



About our Brand

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

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

Our brand is more than a marketing tool. It is a valuable business asset. When the Guam brand is recognized, we garner more attention and respect. In short, our brand plays a valuable role in everything we do and how we do it. It's what we stand for, the standard to which we hold ourselves. If we deliver our brand well, we can 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 encourages 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 are 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 practice sincerity in every thought and action.

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

Sophistication: Guam can match natural wonders and man-made infrastructure with any other local destination in the world. We combine this world-class offering and connectivity with the diversity fostered by a history of 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 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, 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