



BRAND GUIDELINES





TABLE OF CONTENTS

Introduction	3	Logo Color Variations	30
Brand Platform: Primary Messaging	6	Proper Logo Usage	32
Brand Platform: Secondary Messaging	8	Colors	34
Brand Tone of Voice	10	Typography	36
Brand Lexicon	14	Brand Marks	38
Brand Pillars	18	Core Graphic Elements	40
Research	22	Work Examples	42
Value Propositions	23	Photography Guidelines	46
Island Specifics	24	Video Guidelines	52
Logo	28	Social Platform Strategies	56



WELCOME

TO THE USVI BRAND GUIDE

The U.S. Virgin Islands identity and how it should be visually composed is explained in these guidelines. It concerns the core elements of the identity, functioning as a tool for those developing the USVI profile in all its applications.

That being said, guidelines are just that—a guide. Always use your best judgment when creating materials and reference this document as a starting point.

Our brand guidelines and messaging will never be a one size fits all approach. Our intention is to be intentional and specific as to how, where, and why the brand shows up the way it does. We want to build inspiration, trust, and confidence with bold authenticity and individuality. A rapidly changing world requires all aspects of our brand to be smart, nimble, and curated. As these guidelines evolve and we monitor impact, KPIs, and analytics, we will periodically update portions of this guide to ensure that it keeps up with changing trends and better stand the test of time.



NATURALLY IN *Rhythm*

INTRODUCTION

The core message that the USVI is Naturally In Rhythm expresses a unique set of experiences and distinctives unlike any other found in the Caribbean. We want people to believe us when we say that upon arrival in the U.S. Virgin Islands, they will instantly begin falling naturally in rhythm with the islands' cultures, natural wonders, and lifestyles—more attuned to their five senses, and more in touch with themselves. This requires no effort on their part. It simply happens.

Naturally In Rhythm: defined. Naturally In Rhythm is a state of being that celebrates these islands' success in their struggles against nature and nations—imbuing them with a heritage as unique as a thumbprint and a larger than life collective persona. It harmonizes the past, present, and future of a people at peace with history, hopeful about the future, while living wonderfully rich and vibrant lives in every moment of the present. Every sight, sound, fragrance, sensation, and taste affirms that visitors have embarked upon a kaleidoscopic, through-the-looking-glass adventure of the senses—transported to a state of relaxation and peacefulness, yet simultaneously exhilarated and flush with excitement. Here you can disconnect from everyday cares and reconnect with what really matters the most in life, yourself, those you love, and the new friends you can't help but make while here.

STRATEGY BEHIND THE PRIMARY MESSAGE

Rhythm is woven into the fabric of life. It begins in the womb with our mother's heartbeat. And, while many associate 'rhythm' with music, everyone intuitively senses the rhythms of life. Society is structured around it. The seasons. Fertility. Our calendars. Everything has rhythms. And nothing disrupts them quite like stress does. Which is why Naturally In Rhythm resonates powerfully with travelers to the U.S. Virgin Islands.

People are hungry for a respite from stress. And where better to get away from it all than here? For those who crave the best among authentic, experience-first destinations and cultural travel, USVI will be the place they want to visit. Our one-of-a-kind offering is naturally in rhythm with their desires and the journey of the human spirit in us all.



SECONDARY MESSAGING

STRATEGY

The USVI is the answer for those looking for island experiences that are exotic, not foreign. No passports necessary. No hassles. All the amenities and comforts of the U.S. mainland at your fingertips. St. Thomas, St. Croix, and St. John have it all—and more. And for many Americans, this tropical island paradise is just one non-stop flight or single connection away. Perfect for audiences with families with older children and those 35+ to whom the peace of mind that comes with being on U.S. soil is a plus.



BRAND TONE OF VOICE

INTRODUCTION

The USVI brand tone of voice seeks to convey a signature cadence and rhythm. It comes across as natural and authentic, with a warm, relaxed attitude that is familiar and unapologetic. The people of the USVI create Caribbean experiences for travelers to share and appreciate. Their insatiable appetite for living each day to its fullest is as contagious as their sense of fun and laughter. These islands are not just their home but home to all who come. This sensibility should come across every time we present ourselves in marketing, advertising, and public relations. We will seek to communicate via compelling visuals as well as in writing what it's like to experience—not just visit—our islands.

1. Truly Authentic

We avoid falling into the stereotypical echo chamber of Caribbean competitors who all make the same claims. Instead, we will talk about the people, culture, amenities, and available experiences of the USVI with an undercurrent of local pride. Trite, overly sales-y language should be avoided.

2. Laws of Attraction

We promote our assets with honesty and a dash of self-deprecating, cultural humor. We are flexible and open to nuanced language that needs to be dialed in to attract specific audiences.

3. Prompts For Doing

We want people to take action. In all of our marketing, advertising, and public relations endeavors we must employ some clear call to action: visit a site, app, planner, etc.

4. Clear Guardrails

Avoid the pitfalls of typical Caribbean destination messaging that focuses on commonalities such as climate, beaches, and resorts. Our messaging must lead with winsome, experience-first descriptions that play up each islands' distinctives.

5. Inclusiveness

Even though we target higher incomes, our islands cater to anybody and everybody. All walks of life are welcome. We embrace diversity and equality on all levels and we will target specific audience subsets with messaging that signals openness to them (but, please, no pandering).



BRAND TONE OF VOICE

COPYWRITING APPROACH

Our core audiences tend to be highly educated and affluent so we do not dumb down our approach. College-level words are not to be avoided, but rather used to signal to our audience that we are speaking to them, not shooting for an all-things-to-all-people, lowest-common-denominator demographic. These are sophisticated folks who will have no problem with us combining elevated vocabulary with a conversational tone. This we do to engender relatability—words and phrases that signal relaxed sophistication. For example, we often use contractions. Such writing can be a delicate dance, but one that makes writing for the USVI fun for those who love crafting mellifluous, persuasive prose. We do not EVER want our writing to sound stiff or formal. What we DO want, instead, is for our writing to sound soothing, informal, and rhythmic. So, for example, longer sentences interspersed with shorter ones—even single words followed by a period—can be used to create a sense of cadence.



"FROM THE MOMENT GUESTS ARRIVE HERE – WHETHER FOR BUSINESS OR PLEASURE – THEY FIND THEMSELVES FALLING NATURALLY IN RHYTHM WITH THE HEARTBEAT OF THE CARIBBEAN. SO, WHERE BETTER THAN HERE FOR HOTELIERS TO DISCUSS STRATEGIES FOR THE HEALTH OF OUR SHARED INDUSTRY AND MUTUAL SUCCESS THAN IN ONE OF THE WORLDS' OWN GREATEST SUCCESS STORIES: THE U.S. VIRGIN ISLANDS"

ADAPTATION BY SITUATION

To a certain, all-too-real extent, this document and the larger overall set of brand standards are still a work in progress. Therefore, specific words and phrases will emerge over time, get tested, and those found to resonate and trigger action will be included in a future, formal word phrase list. In the meantime, here are some general principles adapted to specific use cases.

ADVERTISING

In all creative executions, whether traditional or digital, we will capitalize on Naturally In Rhythm as our core message and tagline. There will be instances in which campaign-specific tagline-ish phrases may be utilized, but these will most likely be styled as headlines. There will never be an instance in creative execution where Naturally In Rhythm isn't woven into the narrative and final copy sign-off.

IN MARKETING

We will have more flexibility in the realm of specific marketing campaigns to introduce supporting language around offers, calls-to-action, and other information. This additional language will require us to build a library of grab-and-go boilerplates that both the USVI and Miles can use in real-time. Again, we will always anchor our storytelling intent to the core tagline of Naturally In Rhythm.

PUBLIC RELATIONS

Public Relations activities and deliverables will require the most flexibility in terms of tone of voice, as this function is not part and parcel of Miles SOW. We are, therefore, supplying this document and all future updates and additions to it for USVI's PR Agency to use if they choose (and we will see to it that they are encouraged to use it as a helpful reference so that we all speak with one voice).

BRAND LEXICON

LOVE & PRIDE

- Always happy and excited to speak about and share the islands where everyone is family. All are welcome. All belong.
- Declarations of boldness and pride of ownership and affiliation add personality.
- The USVI is America's Caribbean: our nation's answer to "Where in the Caribbean should I vacation?"

RESPECT

- We speak with warmth and respect, letting readers and listeners know it's our honor to serve them.
- Our islands are our most precious treasures. We tend to them. We preserve them.
- We ask that our visitors treat them with respect—like they would their own home.

ADVENTURE & EXCITEMENT

- There's no shortage of memories or moments to be made here in this true, natural paradisiacal playground—there's always more to do and see than time in which to do it.
- Explore your heart out. We invite you to dive deep into our culture and heritage.
- Copious amounts of history are waiting to be discovered, photographed, and shared.

EXPERIENCES

- Our residents are magicians, crafting experiences through the five senses that last a lifetime.
- We transport you to places that no other Caribbean vacation or destination can.
- The residents of the USVI are experienced architects. Hospitality and service are the metaphorical houses they build that deliver moments of intrigue and awe.



BRAND LEXICON

FUN & LAUGHTER

- We don't take ourselves too seriously. Life is too short and belly laughs are a staple here.
- Mix and mingle among residents, some willing to take you into their homes or to join you at the local watering hole where they will regale you with fascinating stories.
- Our smiles are worth their weight in gold. And both hearing and saying "good morning," "good afternoon," and "good night" is customary and considered good manners.

REAL & RAW

- We use no smoke and mirrors. Ours are among the most authentic set of island experiences to be had in the Caribbean.
- We show and share the gritty, natural, overtly colorful aspects of island life while also paying appropriate respect.
- Making memories requires moments of vulnerability and intimacy to uncover individual stories, personalities, and shared universal longings.

THE FIVE SENSES

- Everything we do, show, or say should be directly tied back to one of the five senses. We're selling something tangible. But we're also promising intangibles: memories, moments, self-revelations, healing, and peace.
- In our writing about the USVI, we challenge ourselves to develop truly out-of-the-box prose that woos the prospective traveler via their senses.
- Emotionally intelligent language connects and transports visitors here in their own minds' eyes.



BRAND PILLARS

THREE MAIN FOCUSES

CULTURE

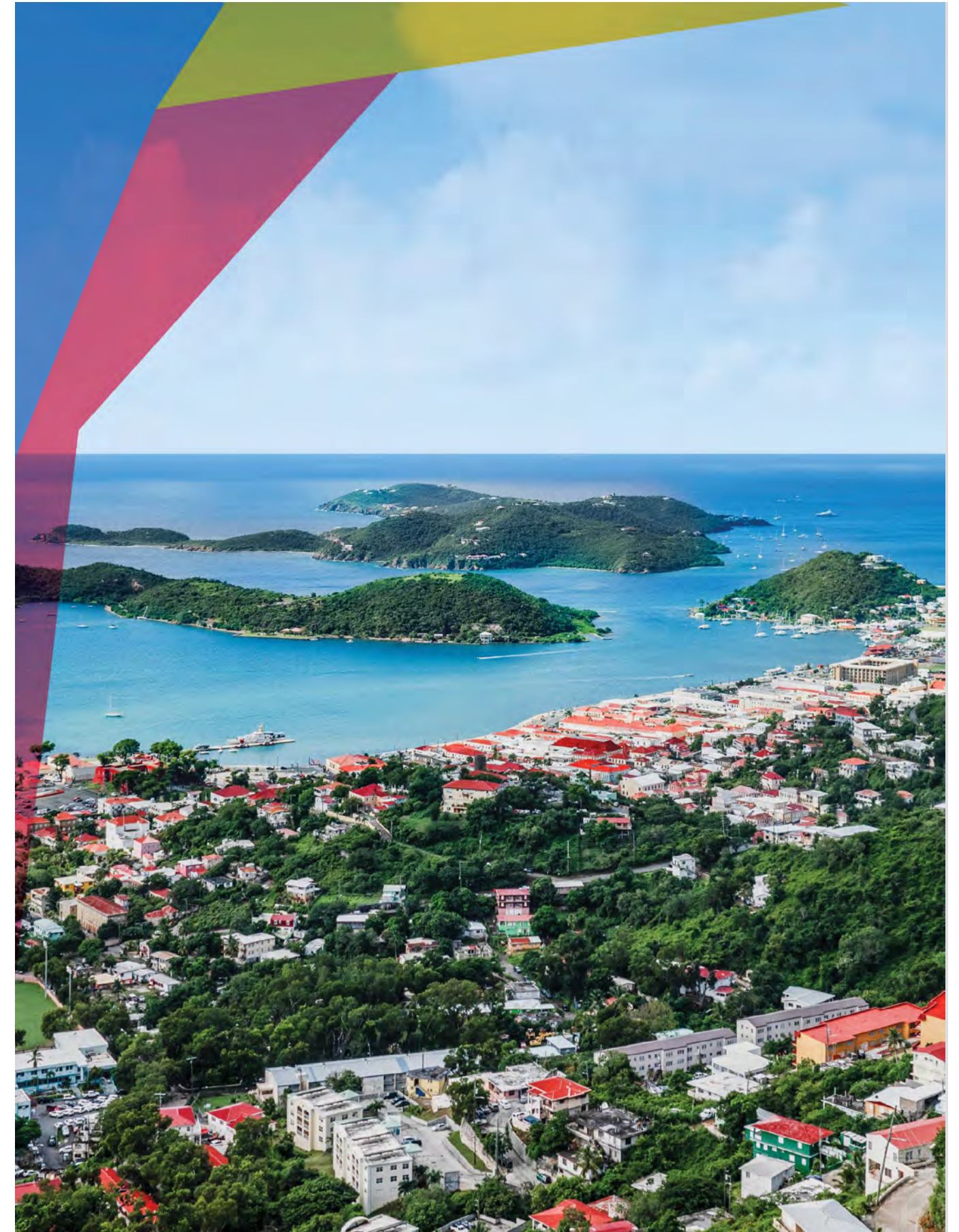
The U.S. Virgin Island's storied saga has spanned centuries, witnessing the flags of seven nations fly over its battlements and buildings. It has survived serial colonial occupations, servitude, the comings and goings of pirates and privateers, and played the pawn in sundry games of geopolitical chess. Yet, it has emerged as one of the most fascinating, rich, diverse, and self-sufficient cultures in the Caribbean—subject matter for intriguing storytelling and inspiration for endless artistic expression.

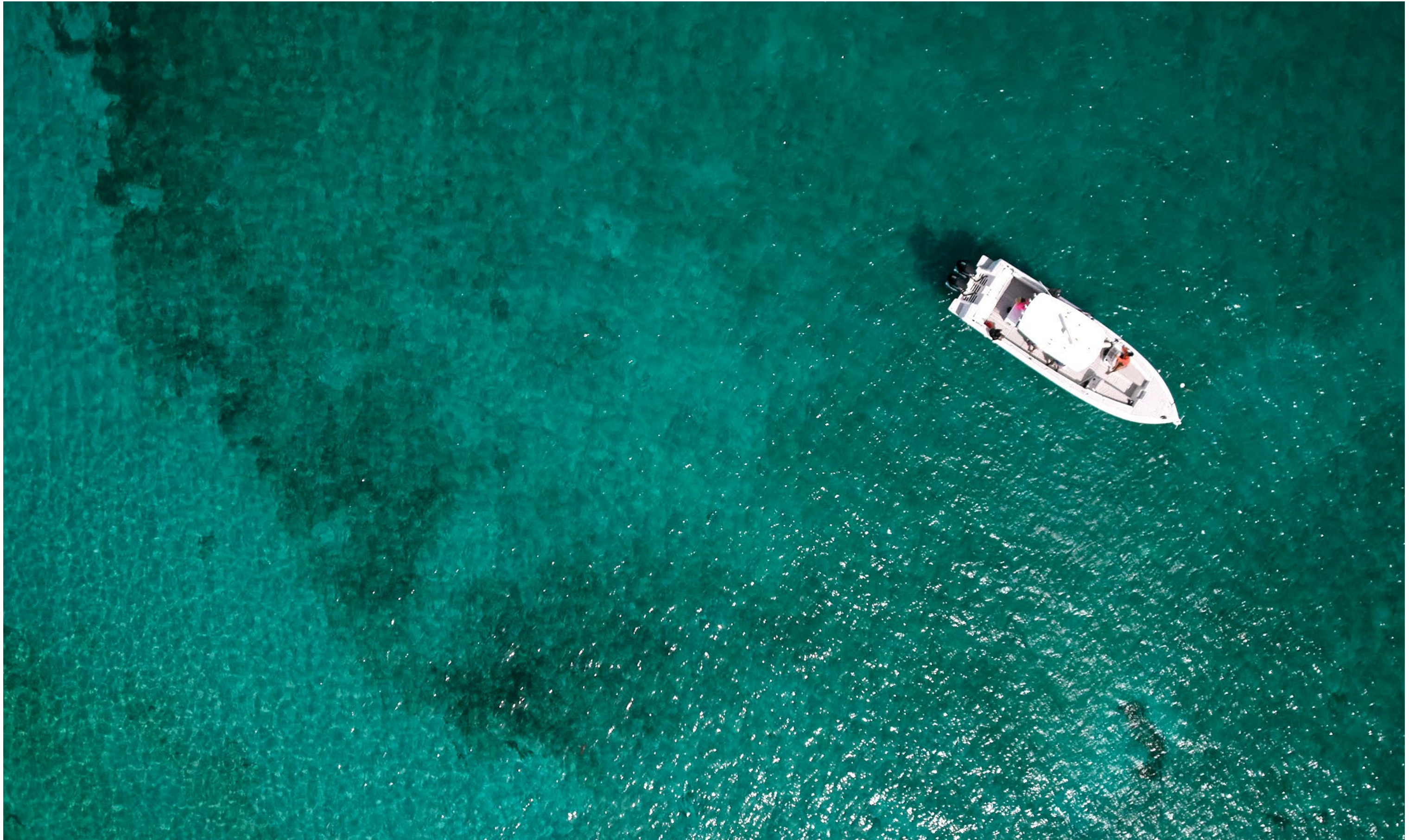
HISTORY

Love, acceptance, and a uniquely humble strength and pride are the cornerstones of USVI heritage. Here, everyone is welcome. And here, everyone is family. Islanders willingly share an easy, island-style hospitality and unadorned frankness with visitors that is both refreshing and contagious. Witness how often laughter fills the air and punctuates conversation.

NATURE

The U.S. Virgin Islands' sun, sand, and seas are legendary as is its biodiversity. You are invited to explore its natural wonders freely. The USVI, after all, is an underwater playground where snorkelers and paddle boarders can get up close and personal with playful sea turtles, rays, and brilliantly colored reef fish. On land, it is an explorer's paradise where you can climb to heights up to 1,500 feet, through rainforests, and cactus- and tropical flower-lined donkey paths. On these paths you can play hide and seek with elusive mongooses and see plenty of bananaquits and iguanas.





RESEARCH

FACTS AND PROOF POINTS

- You don't need a passport, just a U.S. driver's license to enter. The U.S. dollar and all major credit cards are accepted. Your cell phone works just as it does at home, no new sim card needed. English, albeit with a lilting patois, is spoken throughout the islands.
- The northern shores of St. Thomas and St. John fronts the North Atlantic Ocean while their southern shores front the Caribbean Sea.
- St. Croix is entirely surrounded by the Caribbean Sea and plunges to unimaginable depths at a spot nicknamed "The Wall" just to the north of its spectacular barrier coral reef.
- St. Thomas is home to the second oldest synagogue in the Western Hemisphere.
- St. John is home to an underwater national park.
- Temperature year-round is between 77°–83°F.
- The towns of Frederiksted and Christiansted are cultural landmarks.
- Trunk Bay, Cinnamon Bay, and Salt Pond Bay are award-winning beaches on St. John.
- St. Croix is home to small rainforests.
- St. John contains tropical forests, ridges, and peaks as part of its million year-old rock formations.
- St. Thomas is home to Magens Bay, considered one of the best beaches anywhere in the world.
- On St. Croix you can climb the historic 99 Steps, built by the Danes to make the mountainside ascent friendlier.
- The ancient St. Thomas Synagogue is the oldest Jewish house of worship under the U.S. flag, 1833.
- Fort Christian on St. Thomas is the oldest building in the Virgin Islands (American or British).
- 1,500 feet below the mountain peak of St. Thomas' Charlotte Amalie is a bay filled with super yachts, cruise ships, and sail boats.
- The people of the USVI—the Crucians, Thomians, and Johnians—are our fellow U.S. citizens.
- St. Croix has the nickname Twin City. St. John's nickname is Love City, and St. Thomas is known as Rock City.
- The USVI has been a shopping destination dating all the way back to 1607.
- The U.S. Virgin Islands have not one, but two bioluminescent bays.
- The U.S. paid \$25M in gold for the USVI.
- Water Island is the fourth U.S. Virgin Island, joining the family in 1944.
- The USVI is the default rum capital of the Caribbean.
- Scratch band music is the official soundtrack of the USVI.
- Each year, one island after another celebrates its own set of carnivals (or fêtes) on separate dates designed to allow islanders and tourists to enjoy them all.

VALUE PROPOSITIONS

SUN, SEA, SAND

The U.S. Virgin Islands boast some of the finest beaches in the world, where pristine, white sand meets crystal-clear turquoise waters, and crowds are nowhere to be found.

AMAZING EXPERIENCES & ADVENTURES

Fishing, snorkeling, scuba diving, paddle boarding, sailing, hiking, shopping, sight-seeing, and more await visitors.

ENJOY AT A RELAXED, RESTORATIVE PACE

There are a host of options in lodging, dining, activities, and exploration for every taste and budget.



ISLAND SPECIFICS

WE BELIEVE EACH ISLAND HAS A STRONG SUIT: A LEGITIMATE REASON TO APPLY A SIGNATURE, 'MUST-SEE' DESIGNATION TO IT. WE CHOOSE TO TAKE THIS 'MUST-SEE' APPROACH TO AVOID TYPE-CAST LABELING. WE ARE NOT SAYING THIS IS THE ONLY ISLAND AMONG THE U.S. VIRGIN ISLANDS...

MUST SEE HISTORY ST. CROIX

A must-see for history buffs and heritage tourism, the USVI has had the flags of Spain, The Netherlands, England, France, the Knights of Malta, Denmark, and the U.S. crown its edifices. On the island's northern shore, Christiansted, once capital of the Danish West Indies, features 18th-century pastel colored, bright-red-tile-roofed buildings and cobblestoned streets that run at right angles to the waterfront. Frederiksted lies at the island's western end and features a fort originally built to protect it from pirates and rival nations. Across the island, the remains of hundreds of sugar plantations that once dominated the landscape now dot the island as archaeological sites. Point Udall is both the USVI's and, therefore, the USA's, easternmost point.



MUST SEE CULTURE ST. THOMAS

While its reputation as the shopping capital of the Caribbean draws hundreds of thousands of visitors each year, it's the lifestyle and world view of the people of St. Thomas that makes this island a must-see for culture- and experience-craving travelers. Instead of steak and lobster at a four-star restaurant, many will thrill at the chance to try island culinary favorites like fish and fungi, callaloo soup, paté, rice and whelks, goat water, and dumb cake in a local, hole-in-the-wall establishment. Travelers will discover that it's easy to find locals eager to recommend the best places to eat, shop, and stay, as well as introductions to trusted friends who can show them around the island as no canned-tour operator will. All these things make for incredible stories and memories to share.

MUST SEE NATURE ST. JOHN

Whether snorkeling in the crystal-clear turquoise waters that surround it or climbing into its forested hills—for those interested in experiencing nature first, last, and above all else, St. John is the “must-see” island. One of the best places to snorkel in the Caribbean, you don't have to venture far from the beaches to interact with marine life among the multi-colored corals that are home to a kaleidoscope of brilliantly colored fish as the nearby seagrass brings sea turtles and rays close to shore. On land, more than three dozen hiking trails beckon, criss-crossing the island through a national park that's home to a smorgasbord of flora and fauna, protecting more than half its 12,500 acre footprint. St. John is also beloved for dozens of pristine, virtually crowd-free, white-sand beaches.

...THAT FEATURES- HISTORY, CULTURE, OR NATURE—NOT AT ALL—BUT RATHER THAT, IF YOU DON'T WANT TO MISS THE BEST THAT USVI HAS TO OFFER OF THIS INTEREST, THEN YOU SHOULD FOCUS YOUR TIME ON THAT SPECIFIC ISLAND.



LOGO



The U.S. Virgin Islands Primary Logo



The U.S. Virgin Islands Primary Logo-Horizontal

LOGO COLOR VARIATIONS

FULL COLOR

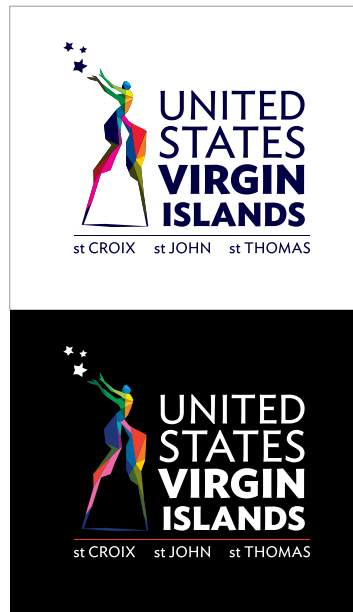
The full color logo shown at right on white is the official version to be used in most applications. A color-adjusted version was created for use on black backgrounds where the colors in the moko jumbie's costume have been brightened and lightened to ensure optimal contrast from the black background. When using the logo on black, please ensure that a rich black is used rather than 100% black with no cyan, magenta, or yellow. This can look washed out and appear dark gray. While different printing companies call for different rich black percentages, for the USVI a safe rule of thumb that achieves neutral results is:

C	=	50%		
M	=	50%		
Y	=	50%		
K	=	100%		

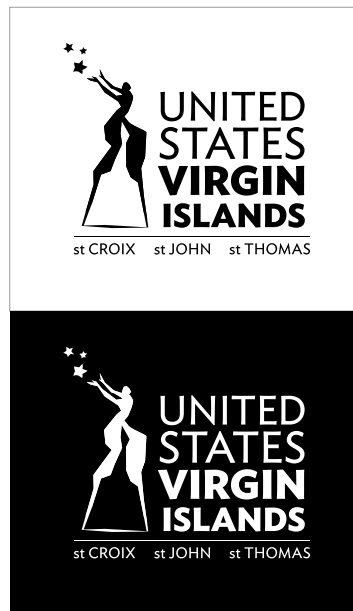
RICH BLACK vs. 100% K

ONE-COLOR

There will be cases in which using the full color version of the USVI logo is impractical or inadvisable. For such applications, we provide single color versions of the logo to be used solid or reversed from a sufficiently dark background. Examples where the logo might be used in a single color include instances in which the output will be printed in only one spot color. On the other hand, the reversed version can be knocked out of a solid color background or from a four-color background so long as it is not so busy as to make the logo too hard to read.



Top: Full Color
Bottom: Full Color Reverse



Top: One Color
Bottom: One Color Reverse

WITH URL

These USVI logo + “visit” URL lockups were created for use on white and black backgrounds respectively. Lockups A and B were designed for quick, safe use according to the guidelines herein when a designer will not be directly involved in the process to apply their expert judgment to its application in a particularly difficult use case. Lockup A is meant for applications when used larger or where it will be viewed close up in a display. Lockup B is meant for use in smaller applications where legibility, particularly readability of the URL, is essential.



Left: A for use large

Right: B for use small

PROPER LOGO USAGE

MINIMUM SIZE: LOGO WITH & WITHOUT ISLAND DESIGNATIONS

Clear, crisp representation of the logo with all of its text components legible is critical. When the USVI Logo is used in sizes below 3/4" (.75"), the horizontal dividing line below the word "Islands" and the "islands names" are dropped to ensure quality and clarity. At such small reproduction sizes, whether in print or online, the island names look more like illegible smudges than words which devalues the impression of the brand.

See examples below for dimensions in inches and pixels.



LOGO DON'TS

 <p>Do NOT stretch or squish the logo</p>	 <p>Do NOT change the color of the logo</p>	 <p>Do NOT change the proportions of the logo</p>	 <p>Do NOT change the design, spacing, or typography of the logo</p>
 <p>Do NOT add drop shadows to the logo</p>	 <p>Do NOT add glows, bevels, or textures to the logo</p>	 <p>Do NOT change the weight of or add stroking to the logo</p>	 <p>Do NOT use the logo on overly busy or poorly contrasting backgrounds</p>

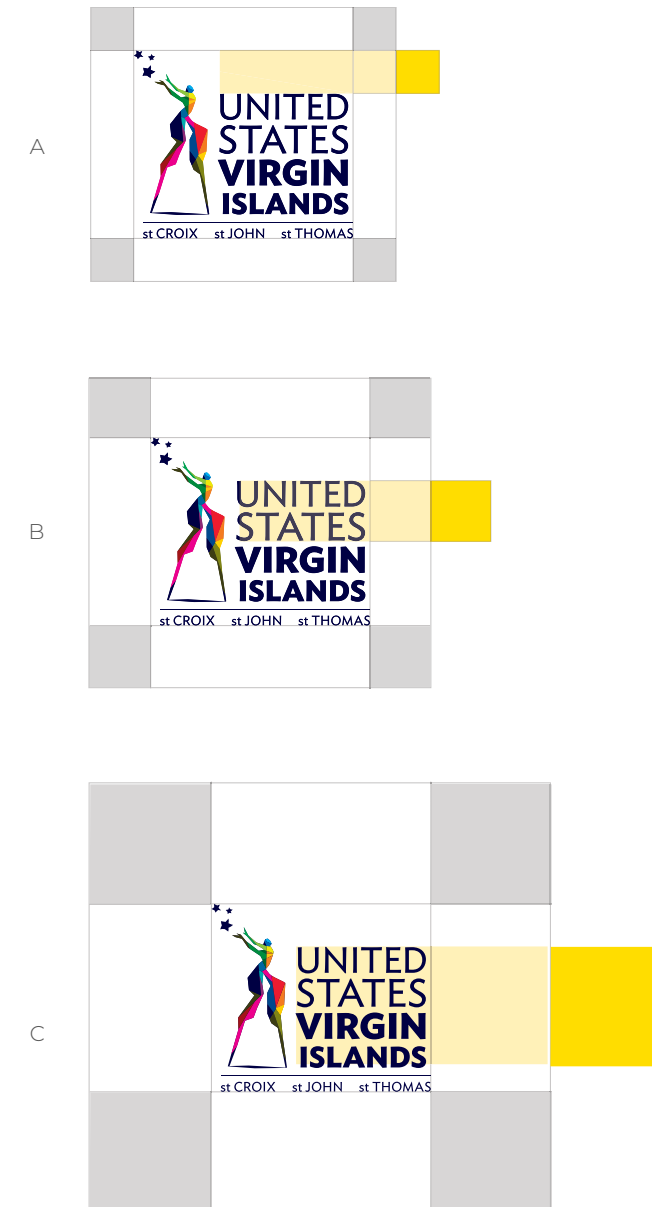
CLEAR SPACE

It is quite common to place set-in-concrete rules around the clear-space equation meant to protect a symbol as important as a brand's logo from being "stepped on." However, context and practical real-world constraints and challenges require that we apply a more thoughtful and flexible approach to how much space is necessary around the USVI's exceptionally complex and colorful multi-element logo. Therefore we will suggest not one, but three simple rules for non-designers to follow.

A – MINIMUM: No one other than a designer should ever use clear space less than is shown in example A. This kind of spacing is sometimes necessary to ensure that the logo is big enough to be clearly represented when used small or in extremely tight layouts.

B – TIGHT: Especially when used in digital advertising, there's not a lot of free space to cram the logo in along with the messaging, a photo, the madras, color-splash overlays, and a CTA. This is the acceptable minimum for small print and digital ads.

C – PREFERRED: We always want this lovely logo to stand apart from other elements on the page. And so, for example, in magazine ads and other placements where a sophisticated, clean look is critical, AT LEAST this much clear space should be reserved for the logo.



COLORS

MAIN COLOR PALETTE

The primary palette comprises four colors that predominate in the natural environment of the islands and that play well with the signature colors of each island as well as the official plaid of the U.S. Virgin Islands.

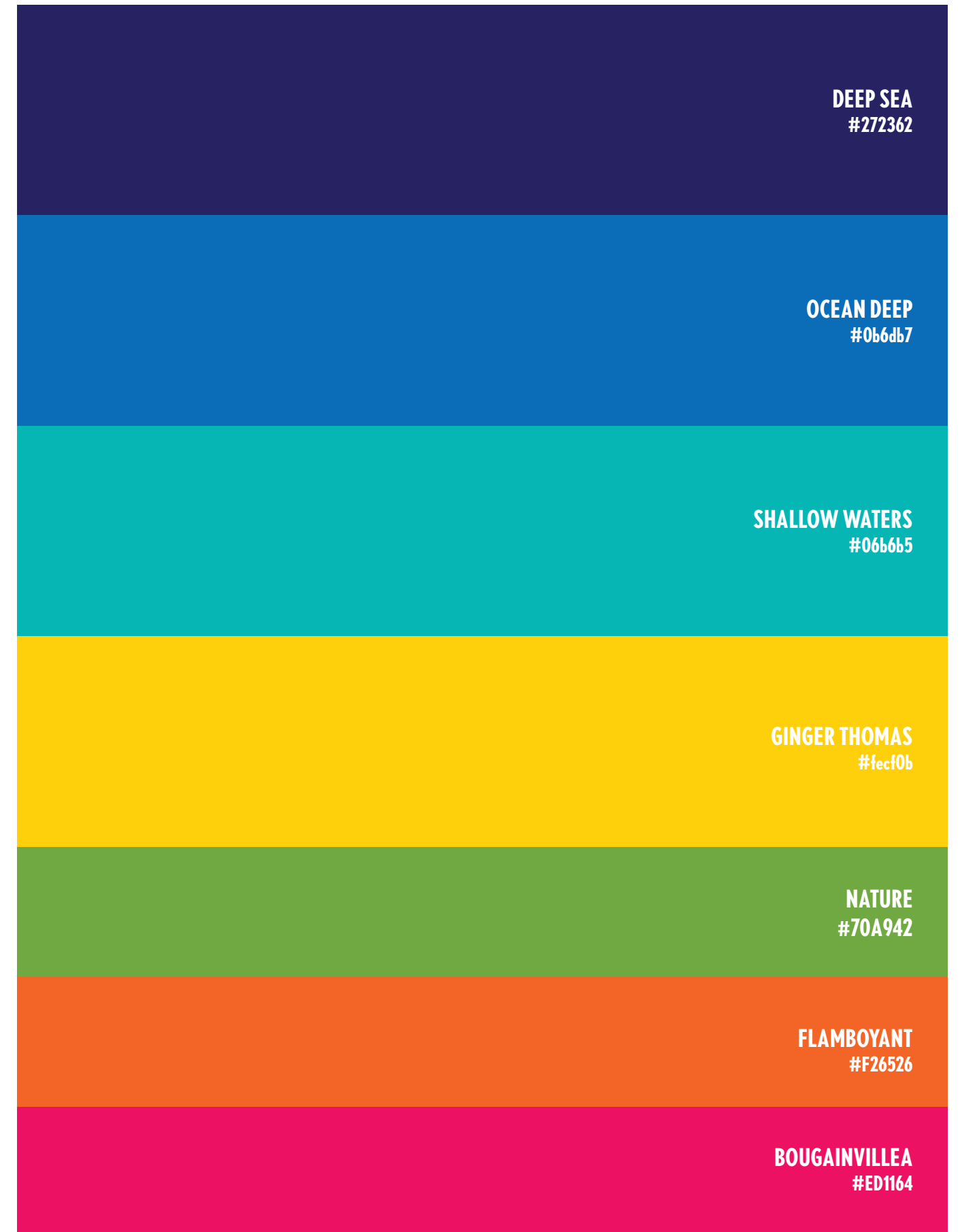
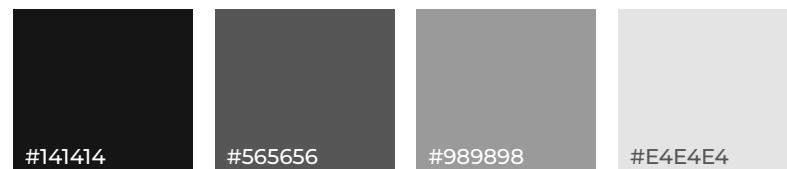
The palette is also a reduction of the Moko Jumbie's geometric forms.

ISLAND COLORS

Each island has its own signature color associated with it. Depending on the photography combined with it, its predominance may take primary or secondary place, although prominence is preferred.

GREY

With all of the bright colors dominating the typical USVI ad layout, using thoughtful negative space and gray scale is needed to enable a visual break from the kaleidoscopic onslaught. This balance provides that visual break and is well suited, for example, in the body copy of print as well for use in the URL.



TYPOGRAPHY

USAGE

The USVI's Naturally in Rhythm typography is an eclectic orchestration of three font families: Billy Ohio, Nobel, and Montserrat. Billy Ohio is a font licensed for use by USVI that can be provided, with permission, upon request. Nobel and Montserrat can be found on Adobe Fonts® for free to Adobe Creative Cloud® users. All three fonts are distinctive. See styling at right for details on usage. Due to Nobel's diminutive x-height, its use should be avoided below 14 points with a minimal tracking of 0, and on web below 18 points with a minimal tracking of +10. Below these sizes, Montserrat, with its large x-height, should be substituted in a similar weight. When used small in the URL, set in Nobel Bold/Regular Condensed, it should be letter-spaced out to maintain legibility.

Billy Ohio

BILLY OHIO is a fast dry-brush style which gives it a natural and handmade feel. Designed by graphic designer Alit Suarnegara of Bali, Indonesia, this font is a solid choice for expressing movement and conveying a sense of fun. To maintain its impact, this font should only appear in branded wordmarks.

Nobel Bold Condensed

NOBEL CONDENSED is a highly distinctive, geometric sans-serif typeface designed for the Amsterdam Type foundry in the early 1900s as a Dutch competitor to Futura in 1993. Tobias Frere-Jones began a revival of the Nobel face with Cyrus Highsmith and Dyana Weissman later adding the light weights. Its distinctive features include an unusually low x-height to cap-height ratio with short descenders and tall ascenders.

MONSTERRAT

MONTSERRAT is a geometric sans-serif typeface designed by Argentine graphic designer Julieta Ulanovsky. It was inspired by posters, signs, and painted windows seen in the historic Montserrat neighborhood of Buenos Aires. Popular among web designers, its large x-height, short descenders, and wide apertures make this an exceptionally legible typeface, even in small sizes.

HEADLINE

Subheadline

Demped quam, nis eum doleseque de acitium harum quo bearcientis re et rem. Agnit ut la dolupta velit ea si dolupta tempore moluptatur?

Ebiscit aturis quas inciat et, volum que cusa venient otatui aut ende nulpa dolent vendemos dolorest ut plignimposti ut maximus es rem eserspeditas re porat apist.

URL (VISITUSVI.COM)

**Bold Condensed shown. Bold Condensed to be use on web; Bold or Black Condensed can be used on print.*

Nobel Bold Condensed Black Condensed*

Nobel Regular Condensed

Montserrat Font Family

Light	<i>Light Italic</i>
Regular	<i>Italic</i>
Medium	<i>Medium Italic</i>
Semibold	<i>Semibold Italic</i>
Bold	<i>Bold Italic</i>
Extrabold	<i>Extrabold Italic</i>
Black	<i>Black Italic</i>

Nobel Bold & Regular Condensed

BRAND MARKS

THE UNITED STATES VIRGIN ISLANDS

This is the standard lockup of the United State Virgin Islands written out all caps. It is bold, distinctive, and plays well with Billy Ohio in the word Rhythm and in the names Croix, Thomas, and John in the islands names.

NATURALLY IN RHYTHM

This is the standard lockup of Naturally in Rhythm. Executions and use of this mark must continue this visual balance. The words Naturally In are executed in Nobel Condensed Bold and the Word Rhythm executed in Billy Ohio. Variations in orientation can be explored according to context, if design integrity and hierarchy with additional marks is maintained.

ST CROIX, A VIBE LIKE NO OTHER

This is the standard lockup for St. Croix, A Vibe Like No Other. Executions and use of this mark must continue this visual balance. The wordmark employs Monsterrat Semibold and Nobel Condensed Bold as the base. Only the word Vibe is executed in Billy Ohio to convey energy. Variations in orientation can be explored according to context, if design integrity and hierarchy with additional marks is maintained.

THE UNITED STATES
VIRGIN ISLANDS

NATURALLY IN *Rhythm*

A Vibe ST. CROIX
LIKE NO OTHER



CORE GRAPHIC ELEMENTS

ISLAND LOCK UPS

The individual island names are executed in Nobel Condensed Bold, and/or Billy Ohio, styled in the five ways shown at right in both horizontal and vertically stacked variants. Note that in some applications these font pairings swap places and in others a single font is used. This provides us maximum flexibility in design and layout problem-solving and adds to the overall sense of dynamism and fun.



NO PASSPORT REQUIRED MARK

The No Passport Required seal has proven to be an indispensable reminder to potential visitors that coming to the U.S. Virgin Islands is a hassle-free experience and a reminder that they are still on U.S. soil. It is meant to be a reminder, not a stop sign—therefore, it should be displayed noticeably but not “in your face.” There is flexibility in placement, rotation, and use of gradient in order to represent a stamp. The scale should occupy nearly a third of the photo it is overlaid on.



MOKO JUMBIE OVERLAYS

The Moko Jumbie overlays are an important hallmark of the USVI brand. They are meant to provide a sense of excitement, fun, and vibrance that sets the visual identity distinctly apart from the rest of the Caribbean crowd. When possible we prefer that the largest, most dominant color splash (triangle) be set apart. They should seldom be used as color solids, but rather as tints of color overlaying photography in the background.

The Moko Jumbie pieces may be rotated and scaled (typically larger) and cropped. Softer corners should be updated to direct points. To achieve a supportive geometric graphic, three pieces should be used and implemented equitably.

While the colors of the Moko Jumbie should reflect the primary color palette, various blending modes can be used to ensure they appear bright and vibrant even if the colors must be tweaked to achieve that goal. This should be carried across all pieces.



WORK EXAMPLES

STYLING & ELEMENTS

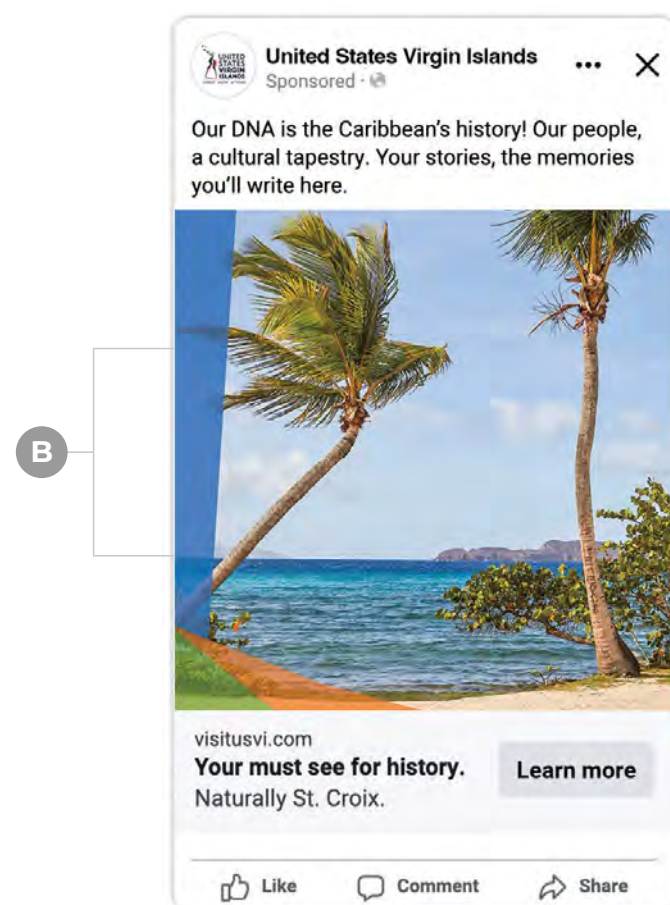
The following examples should serve as a starting point for how all design guidelines are leveraged in social and print executions. The legend below denotes what elements of the brand are present in either digital or print concepts. Our experience and best practices are to practice restraint where and when possible in digital versus print, where wayfinding and demarcation is much more important. Bringing these elements to life quickly in the coming months will enable us to track what is performing and what is not. We have the ability to quickly gather analytics for mediums such as social to make changes and improvements on the fly.

- A** Considered Brand Marks
- B** Equitable Moko Jumbie overlays
- C** Balanced White Space
- D** Typographical Hierarchy
- E** No Passport Required Mark
- F** URL

Paid Social Ad Example: Island Specific (St. Croix)

Notes:

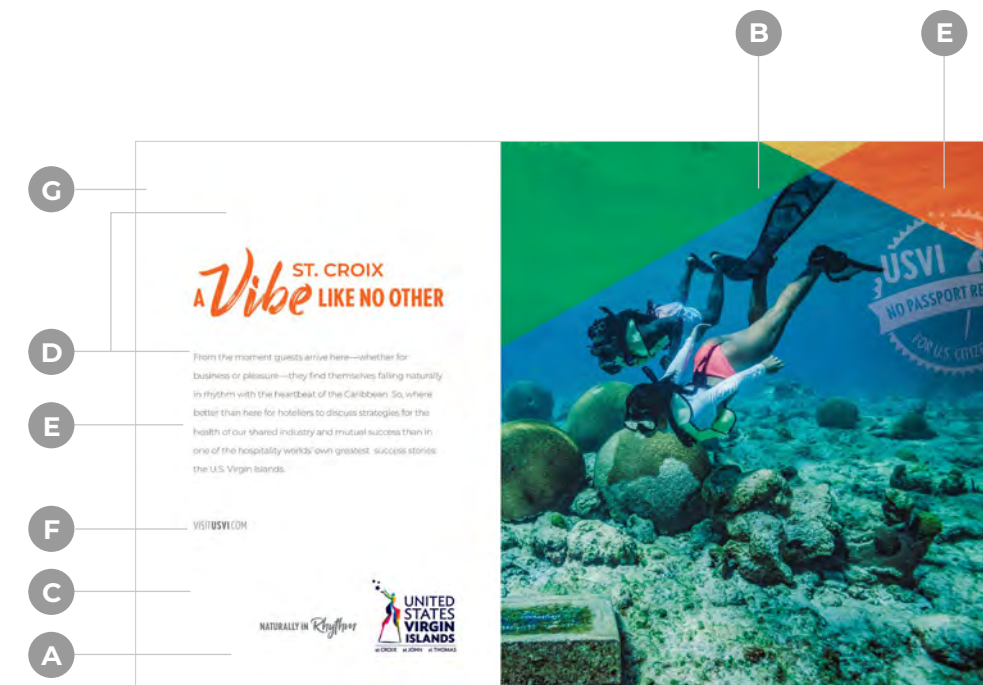
Because this is an island-specific ad, note that one of the color-splash overlays is the island-specific color (orange for St. Croix).



Print Example: General, Naturally in Rhythm

Notes:

Because this is NOT an island-specific ad, the wordmark for Naturally in Rhythm is employed to represent USVI. Geometric white space responds to the Moko Jumbie pieces, balancing the composition.



Print Example: Island Specific (St. Croix)

Notes: Because this is an island-specific ad, the messaging, overlays, typography, use orange and other warm hues to match St. Croix's island color.



PHOTOGRAPHY GUIDELINES

VIBRANT, RELAXED, SECURE

Vibrant colors are the rule rather than exception here. But a splash of vibrant color, used to draw attention to the hero of the shot, is preferred to a cacophony of color. People shots should feel natural and relaxed, never posed. Make sure to always provide more than background than needed to provide designers maximum options for cropping.

SPECIFIC DIRECTIONAL LANGUAGE

- Horizontal images have a more universal application. Verticals are critical for portraiture and should always include horizontal coverage as well.
- Having visually quiet areas in the frame provides room for copy space.
- Photographic subjects should look healthy and display a positive attitude, even in action scenes.
- Keep a person/object off-center with plenty of space all around so the image can be easily cropped.
- All places and spaces should look colorful, light, airy, and as clean as possible.
- For inside shots, the use of flashlights and other external light sources should be leveraged. Keep faces bright and evenly lit by setting the exposure to the faces.
- Use flash photography moderately across the board.
- Images should be free from third-party logos of external brands unless for a partnership and collaboration. If necessary, retouch these digitally.



PHOTOGRAPHY GUIDELINES

TONE

Everything we do has a natural, fun, and unapologetically energetic vibe. It's real, it's natural, it's honest, and it's fun. Ideally all of our stories are highlighting our diverse and inclusive communities with color, music, food, drink, stunning landscapes, and pure joy. We always aim to inspire and pique curiosity. We want the viewer to feel that they belong in the USVI. Make them feel that they want to be here.

AERIAL PHOTOGRAPHY

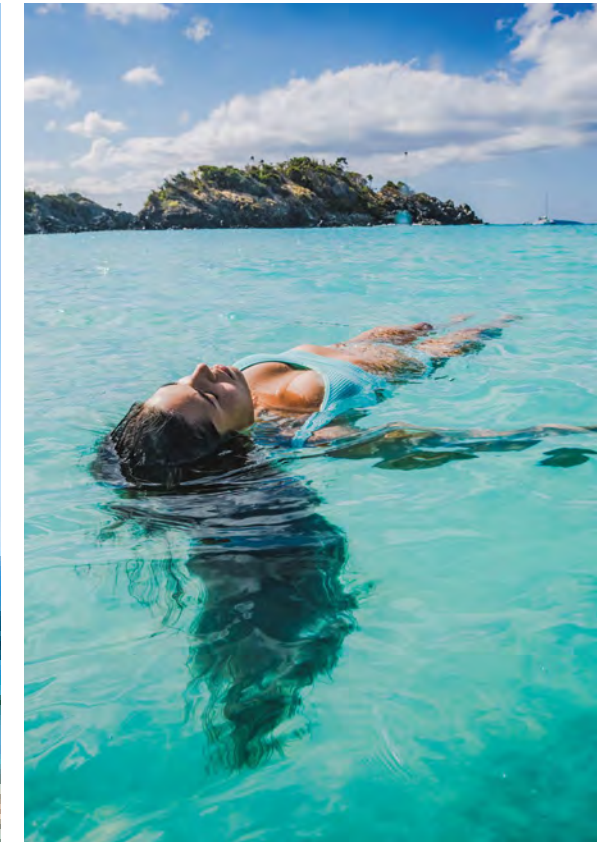
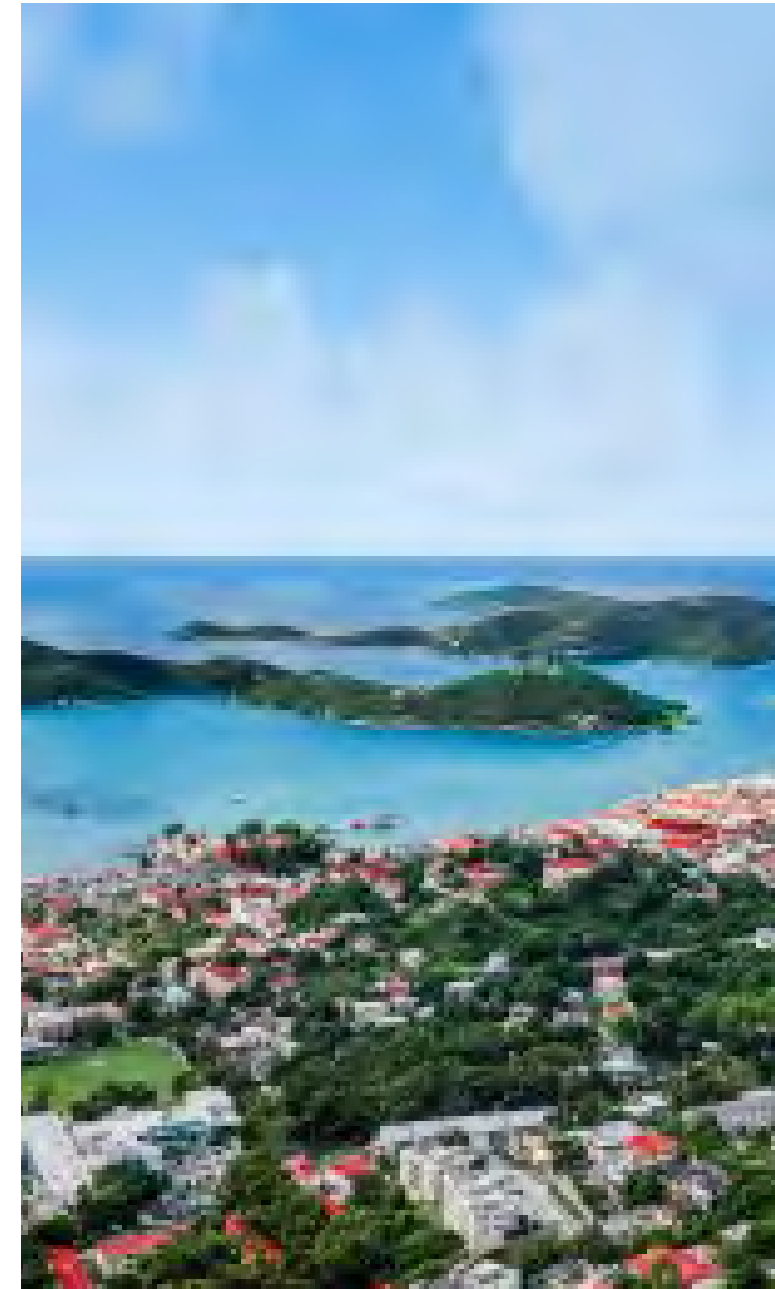
- Premium cameras required on all drones with ability for wide to medium coverage. Fast lenses are also a plus.
- Always aim for clear days but settle for cloud populated days when weather is less than optimal. Never shoot on rainy or stormy days.
- Always aim to establish a sense of place and the idea of where beauty and nature collide.
- We always push for very beautiful, epic, and cinematic aerial shots.

INDOOR SHOOTING

- Always establishing a unique sense of place is key. Natural light is always preferred but for evening shots or low-light situations, strobes or flow lighting is acceptable.
- Handheld and tripod shooting are both acceptable as long as shots allow for open space to showcase copy, taglines, and core logos.
- Always shoot for people / subjects first. Real people in real situations only. Nothing should ever feel over acted or dramatized.
- Supporting backgrounds can leverage plants, food and beverage, and other local elements that establish a unique sense of place in the USVI.
- Always shoot for the highest resolution with fast lenses.

PERMISSIONS & MODEL RELEASES

- Do not photograph anyone without their consent.
- If someone does not want to be photographed, respect this—although a little friendly negotiation often helps.
- Check that anyone being photographed is comfortable with and fully agrees with what they are doing in the photo.
- Where possible, for high profile photo shoots, complete a model release form for each person in an image.





VIDEO GUIDELINES

TONE

Everything we do has a natural, fun, and unapologetically energetic vibe. It's real, it's natural, it's honest, and it's fun. Ideally all of our stories are highlighting our diverse and inclusive communities with color, music, food, drink, stunning landscapes, and pure joy. We always aim to inspire and pique curiosity. You belong in the USVI. You need to be here.

LANGUAGE

We speak from the native tongues of our islands. After all, we speak English, but we have our own unique dialect. We want to retain and respect that cultural jewel by hearing it directly from the mouths of locals whenever possible unless things become hard to understand or unintelligible. If that happens, we always listen from an ear of a stateside, non-islander to ensure clarity and diction.

Any scripted VO will always enlist on-island talent to maintain integrity and quality representation of our people.

MUSIC & SOUND

The USVI has a custom anthemic track that has versatility in application and run time. This custom composed piece should be leveraged in as many executions as possible. Any other music used in film productions must be local to the USVI or composed through the assistance of Miles Partnership and their creative team. We recognize certain pieces may require more energy, faster pacing, etc. When possible, we want to always revert back to supporting authenticity by incorporating a local feel.

TYPOGRAPHY

Any type used in film executions must leverage our typographical direction listed in design documentation. Whenever text is needed, it's important we only use approved types for consistency and tone. Sizing and headings will vary based on video production needs so that element can remain fluid.

COLORS

Colors, animation, and motion design can be leveraged for videos. Colors must adhere to the brand color coding mentioned in our colors templates. If any new colors, shapes, or undesignated animation is necessary, this must be approved by the brand and creative team.

TRANSITIONS & EDITING

We want to strike a balance between fast and slow. There are some stories that require time to breathe and some stories that are a mix of crescendo and jump cuts. The most important determining factor is the feeling we want to evoke from viewers. Editors and animators must think about the content of the script and desired output for respective channels and mediums. Using discretion is critical. We want flexibility in how our brand will be unveiled to the world. The first year of market integration will be largely directed and assisted by the brand and creative teams.

GRAPHICS, TEXT/TILTING, LOWER THIRDS, ANIMATION, LOGO USAGE, WIP, AND SHOOTING

These guidelines are currently a work in progress. Please reach out to the creative team for questions.





SOCIAL PLATFORM STRATEGIES

USVI SOCIAL MEDIA OVERARCHING GOALS

- Inspire and educate.
- Generate leads and build awareness.
- Grow sales for lodging, activities, and transportation partners.
- Provide a virtual “concierge” service.
- Build community and awareness.
- Enhance customer loyalty and retention.
- Engage island communities to be a part of the larger dialogue.

X, FORMERLY KNOWN AS TWITTER

Mobile-first and always on the go, X will become USVI’s platform of choice for more official communication. X has the most authoritative place in our suite of platforms. Over 80% of X users are on the go and it’s about quick Q&A, interaction, or solid information they are seeking. Leveraging tracking URLs will allow for us to direct users to blog posts, press releases, or other time sensitive content.

Tone of Voice

- To the point, digestible, and actionable insights and information.
- Speak professionally as every post should be representative of the government’s excitement and appreciation for global tourism and visitors.
- Think, act, and behave as an authority on the global stage.

YOUTUBE

YouTube will quickly become an integral player in our social platform. In essence, the hub and spoke cornerstone that hosts all of our content. Organic posting of content will begin happening immediately and in higher frequency. Authoring proper descriptions and tags in our existing and new videos will ensure that Google and other search engines crawl our content with more precision. Because there is so much film content with USVI (with more to come), we want to harness the energy and high traffic volume of people searching for current and all USVI content in the future. People are using YouTube more than ever to get the insider’s POV on destinations, dining inspiration, travel tips, and adventure inspiration. Moving forward, we will want to always include a CTA at the end of our videos so viewers know what to do next. Again, we have ultimate flexibility on how to direct traffic to the USVI site along with targeted landing pages the drive calls to action.

Tone of Voice

- Will vary depending upon film being presented. Always strike the balance of inspirational and informative.
- Drive excitement and invite every time to subscribe, especially for more episodic pieces.
- The film content is mostly driving the tone, but supporting description copy should always be informative and offer up multiple links to additional resources.



SOCIAL PLATFORM STRATEGIES

FACEBOOK

With almost two billion active users, Facebook is instantly recognizable, and it offers endless data and the opportunity for the most targeted ads. The ability for USVI to drill down on hyper-targeted paid opportunities is endless. Here, we will share links to blog posts, YouTube videos, and other content that allow for us to direct audiences to very specific landing pages and destinations by post. The manager hub for managing all pages, people, and advertisements, Lookalike Audiences, will help us generate leads based on the characteristics of existing customers. We can also drive awareness and specific marketing messaging to new audiences looking to plan their USVI vacation. There are many ways to break out audiences and levels of targeting based on the desired outcomes and impacts. Lastly, we have options to integrate Instagram so that ads on Facebook can also run there. Facebook Live can be a powerful feature for us to leverage throughout the year, such as live concerts, cooking classes, panels, local tours, etc. to connect with our followers and allow them a chance to interact.

Tone of Voice

- Naturally In Rhythm messaging guidelines should always be the starting point for Facebook.
- If / when possible, always post content as a question or an opportunity for people to engage.
- Facebook should be highly interactive and met with energy and willingness to serve and help.
- Tone will vary depending on substance of post. But in general, think like we are inviting you into our “digital home.”



INSTAGRAM

Instagram is the social platform with the highest engagement rate today. Instagram undoubtedly will be the main social platform for USVI including hybrid (still + film) inspirational content. Inspiration, travel quotes, questions to followers, and insights into the community will be our highest focus. Instagram Stories in particular will serve a critical role during brand launch and beyond. Stories will require curation of moving picture from Miles as well as the USVI team. Additionally, we want to quickly set up a shared social editorial calendar to ensure maximum traffic and engagement. Lastly, there is influencer marketing. Together with DCI, Miles and USVI want to quickly identify influencers in specific audience interest buckets: on-island subject matter experts that can help us tell stories, engage with customers, and produce interesting and unique content around all aspects of island life. Influencers should generally fall in line with experiences/adventure, culture, heritage, shopping, and maritime pursuits.

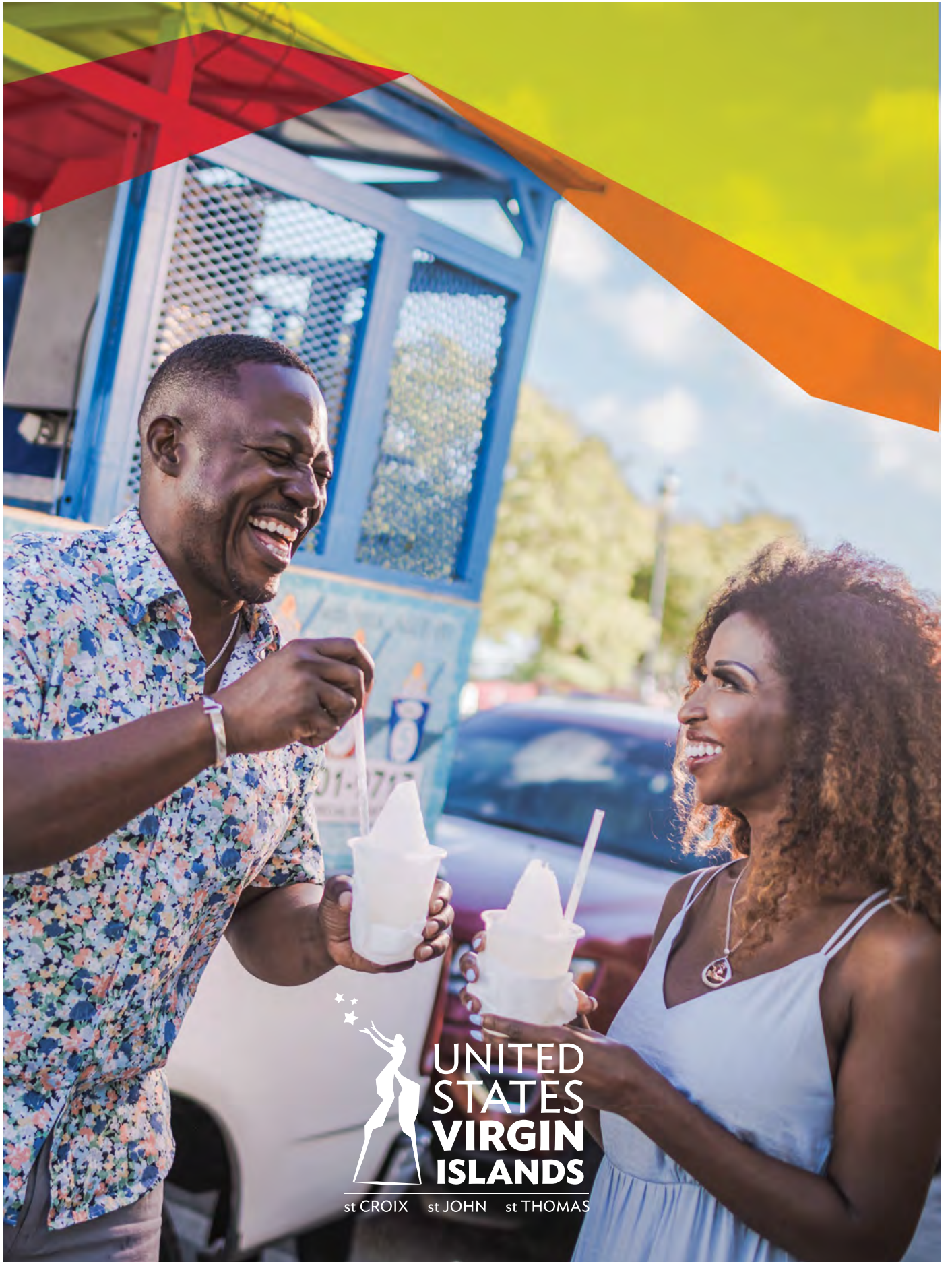
Tone of Voice

- Fun, fun, and more fun. We're getting you excited to come visit our island paradises.
- Lots of fun facts and education around island life.
- Ask for people to share their favorite memories from USVI vacations in the past through hashtags.
- Nothing but good vibes and positive energy all of the time.

PINTEREST

Four out of five users on Pinterest are female, which makes this a great platform for businesses with a mostly female audience. The goal with Pinterest is to have people sharing USVI images and pinning them on their boards in addition to contacting influencers on the platform. Building a strong community and set of relationships with island travelers, locals, and business owners will allow for us to create an effective groundswell and community. In order to start strong, we must fill up our baseline account with a library of captivating images. For Pinterest, it's about beauty and inspiration that is purely static. Ideally, our library will be updated once a month to build affinity and pinning around our core images. Additionally, we can also pay for ads and buyable pins around USVI content. This is a quick and effective way to drive immediate traction and engagement in various communities.





**UNITED
STATES
VIRGIN
ISLANDS**

st CROIX st JOHN st THOMAS