

JAMAICA[®] HOME
OF ALL
RIGHT

**BRAND AND
CAMPAIGN
STYLE GUIDE**



HOME OF ALL RIGHT

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WELCOME

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



BRAND AND CAMPAIGN STRATEGY OVERVIEW

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.



OUR CAMPAIGN MANIFESTO

Below is our campaign manifesto which sets the tone for everything that follows.

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.

PERSONALITY TRAITS

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

BRAND AND CAMPAIGN IDENTITY ASSETS



BRAND AND CAMPAIGN IDENTITY ASSETS OVERVIEW

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.



OUR BRANDMARK

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.



CORRECT USE OF THE BRANDMARK

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.

JAMAICA®

JAMAICA®

JAMAICA®

JAMAICA®

JAMAICA®

JAMAICA®

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.

JAMAICA®

JAMAICA®

INCORRECT USE OF THE BRANDMARK

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

BRANDMARK AND TAGLINE

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.



CORRECT USE OF THE BRANDMARK AND 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.



Here is the brandmark locked up with the tagline placed underneath and to the right of the logotype on a single line.



In the stacked versions of the brandmark lock up, the tagline appears to the bottom right of the logotype.



The stacked tagline here is placed to the right and partially above the logotype.

MINIMUM SIZE

In order to retain the integrity and beauty of our landmark 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®).



CAMPAIGN ILLUSTRATIONS/ ICONS

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.



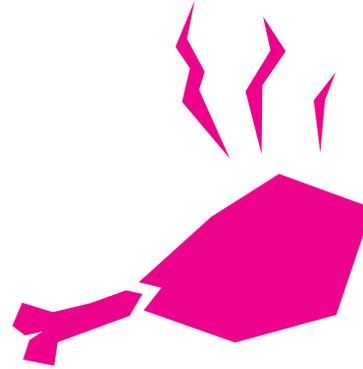
Nature



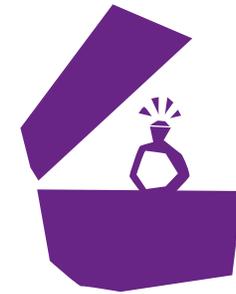
Culture



Activities



Food



Romance

ILLUSTRATIONS/ ICONS SUMMARY

Below is a library of icons that may be used throughout our communication materials and campaign.



CORRECT USE OF THE BRANDMARK WITH ILLUSTRATIONS/ ICONS

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.

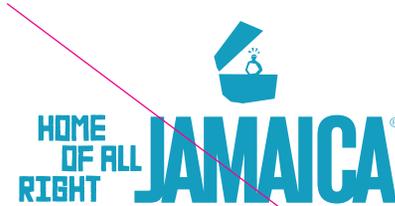


INCORRECT USE OF THE BRANDMARK AND TAGLINE

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.



Do not change icon placement



Do not move tagline



Do not use an icon without the tagline



Do not change logotype



Do not use a color that's not in our color palette



Do not distort or change the brandmark



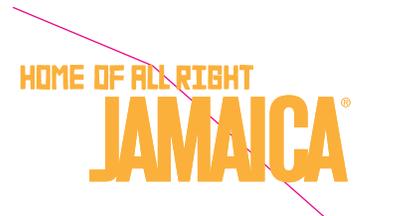
Do not add drop shadows



Do not change the size relationship



Do not stretch



Do not place the tagline before the brandmark



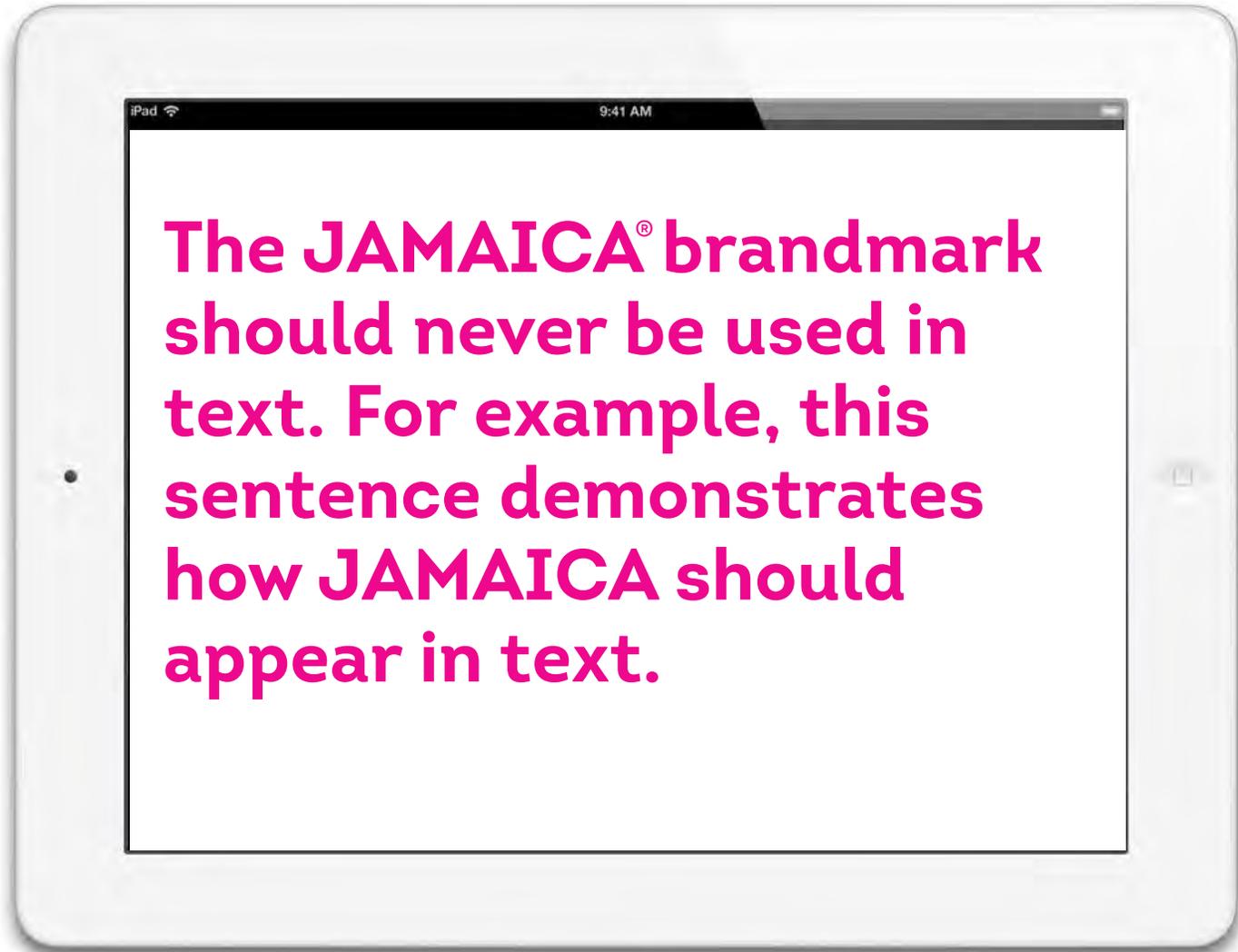
Do not rotate



Do not emboss

HOW TO WRITE OUR NAME IN TEXT

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 PALETTE

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.

CARIBBEAN PINK

C0 M100 Y0 K0
R212 G15 B125
PMS Process Magenta C

TROPICAL TANGERINE

C0 M35 Y87 K0
R255 G181 B73
PMS 1365 C

JAMMIN YELLOW

C7 M0 Y100 K3
R238 G220 B0
PMS 3965 C

AVOCADO GREEN

C14 M12 Y100 K40
R170 G157 B46
PMS 7767 C

BAYSIDE BLUE

C72 M9 Y9 K13
R66 G152 B181
PMS 7459 C

PARADISE PURPLE

C69 M100 Y0 K8
R107 G48 B119
PMS 7663 C

BOLD BLACK

C0 M0 Y0 K100
R0 G0 B0
PMS Process Black C

WHITE

C0 M0 Y0 K0
R255 G255 B255

Cool Grey is mainly
used for body copy.

COOL GREY

C0 M0 Y0 K70
R110 G110 B110
PMS Cool Grey

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.

EARTHWERK IS OUR CAMPAIGN TYPEFACE

A B C D E F G H I

J K L M N O P Q R

S T U V W X Y Z

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



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

These are
examples of
ligatures

Notice how the
"TH" in "WITH"
and "WITHOUT"
are different

EARTHWERK
WITH OR
WITHOUT LIGATURES

Body Copy: Intro Regular, Sentence Case

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@#\$%^&*()

CAMPAIGN TEXTURE

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.

PHOTOGRAPHY STYLE

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.



A031424



A031430



3838



1568



4P3A4799



4P3A4812



3580



111514



112110



8619



3921



A030960



110139



110565



110578



110667



A031429



0537



0827



110323



110372



110482



4611



3625



A030963



A030962



A030961



A031426



111547



111285



1257



0244



A031425



111636



111850



1497



1833



2062

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



Step 2: Select an icon from our illustrations library

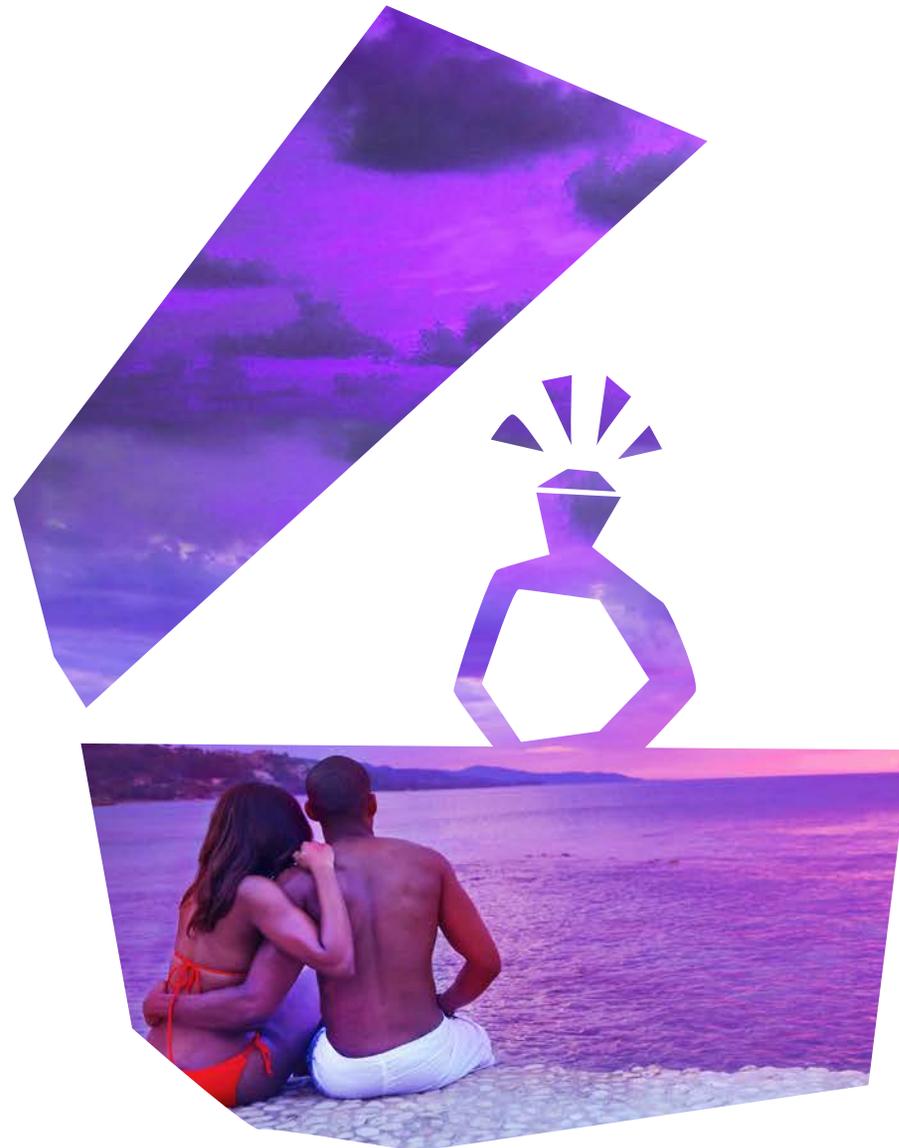


Step 3: Mask the two elements to create a beautiful composition

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.



BRAND IDENTITY ASSETS SUMMARY

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



Minimum Size



Icons/Illustrations



Photography



Texture



Typography

HEADLINE: EARTHWERK, UPPERCASE

**EARTHWERK
 WITH OR
 WITHOUT LIGATURES**

Body Copy: Intro Regular, Sentence Case

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz

Color Palette

CARIBBEAN PINK	C0 M100 Y0 K0 R212 G15 B125 PMS Process Magenta C
TROPICAL TANGERINE	C0 M35 Y87 K0 R255 G181 B73 PMS 1365 C
JAMMIN YELLOW	C7 M0 Y100 K3 R238 G220 B0 PMS 3965 C
AVOCADO GREEN	C14 M12 Y100 K40 R170 G157 B46 PMS 7767 C
BAYSIDE BLUE	C72 M9 Y9 K13 R66 G152 B181 PMS 7459 C
PARADISE PURPLE	C69 M100 Y0 K8 R107 G48 B119 PMS 7663 C
BOLD BLACK	C0 M0 Y0 K100 R0 G0 B0 PMS Process Black C
WHITE	C0 M0 Y0 K0 R255 G255 B255
COOL GREY	C0 M0 Y0 K70 R110 G110 B110 PMS Cool Grey

CAMPAIGN IDENTITY



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.



HOW THE ASSETS WORK TOGETHER

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

CAMPAIGN PRINT ADS: WEDDING & HONEYMOON

Illustrated here is a print ad highlighting JAMAICA®'s desirability as a wedding location that features the ring icon.



CAMPAIGN PRINT ADS: ACTIVITIES/GOLF

Illustrated here is a print ad that uses the golf clubs icon to highlight JAMAICA®'s great golf courses.



**CAMPAIGN
PRINT ADS:
ACTIVITIES/SCUBA**

Illustrated here is a print ad showcasing JAMAICA®'s one-of-a-kind scuba diving experiences and features our fish icon.



* Headlines are FPO

CAMPAIGN PRINT ADS: ADVENTURE

Illustrated here is a print ad featuring JAMAICA®'s beautiful waterfalls and the many places to take a swim.



* Headlines are FPO

CAMPAIGN PRINT ADS: FOOD/JERK CHICKEN

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



CAMPAIGN TAXI AD

Here is our campaign displayed on a taxi, designed to catch the eye of people on the go.



DISPLAY BANNERS

Illustrated here are our campaign display banners.

Static 728x90



Static 160x600



Static 300x600



Static 300x250



Standard Flash Banner 300X250



CAMPAIGN END TAG

Illustrated here is the sequencing of the campaign end tag, which finishes with a display of our landmark paired with the hummingbird icon.



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.

CAMPAIGN SUMMARY

This is a quick reference guide for our campaign identity. Featuring a range of examples from print to out of home.

Print Ads



Display Banners



Taxi



End Tag



CONTACT US

If you have any questions that we didn't answer in these guidelines, please reach out. We're here to help!

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