe
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Who We Speak To

The Intentional Traveler

Primary audience

Who: 30–45; couples, families and small groups; 2–4 trips a year.

Wants: easy setup, dependable performance, clear value.

Frustrated by: too many options and hard price comparisons.

The Spontaneous Traveler

Secondary audience

Who: 21+; solo, couples or groups; 2–4 trips a year.

Wants: flexibility and instant connectivity on arrival.

Frustrated by: slow speeds, data limits and slow support.

The Decision Maker

Tertiary audience

Who: business travel buyers: HR, Finance, Office Managers and Founders.

Travel: their teams travel 6–12 times a year.



Four Principles for Every Touchpoint

Encourage Discovery	Enable Presence	Simplify Every Journey	Enrich Every Experience
Spark curiosity and celebrate local culture.	Remove friction so nothing pulls people away from the moment.	Clarity, simplicity and dependable connectivity at every step.	Create value beyond the transaction that grows with every trip.
How people feel: Curious, inspired, open	How people feel: Present, at ease, immersed	How people feel: Confident, reassured, supported	How people feel: Valued, rewarded, excited

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BRAND PILLARS

Functionality/Mobility Pillar

**More Flexibility to Explore**

Connection should expand where people can go, not limit how they get there.

Product/Experience Pillar

**More Ease in Every Journey**

From the moment you land, Nomad eSIM works quietly in the background.

Emotional/Lifestyle Pillar

**More of What Matters Most**

Stay close to the ones who matter and present in the moments.

Brand Pillars

Key Messages

Tagline



KEY MESSAGES

More Flexibility to Explore



More Freedom

Move freely across places, plans and possibilities.

Proof: instant activation, flexible plans, no physical SIM.

More Ease in Every Journey



More Connection

From the moment you land, connection simply works.

Proof: leading networks, unthrottled speeds, no roaming fees.

More Value

Every journey should give back.

Proof: loyalty rewards, referral benefits, future membership perks.

More of What Matters Most



More Experiences

Connection should never interrupt the way you experience the world.

Proof: it works quietly in the background.

Brand Pillars

Key Messages

Tagline



TAGLINE – USAGE

Using the Tagline

"More with every journey."

Use it where the brand is introduced or remembered. It does not need to appear everywhere.

- App launch screen
- Website hero
- Onboarding
- App Store and Google Play listings
- Campaign headlines

Brand Pillars

Key Messages

Tagline**Ready-to-use lines****Where****Land. Connect. Move freely.**

Out-of-home

Good journeys are even better when shared.

Referral

More to discover, beyond your destination.

Rewards

The best souvenirs rarely fit in a suitcase.

Social



How We Sound

The unseen force that resolves complexity and keeps everything in sync.

How We Sound

Say This, Not That

Voice by Touchpoint

Before You Ship

Grounded	Dependable	Warm	Personal
Real moments, not abstract ideas.	Calm assurance. No hype or superlatives.	We invite rather than instruct.	A thoughtful companion, not a manual.
Think: Moments you've lived, not metaphors to interpret.	Think: A steady voice that never raises itself.	Think: A feeling, not a feature.	Think: Considered, not constructed.

All brand communications follow US English spelling and conventions.



Say This, Not That

How We Sound

Say This, Not That

Voice by Touchpoint

Before You Ship

Trait	Say this	Not this
Grounded	"From the moment you land, you're ready to go."	"Unlock limitless dimensions of possibility."
Dependable	"Connection that simply works when you need it."	"The fastest, easiest and best eSIM you'll ever use."
Warm	"More time exploring, less time figuring things out."	"Activate your plan in seconds."
Personal	"However you choose to travel, we'll be right there with you."	"Our customers benefit from global network coverage."

The "not this" lines are not wrong facts. They are the wrong voice: abstract, promotional, technical or generic.

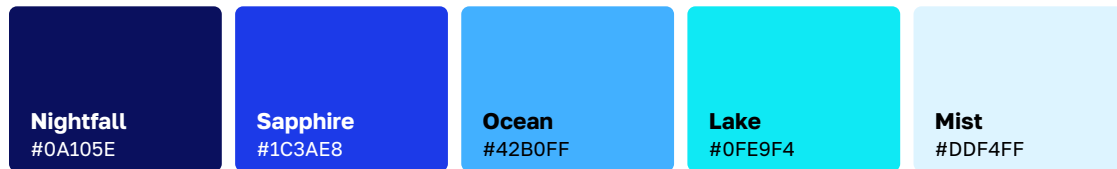


Brand Basics at a Glance



Primary logo, on light and on brand blue.

Colors



Sapphire leads. Use **Lake** sparingly, as an accent for buttons and highlights.

Typefaces

Urbanist

Headlines and display

Golos Text

Body copy and UI



**Over to you.
Wherever you go from here,
you're ready.**

