



esimpark

Land connected.

The brand system for eSIM Park, a SoundCam Productions product:
name, logo, color, type, interface and search-friendly naming.



One product, every market.

eSIM Park is a global travel-eSIM shop from SoundCam Productions. This page fixes what we promise and how we speak; the rest of the book fixes how it looks.

WHAT IT IS

A travel eSIM that works the moment you land.

Data plans for 180+ countries, sold in ten languages. Pay by card, get a QR code in minutes, scan it once. A SoundCam Productions product, built for travelers everywhere.

WHO IT IS FOR

Anyone who refuses to hunt for a SIM shop at the airport.

Families on holiday, city-breakers, digital nomads, business travelers. They buy on their phone, before departure or at the gate.

PROMISE

Land connected.

The plane touches down, the phone is already online. No roaming bill, no shop, no waiting. The “park” is the calm in the name: a place where a traveler’s data is taken care of.

VOICE

- **Concrete, with numbers.** “5 GB, 7 days, €4.90” — never “flexible plans”.
- **Direct and personal.** A friend who travels, not a telecom.
- **Short sentences.** The customer reads on a phone, on airport wifi.
- **No jargon.** Not “activation profile” — “scan the QR code”.

TAGLINES

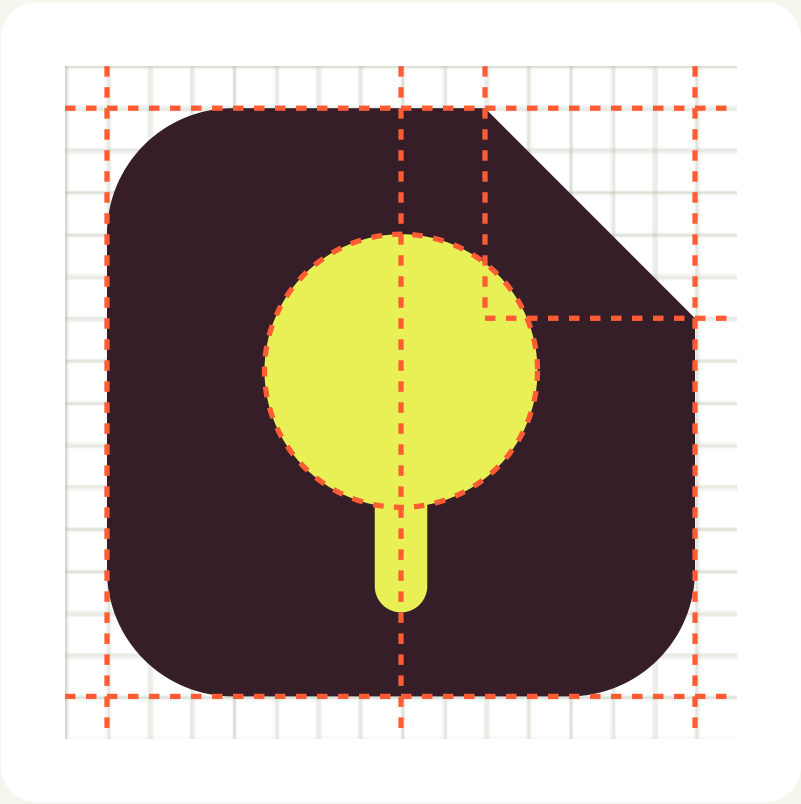
Land connected. primary, in English on every market

Travel eSIM for 180+ countries. descriptive, keyword-led — for titles and meta descriptions

Földet érsz, már netezel. Hungarian; every other market gets a locally approved line, never a literal translation

A SIM with a tree in it.

THE MARK



The tile is a SIM-card silhouette (clipped corner, radius 12) holding a tree: canopy and trunk. SIM and park in one shape. Drawn on a 64-unit grid; the clip is exactly 20 units.

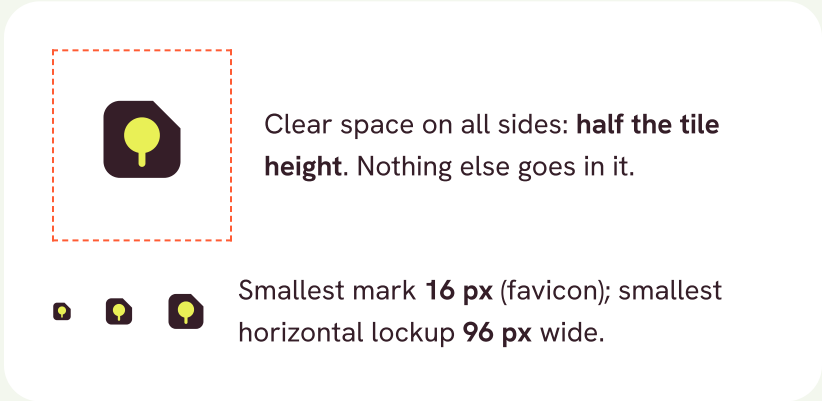
HORIZONTAL LOCKUP — THE DEFAULT



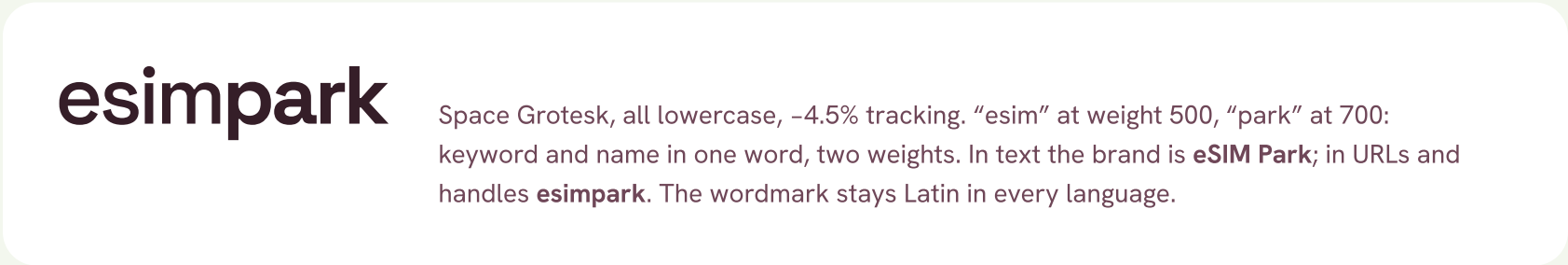
STACKED



CLEAR SPACE AND MINIMUM SIZE



WORDMARK



The same tree on eight fields.



Default on light
Web, print, invoices, email.



Default on dark
Dark mode, hero sections, video.



Wasabi field
Social covers, stickers, campaigns.



Jade field
Help pages, email headers.



Cool Blue field
Info cards, help, blog.



Persimmon field
Sales and promos — rarely, loudly.



Mono dark
Invoice PDFs, one-color print, stamps.



Mono light
On dark photos, video watermarks.



Outlined mark: only where a filled one cannot work (engraving, one-color print, 1-bit icons).



App icon and favicon: the mark alone, no wordmark. Wasabi tile on dark system themes, Plum tile on light.

The 2026 Pinterest Palette, put to work.

The five colors of Pinterest Palette 2026 make the whole system: Wasabi is the voice, Plum Noir is text and dark backgrounds, Jade is surface, Cool Blue is information, Persimmon is urgency. Hex values are the codes reported in the press; Pinterest’s own report names the colors without codes.

Wasabi

#E9F056 · oklch(0.92 0.17 112)

Primary accent. Buttons, CTAs, the word “park” on dark, the tree in the mark.

Plum Noir

#351E28 · oklch(0.27 0.04 352)

The brand’s black. Text, dark backgrounds, the tile of the mark.

Jade

#AEB8A0 · oklch(0.77 0.035 126)

Calm. Secondary surfaces, dividers, illustration.

Cool Blue

#D7EFFF · oklch(0.94 0.03 237)

Information. Help, tips, “how it works” cards.

Persimmon

#FF5C34 · oklch(0.69 0.21 35)

Urgency. Sale badges, “popular”, errors. At most 5% of any page.

WASABI SCALE — AS TEXT ONLY FROM 600

100

#F6FACC

400 · brand

#E9F056

500

#C2C720

600 · text AA

#666900

700

#444600

PLUM SCALE — DARK-MODE SURFACES

900 · background

#17080E

800 · surface

#29121C

700 · brand

#351E28

600 · surface 2

#412330

500 · muted

#6F4758

400 · muted on dark

#997483

100 · tint

#F4ECEF

JADE SCALE — THE LIGHT-MODE BASE

50 · page background

#F3F7EE

100 · surface 2

#E4EADC

400 · brand

#AEB8A0

700

#6A7757

800

#465234

PERSIMMON SCALE

50 · tint

#FFE8E1

400 · brand

#FF5C34

700 · text AA

#C83407

CONTRAST (WCAG) — WHEN TEXT IS ALLOWED ON IT

Plum on white

15.4 : 1 · AAA

Wasabi on Plum

12.5 : 1 · AAA

Jade on Plum

7.4 : 1 · AAA

Wasabi 600 on white

5.9 : 1 · AA

Persimmon 700 on white

5.3 : 1 · AA

Wasabi on white

1.2 : 1 · NEVER as text

Two faces, plus two scripts.

Land connected.

Display
Space Grotesk 700
68 / 0.98 / -2.4 px

eSIM for Turkey, from 5 GB

H2
Space Grotesk 700
40 / 1.15 / -1.4 px

How it works

H3
Space Grotesk 600
26 / 1.15 / -0.5 px

Buy before you fly, scan the QR code, and you
are online the moment you land. No roaming fees.

Body
Hanken Grotesk 400
17 / 1.5

You need an eSIM-capable, carrier-unlocked phone.

Small
Hanken Grotesk 500
14 / 1.5

POPULAR · 7 DAYS · 5 GB

Label
Space Grotesk 600 · caps
12 / 1.5 / +1.4 px

DISPLAY FACE

Space Grotesk

AaBbCc 0123456789 €\$£

Headings, numbers, prices, buttons. Geometric; holds up at large sizes and in tables of figures.

TEXT FACE

Hanken Grotesk

AaBbCc 0123456789 ŐÚű ÄÖÜ

Paragraphs, lists, forms. Full Latin set: Hungarian, German, Slovak, Romanian and Serbian Latin accents are all covered.

SCRIPTS BEYOND LATIN

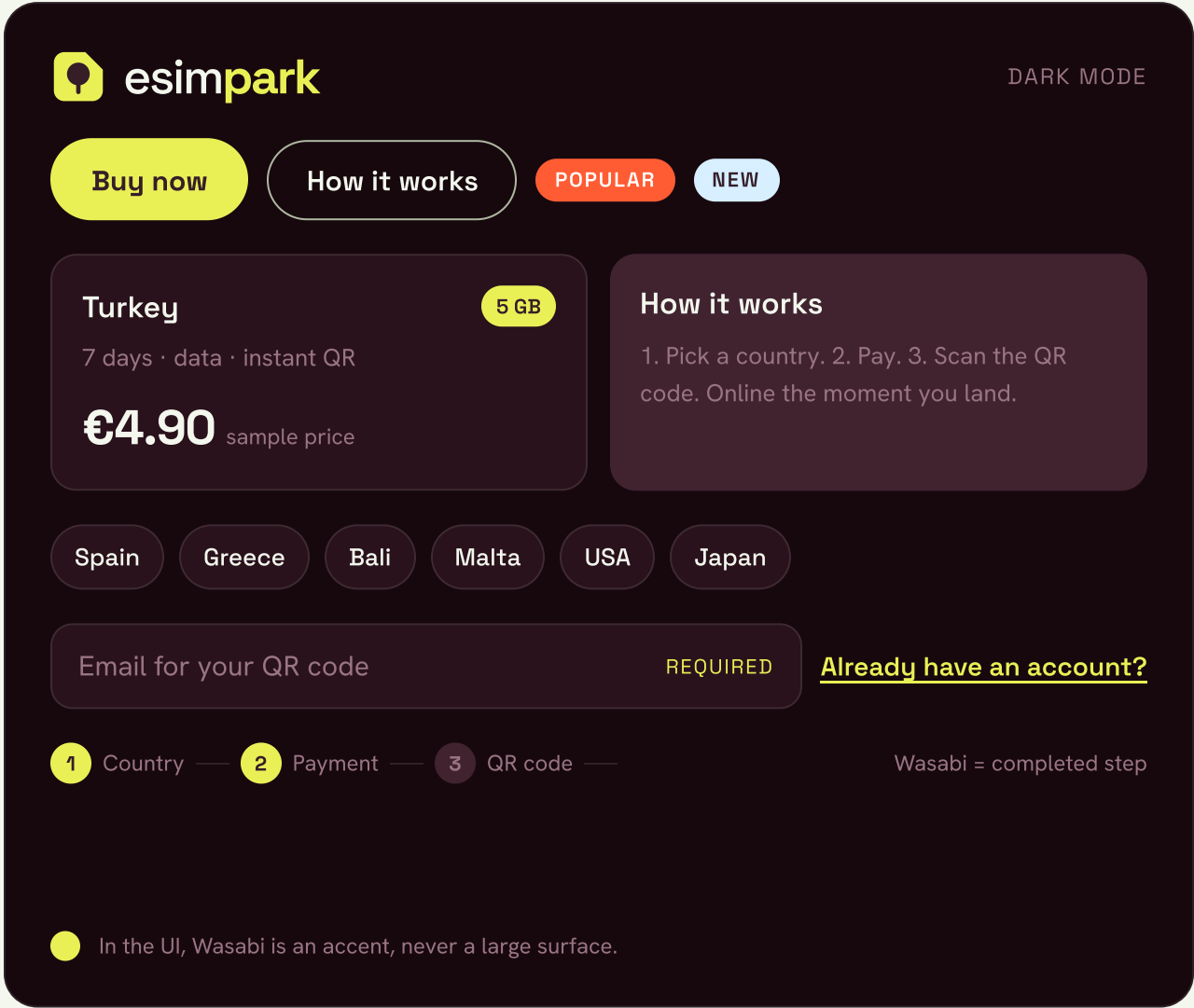
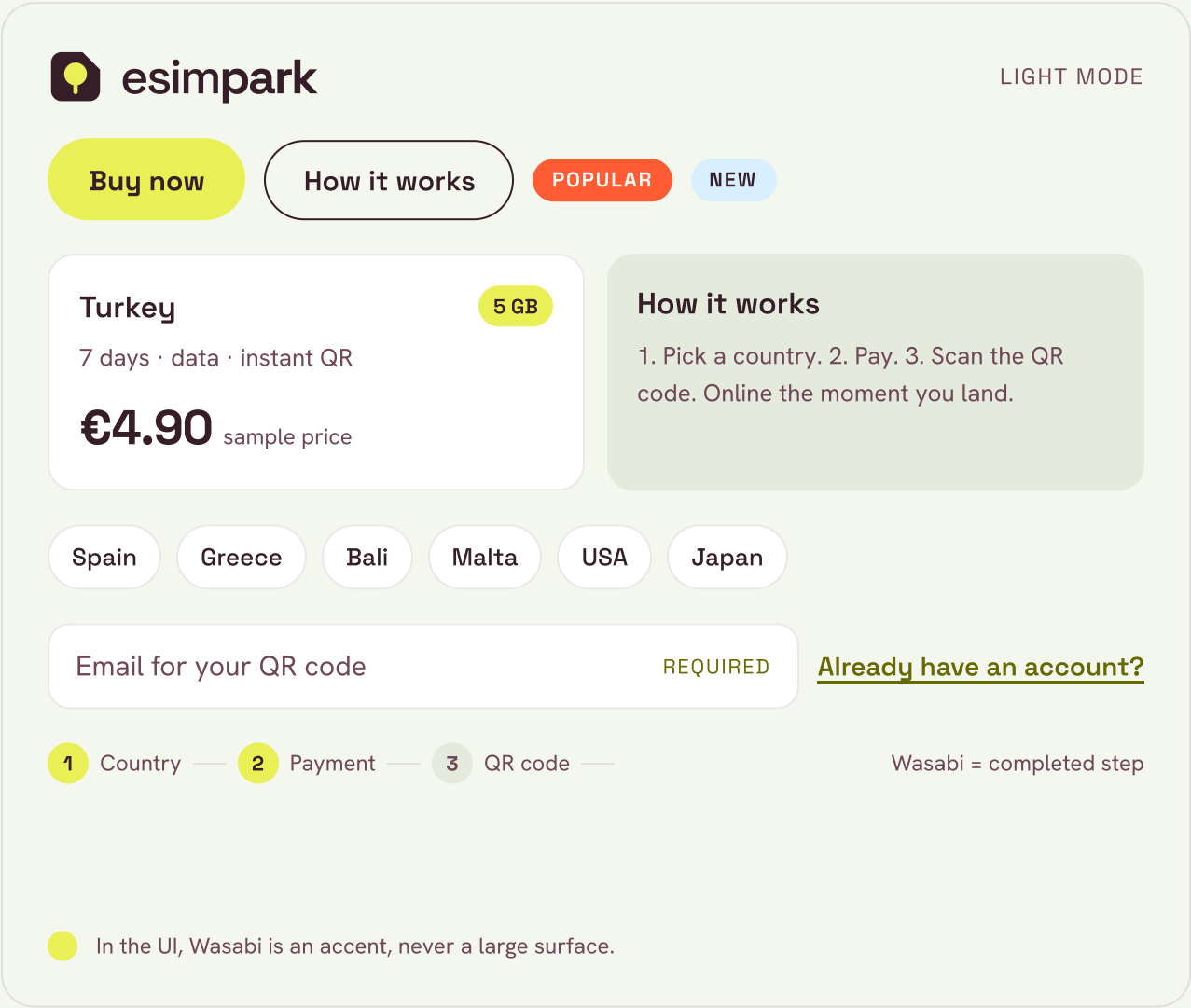
180+ देशों के लिए ट्रैवल eSIM Hindi · Noto Sans Devanagari

覆盖 180 多个国家的旅行 eSIM Chinese · Noto Sans SC

Neither brand face has Devanagari or CJK glyphs. Hindi and Chinese pages use the Noto faces for headings and body; the wordmark, numbers and “eSIM” stay Latin.

Rules. Negative tracking in headings; a tagline is one sentence with a capital and a full stop. Numbers always in Space Grotesk, tabular figures. Never more than two Latin faces.

The shop, in both modes.



Tokens · light

--bg #F3F7EE · --surface #FFFFFF · --surface-2 #E4EADC · --ink #351E28 · --muted #6F4758

Tokens · dark

--bg #17080E · --surface #29121C · --surface-2 #412330 · --ink #F3F7EE · --muted #997483

Accents (both modes)

--accent #E9F056 · --accent-ink #351E28 · --promo #FF5C34 · --info #D7EFFF · --brand-text #666900 on light, #E9F056 on dark

Radii and buttons

card 18 · panel 14 · field 12 · small tile 9 · buttons and badges 999 (pill). Button height 44 px; tap targets never smaller.

Findable by Google and by people.

Brand name in text	eSIM Park	“eSIM” stays a separate word and a search keyword; Google ties “Park” to the brand.
Domain, handle, URL	esimpark.com · @esimpark	All lowercase, no hyphen. The same on Instagram, TikTok, Facebook and X.
Title pattern	<Country> eSIM – travel data from <price> eSIM Park	Keyword first, price inside, brand last. Aim under 60 characters; drop the price for long country names.
H1 pattern	eSIM for <Country>	One H1 per page, carrying the country name.
Meta description	Travel eSIM for <Country>: <GB> GB from <price>. Instant QR, no roaming fees.	With numbers, 150–155 characters, clickable without a call to action.
URL scheme	/esim-<country-slug> · /<lang>/esim-<slug>	English at the root, every other language under its two-letter prefix, slugs localized.
OG image	1200 × 630 · Plum background, Wasabi mark, country name	One template, filled by the page generator.
Image alt	“eSIM for Turkey – 5 GB data plan, eSIM Park”	Keyword plus brand, never an empty alt.
Schema.org	Organization: name “eSIM Park”, alternateName “esimpark”, parentOrganization “SoundCam Productions Kft.”	Product + Offer on country pages, BreadcrumbList everywhere.
Languages, hreflang	en (x-default) · hu · de · es · fr · sk · ro · sr · hi · zh	Ten languages, all on esimpark.com. English is the default; every page links its nine siblings with hreflang.

WHY THE NAME IS NOT A KEYWORD

Names like “esimtravel” or “esimdata” are all taken, and Google has filtered exact-match domains since 2012. eSIM Park is short, typeable in every language, and the “eSIM” prefix still tells the search engine what we sell. Rankings come from content and links: one country page per destination, in ten languages.

ITS OWN PRODUCT

eSIM Park is a separate SoundCam Productions product with its own domain, hosting, content and analytics. It shares **no** pages, canonicals or hreflang links with any other shop of ours; the Hungarian pages live here too, under /hu/.

Never write: Esimpark, ESIMPARK, e-SIM Park, eSIMpark, eSim Park. The only lowercase forms are the logo and the URL/handle.

Six rules that are easiest to break.

 Do. Wasabi button with Plum text, on dark or light.	 Don't. Wasabi text on white — 1.2 : 1, unreadable.	 Do. The mark in its own color pair.	 Don't. Gradients, shadows or distortion on the mark.
 Do. Persimmon on one badge, once per page.	 Don't. Persimmon as a large surface or background.	Buy your eSIM at eSIM Park — esimpark.com Do. "eSIM Park" in text, "esimpark" in URLs.	ESIMPARK — e-SIM park — Esim Park Don't. Mixed case, hyphens, all caps.
Turkey · 5 GB · 7 days · from €4.90 Do. A concrete offer with numbers.	"Flexible premium connectivity solutions with global profile activation." Don't. Telecom jargon, empty promise.	Land connected. Do. Two faces, negative tracking in headings.	<i>Land connected.</i> Don't. A third face, decorative or system.