

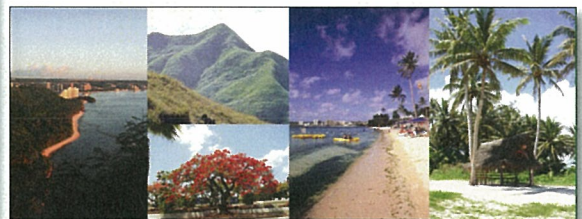
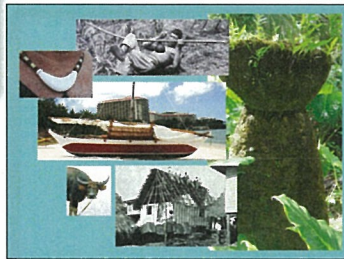
The Guam Brand Signature

The Guam signature is designed to celebrate the unique, diverse, and welcoming nature of Guam, its people and its Chamorro culture. It conveys the wide variety of experiences to be enjoyed by visitors and our residents alike. It has symbolic roots in Guam's history and illustrates the pride of the Chamorro people and all who call Guam home.



PICTURE OUR PEOPLE!

PICTURE OUR CULTURAL ICONS!



PICTURE OUR NATURAL BEAUTY!

The crisp brilliant colors in the yellow, blue and green convey the bright, sunny tropical climate, the clean ocean waters and the beautiful green and open village landscape. The significance of the green at the bottom of the tier recognizes the importance of being ecologically and environmentally conscious of our natural island resources.

The typescript used for GUAM was chosen not only for its universal appeal but also for the distinct design elements in the letters "A" and "M" in relation to the A-frame style houses of years past. The color also provide a base foundation for the signature and earth tone to which our natural history is attached.

The space relationships between all the elements of the signature is an important aspect conveying the airy open feel of the Guam experience, the aspirational nature of a bold and refreshing look to the future.



Picture bringing it all together in a brand image for Guam that captures the clean, simple, refreshing and aspirational essence of our island, our people and our cultural heritage.

