



What's Trending

10 Must-Pack Items for the Perfect Beach Day

www.travelchannel.com

- Chic beach tote
- Trendy towel
- Easy-to-Carry Cooler
- Water bottle
- Sunscreen
- Beach Tent
- A drink glass made for the sand
- Waterproof Phone Case
- Waterproof sneakers
- Hydrating Lip Balm

Top Hashtags

#beach, #sea, #ocean, #beachside, #sunset, #waves
 #tan, #beachlife, #beachday, #beachtime



Our Mission

To help beach goers express their love of the ocean and sand, in a comical and artist style.

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Our Quality

We have the capability to customize programs to suit the client, the brand, target consumer or retail channel. **HolaBeaches** products are made with the most comfortable yet durable fabrics we could find.

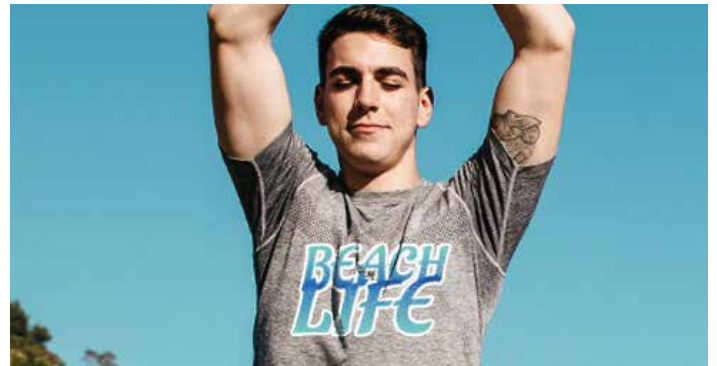


Our Tone

HolaBeaches is the Lifestyle Brand for **beach goers** everywhere that celebrate and represent pop culture art, colorful patterns and comical cartoons. Overall we are to use a positive and vibrant tone that emulates the same excitement consumers feel when attending the beach.

Target Customers

Customers that are adventurous and enjoy the beach scene are our target audience. Customers who exercise and want to be stay in touch with nature are also a targeted group. Both groups appreciate nature, humor and self expression.



Our Artists

All our designers live and breathe the beach life. Concentrating on t-shirts and sweatshirts for men, handbags and tank tops for ladies; We've immersed ourselves in the culture and lifestyle – and every design and piece of clothing organically captures the enthusiasm for the ocean and sand life.

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MoodBoard



Imagery

Any images used should enhance our tone of energy and excitement.

Do's

- Use vibrant and warm images.
- Beach symbols can be used such as the sun, waves, fish, sea shells, surf boards, beach umbrellas, sandals, sunglasses, etc.
- Motivational quotes should be positive or humorous.
- Only use white to keep a clean and organized look around the images.

Don'ts

- No sexual behavior or nudity is allowed.
- Do not use quotes or text that are offensive or degrading.
- Do not clutter your page/image. The overall look should be clean and organized.
- Symbols of cocktails, beer and transportation should be used with the symbols in the Do's section, not alone.



Colors

Do's

- Use vibrant and warm hues such as red, yellow, orange, and it's complimentary colors such as green.
- Use Pastels in the blue family to mimic the sky or light yellow for the sand.

Don'ts

- Do not use dark monotone colors.
- Do not use gray tones or black and white together.
- Do not clutter your colors, use whitespace to stay organized and clean.

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Our Website

The screenshot shows the Namedrop website homepage. At the top, the Namedrop logo is on the left, and navigation icons for a shopping cart, heart, and user profile (Hi, Andre) are on the right. The main banner features a background image of two young women on a beach. The text on the banner reads: "Personalize Your Beachwear" in a mix of sans-serif and script fonts. Below this, three bullet points list features: "• Type in text • Choose a design", "• Choose qty and size", and "• No design skills needed". A red button with white text says "START PERSONALIZING".

Below the banner, the word "TEST" is centered. A row of four images follows: a green t-shirt with a "Smith Family Road Trip 2018" design, a tote bag with a "Your Name Here" design, a woman in a black tank top with a "SURF CALIFORNIA" design, and a black drawstring bag with a "SURF CALIFORNIA" design.

Another "TEST" label is centered below the second row of images. This row contains four images: a woman with a tote bag, a man in a "BEACH LIFE" t-shirt, a woman in a black bikini and hat, and a woman in a "beach happy" t-shirt.

At the bottom, there is a "Join with us." section with an email input field and a "SIGN UP" button. To the right, it says "Connect." followed by social media icons for Facebook, Twitter, Pinterest, and Instagram. The footer contains the copyright notice "©2018 Holabeaches Shop. All Rights Reserved." and a small upward arrow icon.

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