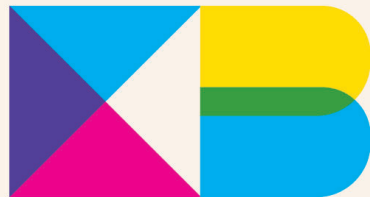




HOLOHOLO
ISLAND HOPPING
TOURS

Holoholo Travel Case Study



Kristen Baldwin Design

Inspiration

I wanted this project to feel warm, nostalgic, and genuinely Hawaiian from the very start. I drew inspiration from vintage surf posters, 80s synth-wave sunset gradients, local flora like plumeria and hibiscus, and retro airline branding. My goal was to craft a relaxed, inviting vibe that speaks to travelers looking for an authentic, culturally rich island experience.



Thumbnails

I started by sketching out as many ideas as possible—exploring everything from island chain maps and ocean waves to floral leis and tropical sunsets. At the same time, I drafted rough layout thumbnails to figure out how to organize a ton of information—like the 21-day itinerary, Hawaiian vocabulary, and tour inclusions—without overwhelming the reader.





Title: _____

Fun Facts

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
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The form consists of a grid of 16 boxes, each containing a number from 1 to 16. The boxes are arranged in a 4x4 grid. The top row contains boxes 1 through 4, the second row contains boxes 5 through 8, the third row contains boxes 9 through 12, and the fourth row contains boxes 13 through 16. The boxes are labeled with numbers and have lines for writing.

X	fade	Color Block
X	1	2
X	2	3
X	3	4
X	4	5
X	5	6
X	6	7
X	7	8
X	8	9
V	9	10

Map

Whats Included

Info

The form includes a table with 10 rows and 3 columns. The first column contains 'X' or 'V', the second column contains numbers 1-10, and the third column contains numbers 2-10. Below the table are sections for 'Map', 'Whats Included', and 'Info'.

Welcome to the Hawaiian Islands

Included

Other Tons

Logo

Background Image

Vocabulary

QR

Info Address Email

Socials Website

Website

Holoholo

Hawaii Island Hopping Tours

The form is a template for a Hawaiian Islands tour. It includes sections for 'Welcome to the Hawaiian Islands', 'Included', 'Other Tons', 'Logo', 'Background Image', 'Vocabulary', 'QR', 'Info Address Email', 'Socials Website', 'Website', and 'Holoholo Hawaii Island Hopping Tours'.

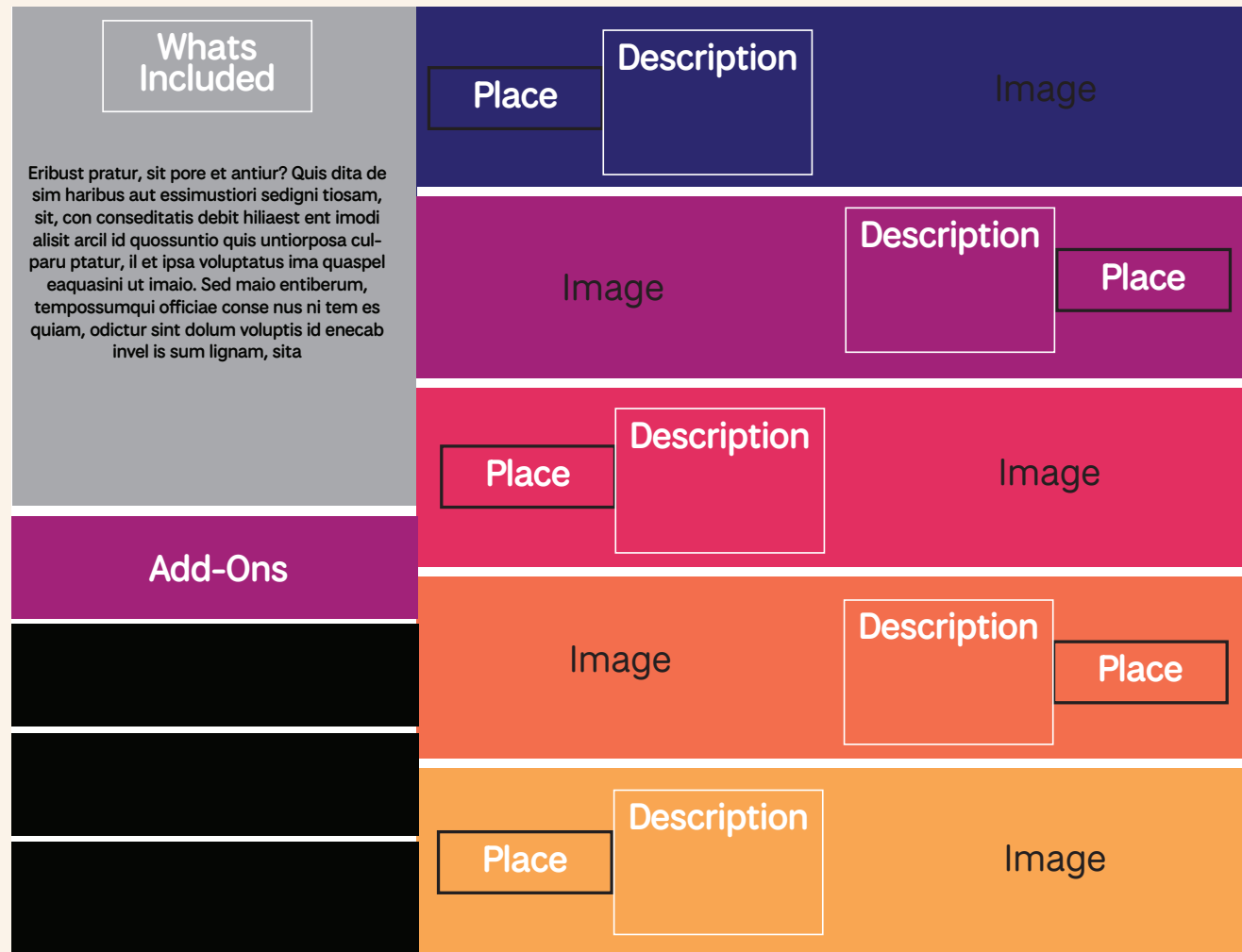
Digital Logo Mock-up

Moving my sketches into Illustrator let me really experiment with line weight, font pairings, and color combinations. I built out six distinct digital concepts—ranging from detailed flower wreaths to bold graphic layouts—to test what worked best visually and translated cleanly across different applications.



Digital Layout Mock-up

Once in InDesign, the biggest challenge was spacing and readability. Because this brochure packs in so much content—from the 21-day schedule to cultural history (Mo'olelo) and local terms (Hua'alelo)—I set up a tight grid system to make sure the layout felt open, balanced, and easy to navigate.



Vocab

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Facts

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hiciduc iassusa quam, nus mil

More Tours

Image

Image

Image

QR

Logo

Address
Address
Phone
website

socials

Front
Image

Logo

ebsite

Final Logo

I landed on the retro sunset arch with palm trees and a hammock because it instantly sets a peaceful, unwinding mood. Paired with custom display typography, wave details, and a warm color palette, the final mark captures the exact balance of relaxation and authentic island hospitality I wanted Holoholo to stand for.



HOLOHOLO
ISLAND HOPPING
≈TOURS≈

Final Design

The finished trifold brings everything together using rich imagery, vibrant gradients, and clean typography. By combining clear itinerary details, interactive elements like a custom QR code, and cultural context, the brochure effectively guides travelers while giving Holoholo a memorable, professional brand presence.

