



A destination's brand is a perception and belief that lives in the hearts and minds of travelers.

A brand is a promise.

A brand is not a campaign or a tagline. A campaign is just one reflection, or expression, of a brand. A brand may deploy many campaigns and dozens of taglines over time, but **its brand promise remains consistent.**

WHAT IS A BRAND?



RESEARCH

GOAL

Understand awareness, sentiment and opportunity.

BRAND EQUITY

Research showed there was no equity in previous brands, slogans or logos including "Island of Enchantment," which was shown to be most associated with Hawaii.

BRAND PLATFORM & VISUAL IDENTITY DEVELOPMENT

PUERTO RICO'S BRAND ARCHETYPE: THE LOVER

POSITION

ONE WORD:
PASSIONATE

DESCRIPTION

Puerto Rico – a vibrant, colorful celebration infused with a fiery passion, dancing to a beat unlike anywhere else in the world. Sophisticated yet sexy, rooted in authenticity. Its soul is infectious. Un abrazo (a hug) – enveloped with pride and unapologetically its own, welcoming everyone to share. In Puerto Rico, you're not just invited to the party – we want you to dance.

VOICE

- Authentic
- Welcoming
- Festive
- Bold
- Sexy
- Courageous
- Playful
- Louder

VISUAL IDENTITY

100+ versions of logos, typography and creative interpretations narrowed to **8 for testing.**



TESTING

FOCUS GROUPS AND INTERVIEWS

7 KEY MARKETS

- LOS ANGELES
- CHICAGO
- DALLAS
- ATLANTA
- TORONTO
- NEW YORK CITY
- WASHINGTON, D.C.

130+ TRAVELERS

INTERVIEWED

30+ HOURS

OF INSIGHTS

30 CAMPAIGN CONCEPTS

TESTED

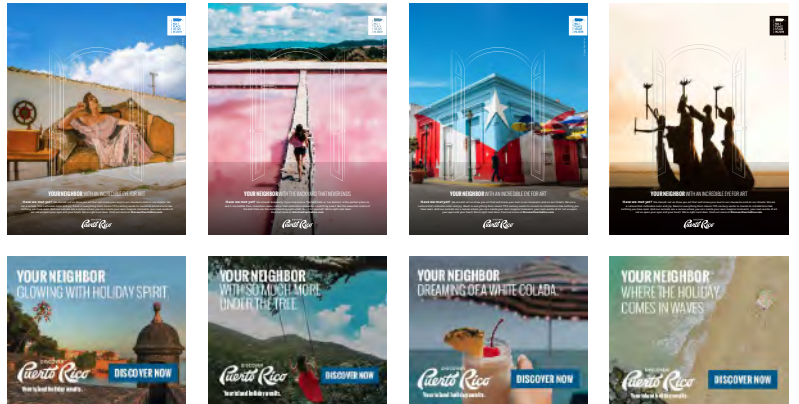
Discover Puerto Rico tested campaign concepts via focus groups in key markets, including a diaspora group.

FINAL BRAND IDENTITY & BRAND LAUNCH CAMPAIGN

BRAND IDENTITY



BRAND LAUNCH CAMPAIGN



HEADLINE/SUBHEADS

OSWALD BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Oswald should always be shown in all caps with leading set to 0 pt.

HEADLINE/SUBHEADS

OSWALD REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Oswald should always be shown in all caps with leading set to 0 pt.

SUBHEADS

AINSLIE NORM BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Ainslie should always be shown in all caps with leading set to 600 pt. Ainslie should be avoided with larger text sizes.

SUBHEADS

AINSLIE NORM DEMI

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Ainslie should always be shown in all caps with leading set to 600 pt. Ainslie should be avoided with larger text sizes.

SUBHEADS

MONTERRAT BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Montserrat can be shown in all caps or sentence case. Kerning should be set to 0 pt.

SUBHEADS/BODY COPY

MONTERRAT REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Montserrat can be shown in all caps or sentence case. Kerning should be set to 0 pt.

SUBHEADS/BODY COPY

MONTERRAT REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Montserrat can be shown in all caps or sentence case. Kerning should be set to 0 pt.



PANTONE 2398
R 70 G 202 B 199
#675B4F
C 80 M 0 Y 37 K 0



PANTONE 7691
R 0 G 91 B 151
#004A28
C 100 M 62 Y 18 K 3



PANTONE 103
R 224 G 196 B 40
#E0C42B
C 15 M 18 Y 99 K 0



PANTONE 370
R 75 G 137 B 23
#479917
C 75 M 24 Y 100 K 9



PANTONE 2725
R 64 G 88 B 163
#4056A1
C 85 M 74 Y 3 K 1



PANTONE 7580
R 205 G 74 B 20
#CEA474
C 15 M 84 Y 100 K 3



PANTONE 7637
R 143 G 78 B 64
#95074D
C 29 M 100 Y 61 K 22



JANUARY 2020

Recognized with a Platinum Adrian award, the highest honor a destination can receive in the industry, for Complete Campaign Development, including Brand Positioning.

