

BRAND GUIDELINES 1.0

Quick Reference Guide



BRAND POSITIONING

On the map, JAMAICA is a dot in the Caribbean Sea. But its impact on the world's culture is the size of a continent. Contained in a mere 4,244 square miles, is a cultural giant that continues to leave an indelible footprint on the world's food, music, sport, and literature.

Everyone you will meet in JAMAICA carries outsized pride and outsized swagger. That's why there is no such thing as an average visit to JAMAICA.

We're the mightiest country in the world.
We don't do anything small.
We work hard, and when we party, we go hard.
When our runners sprint, they are the fastest in the world.
Our waves and adventures are more exciting.
What you'll remember more than anything else, is our people.
Our outsized soulfulness, hospitality, big-heartedness, diversity, creativity, resourcefulness, resilience and optimism will stay with you.

BRAND PERSONALITY

JAMAICA is refreshingly different from what you would expect. Our energy is electric and our personality is magnetic. We're soulful, upbeat, vibrant and good vibes is what we are about. Our personality is what sets us apart from other destinations and helps us connect with our guests. Our personality should shine through in the way our creatives look, sound and feel.

SOULFUL

JAMAICA is refreshingly different from what you would expect. Our energy is electric and our personality is magnetic. We're soulful, upbeat, vibrant and good vibes is what we are about. Our personality is what sets us apart from other destinations and helps us connect with our guests. Our personality should shine through in the way our creatives look, sound and feel.

VIBRANT

Everything is bigger and better in JAMAICA. The moment you set foot on our mighty island, you're surrounded by a kaleidoscope of exciting colours and sounds. It's not surprising that our personality is bright, lively and larger-than-life.

UPBEAT

Jamaicans are full of humour, swagger and optimism. We always find the positive in any situation, because good vibes is what we are about.

BRAND TONE

Brand tone describes how we speak to the world. Whether we're speaking to consumers, our partners or our colleagues, our voice must come through consistently.

JOYFUL

Our tone is lighthearted, optimistic, and brimming with positivity - after all, we're a tropical paradise so the way we speak should reflect that.

CONFIDENT

Our cultural impact on the world is undeniable. So it's only fitting that our tone is unapologetically proud, yet charming and relatable.

YOUTHFUL

Brand tone describes how we speak to the world. Whether we're speaking to consumers, our partners or our colleagues, our voice must come through consistently.

ENERGETIC

When we speak, we do it with vigour and zest to reflect the energy of our dynamic people and culture.

GENUINE

We're down-to-earth and authentic - so buzzwords and jargon have no place in our tone. We speak to the world as we would to our friends.

INCLUSIVE

We welcome everyone to JAMAICA, so we're always warm and inviting and our tone is never preachy or judgemental.

CAMPAIGN PILLARS

JAMAICA® Heartbeat of the World

The campaign is supported by seven (7) key pillars. They tell a well-rounded story about JAMAICA and showcase its uniqueness.

Brand: This pillar captures the essence of the Heartbeat campaign. It should make people feel as if they have set foot in JAMAICA -- a feeling of soulfulness, swagger and vibrancy created by JAMAICA's larger-than-life people.

Music: JAMAICA gave birth to mento, ska, rock steady, reggae and dancehall. It's vibrant rhythm has influenced music around the world and is just one of the ways that this tiny dot in the Caribbean Sea connects with people everywhere.

Cuisine: JAMAICA is a melting pot of cultures that contributes to the signature flavours that make our cuisine unique. It is our special blend of ingredients, spiced with passion that makes every meal memorable, from the roadside stand to the gourmet restaurant.

Adventure: From river rafting, climbing the waterfalls, ziplining through a canopy of trees, hiking through the mountains or scuba diving in the Caribbean Sea, there are a variety of options for every type of thrill-seeker looking to make lifetime memories in JAMAICA.

Nature: Breathtaking mountains, incredible waterfalls, nature reserves, lush tropical flora and fauna, dramatic coastlines and pristine beaches renew and transform travellers.

Wellness: JAMAICA is where you come to truly relax, recharge and soothe the soul. From yoga to meditation and wellness retreats, to pampering resorts and spas, JAMAICA is the perfect location for anyone looking to nurture the mind, body and soul.

Romance: From stunning sunsets, to intimate catamaran cruises, to moonlit dinners, even romance is outsized in JAMAICA. Couples will return home with a deeply emotional and transformative experience to remember.

KEYWORD OVERVIEW

JAMAICA is refreshingly different from what you would expect. Our energy is electric and our personality is magnetic. We're soulful, upbeat, vibrant and good vibes is what we are about. Our personality is what sets us apart from other destinations and helps us connect with our guests. Our personality should shine through in the way our creatives look, sound and feel.

Keywords by Pillars

Wellness

(The) glow
(The) soul
(The) spirituality
(The) breath
(The) exhale
(The) calm

Do you feel it?

Romance

(The) look
(The) love
(The) warmth
(The) touch
(The) vibe
(The) heat

Do you feel it?

Nature

(The) whisper
(The) buzz
(The) bloom
(The) chirping
(The) roar/crash (waves)
(The) sparkle

Do you feel it?

Cuisine

(The) sizzle
(The) heat
(The) spice
(The) richness
(The) burst
(The) crisp

Do you taste it?

Adventure

(The) thrill
(The) vibration
(The) sway
(The) glide
(The) rush
(The) dive

Do you see it?
Do you hear it?

Music

(The) beat
(The) rhythm
(The) pulse
(The) vibes
(The) bass
(The) sway

Do you hear it?

CORPORATE LOGO

This logo should be used on corporate communication pieces such as stationary, presentations and newsletters, etc. outside of the Heartbeat campaign materials, or as guided by the JTB Marketing Department.

The corporate brand logo consists of the Logotype in combination with the Registration Mark. The Registration Mark establishes the JAMAICA® wordmark logo as legally registered and trademarked.

The corporate brand logo must always be treated as vector art, with no adjustments to size or placement of the Registration Mark in relation to the Logotype and no adjustments to the font or typesetting of the Logotype.



CORRECT USE

JAMAICA®

Rhodamine Red.

JAMAICA®

Black.

JAMAICA®

White.



Brand JAMAICA® logos may be placed over an image or video, provided there is enough contrast for the logo to be clearly legible.



Brand JAMAICA® logos may be placed over Rhodamine Red background as long as the logo on it is the white version.

INCORRECT USE



Never use the dark logo on a background with low contrast.

JAMAICA®

Never place a harsh drop shadow or other effects to logo.

JAMAICA®

Never stretch or skew the logo in any way.

JAMAICA®

Never rotate the logo any way.

JAMAICA®

Never use colours outside the Jamaican colour palette.

JAMAICA®

Never place a stroke on any of the brand logos.



Never create a holding device for the logo.

JAMAICA

Never use wordmark without registered symbol.

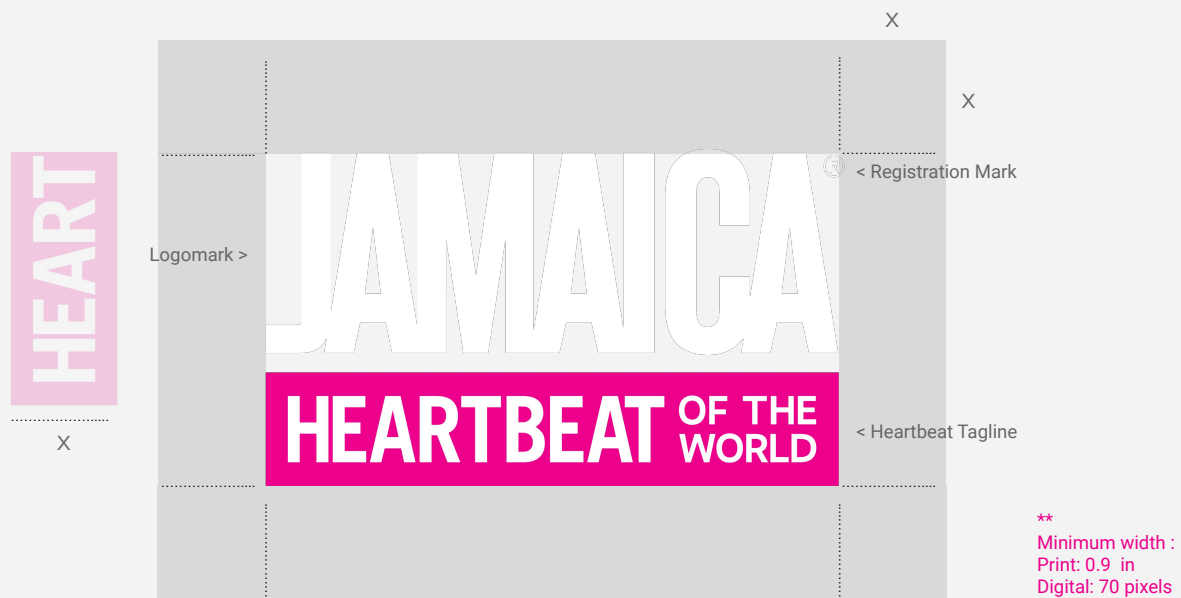
HEARTBEAT LOGO

The JAMAICA® Heartbeat of the World logo is the campaign logo and should be used for all creative production unless otherwise instructed by the JTB Marketing Department.

The Heartbeat logo consists of the classic JAMAICA® wordmark logo with the Heartbeat of the World tagline underneath.

TAGLINE LOCKUP

Tagline lockup should be used on all consumer-facing communication pieces such as OOH, print, and digital. It consists of the corporate brand logo, the registration mark, and the Heartbeat of the World campaign tagline in a container. Tagline lockup is always constructed in vertical stack as seen below, with the wordmark and registration mark sitting above the tagline. This can be used in a 5 color variations as shown below.



COLOUR VARIATIONS

The JAMAICA® Heartbeat of the World logo must always be used as seen below on this page. It should not be altered in any way.



CORRECT USE



The white heartbeat logo may be used for both print and digital.



The Rhodamine red logo is for web use only.



The Heartbeat logo may be placed over an image or video, provided there is enough contrast for the logo to be clearly legible.

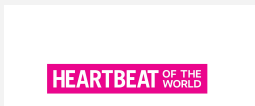


The white logo is for web use only.



The black logo is for web use only.

INCORRECT USE



Do not place the white Heartbeat logo over a white or very light background.



Do not stretch or skew the Heartbeat logo in any way.



Do not add a harsh drop shadow or other effects to the heartbeat logo.



Do not change the colour of the tagline in the Heartbeat logo.



Do not add a stroke anywhere on the Heartbeat logo.



Do not change the size distribution of the Heartbeat logo.



Do not create a holding device for the Heartbeat logo.



Do not rotate the Heartbeat logo.



Do not use colours outside the Jamaican colour palette.

TYPOGRAPHY

Our typefaces are Trade Gothic LT Bold, Realist Bold and Realist Regular, and have been selected to help express the JAMAICA® brand tone of voice - confident, youthful, energetic, which creates consistent and recognisable typefaces for the Heartbeat campaign.

Trade Gothic LT Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Type Foundry →

Realist Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Realist Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Type Foundry →

They are also highly legible, and optimised for both print and web. They are introduced in the wordmark tagline, which creates a consistent and recognisable typeface for the Heartbeat campaign.

Headline: Trade Gothic LT Bold,
UPPERCASE

OOH: max:4320pt | min:1296pt

Print: max:80pt | min:35pt

Digital: max:12pt | min:5pt

Body Copy: Realist Regular, Sentence Case

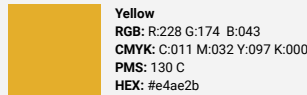
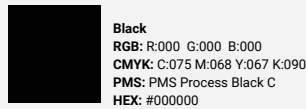
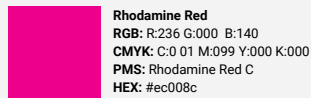
OOH: max:864pt | min:160pt

Print: max:18pt | min:10pt

Digital: NA

COLOUR PALETTES

The colours of the JAMAICA® Heartbeat of the World campaign are bright, saturated, and uniquely Jamaican. A limited palette of 3 primary colours rooted in the heritage of the brand and 3 secondary colours rooted in the iconic flag, create a recognisable canvas for the campaign.



CO-BRANDING

Co-branding elements consist of the JAMAICA® wordmark and the partner logo. Shown to the right is the approved relationship of elements for materials with co-branding. Shown below are examples of incorrect co-branding

Relationship: The JAMAICA® wordmark and partner logos should always be on the same plane. The JAMAICA® wordmark logo should appear in a primary position (bottom right) and our partner logo should appear in the secondary position (bottom left).

CORRECT USE

Both logos should appear optically equal in size and should have equal margins to the sides and bottom of page.

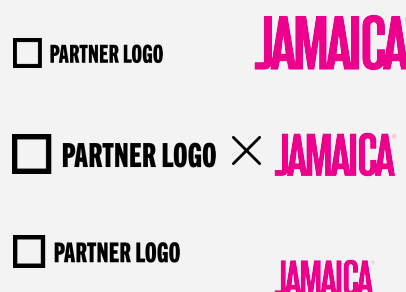


INCORRECT USE

Never make the JAMAICA® wordmark logo and partner logo different optical sizes.

Never create any lockup between JAMAICA® wordmark logo and partner logo.

Never create any lockup between JAMAICA® wordmark logo and partner logo.



CREATIVE DIRECTION

Shown here is an overview of an advertisement layout across channels. Messaging should always be clear and legible, creating immediately recognisable branding and a clear hierarchy between all of the ad components.

The hierarchy creates a system by which the image and the Heartbeat logo are processed first, drawing the viewer in and creating intrigue, with the headline and CTA processed second — leaving the viewer with an actionable item.

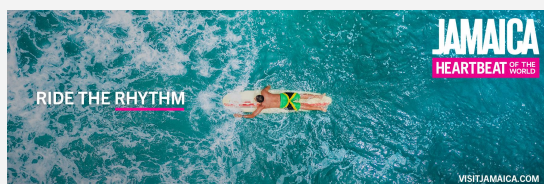
PRINT AND OOH



Vertical OOH
Minimum print resolution 300 dpi

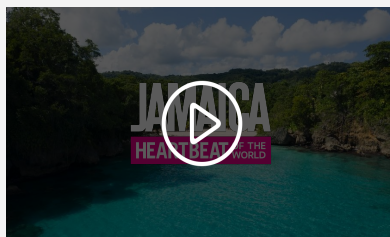


Vertical Print
Minimum print resolution 300 dpi

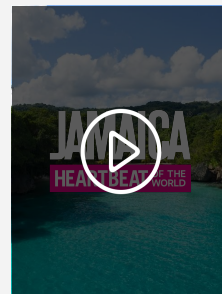


Horizontal OOH
Minimum print resolution 300 dpi

PRINT AND OOH



Ratio: 16:9
1920 x 1080 px



Ratio: 4:5
1080 x 1350 px



Ratio: 9:16
1080 x 1920 px

DIGITAL SPECS



300x600



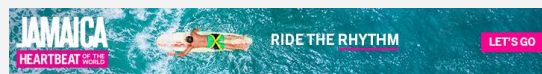
320x250



250x250



728x90



728x90

CREATIVE DIRECTION

PRINT TRADE BROCHURES

By using bold, premium full-bleed imagery that is in line with our brand platform, trade brochures are meant to showcase JAMAICA's larger-than-life people, culture and experiences and educate our primary segments – Young Trailblazers and Older Independents – on what makes JAMAICA unique.



TRADE ACTIVATIONS

The design of the JAMAICA trade booth reflects the Heartbeat campaign. The iconic wordmark is lit up in Rhodamine Red light and dominates the entrance of the booth to be seen from far and up close. The interior of the booth is occupied by digital boards of various Jamaicans whose music and heartbeats are

eternally imbedded into Jamaican music represented by the outsized headphone set combined with heartbeat/music element that speaks to JAMAICA's influence on the world's culture. The campaign pillars are prominently displayed, along with a few exotic Jamaican plants

And wood panels - creating a warm inviting environment. The floor has 2 component white dotted marble representing Jamaican sand/rocky-shores against the black reflective marble that would act like a water line. The ceiling is not fully closed keeping the booth light and breezy to nod to our might island.



PHOTO EDITING

All images should be retouched if necessary to be bright and vibrant and to enhance the natural colours and beauty of JAMAICA. Landscapes and vegetation should always appear lush and verdant, and skies should never appear dark or gloomy.

Do

- Use approved, high-resolution photographs only
- Use natural colours to enhance landscapes such as the blues of water and the greens of vegetation, correct distracting imperfections such as blemishes, discoloured teeth and any occurrences of the red-eye effect
- Utilise traditional cropping to frame subjects and landscapes

Do not

- Use unapproved, low-resolution photography
- Oversaturate colours to appear unnatural
- Desaturate colours or edit to black and whiteAdd grain or texture filters
- Change or retouch the natural beauty and uniqueness of subjects
- Crop out key elements of subject or landscape.



ADDITIONAL RESOURCES

EXTENDED BRAND GUIDELINES

[Download →](#)

COMMUNICATION GUARDRAILS

[Download →](#)

FOR CREATIVE REQUESTS

To request images and creative assets please email: Creative@visitjamaica.com

