

JAMAICA[®]

BRAND MANUAL

PURPOSE

To ensure that all who work on and touch the Jamaica brand and Jamaica *Once you go, you know* campaign understand what the brand and Campaign are trying to communicate in order to keep a consistent look, tone and feel across all communication channels that reach our customers and partners.

JAMAICA BRAND

The JAMAICA logo is one of the most iconic brand symbols in the world. It has been around for over 50 years, and has been the cornerstone in Jamaica becoming a leader in destination travel.

The JAMAICA logo is instantly recognizable around the world. As a result it allows for its use in many different and unique ways.

The JAMAICA and *Once you go, you know* tagline are registered trademarks with the United States Patent and Trademark Office. The registration number is 3,087,559. Neither the brand mark nor the tagline should be used without the written permission of the Jamaica Tourist Board.

JAMAICA BRAND MARK

The JAMAICA brand mark is very flexible and can be used in many different sizes and colors. Whenever possible, the preferred usage of the JAMAICA logo should bleed left to right, top or bottom.

JAMAICA[®]

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JAMAICA BRAND MARK

PALETTE

JAMAICA is a colorful and vibrant destination. Here are some of the colors we've used.



JAMAICA BRAND MARK

MISUSE

The following are examples of what not to do with the JAMAICA brand mark.

DO NOT CONDENSE



DO NOT STRETCH



DO NOT SKEW



DO NOT CREATE A HOLDING DEVICE



DO NOT ADD A DROP SHADOW



THE *ONCE YOU GO, YOU KNOW* CAMPAIGN

THE INSIGHT

People think of the Caribbean as a single entity or destination; they don't necessarily differentiate the islands. People think they know Jamaica, but they don't. Our challenge was to help people to truly understand the real Jamaica.

Jamaica is a lot more than a generic Caribbean leisure travel destination. It is a real country, with a long history, distinct people and culture (music, food, arts) and diversity of attractions beyond sun, sand and sea. The Real Jamaica is pretty and also gritty and wise. We believe that travelers need to know and appreciate both to truly know the real Jamaica:

- Breadth: there's more to do than just spend seven days on the beach
- Depth: the richness and diversity of the Jamaica experience
- Character: the pride and dignity of its people inspire those same qualities in visitors
- Plus a real, authentic experience

THE *ONCE YOU GO, YOU KNOW* CAMPAIGN

THE BIG IDEA

Our big idea was the development of a brand idea called *Once you go, you know*. The core of this idea is expressed in the insight that “there’s more to Jamaica. Jamaica makes you feel more alive. Jamaica will remind you how to live every day.”

Once you go, you know is a powerful expression of what truly sets Jamaica apart from competing destinations in the Caribbean region. The sum of Jamaica’s people and natural beauty, historic culture and unique foods, reggae sounds and rhythms, lyrical language and experiences simply cannot be captured in one phrase or even one image. It is something that must be experienced to be understood, a promise almost too large to be believed.

Once you go, you know speaks to this experience. An almost inexpressible, somewhat spiritual journey that stays with you forever and makes you want to share with others with the same spirit...to share what you now “know” that you are “in” on the secret.

Those who come to Jamaica are permanently touched by Jamaica. And everyone who will come is sure to be touched as well. Sure to have a memorable, once-in-a-lifetime experience that will stay with them forever.

THE *ONCE YOU GO, YOU KNOW* CAMPAIGN

THE CHALLENGE

Our challenge is to make Jamaica come alive and intrigue those who haven't been there (yet), and to remind those who have experienced and been changed by Jamaica what life is supposed to be like. All communications must capture and fulfill on those moments of discovery. The moments when people realize that the experiences found in Jamaica cannot be found anywhere else... and these moments can indeed change them forever.

ONCE YOU GO, YOU KNOW

- The *Once you go, you know* look, tone, feel and manner have the flexibility to adapt to every channel of communication: TV, Print, POP, Collateral, Tradeshow, the web and more.
- Our hope is that all of the communication messages our customers and partners encounter are all in one consistent voice... *Once you go, you know*.
- The current trademark tagline for Jamaica is *Once you go, you know*. Along with the Jamaica brand mark, this tagline has been specifically designed and should not be altered.

THE *ONCE YOU GO, YOU KNOW* GUIDELINES

All efforts should be made to show the JAMAICA logo with the tagline, *Once you go, you know* in all communications.

JAMAICA[®]
*Once you go,
you know.*

*Please refer to "JAMAICA BRAND MARK MISUSE" section.

The same guidelines apply for use of the JAMAICA *Once you go, you know* logo.

THE *ONCE YOU GO, YOU KNOW* GUIDELINES

Depending on the space, the JAMAICA logo and tagline can be used in any one of these four combinations.

JAMAICA[®]
*Once you go,
you know.*

*Once you go,
you know.*
JAMAICA[®]

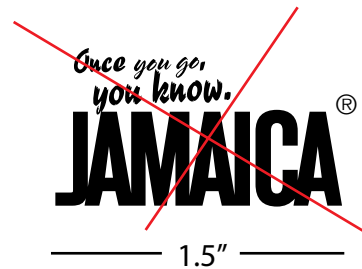
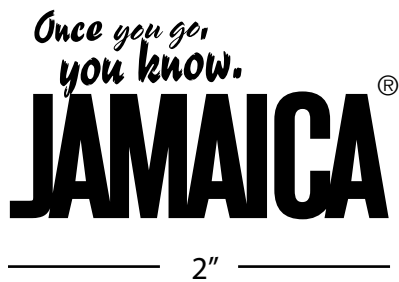
JAMAICA[®]
Once you go, you know.

JAMAICA[®] *Once you go,
you know.*

THE *ONCE YOU GO, YOU KNOW* GUIDELINES

For small units, the JAMAICA logo and tagline should not be any smaller than 2 inches wide.

For units requiring a logo of less than the 2" inch requirement, we recommend only using the JAMAICA logo.



THE *ONCE YOU GO, YOU KNOW* GUIDELINES

JAMAICA logo and tagline color combinations.



THE *ONCE YOU GO, YOU KNOW* GUIDELINES - Typography

So far there are seven fonts being used in the *Once you go, you know* campaign.

Reporter,

Forte MT,

Spring LP,

SignPainter House Script

SIGNPAINTER HOUSE SLANT

Helvetica light

Helvetica Medium

Helvetica Bold

THE *ONCE YOU GO, YOU KNOW* GUIDELINES - Typography

Headline and subheadline fonts are a carefully designed combination of;

Reporter,

Forte MT,

Spring LP,

SignPainter HouseScript

Short body copy fonts are either;

Spring LP,

SignPainter HouseScript

Long body copy fonts are either;

Helvetica light

Helvetica Medium

Helvetica Bold

THE *ONCE YOU GO, YOU KNOW* GUIDELINES

Call to action fonts are a carefully designed combination of;

SignPainter House Script

SIGNPAINTER HOUSE SLANT

Call 1-800-JAMAICA or
LOG ON TO *visitjamaica.com*

THE *ONCE YOU GO, YOU KNOW* GUIDELINES

REVIEW OF CREATIVE MATERIALS

In order to maintain a consistent look and feel, all new creative materials that use *Once you go, you know* should be sent to the Draftfcb account team who will share with the Creative team for review. Materials should be sent to Bibi.Bhajan@draftfcb.com