



About our Brand

A brand is more than a logo. It's our promise. Our brand is the image that lives in people's mind when they think about Guam.

We can influence our brand; with the words we choose, the design we use, and the actions we take. It is built from current and desired meanings. If we align around a single promise, we can build a strong brand. When we are consistent in keeping that promise in how we act and communicate- our brand becomes stronger.

Our brand is more than a marketing tool. It is a valuable business asset. When the Guam brand is strong, we garner more attention and respect. In short, our brand plays a valuable role in everything we do and why we do it. It's what we stand for, the standard to which we hold ourselves. If we deliver our brand well, it will stand the test of time and engage all our audiences in productive relationships leading us to success.

The purpose of the new brand is to strengthen Guam's appeal as a destination, to drive tourism growth in the future, and also to attract tourists for longer periods with increased spend. This new brand encompasses our local pride, the engagement of our communities, and showcases all that Guam has to offer.

Brand Attributes

Guam's personality, tone, and image attributes

Our attributes are how we demonstrate our brand promise through everything we do. They guide our behavior. And, while our day-to-day activities change and evolve, our attributes stay with us. They are rooted in our Chamorro culture and our history and heritage as a gateway for passage since 700BC. These attributes come from whom we are at the core and will remain with us over time.

Sincerity: We pride ourselves on being friendly, approachable, hospitable, genuine, and real. We show sincerity in every thought and action.

Excitement: Our culture is very much alive and celebrated. We are active. We promote fun. And, we delight in delivering the unexpected in special service, in unique cultural interactions, and more.

Sophistication: Guam can match natural wonders and man-made infrastructure with any other location in the world. We combine this world-class offering and connectivity with the diversity fostered by a history of dynamic regional and global influences.

The Brand Process

How we arrived here

Phase 1 Research and Insight Development

In-depth surveys of 100 key stakeholders that represented a broad range of the community and 200 randomly selected residents along with 400 visitors from each source market of Japan, Taiwan, and Korea.

Evaluation of existing visitor surveys

Comparison of surveys to identify confluence of agreement

Phase 2 Brand Building: Content and Meaning

2-day session of Brand Steering Committee to identify brand attributes

Phase 3 Messaging

Phase 4 Brand Identity (Graphic) Development: Interpreting Brand

Attributes and Messaging into a graphic image that is clean and simple, bold, fresh and aspirational.

Phase 5 Embracing the Brand: Bringing the Brand to Life

Where we are today

Community Engagement

Brand Building Participation to Deliver the Promise

The Guam Brand

Guam is close by and accessible with a range of activities and infrastructure for longer vacations.

We are ready for what you want to do for your fun and safe holiday.

We hold ourselves to the highest performance standards.

Guam is easy to get around, with a manageable, familiar scale.

Guam's people and culture are diverse, and we welcome and embrace all visitors.

You can find yourself here.

Who can and should use this brand?

All agencies and organizations of Guam, and/or their foreign representatives, who are involved with the promotion and benefits of Guam as a tourist destination.

Why should you use this brand?

To create, promote, and reinforce a consistent and positive image of Guam.

To ensure tourists and potential tourists are met with one visual experience to reinforce the value and positive image of Guam.