# Table of Contents

4 Brand and Campaign Strategy  
5 Campaign overview  
6 Campaign manifesto  
7 Brand personality traits  

8 Brand and Campaign Identity Assets  
9 Brand identity assets overview  
10 Our brandmark  
11 Correct use of the brandmark  
12 Incorrect use of the brandmark  
13 Brandmark and tagline  
14 Correct use of the brandmark and tagline  
15 Minimum size  
16 Campaign illustrations/icons  
17 Correct use of brandmark with illustrations/icons  
18 Incorrect use of the brandmark and tagline  
19 How to write our name in text  
20 Color palette  
21 Typography  
22 Correct use of typography  
23 Campaign texture  
24 Photography style  
25 Correct use of photography  
26 Brand identity assets summary  

30 Campaign Identity  
31 Campaign identity overview  
32 How the assets work together  
33 Campaign print ads: Wedding & Honeymoon  
34 Campaign print ads: Activities/Golf  
35 Campaign print ads: Scuba  
36 Campaign print ads: Adventure  
37 Campaign print ads: Food/Jerk Chicken  
38 Campaign taxi  
39 Display banners  
40 Campaign end tag  
41 Campaign summary  

42 Contact Us
JAMAICA®, as we all know, is unlike anywhere in the world. JAMAICA is where people find positivity, a force making the world feel more all right through its rhythm, energy and spirit. Capturing that essence and bringing it to life is what comes through in our brand and campaign identity. It requires that we make it easy for everyone to understand and simple to achieve. This style guide will help inspire, educate and manage our identity in a consistent way so that we always look, feel and speak in the same voice.

After getting acquainted with these guidelines, you’ll be ready to bring the vibrant, joyous spirit of JAMAICA to life.
BRAND AND
CAMPAIGN
STRATEGY
A brand isn’t just advertising, a logo or a tagline. A brand is a promise we make and deliver to our visitors and each other every day. It’s our essence. We see every “touchpoint” as an opportunity to create a positive experience with our brand. On the following pages, we define that essence and personality.
There’s nothing in the world that can make you more optimistic, more at peace and more alive than strolling down a beach in JAMAICA®.

Between the spirit of the people, the aroma from the jerk shacks, the sound of the reggae and the vision of green hills peering down on blue water—you’re lifted to a place you never dreamed possible.

That feeling is what JAMAICA creates. We pump it out every second of every day. It comes naturally to us. It’s who we are.

That feeling that all is right in the world. And not a single place in the world does it better.

So come to JAMAICA. Home of All Right.
Brand personality is the ownable and memorable characteristics our brand presents to the world and how we are perceived by customers. Our brand personality traits set the tone and manner for how we look, act and sound. Our brand personality sets us apart from the crowd and will help us connect with our guests.

VIBRANT
REAL
JOYOUS
FULL OF LIFE
Our brand identity is the overall expression of what we want our customers to see and believe about JAMAICA®. That expression comprises a number of visual, verbal and sensory assets. These brand identity assets are the tools that define our brand and campaign identity and help make us memorable and unique. They include not only the tangible elements you can see, like color and typography, but also what you feel and hear through manner and voice.
The JAMAICA® brandmark 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. Our brandmark is a symbol of who we are and it is one of the most important parts of our visual identity. Our brandmark is not just our name, it represents our spirit and pride.
JAMAICA® brandmark is instantly recognizable around the world. As a result, it is very flexible and can be used in many different sizes and colors.

The preferred and most impactful way to use our brandmark is in color as illustrated above. However, when color isn’t an option, our brandmark can be used in positive black or reversed out of black.
This page illustrates how not to use our brandmark. It is easy to use our brandmark incorrectly. Please reference page 11 for any questions or concerns on appropriate use.

- Do not skew, distort or change the brandmark
- Do not stretch
- Do not condense
- Do not use a color that’s not in our color palette
- Do not add a drop shadow
- Do not create a holding device
This page illustrates how our tagline appears locked-up to our brandmark. All efforts should be made to show the JAMAICA® brandmark with the tagline.
As we mentioned on the previous page, this is the symbol of our spirit and we take much pride in using it correctly. Illustrated below are several approved variations of our brandmark lock-up with the tagline. It is important to note that JAMAICA® should always be before or above the tagline.
In order to retain the integrity and beauty of our brandmark while also maintaining legibility, it should never be reproduced at a size smaller than 0.9 inches in width. Please note, the width of the minimum size is equal to the width of our name (JAMAICA®).
Our illustrated icons are a fun and lively extension of what our beautiful island is all about. They are illustrated in the same hand-drawn style that ties into our campaign and personality, while capturing our culture in a spirited and optimistic way.
Below is a library of icons that may be used throughout our communication materials and campaign.
Our illustrated icons can be used with our brandmark to further reinforce the essence of our island culture. Below are the approved versions of our brandmark and tagline locked up with the illustrated icons. Please note, the icons can only be used when our brandmark and tagline are used together.
This page illustrates how not to use our brandmark when it appears with our campaign tagline. To avoid inappropriate use of the brandmark and tagline, please reference page 14 of this style guide.
The JAMAICA® brandmark should never be used in text. The brand name should be set in all capital letters. This helps reinforce the uniqueness of our brandmark and have it stand out in body copy.
Color is a powerful way to express moods and feelings. JAMAICA® is a colorful island. This is why we’ve created a palette that celebrates JAMAICA’s personality with colors that are bright, vibrant and tropical.

<table>
<thead>
<tr>
<th>Color</th>
<th>CMYK Values</th>
<th>PMS Color Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>CARIBBEAN PINK</td>
<td>C0 M100 Y0 K0</td>
<td>PMS Process Magenta C</td>
</tr>
<tr>
<td></td>
<td>R212 G15 B125</td>
<td></td>
</tr>
<tr>
<td>TROPICAL TANGERINE</td>
<td>C0 M35 Y87 K0</td>
<td>PMS 1365 C</td>
</tr>
<tr>
<td></td>
<td>R238 G220 B0</td>
<td></td>
</tr>
<tr>
<td>JAMMIN YELLOW</td>
<td>C7 M0 Y100 K3</td>
<td>PMS 3965 C</td>
</tr>
<tr>
<td></td>
<td>R238 G220 B0</td>
<td></td>
</tr>
<tr>
<td>AVOCADO GREEN</td>
<td>C14 M12 Y100 K40</td>
<td>PMS 7767 C</td>
</tr>
<tr>
<td></td>
<td>R170 G157 B46</td>
<td></td>
</tr>
<tr>
<td>BAYSIDE BLUE</td>
<td>C72 M9 Y9 K13</td>
<td>PMS 7459 C</td>
</tr>
<tr>
<td></td>
<td>R66 G152 B181</td>
<td></td>
</tr>
<tr>
<td>PARADISE PURPLE</td>
<td>C69 M100 Y0 K8</td>
<td>PMS 7663 C</td>
</tr>
<tr>
<td></td>
<td>R107 G48 B119</td>
<td></td>
</tr>
<tr>
<td>BOLD BLACK</td>
<td>C0 M0 Y0 K100</td>
<td>PMS Process Black C</td>
</tr>
<tr>
<td></td>
<td>R0 G0 B0</td>
<td></td>
</tr>
<tr>
<td>WHITE</td>
<td>C0 M0 Y0 K0</td>
<td>PMS Process Black C</td>
</tr>
<tr>
<td></td>
<td>R255 G255 B255</td>
<td></td>
</tr>
<tr>
<td>COOL GREY</td>
<td>C0 M0 Y0 K70</td>
<td>PMS Cool Grey</td>
</tr>
<tr>
<td></td>
<td>R110 G110 B110</td>
<td></td>
</tr>
</tbody>
</table>

Cool Grey is mainly used for body copy.
Our typeface is Earthwerk and it was selected to help express the campaign’s tone of voice. Earthwerk has the same hand-drawn, quirky style that our campaign and illustrations/icons have.
Furthermore, Earthwerk was selected because of the thickness of the letters, allowing us to mask imagery behind it as illustrated below.

EARTHWERK IS OUR CAMPAIGN TYPEFACE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
CORRECT USE OF TYPOGRAPHY

Below illustrates some of the fun characteristics of our typeface that make it more unique. When typesetting a headline, please take special care in choosing where and when to use ligatures.

HEADLINE: EARTHWERK, UPPERCASE

Notice how the “TH” in “WITH” and “WITHOUT” are different.

These are examples of ligatures

EARTHWERK WITH OR WITHOUT LIGATURES

Body Copy: Intro Regular, Sentence Case

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@#$%^&*()
Like our photography style and illustrated icons, another branding element that unites our campaign is the texture shown here. This texture was selected because it allows our photography, type and icons to stand out and be as legible as possible.
Our photography celebrates all the wonderful aspects of the island and it’s one of the elements that brings our campaign to life. Our library encompasses the excitement, enjoyment, relaxation and shared memorable experiences in the spirit of the JAMAICA® brand. Like our illustrations/icons, our photography has five unique categories, as illustrated below.

Nature  
Culture  
Activities  
Food  
Romance
We have a library of images to accommodate all the themes within our campaign. Below is just a sampling of our wide selection. Please feel free to contact us for additional options.
CORRECT USE OF PHOTOGRAPHY

This page illustrates the process used to incorporate photography into our illustrations/icons. It’s a simple, three-step process.

Step 1: Select a photograph from our image library

Much care and attention must be given to the selection of thematically appropriate images and subject matter, and paring it with a suitable, silhouetted illustration or icon.

It is equally important to ensure the elements and key details in the image are strategically well-positioned within the openings of the silhouetted images, type and other important elements including the Jamaica logo.

Another key requirement is ensuring the selected image has sufficient color saturation and density (dark vs. light) tones to make sure it visually stands out from either a plain white background or the full background texture.

Step 2: Select an icon from our illustrations library

Step 3: Mask the two elements to create a beautiful composition
This page is a quick reference guide for many of the brand identity assets you will need to use to develop communication materials.

### Logo Lock-ups

- **Jamaica® Home of All Right**
- **Jamaica® Home of All Right** with or without ligatures

### Minimum Size

- **Earthwerk**: Uppercase 0.9 inches

### Typography

**Headline:** Earthwerk, Uppercase

**Body Copy:** Intro Regular, Sentence Case

- **ABCDFGHJKLMNOPQRSTUVWXYZ**
- **abcdefgijklmnopqrstuvwxyz**

### Color Palette

- **Caribbean Pink**: CMYK (C0 M100 Y0 K0) RGB (R255 G181 B73) PMS 1365
- **Tropical Tangerine**: CMYK (C0 M35 Y100 K0) RGB (R255 G181 B73) PMS 1365
- **Jammin Yellow**: CMYK (C7 M0 Y100 K3) RGB (R238 G220 B0) PMS 3965
- **Avocado Green**: CMYK (C72 M9 Y9 K13) RGB (R66 G152 B181) PMS 7459
- **Bayside Blue**: CMYK (C72 M9 Y9 K13) RGB (R66 G152 B181) PMS 7459
- **Paradise Purple**: CMYK (C69 M100 Y0 K100) RGB (R0 G0 B0) PMS 7663
- **Bold Black**: CMYK (C0 M0 Y0 K100) RGB (R0 G0 B0) PMS Process Black
- **White**: CMYK (C0 M0 Y0 K100) RGB (R0 G0 B0) PMS Process Black
- **Cool Grey**: CMYK (C0 M0 Y0 K70) RGB (R110 G110 B110) PMS Cool Grey

### Icons/Illustrations

- Various illustrations related to Jamaica®.

### Photography

- Images of Jamaica® culture and landscapes.

### Texture

- A textured background image.
CAMPAIGN IDENTITY OVERVIEW

The campaign starts with our essence of Home of all right. In this section, you will see how the branding elements are brought to life in a number of examples from print ads to out of home executions.
Our campaign is comprised of a number of branding elements. The example below illustrates the five essential assets that make up our campaign.

**Print Ad**
**Activities/Beach**

Illustrated here is a print ad showcasing JAMAICA’s pristine beaches.

**NOTE:** the URL appears opposite of the logo placement and is justified right with the tagline.

When space is limited due to image or document size, please line up the URL as close to the tagline as possible.

* Headlines are FPO
Illustrated here is a print ad highlighting JAMAICA®’s desirability as a wedding location that features the ring icon.

* Headlines are FPO
Illustrated here is a print ad that uses the golf clubs icon to highlight JAMAICA®’s great golf courses.
Illustrated here is a print ad showcasing JAMAICA®’s one-of-a-kind scuba diving experiences and features our fish icon.
Illustrated here is a print ad featuring JAMAICA®'s beautiful waterfalls and the many places to take a swim.

* Headlines are FPO
Illustrated here is a print ad that plays up the delicious food JAMAICA® offers.

SOME PEOPLE SAY THERE IS NO CHICKEN LIKE OUR JERK CHICKEN. THE OTHERS PREFER NOT TO SPEAK WITH THEIR MOUTH FULL.

JAMAICA® HOME OF ALL RIGHT

visitjamaica.com
Here is our campaign displayed on a taxi, designed to catch the eye of people on the go.
Illustrated here are our campaign display banners.
Last frames of video...
Engineer: “And it’s something you can only find here.”

As camera zooms over mixing board into background image...
Engineer: “Come to Jamaica, the Home of All Right.”

Simultaneously we begin to pull-out to reveal close-up of animated, silhouetted hummingbird, live action background is seen through the hummingbird.

Pull-out continues to reveal multiple hummingbirds fluttering back and forth.

Pull-out continues as the hummingbirds zip and flutter about.

JAMAICA brandmark and tagline are revealed as one of the hummingbirds fly by.

Complete JAMAICA brandmark and tagline revealed as hummingbird moves right, image is live.

Final frame holds on final JAMAICA brandmark; hummingbird continues flapping wings as it starts to drink the nectar from logo.
This is a quick reference guide for our campaign identity. Featuring a range of examples from print to out of home.
If you have any questions that we didn’t answer in these guidelines, please reach out. We’re here to help!

MOLLY BURNS
molly.burns@fcb.com
212-885-3283