



HOLOS

Brand Guidelines

Version 1.0 — Draft for Review

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HOLOS

SECTION ONE

Brand Foundation

1.1 About HOLOS

HOLOS was co-founded by Ian-Michael Hébert and founding advisor Stanislav Grof M.D., Ph. D, pioneer of transpersonal psychology and creator of holotropic breathwork. Born from the conviction that wholeness is not an achievement but a remembering, HOLOS began as a living experiment on 205 acres in the Diamante Valley of Costa Rica, and has grown into a global field of regeneration spanning properties, programs, and communities.

The name HOLOS is derived from the Greek word for “whole.” It names both the destination and the intention.

The flagship property, HOLOS Diamante, sits between 600 and 1,200 feet above sea level in a protected valley containing six major waterfalls and looking out at the tallest waterfall in Costa Rica. It is home to a retreat center, a residential land community, a regenerative farm, and a conservation area protecting the watershed. To date, HOLOS has hosted 65+ retreats, welcomed thousands of guests, planted 6,000+ trees on the land, and created the start of a thriving 40 home community

HOLOS operates at the intersection of eco-luxury hospitality, holotropic healing, and regenerative land stewardship. It is not a hotel, a resort, a glamping property, or a conventional retreat center. It is a sanctuary, and a movement.

1.2 Vision

The collective realization of our innate wholeness.

1.3 Mission

To steward the health and wellbeing of individuals, communities, and our planet’s ecosystems.

1.4 Positioning Statement

HOLOS is a living field of regeneration, for individuals, cultures, and ecosystems.

Supporting statements:

“At its core, HOLOS creates a growing network of sanctuaries where people return to their wholeness, through presence, practice, and lived experience.”

“We offer immersive eco-luxury stays, transformational retreats, and a growing regenerative land-based community. It is a movement grounded in ancient wisdom and expressed through practical, modern tools.”

1.5 Brand Values

The following values represent how HOLOS shows up in the world — in its offerings, its communications, and its relationships.

Value	Expression
Wholeness	The center. Everything returns here.
Exploration	Curiosity as a way of being.
Connection	To self, to others, to land.
Evolutionary Wellbeing	Beyond symptom relief — toward full aliveness.
Integrity	Alignment between what we say and what we do.
Education	Wisdom transmitted through lived experience.
Reciprocity	What we receive from the land, we return.

1.6 Brand Pillars

These eight pillars define the domains of lived experience that HOLOS holds:

- Nature
- Healing
- Practices
- Community
- Food as Medicine
- Culture
- Technology

- Stewardship

1.7 The Five Verticals

Vertical	Description
Stay	Eco-luxury sanctuary stays for individuals and small groups. Star Nest tents, farm-to-table nourishment, access to seven waterfalls and the full land.
Host	Venue and full support for retreat facilitators, corporate groups, and event organizers. Full-property rental including Air Temple, Dining Lounge, and ceremony space.
Live	Residential lot ownership within the Diamante land community. 40 lots on 205 acres, with road, electric, water, and fiber to each.
Gather	Curated HOLOS-produced retreats, ceremonies, workshops, and cultural gatherings — including Wixárika indigenous ceremony partnership and holotropic breathwork programs.
Serve	The HOLOS Service Program. A work-exchange for volunteers who live on the land while supporting Diamante’s development and maintenance through care, contribution, and community.

1.8 Key Differentiators

- Founding lineage: Co-founded with Stan Grof MD PhD, who mapped non-ordinary states of consciousness. No other property carries this lineage.
- Scale of land: 205 acres in protected Diamante Valley, Costa Rica. Six major waterfalls on-site, with views in all directions, including the tallest waterfall in the country.
- Farm-to-table from this land: Kitchen sourced from the HOLOS farm. Food as Medicine is a named brand pillar, not a marketing claim.
- Indigenous partnerships: Boruca land stewards, ceremonies with Costa Rican indigenous elders, ceremony programs guided by the Wixárika (Huichol) and Shipibo traditions — some of the most respected indigenous lineages in plant medicine work.
- Advisory depth: Stan Grof MD, Jamie Wheal, Gabor Maté MD, Mark Hyman MD, Lauren Taus, Samantha Sweetwater, Steve Dewart, Steve Rio.
- 65+ retreats hosted: Track record of operational excellence and community trust.
- 6,000+ trees planted: Regenerative stewardship is not aspirational, it is documented.
- Alternative health clinic license: Enables legal entheogenic plant medicine ceremonies in Costa Rica.

- Multi-property network in development: HOLOS Valhalla (Kootenay Region, BC) and HOLOS Colorado in active development.



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SECTION TWO

Visual Identity Overview

The HOLOS visual identity is built around restraint, warmth, and sacred geometry. Its palette is rooted in the natural world — cream, sand, earth, and shadow.





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SECTION THREE

Logo System

3.1 The Primary Mark

The HOLOS wordmark uses custom geometric letterforms — clean, widely spaced, uppercase. The second “O” is replaced by a Lotus of Life mandala: a sacred geometry pattern composed of 12 overlapping circles forming a flower-like or toroidal structure.

This is not an illustration. It is a symbol, the geometric expression of the brand’s core thesis that all things arise from and return to wholeness.

In its primary form, the mandala is rendered in a full rainbow spectrum (see Section 4 — Color Palette). In monochrome contexts, it appears as a single-weight thin line drawing.

3.2 Logo Variants — Full System

Eight logo variants form a complete, coherent system. All are built from the same two elements: the HOLOS wordmark and the Lotus of Life mandala.

UNDERSTANDING THE LOGO FILES

The HOLOS logo exists as a set of 8 master files, divided into two layout orientations.

LOGO_1 through LOGO_4 are horizontal layouts — used in website headers, email signatures, letterheads, and anywhere the design space is wider than it is tall.

LOGO_5 through LOGO_8 are stacked layouts — used for social media profile images, circular frames, and anywhere a compact format is needed.

Within each group of four, individual files represent color variants. Always choose the variant that provides the strongest contrast against the background it will appear on.

DIMENSIONS & CLEAR SPACE

Clear space (exclusion zone): Maintain a minimum clear space on all sides of any logo variant equal to the cap-height of the “H” in the HOLOS wordmark. No other graphic elements, text, or imagery should enter this zone.

- Horizontal logo: approximately 560 × 124mm of artwork within the file
- Stacked logo: approximately 461 × 606mm of artwork within the file

Logo group	Artboard (points)	Artboard (mm)
Horizontal — LOGO_1 through LOGO_4	1646.9 × 440 pt	581 × 155 mm
Stacked — LOGO_5 through LOGO_8	3550 × 3550 pt	1252 × 1252 mm

Artboard dimensions include surrounding whitespace. Content area dimensions are tighter: horizontal logos approximately 560 × 124 mm; stacked logos approximately 461 × 606 mm.

HORIZONTAL WORDMARK VARIANTS

Logo	Description	Primary Use
LOGO_1	Gold wordmark + rainbow outline mandala on dark background	Website hero, printed covers, dark slide decks
LOGO_2	Gold wordmark + filled rainbow mandala on light/cream background	Documents, Canva materials, light-background print
LOGO_3	Black wordmark + thin-line monochrome mandala on white	Single-color print: contracts, legal, black-and-white contexts
LOGO_4	White wordmark + white mandala on transparent background	Dark photography overlays and dark UI only — invisible on light backgrounds

STACKED MARK VARIANTS

Logo	Description	Primary Use
LOGO_5	Rainbow outline mandala above HOLOS in gold, light background	Documents, Canva materials, light-background print
LOGO_6	Filled rainbow mandala above HOLOS in gold, light background	Square layouts where fuller color is appropriate
LOGO_7	White mandala + white wordmark on transparent background	Dark photography and dark decks only — invisible on light backgrounds
LOGO_8	Thin-line monochrome mandala above dark wordmark, light background	Letterhead, embossing, merchandise, minimal contexts

BACKGROUND ASSET

HOLOS_LOGO_VINE_BG.jpg — LOGO_1 centered on a near-black jungle vine and foliage texture. Use as hero image, title card, cover graphic, or branded wallpaper.

3.3 Minimum Size Requirements

DIGITAL MINIMUM SIZES

Threshold	Mandala diameter	Horizontal logo	Stacked logo
Full detail — 10 px finest gap	~714 px	~3,384 px	~1,983 px
Recognition minimum — 3 px finest gap	~214 px	~1,014 px	~595 px
Practical floor — mandala readable as mark	~120 px	~568 px	~333 px

Recommended digital minimums:

- Horizontal logo: 600 px wide minimum
- Stacked logo: 350 px wide minimum
- Absolute floor for small UI contexts: 300 px horizontal / 200 px stacked

PRINT MINIMUM SIZES (AT 300 DPI)

Logo variant	Recognition minimum	Recommended minimum
Horizontal logo	~85 mm wide	120 mm wide
Stacked logo	~25 mm wide	40 mm wide

3.4 Favicon & App Icon Guidance

The full HOLOS wordmark + mandala cannot be used as a favicon or app icon at 32 × 32 px or smaller. A standalone icon mark is required.

Icon size	Recommended treatment
512 × 512 px	Full mandala with all color detail — standard app store / PWA icon
192 × 192 px	Full mandala; thin strokes may need thickening for digital rendering
32 × 32 px	Mandala rendered as a solid circular mark in gold or rainbow — no stroke detail
16 × 16 px	Solid circle in gold, or stylized “H” initial — mandala not viable at this size

3.5 Vector Format Flag — No SVG Files in Package

No SVG files are present anywhere in the HOLOS brand package. All vector source files are in proprietary formats (.ai and .eps). This means web developers and Figma users cannot use these files directly without conversion.

3.6 The Mandala Mark

The Lotus of Life mandala is HOLOS’s primary brand symbol and may appear as a standalone element across brand applications — as a section divider element, as a background watermark, as an embossed mark on physical goods.

When used as a standalone mark, use LOGO_5 through LOGO_8 — not a cropped or isolated section of LOGO_1 or LOGO_2.

The mandala should never be: distorted, stretched, or rotated; recolored outside the approved palette; recreated freehand — always use the provided vector source files.

3.7 Location Marks

The HOLOS website presents three destination-specific geometric marks: HOLOS Costa Rica (arch/crescent), HOLOS British Columbia (triangle/mountain), HOLOS Colorado (semicircle/horizon). If the originals cannot be found, these can be recreated or replaced.

3.8 Logo Misuse

Do not:

- Recolor the wordmark outside the approved palette (gold, black, white)
- Apply the rainbow mandala color treatment to the wordmark letterforms
- Stretch, skew, or rotate any logo variant
- Place any logo on backgrounds with insufficient contrast
- Add drop shadows, outlines, glows, or other effects
- Use LOGO_4 or LOGO_7 on light backgrounds — they are designed for dark backgrounds only
- Crop or isolate the mandala from a wordmark variant for standalone use — use LOGO_5 through LOGO_8 instead
- Recreate the logo in any other typeface, drawing style, or application



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SECTION FOUR

Color Palette

4.1 Primary Palette

Name	Hex	Use
Off-White	#FFF5CF5	Primary background: documents, web content pages
Warm Cream	#F4EBDB	Secondary backgrounds, section fills
Warm Taupe	#E3DBC6	Tertiary backgrounds, borders, divider tones
Charcoal	#434343	Body text throughout all materials
Near-Black	#29282C	Section dividers, dark hero sections, cover pages
HOLOS Gold	#F3CA88	Primary accent on dark backgrounds

4.2 Accent Color — Gold

Gold is the dominant accent color in the HOLOS brand identity. It appears in every primary logo wordmark, all document headers on dark backgrounds, all CTA treatments, navigation elements on the website, and the vine background hero.

- Gold on Near-Black (#29282C) — primary dark-background treatment: section dividers, cover pages, hero text
- Gold on Off-White — use sparingly; only for specific accent elements, never for body text
- Gold is never used as a body text color on light backgrounds — Charcoal (#434343) is used for all body text

4.3 The Rainbow Spectrum — Mandala Color Treatment

The Flower of Life mandala in its primary color form uses a full spectral gradient: Red → Orange → Yellow → Green → Teal → Blue → Violet → Red.

This treatment is logo-only. The rainbow spectrum does not appear as a standalone design element, gradient fill, color bar, or decorative treatment anywhere else in brand communications.

4.4 Color Usage Rules

- #FFFCF5 is the default page background for all documents and web content pages
- #29282C is the default background for section dividers, hero sections, cover pages
- #434343 is the default body text color on all light backgrounds
- Gold is the default accent on dark backgrounds; charcoal on light backgrounds
- No more than three palette colors should appear on a single spread or page section
- Do not introduce colors outside this palette without explicit brand approval



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SECTION FIVE

Typography

5.1 Primary Type System

All brand production uses the following type system. Fonts are free, universally available, and accessible in Canva, InDesign, web, and print.

Role	Font	Character
Display / Headings (H1–H2)	Cormorant Garamond	High-contrast display serif. Luminous, refined, ceremonial. Hero headings, section headers, cover titles, pullquotes. Free on Google Fonts.
Structure / UI / Labels	Montserrat	Geometric sans-serif. Clean, confident, widely tracked. Navigation, section labels, buttons, CTAs, all-caps elements. Free on Google Fonts; Canva-native.
Body / Paragraphs	Cormorant Garamond Regular OR Montserrat Light	Cormorant Regular for print and light backgrounds. Montserrat Light for body text on dark or photo backgrounds.

WEBSITE (SQUARESPACE PLATFORM-SPECIFIC)

The website uses Minerva Modern (headings) and Anziano (body) — Squarespace-native fonts configured in the site’s Brand Kit. Minerva Modern has a closely related visual character to Cormorant Garamond and requires no redesign. Anziano serves as the body font within Squarespace only. Neither font is available outside the Squarespace platform and should not be used in print or Canva materials.

5.2 Type Hierarchy

Level	Font	Style	Notes
H1	Cormorant Garamond	Regular, generous tracking	Major section or cover titles
H2	Cormorant Garamond	Regular, moderate tracking	Primary section headers within documents
H3	Montserrat	Light/Regular, uppercase, wide tracking	Sub-section headers, section labels

Body (light bg)	Cormorant Garamond Regular	Regular, 11pt / 1.4 line-height	Long-form reading; print and Canva
Body (dark bg)	Montserrat Light	Regular, 11pt / 1.4 line-height	Body text on dark or photo backgrounds
Caption	Montserrat Light	Regular or italic	Image captions, supporting labels
All-caps label	Montserrat	Uppercase, wide tracking	Section sub-labels, category tags

5.3 Canva Production

Montserrat is the primary structural font in Canva — it is part of the system, not a fallback. Cormorant Garamond is available on Google Fonts and can be added to Canva directly. Both fonts are free and require no licensing.

- Use Cormorant Garamond for headings, hero text, and pullquotes
- Use Montserrat (Light through Bold) for labels, navigation text, buttons, and body copy on dark backgrounds

5.4 Typography Rules

- Headings are always set in Cormorant Garamond — never in bold or italic unless explicitly documented for a specific stylistic application
- Wide letter-spacing (tracking) on uppercase labels is a defining characteristic of HOLOS documents — do not reduce it
- Body text is never center-aligned in long-form paragraphs — centered alignment is reserved for pull quotes and section intro lines only
- Do not introduce additional typefaces without brand approval
- The HOLOS wordmark uses a custom letterform — always use the provided logo files. Never substitute with any font.

5.5 Typography Rationale

This section documents the reasoning behind these decisions for team reference.

Cormorant Garamond was selected as the primary display font because:

- Its high-contrast, luminous letterforms carry warmth and ceremonial weight appropriate to the HOLOS brand
- It is freely available (Google Fonts), universally accessible across web, print, Canva, and InDesign
- Its character closely matches the elegant italic serif already present in HOLOS pitch decks, unifying the existing production aesthetic with the formal type system

Montserrat was confirmed as the structural font because:

- It has been the working production font in Canva across HOLOS materials
- Its geometric proportions and tracking behavior match the wide-spaced uppercase heading style used throughout every existing HOLOS deck and on the website
- It is free and Canva-native, removing all workflow friction

Fonts considered and not selected:

- Syne + Neue Haas Grotesk: Syne's avant-garde character reads as editorial/tech rather than sacred and warm. Neue Haas Grotesk is a premium paid font not available in Canva — perpetuating the inconsistency these guidelines are designed to resolve.
- Georgia + Arial: Web fallbacks incorrectly documented in a prior draft as primary brand fonts.
- Minerva Modern: A Squarespace-proprietary font with no existence outside that platform.



SECTION SIX

Photography & Imagery

6.1 Photography Style

HOLOS photography is warm, intimate, and immersive. It shows the land as a living presence — not as backdrop. People appear in genuine moments of gathering, ceremony, stillness, and connection. The camera finds what is real.

- Warm, golden-hour or soft-shade natural light — no harsh midday sun, no artificial studio lighting
- Aerial and drone perspectives for land and property establishing shots
- Intimate ground-level perspectives for community and ceremony moments
- Lush, saturated jungle greens in landscape photography
- Cerulean water in waterfall and pool photography
- Candid human photography — in ceremony, at fire, in conversation, in nature, at rest
- No posed commercial-style images
- Property photography that reveals the relationship between architecture and the land, not the architecture alone

6.2 Photography Don'ts

- Do not use stock photography — all imagery should be HOLOS-sourced
- Do not use photography with heavy post-processing filters, heavy vignette, or oversaturated color grading
- Do not use photography where alcohol, non-HOLOS signage, or off-brand activities are visible
- Do not use corporate-style lifestyle photography (polished, posed, aspirational-generic)
- Do not use photography that aestheticizes poverty or misrepresents the surrounding community and culture

6.3 Photography Reference Board

Action item — Reyna: Curate a minimum of 20 approved “hero” photographs representing the full range of HOLOS photography — land, community, ceremony, food, architecture. This reference board anchors the photography guidelines with examples and serves as the primary visual reference for photographers, social media contributors, and content creators.

6.4 Illustration & Graphic Style

1. Watercolor-style maps

Hand-rendered, illustrated site maps for the Diamante Basecamp and property layout. Warm, textural, and non-technical in character. Used in venue guides and residential materials. Maintain this style in any future property maps for Valhalla or Colorado.

2. Geometric destination marks

Three abstract geometric forms representing HOLOS's three current properties — arch (Costa Rica), mountain triangle (British Columbia), horizon semicircle (Colorado). Currently used in the website Destinations section (see Section 3.7).

3. Mandala as graphic element

The Flower of Life mandala functions as a graphic element in page layouts — as a ghost watermark, as a full-page section divider element, and as a subtle background texture. Standard and approved application distinct from its logo use.



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SECTION SEVEN

Graphic Elements

7.1 Document Design System

All HOLOS documents — regardless of purpose — share a consistent structural vocabulary. New documents should follow this system without deviation.

Element	Specification
Section divider pages	Full-bleed Near-Black (#29282C) background, centered title in Gold, ghost Flower of Life mandala at 5–15% opacity
Content page backgrounds	Off-White (#FFF5F5) or Warm Cream (#F4EBDB)
Body text color	Charcoal (#434343)
Section header treatment	All-caps, wide letter-spacing, heading font
Ghost mandala watermark	Flower of Life at approximately 5–15% opacity as a background element on content pages
Standard layout	Two-column — photography and text on opposing sides
CTA treatment	Outlined / bordered style — not solid fill

7.2 Texture Assets

The vine and jungle texture (HOLOS_LOGO_VINE_BG.jpg) provides a dark, organic background option for title cards, presentation covers, and hero graphics.

- Primary logo lockup: LOGO_1 centered on the vine texture (the established “hero” application)
- Raw texture as a dark background for other graphic elements — text, section titles, and supporting marks may be placed directly on the texture

Use HOLOS_LOGO_VINE_BG_lrg.jpg for large-format applications; HOLOS_LOGO_VINE_BG.jpg for standard digital use.



SECTION EIGHT

Voice & Tone

8.1 Brand Voice

HOLOS speaks from a place of knowing, not selling. The voice is warm, direct, evocative, and purposeful. It does not perform spirituality — it embodies it. It does not need to convince you of anything. It describes a place and a way of being, and trusts that the people it is for will recognize themselves in it.

HOLOS communicates in the space between ancient wisdom and practical modern tools.

Voice quality	What it means
Warm	Intimate without being precious. It feels like a letter from someone who means it.
Direct	Says what it means without hedging, softening, or overselling.
Evocative	Lands images in the body, not just ideas in the mind.
Purposeful	Every word is doing something. Nothing is filler or decoration.
Confident without being loud	The brand does not announce itself. It is present.

8.2 Voice — What It Is and What It Is Not

HOLOS sounds like	HOLOS does not sound like
“A place where the land itself is part of the offering.”	“Luxury amenities in a stunning natural setting!”
“We offer holotropic experiences that restore vitality, coherence, and clarity to the human journey.”	“Discover yourself on this transformational journey to healing!”
“The Diamante Valley holds seven waterfalls. They are not a backdrop — they are part of the teaching.”	“Experience the breathtaking waterfalls of Costa Rica.”
“Join us in tending the flame of mythos.”	“Sign up for our newsletter to stay in the loop.”
“For those called to root.”	“Invest in your future with HOLOS residential lots.”
“65+ retreats. Thousands of guests. The land remembers all of them.”	“Trusted by hundreds of satisfied guests!”

8.3 Tone Calibration by Context

Context	Tone
Website homepage	Visionary, poetic, invitational — wide aperture. The brand in full expression.
Retreat / program descriptions	Warm and specific. Describe what it actually feels like, not what it claims to produce.
Venue / host materials	Practical and professional, but not stripped of character. Brand voice should be present in service language.
Residential / lot materials	Grounded, forward-looking, community-oriented. The land as a long-term relationship.
Investor materials	Visionary + data-grounded. The mission must be felt, not just stated. Numbers serve the story.
Social media	Alive, present, specific. A moment from the land — not a caption.
Chatbot / FAQ	Helpful and clear. Inject brand language at natural points; do not go fully neutral-service.
Email / newsletter	Direct and intimate. Write to the person, not the list.
Podcast / audio	Conversational but substantive. The depth of the brand in spoken form.

8.4 Language to Use and Avoid

Use consistently:

Wholeness, holotropic, regenerative, sanctuary, sacred, stewardship, presence, embodiment, nourishment, ceremony, land, community, lineage, ancient wisdom, evolutionary wellbeing, tending, remembering

Use with intentionality — audience-dependent:

Entheogenic, plant medicine, psychedelic, non-ordinary states. Use more directly with retreat guests and investors. Use more abstract language (“holotropic,” “holotropic tools”) in general public contexts or new channels where the framing matters to safety and reception.

Avoid:

Resort, hotel, glamping, luxury (alone — “eco-luxury” is acceptable), wellness retreat (generic), healing center (generic), transformational journey (overused), unique experience (meaningless), stunning, breathtaking, world-class (without specificity), amenities, state-of-the-art, disruptive, game-changing

8.5 Intellectual & Philosophical Lineage

HOLOS draws from a specific constellation of thinkers, traditions, and research lineages. Naming these when relevant is appropriate and expected.

Name / Tradition	Connection
Stanislav Grof MD	Holotropic breathwork, transpersonal psychology, cartography of non-ordinary states of consciousness. Co-founder of HOLOS.
Jamie Wheal	Flow states, cultural healing, Recapture the Rapture. Advisory board.
Gabor Maté MD	Trauma, addiction, embodied healing. Advisory board.
Mark Hyman MD	Functional medicine, food as medicine. Advisory board.
Wixárika (Huichol) tradition	Indigenous ceremony, ancestral wisdom. Active partnership.
Marcel Proust, Terence McKenna, Rumi, Vandana Shiva	Philosopher touchstones featured on the HOLOS website.



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SECTION NINE

Messaging Architecture

9.1 Brand Narrative

The HOLOS brand narrative is titled “Remembering Wholeness.”

- Something has been forgotten, humans have drifted from their innate wholeness, from the rhythms of the land, from depth of community.
- There are places, and there have always been places, where this can be remembered.
- HOLOS is one of those places, and is becoming a network of them.
- What happens here is not new; it is ancient, embodied in holotropic tools, indigenous lineages, and the intelligence of the land itself.
- The invitation is to return; not to somewhere else, but to yourself.

9.2 Positioning Statement — Full Form

HOLOS is a living field of regeneration; for individuals, cultures, and ecosystems. Anchored in the sacred Diamante Valley of Costa Rica, and growing into a global network of sanctuaries, HOLOS offers immersive eco-luxury stays, transformational retreats, and a regenerative land-based community. It is a movement grounded in ancient wisdom and expressed through practical, modern tools.

9.3 Official One-Liner / Tagline

🔗 **IM: ACTION NEEDED** — Three candidates are in circulation. One must be selected as the canonical tagline before this document is finalized. It is the most-used single piece of brand copy and must be consistent across all channels.

Option A: “A living field of regeneration — for individuals, cultures, and ecosystems.”

Option B: “Where the land, the body, and the community remember their wholeness together.”

Option C: “The new frontier of hospitality and evolutionary wellbeing.” (from Brand Concept deck — already in circulation)

Until confirmed, Option A is used as the working default throughout this document.

9.4 Elevator Pitch by Audience

WELLNESS SEEKERS & RETREAT GUESTS

HOLOS is a 205-acre sanctuary in the Diamante Valley of Costa Rica ;a place of innumerable waterfalls, holotropic ceremonies, and farm-to-table nourishment. Come to rest, to remember, or to go deep. Stay in an eco-luxury Star Nest. Walk the land. Let this sacred place speak to you.

RETREAT FACILITATORS & HOSTS

HOLOS offers one of the most powerful venue settings in Costa Rica for retreat programs. The Air Temple comfortably holds groups of 12-120 people. The Dining Lounge seats 40+. We currently have 25 beds in the center and other housing options in community homes. The land holds ceremonies in ways that no constructed space can replicate. We have supported over 65 transformational retreats. Your group will be held by the power of the land, the warmth of the community, and the magic of this sacred watershed of the Diamante Valley.

RESIDENTIAL LOT BUYERS

The Diamante Valley is already a living community. Forty lots on 205 acres, the majority already sold. Road, electric, water, and fiber run to each lot. This is not a real estate investment. It is a decision about how you want to live.

PAST GUESTS & COMMUNITY MEMBERS

You already know what this place does. HOLOS is growing — new programs, the Valhalla property in BC, the Colorado location in development. Stay connected. Come back. Bring your people.

CORPORATE GROUPS

Action item — Digital team: Develop 2–3 sentences of corporate-specific messaging articulating what HOLOS offers corporate groups and how it differs from a standard corporate retreat venue.

DIGITAL NOMADS

Action item — Sheida: Clarify the digital nomad offering (stay length, work infrastructure, daily rhythm). Develop targeted messaging once the offering is defined.



SECTION TEN

Content Pillars

Content across all HOLOS channels should map to one of these six pillars. They correspond to the lived experience of HOLOS and keep brand communications grounded in the real, not the aspirational.

Pillar	What it covers	Example content
1. Land & Nature	The Diamante Valley, the waterfalls, the forest, the farm, the seasons, ecological stewardship	Waterfall photography, tree planting updates, farm harvest posts, seasonal land stories
2. Community & People	The humans at HOLOS — guests, facilitators, residents, staff, advisors, indigenous partners	Guest reflections, facilitator profiles, resident stories, ceremony community moments
3. Retreats & Programs	What happens at HOLOS — breathwork, plant medicine, somatic practice, yoga, indigenous ceremony, workshops	Program announcements, behind-the-program content, participant testimonials
4. HOLOS Vision	The bigger picture — what HOLOS is building, why it matters, the movement, the network	Founder letters, vision content, expansion updates, research and thought leadership
5. Behind the Scenes	Daily life and operations — kitchen, setup, preparation, the team, maintenance of the land	Kitchen prep, staff moments, property care, ceremony preparation
6. Lot Ownership	The residential community — available lots, the forming community, what it means to root here	Land tours, resident introductions, lot availability, community gatherings



SECTION ELEVEN

Channel Guidelines

12.1 Website — holos.global

The website is the primary brand expression and the canonical home of all public-facing messaging. It should reflect the full brand voice: poetic on the homepage, specific in offering descriptions, grounded in the Residential section, visionary in the About section.

Known gaps (from Growth Audit, Tyler & Co., April 2025):

- No direct booking CTA
- No urgency triggers or availability signals
- Limited SEO optimization
- No retargeting infrastructure

12.2 Instagram

HOLOS has 12,200+ followers on Instagram (as of April 2025 Growth Audit). Instagram is the primary social brand channel and the most visible expression of HOLOS in the world.

- Every post should feel like it was taken and written by someone who lives on the land — not like a marketing team
- Captions should never open with a question, an emoji, or “We’re excited to share...”
- Image quality must meet the photography standards in Section 6

12.3 LinkedIn

LinkedIn is appropriate for investor communications, corporate group outreach, and brand credibility with professional audiences. The register should reflect the Investor / Vision tone: more data and impact-focused, more explicitly connected to market context, but never stripped of the brand’s philosophical core.

Action item — *Digital team: Develop LinkedIn-specific voice and content guidelines, including post cadence, content pillar weighting, and tone guidance for investor and corporate audience posts.*

12.4 Email & Newsletter

The HOLOS email list is the brand's direct relationship channel and should be treated accordingly.

- Write to the person, not the list
- Subject lines should be specific and human — never generic or clickbait
- Newsletter content should map to the content pillars in Section 10
- The brand voice in email is direct and warm — slightly more personal than the website, slightly less poetic than the homepage

Action item — *Digital team: Develop an email template structure including: header treatment, content section order, CTA placement, footer, and unsubscribe language. Confirm send cadence.*

12.6 Print & Physical Materials

All print materials should use the document design system described in Section 7. The April 2025 venue guides and investor decks are the current reference standard.

Pending specifications: business cards, signage (property, wayfinding, event), merchandise (apparel, goods), event programs.

12.7 Brand Asset Distribution

🔧 **ACTION NEEDED** — Digital Team: A centralized brand asset library (logo files, color swatches, font files, document templates) for distribution to facilitators, partners, designers, and team members is not yet established. A Google Drive folder should be created, organized, and shared with appropriate access controls. The asset index in Section 14 is the starting inventory.



SECTION TWELVE

What HOLOS Is Not

HOLOS is not a hotel. It is not a resort. It is not a glamping property. It is not a spa. It is not a festival. It is not a party venue. It does not serve alcohol. It is not a conventional wellness retreat center, and it does not aspire to be one.

These are not gaps. They are definitions.

The people who are right for HOLOS will understand this immediately. The people who need convincing are probably looking for something else and that is fine.

Apply this section when:

- Reviewing new partnership and listing platforms; ensure HOLOS is not grouped with accommodations that dilute or misrepresent the brand
- Briefing content creators or photographers; so they understand what this place is not before they try to capture what it is
- Evaluating new channels or promotional contexts; if a platform leads with parties, alcohol, or generic tourism, it is not the right placement



SECTION THIRTEEN

Asset Index & File Reference

14.1 Logo Files

All logo files are located in: /Brand/Logos/

File	Format	Use
HOLOS_LOGO_1 (.ai / .eps / .png)	Vector + Raster	Primary dark-background horizontal logo
HOLOS_LOGO_2 (.ai / .eps / .png)	Vector + Raster	Primary light-background horizontal logo
HOLOS_LOGO_3 (all formats)	Vector + Raster	Monochrome horizontal logo — single-color print
HOLOS_LOGO_4 (all formats)	Vector + Raster	White horizontal logo — dark backgrounds only
HOLOS_LOGO_5 (all formats)	Vector + Raster	Stacked light-background logo — square formats, social
HOLOS_LOGO_6 (all formats)	Vector + Raster	Stacked light-background logo — square formats
HOLOS_LOGO_7 (all formats)	Vector + Raster	Stacked white logo — dark backgrounds only
HOLOS_LOGO_8 (all formats)	Vector + Raster	Stacked monochrome logo — minimal/refined contexts
HOLOS_LOGO_VINE_BG.jpg	Raster (JPG)	Vine texture background — standard digital use
HOLOS_LOGO_VINE_BG_lrg.jpg	Raster (JPG)	Vine texture background — large format use
HOLOS_LOGO_PACKAGE_REF.pdf	PDF	Visual reference sheet for all logo variants

14.2 Brand Documents

All brand documents are located in: /Brand/Docs/

File	Description
HOLOS-Brand-Overview.pdf	Internal brand overview and VTO (Vision, Traction, Organizer)
HOLOS-Growth-Audit.pdf	April 2025 growth audit (Tyler & Co.)

14.3 Decks on File

File	Description
HOLOS-Brand-Concept.pdf	Full brand concept deck — values, pillars, visual direction
HOLOS Diamante Investment Deck.pdf	Investor deck for HOLOS Diamante
HOLOS Valhalla Investment Deck.pdf	Investor deck for HOLOS Valhalla (BC)
HOLOS Residential Community Guide.pdf	Residential land community overview
HOLOS Community Sun Temple Hosting Guide.pdf	Hosting guide for the Sun Temple
HOLOS Day Rental_Venue & Experience Guide.pdf	Day rental venue and experience guide
HOLOS Pricing Guide_April 2025.pdf	Current pricing reference
HOLOS Venue & Experience & Pricing Guide_April 2025.pdf	Combined venue, experience, and pricing

14.4 Website Assets

File	Description
Brand-Kit-Canva.png	Canva brand kit reference
Brand-Kit-Website.png	Web brand kit reference (confirms Squarespace fonts: Minerva Modern + Anziano)
HOLOS-Website-Copy.pdf	Full website copy (465 pages)
HOLOS-Chatbot-FAQS.pdf	Chatbot and FAQ content
Homepage Screenshots/	12 screenshot images of the current homepage