



GUAM VISITORS BUREAU

# *Brand Guidelines*

Version 2.1/March 2013



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## ABOUT OUR BRAND

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The Guam Brand is more than a slogan or a logo. It is the personality, the character and essence of the Guam experience. While perhaps interpreted differently by different groups, the brand qualities do not waver. It is our promise as a community, an image that will live in the hearts and minds of visitors and those fortunate to live here.

We influence the brand with what we say, how we portray our brand promise, and how we demonstrate its meaning. By agreeing to be consistent, we can build a stronger brand. A unified presentation is the first step toward making it stronger. The Guam Brand is more than a tool, it is the most important asset we have to achieve our visitor industry's mission. The stronger the brand, the more attention and respect it will garner from the industry, our visitors and the community. It is invaluable to everything the Guam Visitors Bureau wants to achieve. It is the heart of what we do. It is what we stand for and the standard we must maintain.

Since its launch, the Guam Brand has been well received, but it is time to refresh its vitality and increase the consistency of its delivery at home on Guam and throughout all of Guam's source markets. As Guam grows, the brand must continue to remain fresh always reflecting

the qualities of today's modern and diverse community. The brand has strengthened Guam's appeal and has assisted in driving increased arrivals. The Brand Resource Guide (BRG) is designed to expand the reach and impact of the brand's promise and showcase all of what Guam is today. It has been refreshed to reflect what GVB has learned about how our customers feel about Guam. It is designed to create a singular portrait that generates and reflects local pride, engages the community, and showcases what makes Guam different, fresh, unique and more attractive than any competing destination.

The BRG sets the brand standard for all representations on Guam, and in GVB's source markets. The specifications within the BRG are designed to create a consistent presentation and should be used by any agency or business that works to promote Guam.

# BRAND ATTRIBUTES 1.3

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## Personality, Tone and Image

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:** The friendliness that visitors experience upon arrival is sincere. The sincerity is rooted in a deep confidence that comes from the goodness and trust of its people. The love and respect of family, church, the young, the elderly, and all who come to Guam is unforgettable. The people open their homes to all who come, to share in the bounty of caring that is its culture.

**Beauty:** The beauty of Guam is inescapable. The environment is pure and warm. The ocean, the beaches and reefs are magnificent. The colors of Guam are vivid. The warm waters and the ocean breezes create an atmosphere that everyone wants to explore and experience. Yet, it is the people that are the most beautiful. Their smiles and gracious, easy going demeanor bring visitors back to Guam again and again.

**Passion:** Guam is a place for lovers, a place to be married. A tropical island populated by beautiful people where spice is in the air and in the food. A place to play hard and relax completely, whatever your passion. There are things to do for young and old alike.

**Luxurious modernity:** Guam has the finest hotels, the finest retail brands, outstanding cuisine and all the attributes of a modern community in the midst of a Pacific paradise. It is a safe environment and within close proximity to all source markets with state of the art communications and travel accommodations.

# ■ VISUAL IDENTITY SYSTEM



Our identity system is a toolbox of elements that brings our visual identity to life. Typography, color, and imagery, along with our signature, form the visual basis of all our materials. This document will explain each element individually and demonstrate their use in combination.

This system does have rules and requirements, acceptable and unacceptable usages. Follow these guidelines when developing all Guam materials and use the many exhibits provided as inspiration.

### Guam's Brand Identity System

We use a distinct identity system to consistently express the Guam brand – this differentiates us from other destinations. Our visual identity system provides a framework for designing communication pieces. Our new signature and other brand identity elements convey our heritage, our progressiveness, and our commitment to our constituencies in a sophisticated approach that is both real and exciting. By applying the elements of our brand system consistently, we all help build the strength of Guam as a recognized global brand.

## The Guam Brand Logo



### BRAND

A brand is more than an icon or logo, although these serve as important visual identities. A brand can be defined best as a promise kept. When a promise is made expectations are created, then when the brand delivers on these expectations, equity and loyalty are built.

### COLORS

The color palette (yellow, blue, green and brown) consists of bright exciting environmental colors (representing the sun, the ocean and the land) coupled with a deep, rich heritage tone (representing the Chamorro culture) that communicates the vibrant nature of Guam.

### SHAPES

The curved shapes represent elements of the diverse and welcoming nature of Guam and its Chamorro culture such as the proa, the sinahi, waves, smiles and welcoming arms. The stylized "A" in the word Guam is representative of the Guma' Higai - the traditional Chamorro hut.

# ■ THE SIGNATURE



The Guam signature is designed to celebrate the unique, diverse, and welcoming nature of Guam and its Chamorro culture.

The multiple reads of its shapes (proa, sinahi, waves, smiles, welcoming arms) convey the wide variety of experience available to visitors to the island, and its symbolic roots in Guam's history illustrates the pride of the flourishing Chamorro people who call it home. The signature is the combination of the Guam symbol and the Guam wordmark, which appear in a fixed relationship that should never be modified. Master artwork has been created for its reproduction in any application. The signature visually establishes our presence and should appear on all communication materials. When reproducing the signature, always use the digital artwork provided. This artwork should never be redrawn or altered in any way. The Guam signature includes the trademark <sup>TM</sup> designation. For correct usage, consult our legal department. When the signature is used at large sizes, for example, on billboard advertising, the trademark TM must not be reproduced larger than 1 inch. The mark should be scaled down as appropriate while maintaining its alignment to the symbol as shown.



## SIGNATURE COLORS

Our colors communicate the vibrant nature of Guam. The palette consists of bright, exciting environmental colors coupled with a deep, rich heritage tone. The signature should always be used in its full-color version and be placed on a white background whenever possible. In cases where the full-color signature cannot be used, we have provided one-color versions of the signature in Guam Green, Guam Brown, and black. The signature may not be used in any other colors. When placed on a dark background or photograph the signature may be reversed to white.



Full-color signature



One-color Guam Green signature



One-color Guam Brown signature



One-color black signature



One-color reversed signature

## CLEAR SPACE & MINIMUM SIZE 3.3

Space is a vital part of any visual communication – especially clear space, the area surrounding the signature that is kept free of any text or graphic elements. This ensures that the signature stands out distinctively in any environment.

### Clear Space

Clear space is measured by the height of the wordmark, shown as the value  $x$  in the exhibition this page. The minimum clear space should always be at least twice the height of the letter “G” in the signature. Try to increase the clear space whenever possible.

### Minimum Size

To ensure the clarity and legibility of the Guam signature, we have established a minimum reproduction size. The signature may be scaled up as large as you wish, but for normal usage it should not be smaller than the recommended minimum size shown here. For usage smaller than the minimum size, please contact Guam Visitors Bureau for approval.



Clear space



Minimum size

## INCORRECT USES

The strength of the Guam brand depends on you. Take care to ensure correct and consistent signature use in every application. Changing or redrawing the signature in any way weakens the power of the image and what it represents. Take care to ensure correct and consistent signature use in every application and medium including print, video and digital formats such as online and mobile.



Do not reorder colors of the signature



Do not alter the position or spacing of signature elements



Do not alter the position or spacing in any color but black, Guam Brown, or Guam Green



Do not contain the signature within a shape



Do not alter the relative scale of the symbol and wordmark



Do not change the typeface or language of the wordmark



Do not scale or distort the signature in any way



Do not add elements to the signature



Do not place a full-color signature on a photographic background

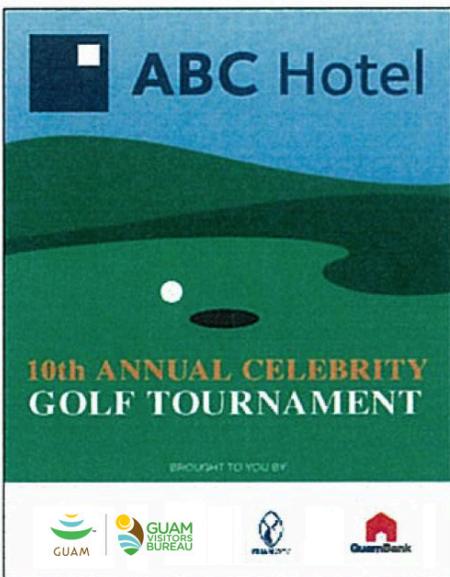
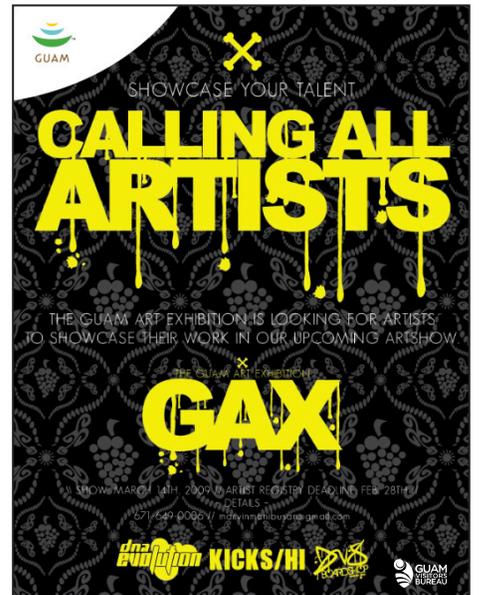
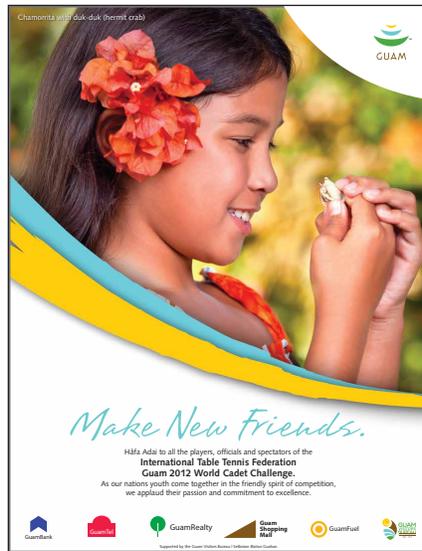
# CO-BRANDING

The Guam brand will often be partnered with other brands and logos, including the existing Guam Visitors Bureau mark. In these situations, extra care must be taken to make sure that there remains a strong link between the Guam signature and its larger visual style. The Guam signature can be used independently of its larger visual style as a secondary mark or endorsement. But in all situations where the Guam brand is the primary message, the Guam visual style must be adopted.

## Guam as the primary brand

Keep the Guam signature as the largest on the page. All other marks should be secondary, through size, color and/or placement.

- Do not group the Guam signature with any other mark.
- Follow the Guam visual branding style.



## Guam as the secondary brand

- The Guam signature should be smaller than, and separated from, the primary brand's mark.
- Follow sizing and clear space rules for the Guam signature.
- Use the visual style of the primary brand. Do not use the Guam visual style.
- Clear space rules apply when using the combination of Guam Brand and GVB logos as a combined unit as shown below.



Please maintain adequate clear space (equal to 2 capital letter 'Gs' from the GVB logo) on all 4 sides.

# ■ TYPOGRAPHY



## Our typeface is Gotham. It is a friendly sans-serif face that supports both the modern nature of Guam and its welcoming warmth.

The recommended version by Adobe is available as Open Type, which will work on both Windows® and Mac® systems. It includes all diacritical marks needed for typesetting in English, Chamorro and Spanish. More weights are available, however most communications should stay within the three fonts shown to the right.

For live web text and other applications only where it is impossible to use Gotham, Arial, Arial Italic, and Arial Bold must be used. These fonts are available on any modern computer or device.

Fonts from the Gotham family are available from:  
<http://www.fonts.com>

### Gotham Light

ABCDEFGH abcdefg 12345 &?!\$  
Håfa Adai! Welcome to Guam  
Fanohge Chamoru, put I tano'ta

### *Gotham Light Italic*

*ABCDEFGH abcdefg 12345 &?!\$  
Håfa Adai! Welcome to Guam  
Kånta I ma tunå-ña gi todú I lugåt*

### Gotham Book

ABCDEFGH abcdefg 12345 &?!\$  
Håfa Adai! Welcome to Guam  
Yu'os prutehi I islan Guåhån

### *Gotham Book Italic*

*ABCDEFGH abcdefg 12345 &?!\$  
Håfa Adai! Welcome to Guam  
Fanohge Chamoru, put I tano'ta*

### Gotham Medium

ABCDEFGH abcdefg 12345 &?!\$  
Håfa Adai! Welcome to Guam  
Kånta I ma tunå-ña gi todú I lugåt

### *Gotham Medium Italic*

*ABCDEFGH abcdefg 12345 &?!\$  
Håfa Adai! Welcome to Guam  
Yu'os prutehi I islan Guåhån*

### Gotham Bold

ABCDEFGH abcdefg 12345 &?!\$  
Håfa Adai! Welcome to Guam  
Yu'os prutehi I islan Guåhån

### *Gotham Bold Italic*

*ABCDEFGH abcdefg 12345 &?!\$  
Håfa Adai! Welcome to Guam  
Fanohge Chamoru, put I tano'ta*

### Gotham Black

ABCDEFGH abcdefg 12345 &?!\$  
Håfa Adai! Welcome to Guam  
Kånta I ma tunå-ña gi todú I lugåt

### *Gotham Black Italic*

*ABCDEFGH abcdefg 12345 &?!\$  
Håfa Adai! Welcome to Guam  
Yu'os prutehi I islan Guåhån*

### Gotham Rounded Light

ABCDEFGH abcdefg 12345 &?!\$  
Håfa Adai! Welcome to Guam  
Fanohge Chamoru, put I tano'ta

### *Gotham Rounded Light Italic*

*ABCDEFGH abcdefg 12345 &?!\$  
Håfa Adai! Welcome to Guam  
Kånta I ma tunå-ña gi todú I lugåt*

### Gotham Rounded Book

ABCDEFGH abcdefg 12345 &?!\$  
Håfa Adai! Welcome to Guam  
Yu'os prutehi I islan Guåhån

### *Gotham Rounded Book Italic*

*ABCDEFGH abcdefg 12345 &?!\$  
Håfa Adai! Welcome to Guam  
Fanohge Chamoru, put I tano'ta*

### Gotham Rounded Medium

ABCDEFGH abcdefg 12345 &?!\$  
Håfa Adai! Welcome to Guam  
Kånta I ma tunå-ña gi todú I lugåt

### *Gotham Rounded Medium Italic*

*ABCDEFGH abcdefg 12345 &?!\$  
Håfa Adai! Welcome to Guam  
Yu'os prutehi I islan Guåhån*

### Gotham Rounded Bold

ABCDEFGH abcdefg 12345 &?!\$  
Håfa Adai! Welcome to Guam  
Yu'os prutehi I islan Guåhån

### *Gotham Rounded Bold Italic*

*ABCDEFGH abcdefg 12345 &?!\$  
Håfa Adai! Welcome to Guam  
Fanohge Chamoru, put I tano'ta*

## TYPOGRAPHY APPLICATIONS 4.2

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Our display typeface is Brisa. It is a handwritten, loose typeface that is personal, free-spirited and poignant.

Brisa is available on many font shop websites in two options, regular and alternate. Both are acceptable and can be mixed.

It is only used for headlines and as a graphic elements. Do not use as body copy.

### Brisa Regular

*The quick brown fox jumps over  
a lazy dog.*

### Brisa Regular Alternate

*The quick brown fox jumps over  
a lazy dog.*

Gotham Rounded Book

Chamorroita with duk-duk (hermit crab)



Brisa Alternate

*Make New Friends.*

Gotham Book and Gotham Bold

Håfa Adai to all the players, officials and spectators of the  
**International Table Tennis Federation  
Guam 2012 World Cadet Challenge.**  
As our nations youth come together in the friendly spirit of competition,  
we applaud their passion and commitment to excellence.



Supported by the Guam Visitors Bureau | Setbision Bisitan Guahan

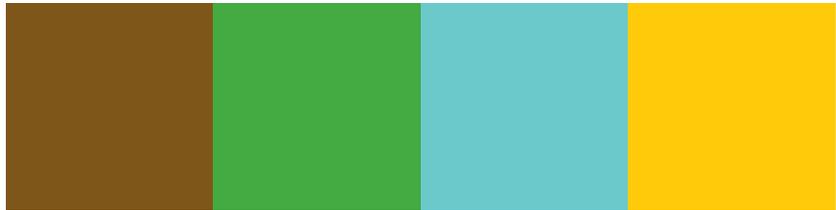
# ■ COLOR PALETTE



When used consistently, color helps unify all our communications. The palette is composed of the four colors used in our signature.

An important addition to our color palette is white. Use of white backgrounds accentuates the specialness of the colors in the signature and creates a more sophisticated and premium look for Guam.

All colors have precise color references; use the values listed, corresponding to the medium being employed.



Guam Brown  
C30 M56 Y100 K37  
(or Pantone® 463)  
R108 G77 B35  
Hex #6C4D23

Guam Green  
C70 M0 Y100 K9  
(or Pantone® 362)  
R63 G156 B53  
Hex #3F0C35

Guam Blue  
C54 M0 Y22 K0  
(or Pantone® 325)  
R109 G203 B201  
Hex #6DCBC9

Guam Yellow  
C0 M20 Y100 K0  
(or Pantone® 123)  
R255 G205 B45  
Hex #FFCD2D

# ■ PHOTOGRAPHY



Photography is a vital tool in communicating the natural beauty and cultural excitement of Guam to potential visitors. When selecting or creating images, keep in mind these suggestions to help tell the story of Guam.

Photography should be dramatic and exciting, through scale, cropping, lighting, and color. Images should always be warm and welcoming. When using images of people, well-shot candid images are preferred to static poses. Compositionally, one excellent image is preferable to several smaller ones of lesser impact.

**Cultural**

Cultural images communicate the vibrant Chamorro culture and Spanish heritage. When possible the subject should be unique to Guam.

**Color/texture**

Color/texture images are simple and bold, dominated by a single bright natural color. They are very powerful when seen across multiple applications.

**Environmental**

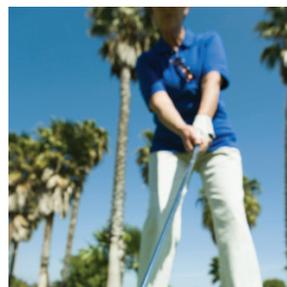
Environmental images should showcase Guam’s natural beauty. They can be landscape or animal, and should include people only sparingly.

**People**

Environmental images should showcase Guam’s natural beauty. They can be landscape or animal, and should include people only sparingly.

**Experience**

Experiential images feature people engaged in different activities and should capture Guam as a fun, adventurous, relaxing and family-centric destination.



# ■ THE PROA



## THE “BRUSHED” PROA 7.1

The main graphic device of our new identity system is the brushed proa. Based on our symbol, its use supports the visual message of our signature throughout our communications. Its correct use, coupled with photography and color, creates a dynamic and vibrant look for all Guam materials.

The brushed proa is a graphic device derived from the lower curve of the proa element of the Guam symbol.

For primary uses (such as covers, dividers, and occasional inside pages) this curve is used to divide space and crop images.

- 1 The brushed proa curve is taken from the bottom curve of one of the symbol shapes.
- 2 It can be used on the left or right.
- 3 The bottom of the divided space should always be white.
- 4 Use the brushed proa to create dynamism and motion, and always use it off-center.
- 5 The colors used on the brush proa strokes are dependent on the type of activity portrayed in the photo. In the sample ad on the right, the activity involves sun and water. Therefore, the Guam yellow and Guam Blue were used to complement the photo.

brushed  
proa strokes



## USING THE “BRUSHED” PROA 7.2

The brushed proa is mainly used to crop imagery and provide a clean, white background on which to stage the Guam signature.

When placing a Guam signature within a proa, follow the signature white space and sizing guidelines.

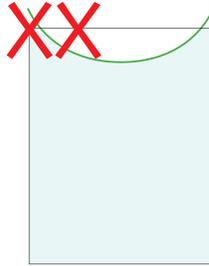
Use the proa sparingly - no more than one on any given page and do not use on every page of a document.

Add variety to communications by changing the proa between pieces.

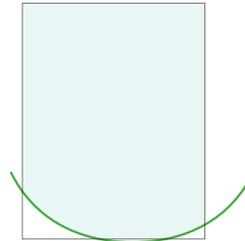


# INCORRECT USE OF THE “BRUSHED” PROA 7.3

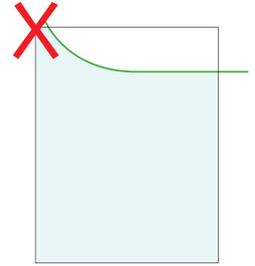
The following are examples of incorrect usage of the “brushed” proa.



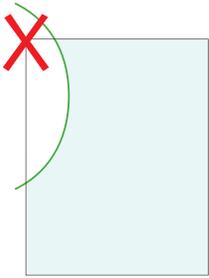
Do not center the proa graphic



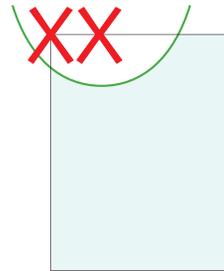
Do not crop a proa graphic anywhere other than the ends



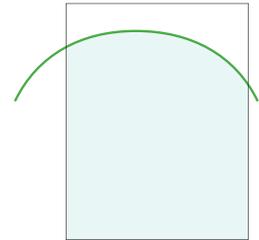
Do not change the shape of the proa graphic



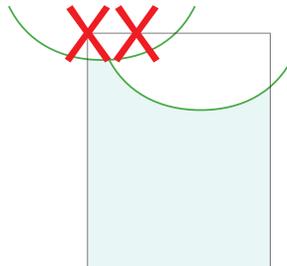
Do not use the proa graphic vertically



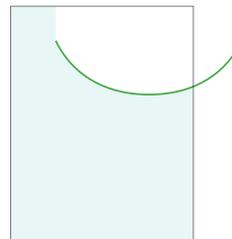
Do not distort the proa graphic



Do not use the proa graphic upside-down



Never use two proa graphics in an area other than what was shown



Do not distort the proa graphic

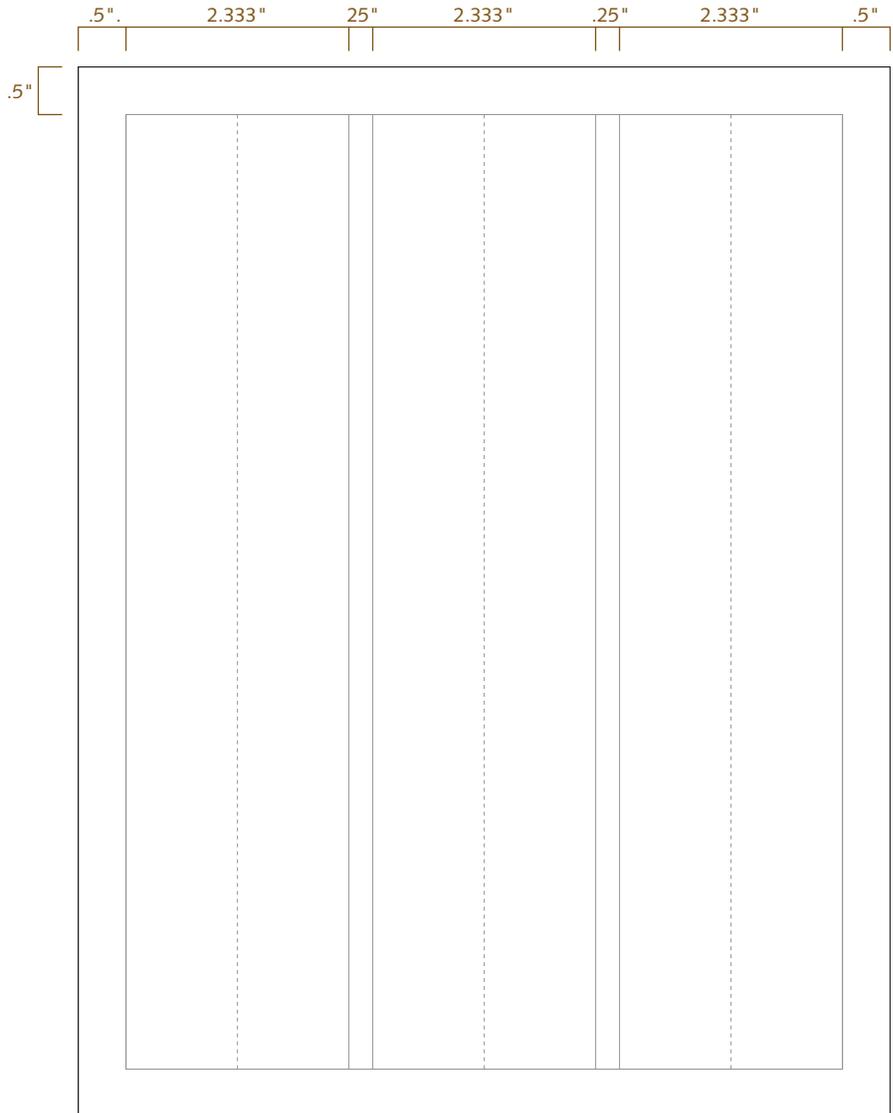


Always keep one side of proa graphic white.

# GRID

A grid provides our communications with a sense of clarity and consistency while providing flexibility across applications. It also supports the proper placement and treatment of our signature.

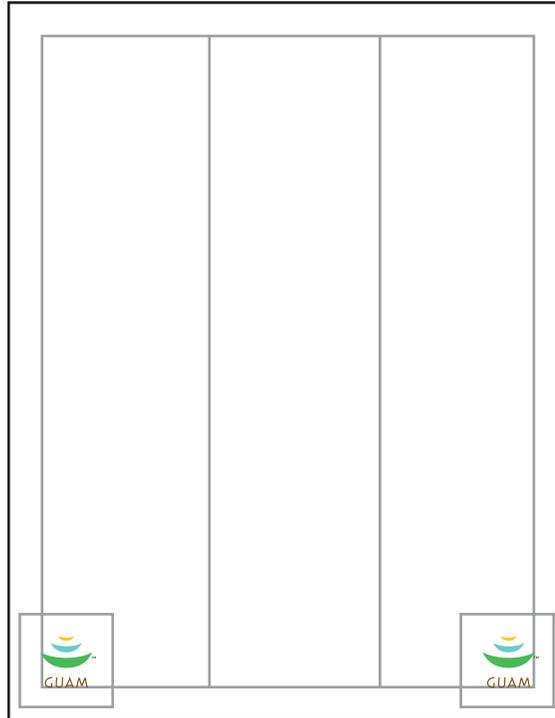
On this page is an example of the standard 8.5" x 11 vertical grid. It provides for three columns of text, each of which may be divided into two smaller columns. Running copy may span across two columns, and headlines and graphic elements may span all three.



Example shown at 50% scale. Measurements reflect size at 100%

# GRID EXAMPLES

For most uses, the Guam signature should be placed against the left or right outer margin. The required clear space for the size of the signature should not extend beyond the edge of the page.



Signature placement



Example of grid in use



Example of grid in use

# ■ THE BRAND PATTERN



## THE BRAND PATTERN

Created using iconic symbols of Guam including the flying proa, the sling stone, and the latte stone, the Guam Brand Pattern has many potential uses from apparel and textiles to print and promotional items.



## THE BRAND PATTERN SAMPLES



Guam Brand Flag Banners



Guam Brand Luggage Carts

When used in print and promotional items, the Guam Brand Pattern should employ the Guam brand colors as shown in these samples.



# ■ APPLICATION EXAMPLES



# BROCHURES

Print materials, such as brochures, are simple and yet efficient ways to communicate your brand's essence.



### Lorem ipsum dolor sit amet, consectetur adipiscing elit

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas est aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt, neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem. Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi consequatur? Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident, similique sunt in culpa qui officia deserunt mollitia animi, id est laborum et dolorum fuga. Et harum quidem rerum facilis est et expedit distinctio. Nam libero tempore, cum soluta nobis est eligendi optio cumque nihil impedit quo minus id quod maime aliquid faure possimus, omnis voluptas assumenda est, omnis dolor repellendus. Temporibus autem quibusdam et aut officiis debitis aut rerum necessitatibus saepe eveniet ut et voluptates repudiandae sint et molestiae non recusandae. Itaque earum rerum hic tenetur a sapiente delectus, ut aut nesciunt voluptatibus maiores alias consequatur aut perferendis doloribus asperiores repellat.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas est aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt, neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem. Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi consequatur? Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.



Fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem. Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi consequatur? Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.



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## PROMOTIONS & GIFTS

Merchandise can serve as a subtle and beautiful reminder of the brand.

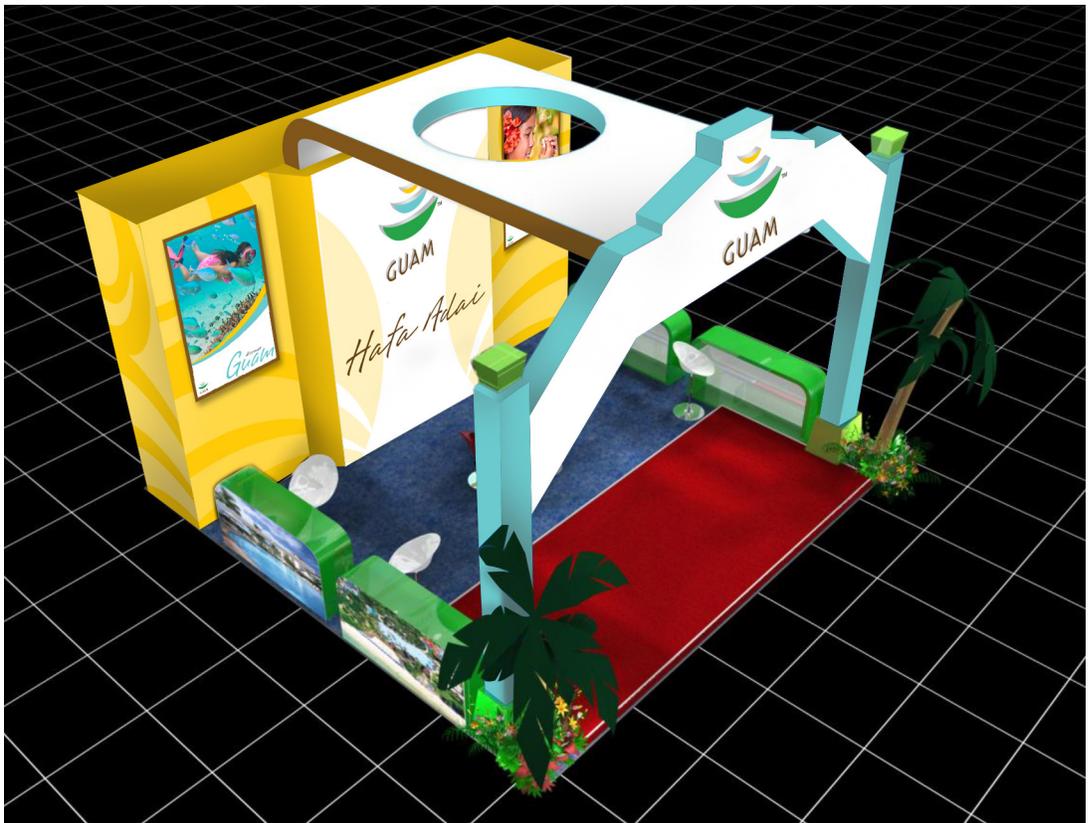


## SIGNS & BILLBOARDS

The simplicity and power of the visual system are well suited for billboards and poster advertising.



# TRADE SHOW DISPLAYS





# ■ RESOURCES



## DOWNLOADABLE FILES 10.1

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The following downloadable files are made available online at [visitguam.org](http://visitguam.org). The files are designed to create a consistent representation of the brand and should be used according to the guidelines and specifications as presented in this document.

- Guam Brand Resource Guide.pdf
- Guam Brand Logo.eps
- GVB Logo.eps
- GVB Guidelines.pdf
- Guam\_GVB Co-Brand Logo.eps
- Guam Brand Pattern.eps

### **Fonts**

- Gotham Regular, Rounded
- Brisa Regular, Alternate

### **Photography**

- Girl with DukDuk.jpg
- Mango Boy.jpg
- Shoppers\_horz.jpg
- Shoppers\_vert.jpg
- Snorkeler.jpg
- Two Lovers.jpg

### **Print Templates**

- Brushed Proa Print ad Template.eps
- Co-Branding Print ad Template.eps
- Grid.eps
- Brochure Cover Template.eps
- Brochure Page Template.eps
- Incentive Group Welcome Banner\_horz.eps
- Incentive Group Welcome Banner\_vert.eps

### **TV**

- “We Are Guam – Shapes”
- “We Are Guam – Colors”
- “This is my island – Kids”