



BERMUDA
TOURISM AUTHORITY
BRAND GUIDELINES

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Who We Are

The Bermuda Tourism Authority is an independent and entrepreneurial enterprise that exists to drive Bermuda's evolution as a world-class travel destination. We partner with the Bermuda government, industry stakeholders and our whole island community to grow Bermuda's tourism and economy through programming, partnerships, experiences and marketing.





Mission and Vision

Bermuda will have a growing and balanced tourism sector. This means we will grow tourism through a better balance of price points, better balanced price-value perceptions, better balance of visitor volume - air vs. cruise, and better balanced benefits for all residents of Bermuda.

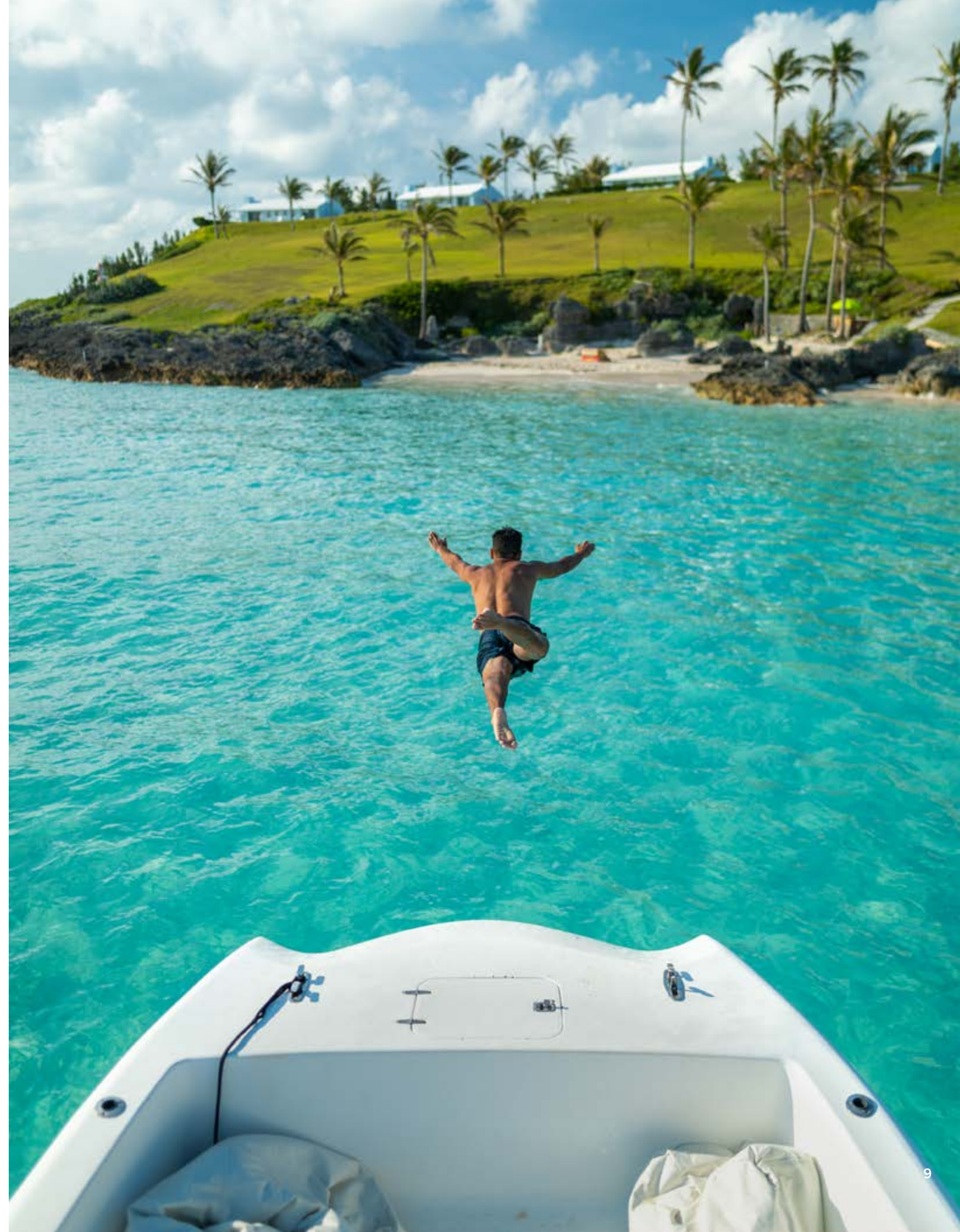
To achieve this, BTA will continue its efforts to highlight activities and experiences that happen all over the island, and at all times of the year.





Brand Story

Who Bermuda is, and how to connect with travelers.





**Bermuda is diverse, friendly,
sophisticated and affluent.**

Bermuda's got swagger.

Bermudians are welcoming, well mannered, and know how to have fun. We love making connections, and love showing off our island to visitors.

Bermudians are also well connected and well traveled, and Bermuda is unique in that it offers a tourism experience where there's very little division between residents and travelers. Whether enjoying the beach, dining out or teeing it up, there's bound to be a resident alongside you.

It's not only safe for travelers to immerse into local sights, sounds and tastes; some might even say that's the best way to experience our country!



Yes, Bermuda is luxurious, but it's so much more than that.

Bermuda is an expensive place to visit, but our ability to offer leisure and business travelers a safe and connected experience are valuable assets that help Bermuda stand out from its competitors. Instead of a resort, travelers get the whole island, and our tourism industry is primed to offer an array of personalized and intimate experiences. Meanwhile, business travelers can come with confidence that Bermuda's global business infrastructure can support all their needs, and more.



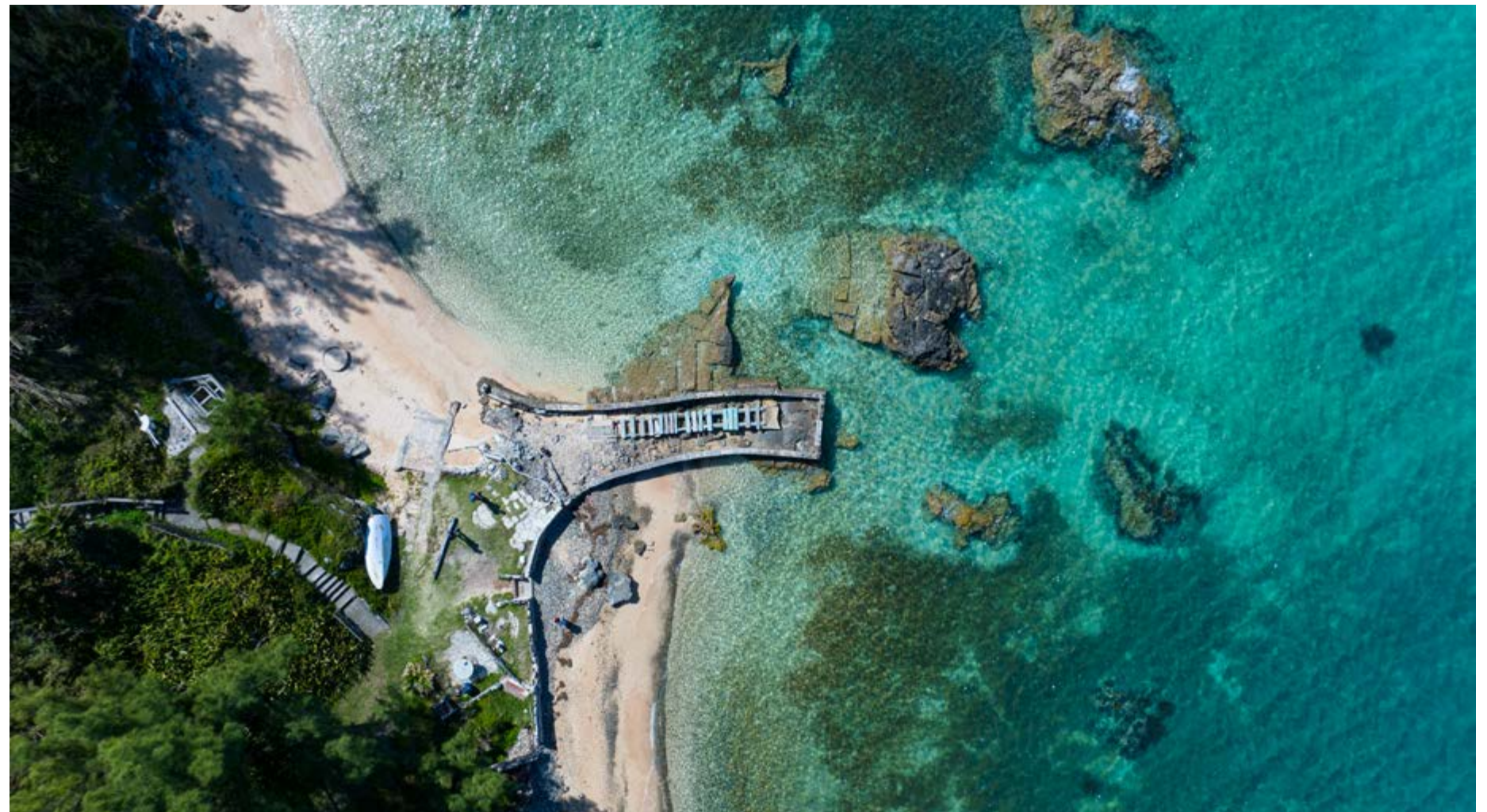


The time is right for stories of humanity, culture, history and the local experience.

The #1 traveler need is "exploring places that are new to me."*

Tourist has almost become a dirty word; travelers want opportunities to immerse into local cultures – to truly feel the soul of a place, and maybe even learn something new about themselves or their world.

*2021 Primary research with Heart+Mind Strategies





We should focus on an audience of affluent, diverse urbane professionals.

We'll always appeal to newlyweds and retired snowbirds, but there's a growth market of socially conscious experience enthusiasts and adventure seekers along the east coast of North America whose needs perfectly align with our assets.





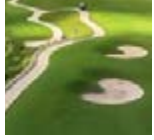
Let's rethink our competitive set to escape swimming in a sea of green.

People like visiting places like Montreal, New Orleans or Nashville because they have strong character. Bermuda, similarly, has architecture, food, people and a general joie de vivre that can intrigue perspective visitors. Our beaches and reefs are a great asset, and we can complement our geography with imagery that shows our rich culture, inviting travelers to feel "faraway."



Travelers want to visit places with soul.

Our culture and food is seasoned to reflect our heritage and diversity, and our beaches, our neighborhoods and our energy all add up to one amazing trip.



The Promise:

Our ad content will always revolve around adventure, self-discovery, learning something new, and/or immersing into a foreign culture.

- Art direction and photography: we are looking to capture moments that get the viewer to want to find out more. Entice travelers without giving away the whole picture – then supplement this imagery with copy to imply a promise or a product benefit.





How can we talk about Bermuda?

Be provocative:

everyone's heard of Bermuda but few know what it's really like.

Lean into the mystery of the Triangle: Bermuda is a foreign county that offers an escape from your everyday life, but in safe surroundings.

Don't pander:

invite travelers a chance to find rewarding experiences all around the island. They'll miss many of the best parts of Bermuda if they just stay by the pool for their whole trip.

Don't oversell:

'subtle and sexy' is better than 'overt and detailed.' Especially for Brand Awareness messages, the less copy we use, the better. Always leave people wanting to find out more.

Our Rallying Cry: Show The Bermudian Way of Life.

“The Bermudian Way” is the big-picture, behind-the-scenes concept that will guide Bermuda’s tourism brand for years to come. It’s an integral part of our brand identity.

It’s not a tagline, it’s our brand truth. Everything we speak about must be unequivocally Bermudian—because that’s what we do best.





Content

What does the BTA bring to "Show and Tell"?





Bermudians are warm, gracious hosts.

Interacting with Bermudians is one of the things travelers cherish most about visiting Bermuda. Travelers can feel safe on an adventure with one of Bermuda's professional guides, and if they just need directions, a Bermudian will show them the way!

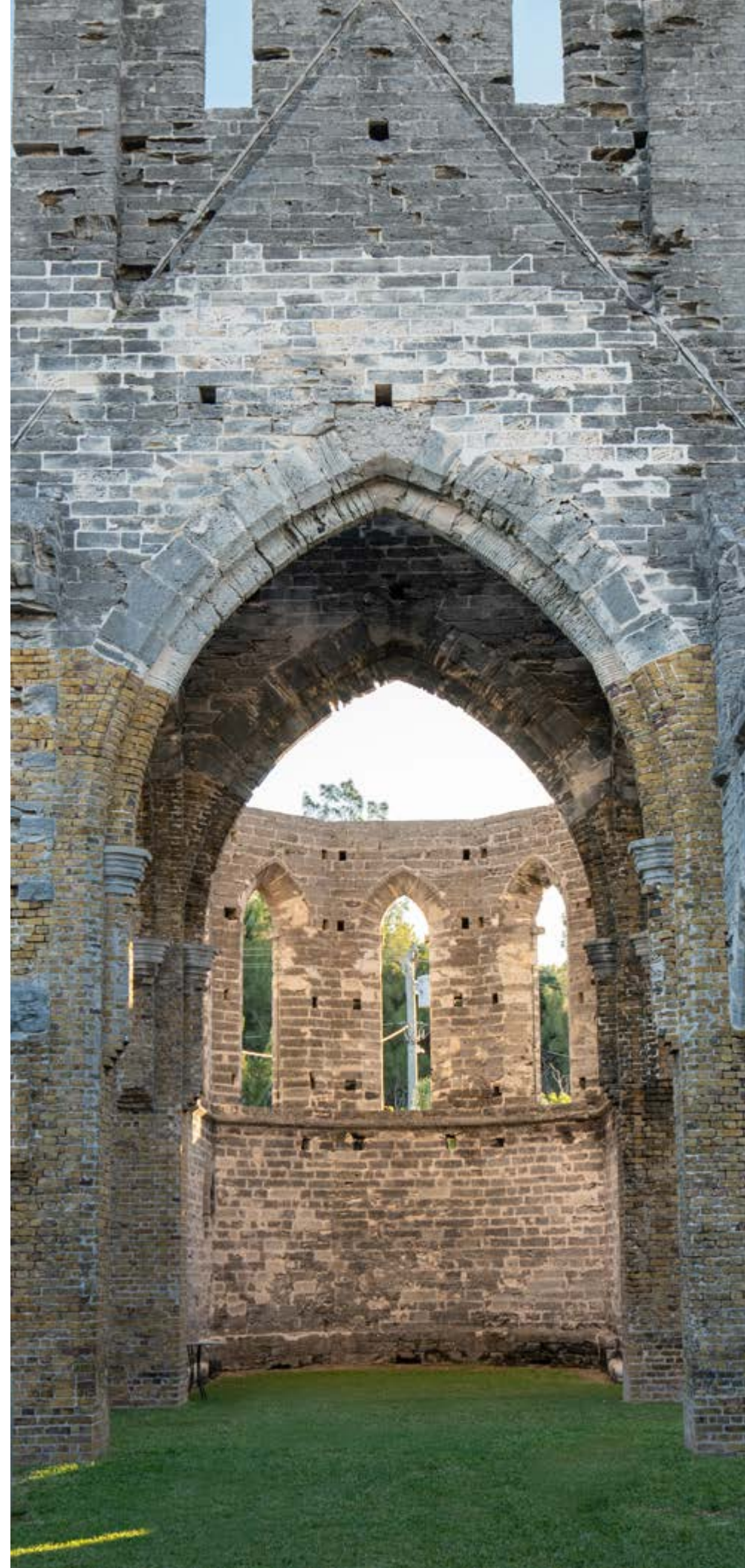
Include connecting with a local' as much as possible in the ad content.





In Bermuda architecture is vernacular.

The colourfully painted houses and limestone roofs; the churches; the winding roads; the town; the country; the ruins and the new towers...all these things combine to create a world that feels very different in the most wonderful way.





Show the things Bermudians like to do.

Bermudians know the best stuff on Bermuda –rafting up; Cup Match; island hopping; fishing off the rocks; beach bonfires; swizzles and dark n' stormy's; fish sandwiches; local history – these things and more are how we invite travelers to feel, hear and see Bermuda.



Bermuda is tastefully elegant.

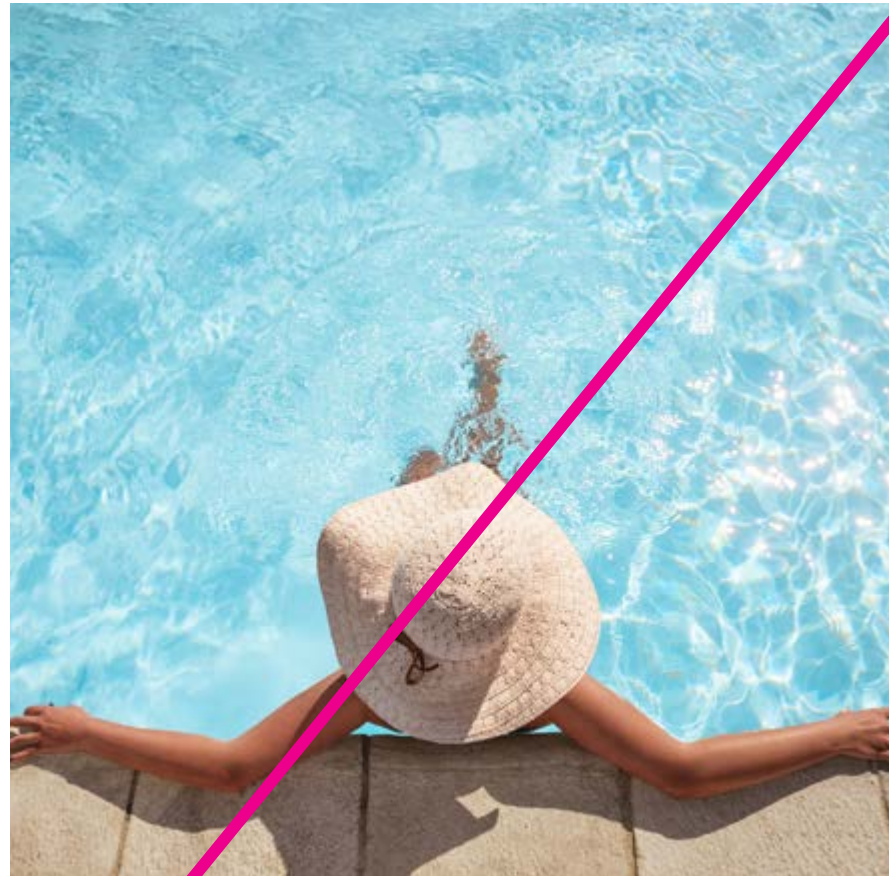
Bermuda has been the stomping ground of princes and princesses since before tourism was an industry. They know class and sophistication.





Imagery to avoid

Avoid imagery that is perfect, posed or predictable. Overly staged photography doesn't support the brand identity. Stay away from imagery that feels vintage or dated.





Our voice is:

Conversational
Humble here, braggadocious there.
Humorous and friendly

Our voice is not:

Prim and proper
Pompous
Exclusive

Bermuda—we drive on the left and party on the ocean.

Bermuda—we spend most of July planning for Cup Match, and most of August recovering from it.

Bermuda—we're just as serious about reinsurance as we are about fish sandwiches.

Bermuda—we don't just give you directions, we show you the way.

Spelling & Grammar

We use British standards when talking to our audience.





Brand Guidelines



Primary Logo and Spacing

The logo should not be set smaller than one inch wide in print or 72ppi digitally. The logo should always be clearly separated from any other elements, and shouldn't be placed on backgrounds that compromise legibility. There should always be a buffer or a frame equal to 10% of the total width of the logo that separates it from any other items in the layout.

BERMUDA
GoToBermuda.com

Bermuda URL logo with LYF campaign lockup

Lost Yet Found

BERMUDA

Bermuda logo

BERMUDA
TOURISM AUTHORITY

Bermuda Tourism Authority Lockup

To be used when scale and space are a concern

Bermuda URL logo safe space



Bermuda logo and URL logo safe space





Partner Lockups



Partner logos are separated by a line in a brand colour. The divider line is sized per the clear space designated in the brand guidelines.



Partner logos are center-aligned to the brand logo.



Bermuda logo with URL lockup



Bermuda Tourism Authority lockup





Logo Don'ts



Do not rotate the logo. It should remain on its original baseline.



Do not stretch the logo for any reason.



Don't place partner logos before the brand logo.



Do not enlarge any one part of the logo, including the triangle. The whole logo must be scaled proportionally as a unit.



Don't combine the URL with the BTA lockup.



Don't use the triangle element on its own as a logo.



Don't use secondary brand colours.



Don't alter the URL size.



Don't use drop shadows.



Don't use the Shipwreck Blue colour logo on complex imagery.



Don't stack logo lockups.



Playfair Display is the main headline font.

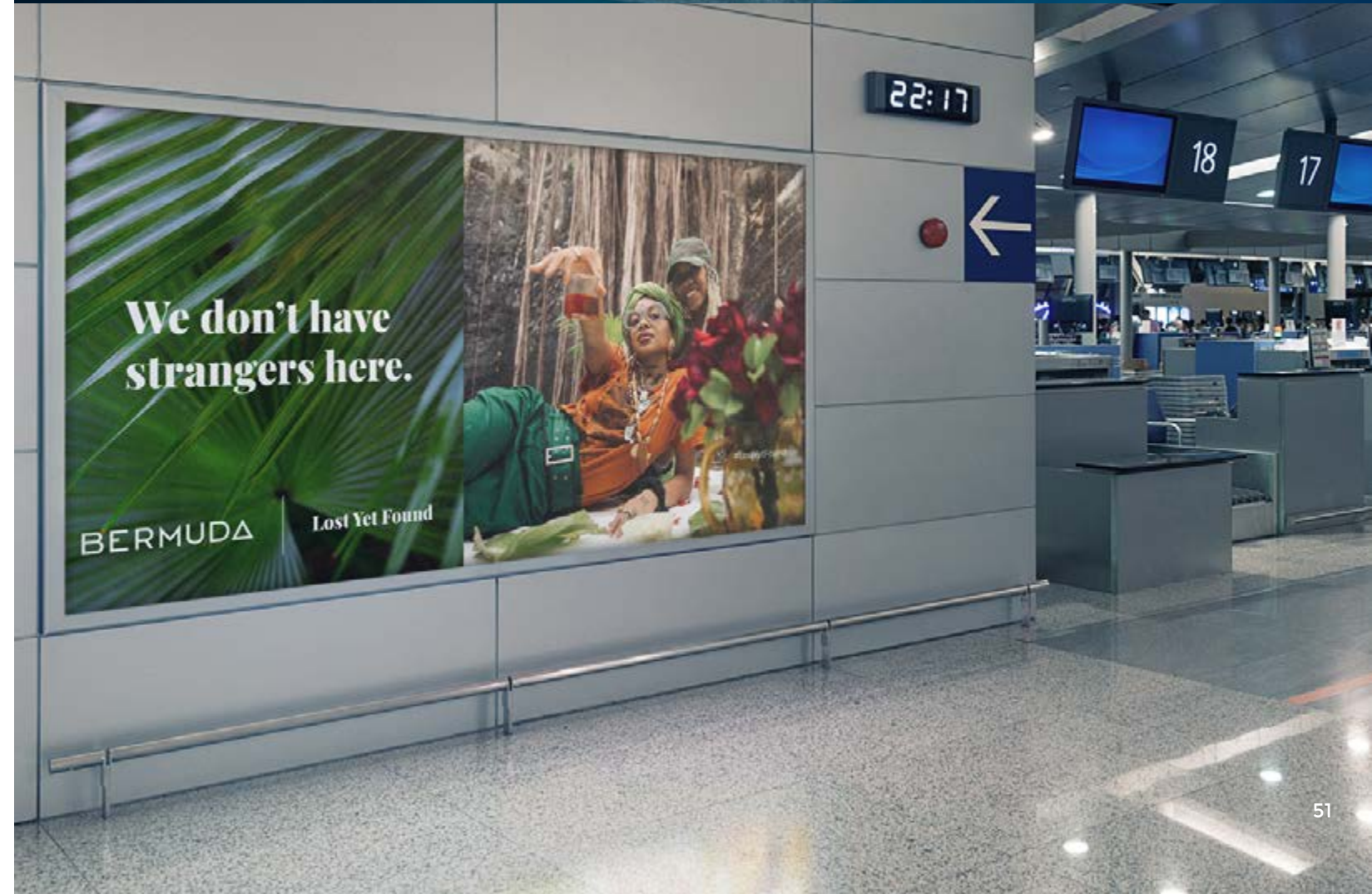
Playfair can be used as a chapter head or headline typeface. The font may be used in all colours and in appropriate colourways.

Avoid overuse of Playfair Display. Be sure to vary your typographic hierarchy and include Montserrat small headlines and subheads to give the messaging clear priority and order. **Playfair should not be used in all caps.**

If numbers are part of a headline, Playfair is still acceptable to use. However, it should not be used to call out numbers on their own in information graphics or statistics. See the Homestead typeface on page 94.

Playfair Black - Headline

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz





Montserrat is the main small headline, subhead, bullet and body copy font.

Montserrat can be used as a subhead, second tier subhead, bullet or body copy. The font may be used in all colours, and in appropriate colourways.

In cases where body copy becomes too small for the Thin version of the typeface to be legible, Regular may be substituted. **Montserrat should not be used in all caps.**

Bold - Small Headline

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0

Regular - Subhead, Bullet

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0

Medium - Body copy

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod.

Bold - Small Headline

Tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation magn ut.

Regular - Subhead, Bullet

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.

Thin - Body Copy

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 tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco.



Homestead Display should only be used when representing numbers.

The font should be reserved for showing large graphic numbers in information graphics, data sheets, advertisements and annual reports.

It should not be used at a scale smaller than 60 point, and it should only be used adjacent to Montserrat, not Playfair.

1234567890 / \$ % * ! .





Colours

The logo should only be used with the primary and secondary colours.

Use these colour values when creating layouts in digital and print formats. It is important to note that body copy should only be black or shipwreck blue.

Reef black should not be used for black and white printing. Use a rich black or 100% K.

Appropriate colour use:

Headlines ■ □ ■ ■ ■

Body Copy ■ □ ■

Small Headlines ■ □

Sub Heads ■ □ ■ ■ ■

Colour Blocks ■ □ ■ ■ ■ ■ ■ ■ ■ ■

Patterns ■ □ ■ ■ ■ ■ ■ ■ ■ ■

SHIPWRECK BLUE

PANTONE 7463 C
PANTONE 295 U
HEX #003F62
RGB 0 63 98
CMYK 100 20 0 70

FERRY STOP PINK

PANTONE 1905 C
PANTONE 1905 U
HEX #F499B8
RGB 244 153 184
CMYK 0 50 05 0

SHUTTER RED

PANTONE 178 C
PANTONE 184 U
HEX #F37B7D
RGB 243 123 125
CMYK 0 65 40 0

CHURCH BAY BLUE

PANTONE 318 C
PANTONE 324 U
HEX #78CDD1
RGB 120 205 209
CMYK 50 0 20 0

REEF BLACK

PANTONE 426 C
PANTONE 426 U
HEX #3C3C3C
RGB 60 60 60
CMYK 0 0 0 85

MOONGATE GREY

PANTONE WARM GRAY 1 C
PANTONE 7604 U
HEX #FLE3DE
RGB 241 227 222
CMYK 0 06 05 05

ROOFTOP WHITE

PANTONE 7463U
HEX #FFFFFF
RGB 255 255 255
CMYK 0 0 0 0

FAIRWAY GREEN

PANTONE 7486 C
PANTONE 365 U
HEX #CDE3A6
RGB 205 227 166
CMYK 21 0 44 0

FRONT STREET YELLOW

PANTONE 121 C
PANTONE 120 U
HEX #F9DA78
RGB 249 218 120
CMYK 03 12 63 0

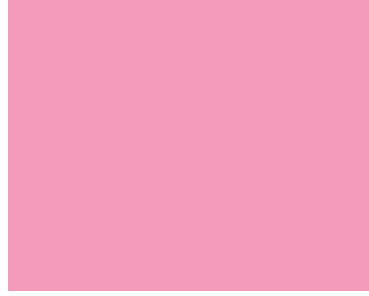


Primary colours

SHIPWRECK BLUE



FERRY STOP PINK

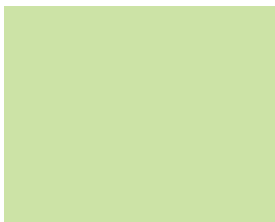


REEF BLACK



Secondary colours

FAIRWAY GREEN



FRONT STREET YELLOW



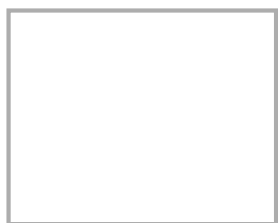
CHURCH BAY BLUE



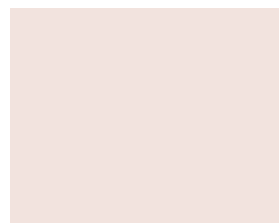
SHUTTER RED



ROOFTOP WHITE



MOONGATE GREY



Colour combinations

Headlines



Sub Headlines



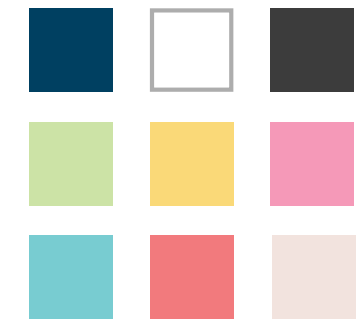
Small Headlines



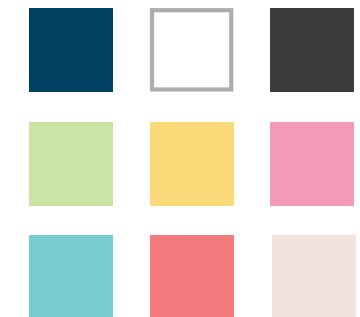
Body Copy



Colour Blocks



Patterns





Colours on the web

Playfair Display and Montserrat Bold be used on all brand colours, but should only use Shipwreck Blue or White to meet web accessible standards..

Dolut que sequam. Ed modi dollenis as.	Dolut que sequam. Ed modi dollenis as.
Dolut que sequam. Ed modi dollenis as.	Dolut que sequam. Ed modi dollenis as.
Dolut que sequam. Ed modi dollenis as.	Dolut que sequam. Ed modi dollenis as.

Web-compliant headline treatments.

Dolut que sequam ed modi.	Dolut que sequam ed modi.
Dolut que sequam ed modi.	Dolut que sequam ed modi.
Dolut que sequam ed modi.	Dolut que sequam ed modi.

Web-compliant sub headline treatments.

Montserrat

Montserrat should only be used in the primary brand colours, Shipwreck Blue or Reef Black, as these weights do not provide enough contrast to meet accessibility standards.

Dolut que sequam. Ed modi dollenis as.	Dolut que sequam. Ed modi dollenis as.
Montserrat Regular	
Dolut que sequam. Ed modi dollenis as.	Dolut que sequam. Ed modi dollenis as.
Montserrat thin	

CTA and buttons

Montserrat Bold is the primary font for all CTA and button text.

LEARN MORE	LEARN MORE	LEARN MORE
LEARN MORE	LEARN MORE	LEARN MORE

Web-compliant button treatments.

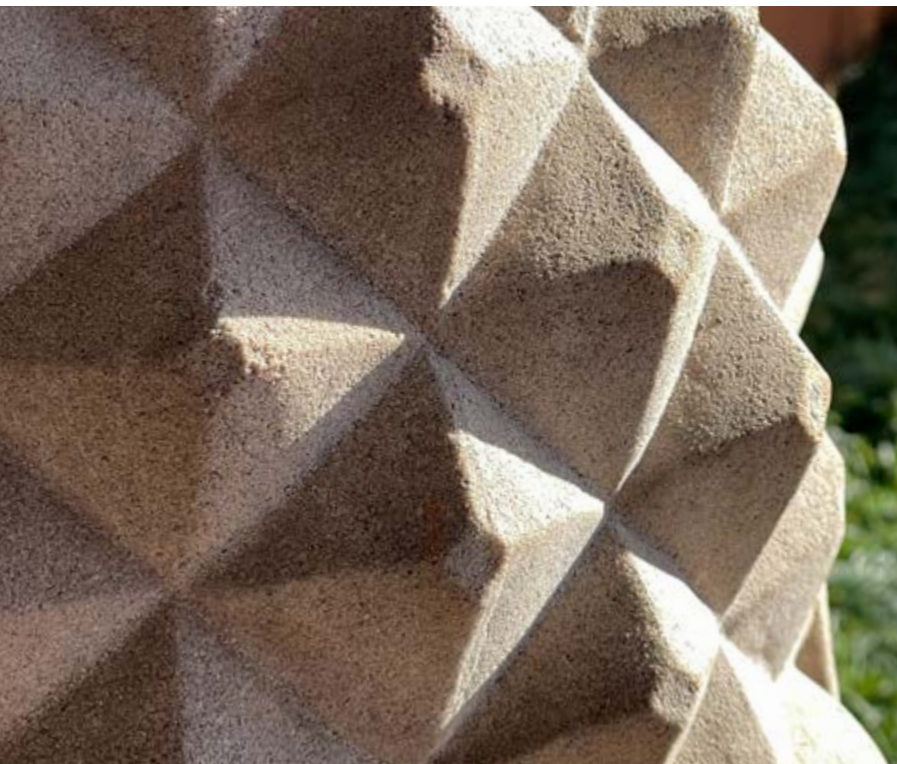


Show Texture



Our island is filled with a host of vibrant patterns and textures.

Textures play an important role in our island's visual appeal—from colourful stucco walls and clear blue ocean to foliage and sand. Textures can be used as backgrounds for typography or as graphic elements.



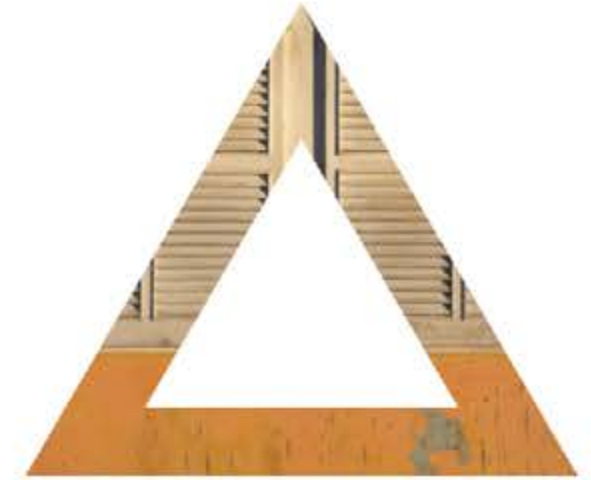


Using the triangle as a holding shape

The triangle should only be used to contain photographs that have distinct graphic patterns—elements that allow themselves to be framed in such a way that takes advantage of the shape (see shipwreck image to the right) and do not crop off important details or key features such as faces.

The time has come to embrace the triangle. The shape inherently provides a compelling graphic container to show off our island.





Holding shape rules



The triangle should be only used on colors that compliment photography. Use white when a suitable brand color is not ideal.



The triangle can be cropped and paired with copy.



Don't use the triangle on imagery.



Don't put images or copy within the triangle counter.

Incorporating Patterns





Rooftop Pattern

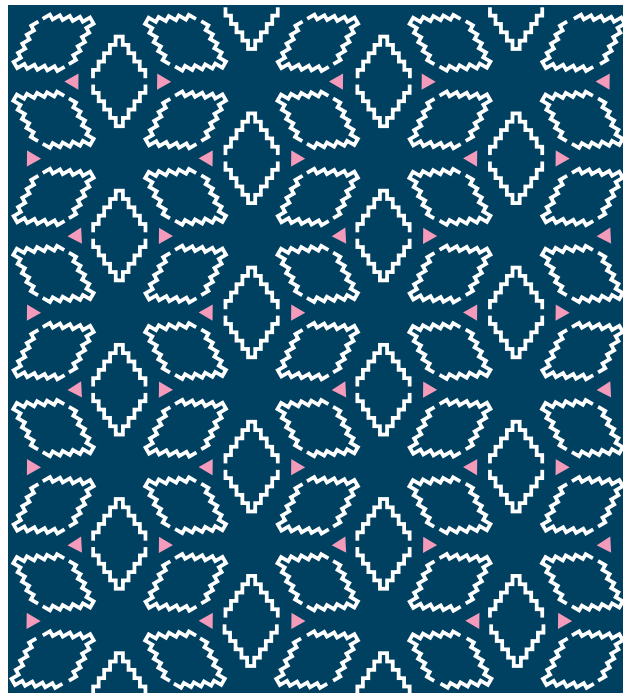
The unique white-stepped rooftops of Bermuda are designed to harvest rain.

These triangular shapes create the basic element of our brand patterns. They can be used to add balance and bring energy to layouts.

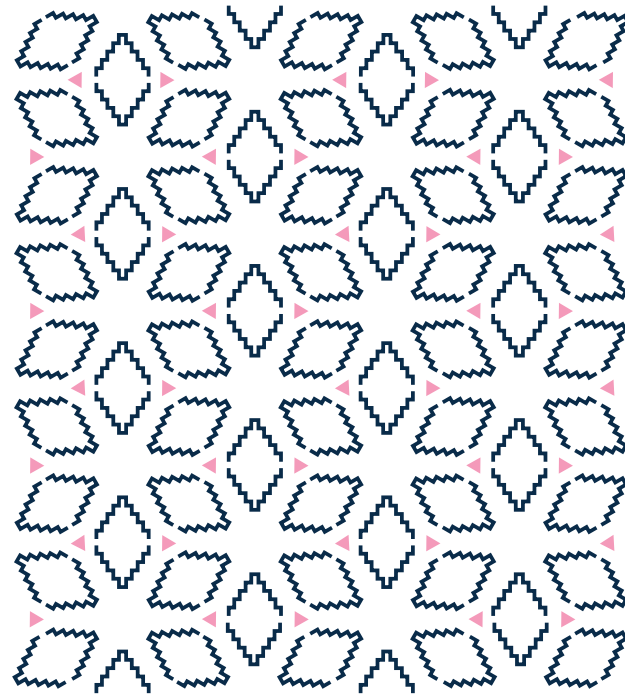


Pattern Types

Our pattern can be used on colour backgrounds and on an element on its own.



Example of pattern on a colour background.



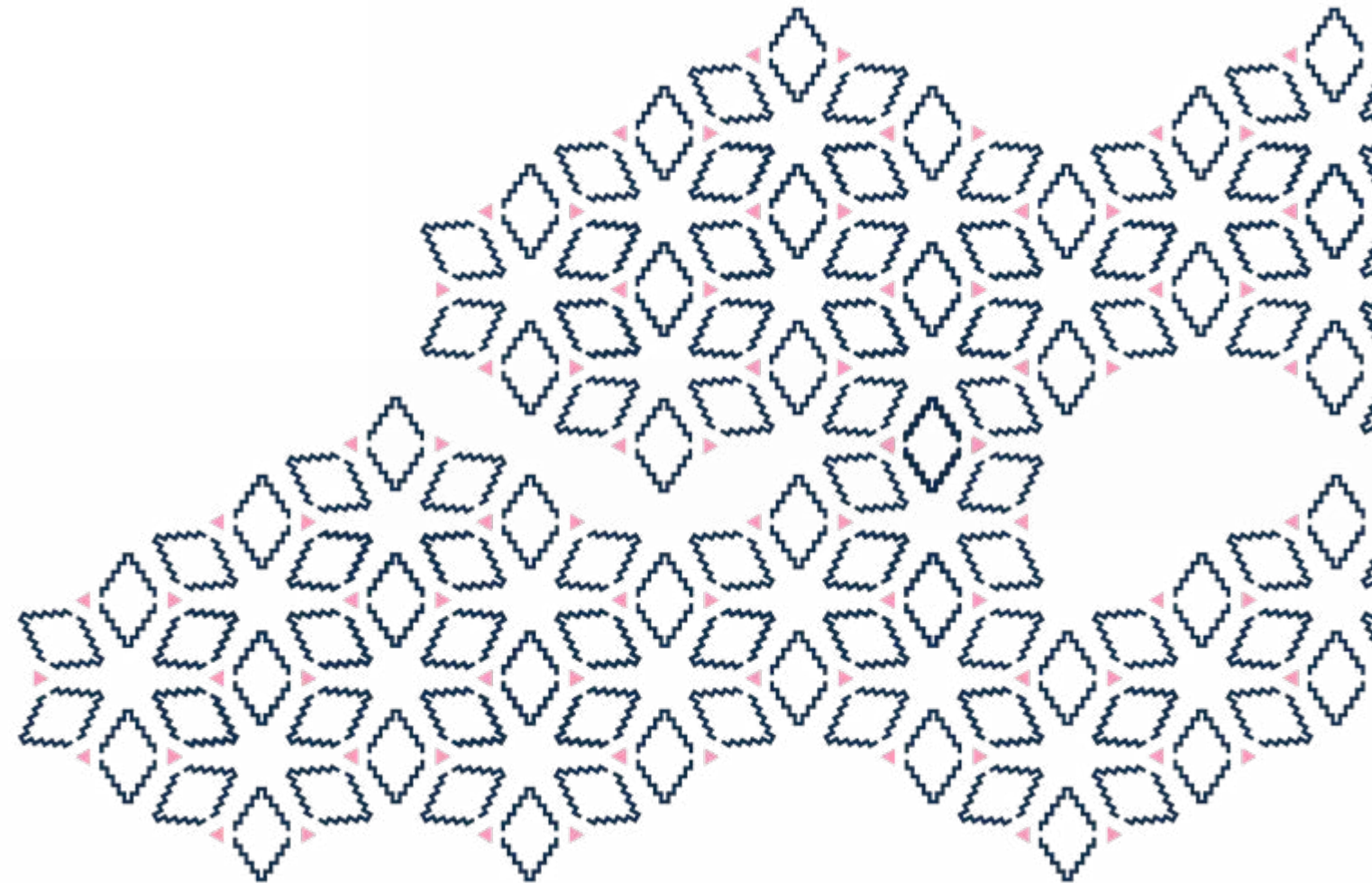
Pattern used without background.

Pattern Usage

Patterns should be used sparingly and only as an accent. They should never be the only graphic element on a page—the sole exception being clothing.

Patterns can be used to create print collateral, marketing materials, dynamic video elements, digital assets—even things like custom wallpaper.

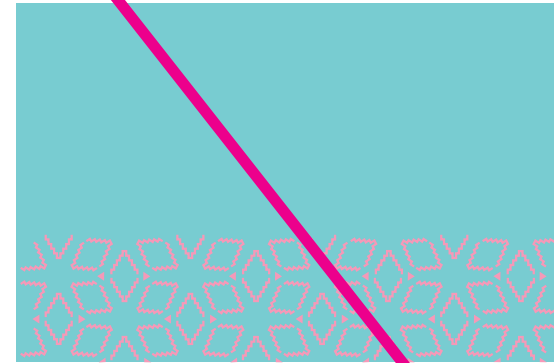
Patterns are modular and can be enlarged, shrunk and separated to create individual brand assets. They should not be altered in a way that goes against brand guidelines.



Pattern Don'ts



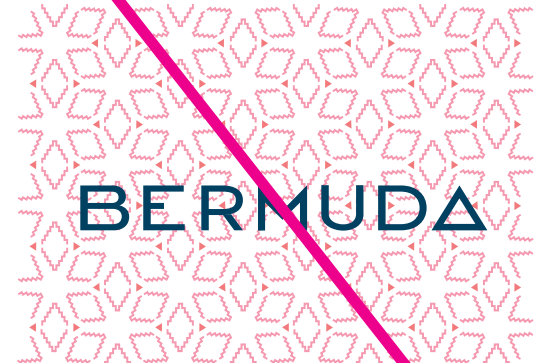
Don't scale the pattern too large.



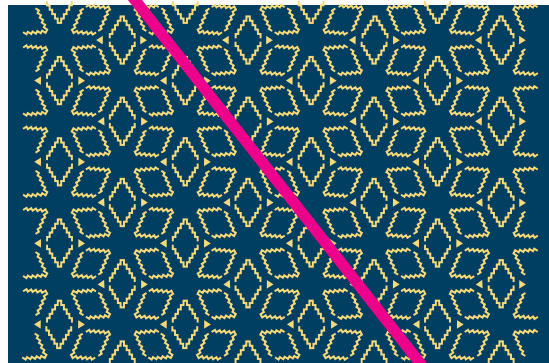
Don't use colours that create optical vibration or have low contrast.



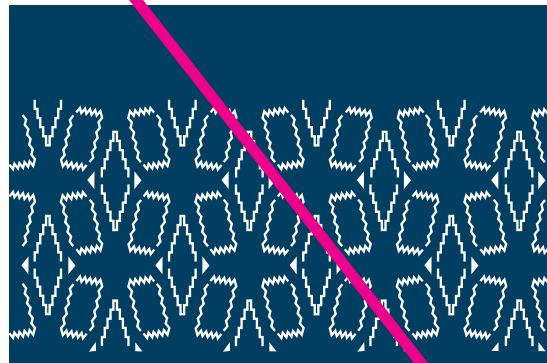
Don't use patterns on imagery.



Don't put the logo on the pattern.



Don't completely fill a box with a pattern.



Don't stretch the pattern.

Successful Pattern Use



Logo and pattern with imagery.



Logo and pattern with no imagery. When no imagery is present the Bermuda URL logo must be used.

**We don't have
strangers here.**

BERMUDA

Lost Yet Found



22:17



Layouts





Print



Single image treatment.



Single image with solid colour. Used to allow copy to be more legible.



Print



When using two images, one should show a location and the other a lifestyle image.



Double image with solid colour. Used when copy could interfere with imagery.



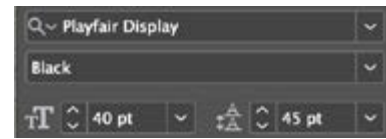
Single image rules



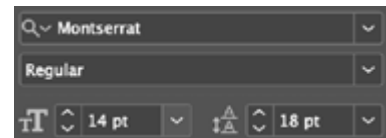
Headline positioning is based on the headline font size shown in magenta.

Headline font size is 40pt, leading is 45pt on an 8.5x11 image. Point size may be reduced for longer copy and scaled up for larger formats.

Headline - 8.5" x 11" ad



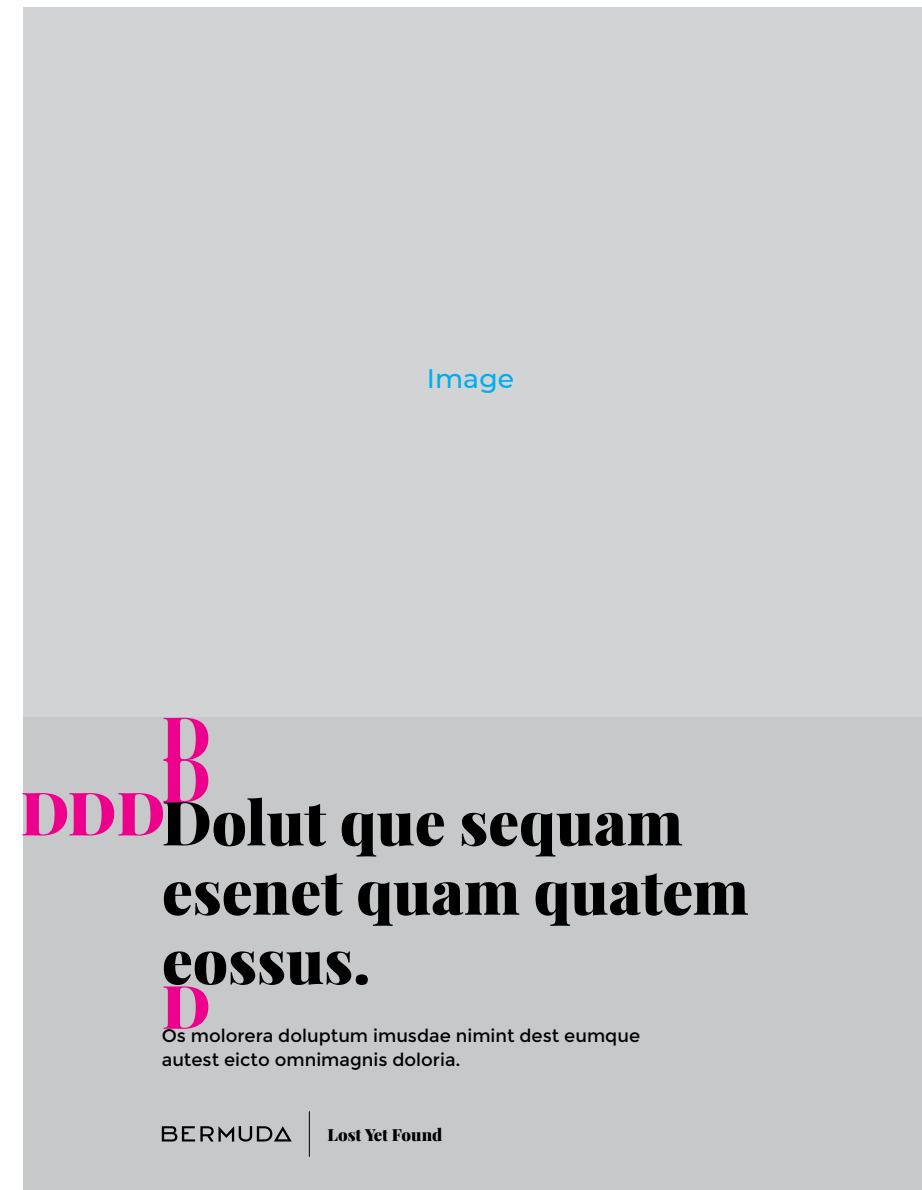
Body- 8.5" x 11" ad



Headlines are spaced two characters from the left.

Body copy is spaced one cap height below the headline.

Logo should be left justified with copy block and also follow proper clear space guidelines.



Single image layouts with color block should be a 60% to 40% split with the image taking up more of the space.

Headlines in color blocks are spaced two characters from the top of the block and three from the left.

Body copy is spaced one cap height below the headline.



Double image rules

B
DD Dolut que sequam
esenet quam
quatem eossus.

Os molorera doluptum imusdae nimint dest
eumque autest eicto omnimagnis doloria.

BERMUDA
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Image 1

Image 2

Single image layouts with color block should be close to a 50%-50% split

Allow for a two cap height distance from body copy to the next image below.

Headlines are spaced four character cap heights from the top and two from the left.

Body copy is spaced one cap height below the headline.

Logo should be left justified with copy block and also follow proper clear space guidelines.

Image 1

B
DD Dolut que
sequam esenet
quam quatem
eossus.

Os molorera doluptum imusdae
nimint dest eumque autest eicto
omnimagnis doloria.

BERMUDA
GoToBermuda.com

Image 1

Image 2

Single image layouts with color block should be a 50% split horizontally. The copy and color block is then split 50% vertically.

Headlines are spaced four character cap heights from the top and two from the left.

Body copy is spaced one cap height below the headline.

Logo should be left justified with copy block and also follow proper clear space guidelines.



Digital - Horizontal



300x50 Without image.
Use only solid colour and pattern when dimensions are too small for imagery.



728x90 Single image.



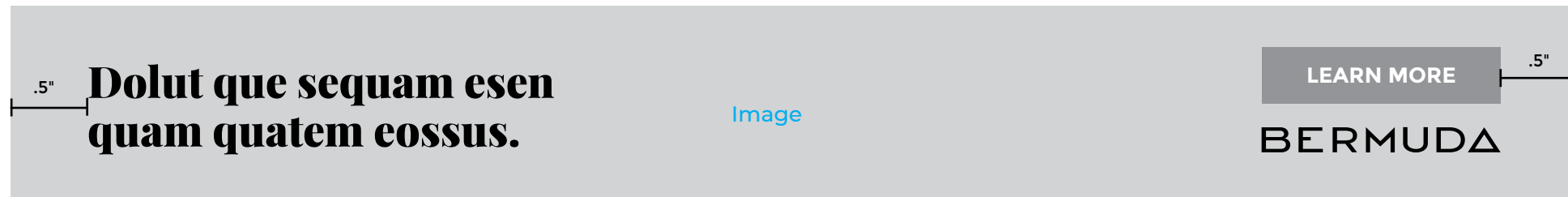
728x90 Double image.



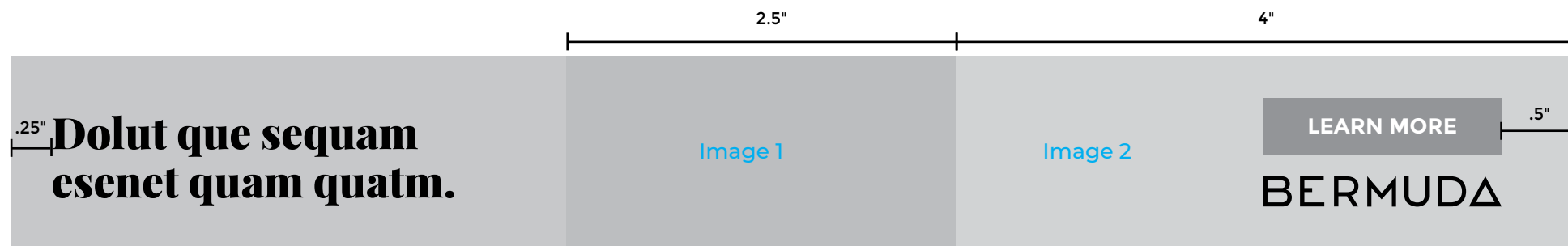
Digital - Horizontal rules



Use pattern behind CTA in approved color combinations on banners with no image.



Single image will fill the entire banner. Playfair Display font is 20pt for headlines.



Playfair Display font is 20pt for headlines. Color block and image sizes may be adjusted if copy is longer.



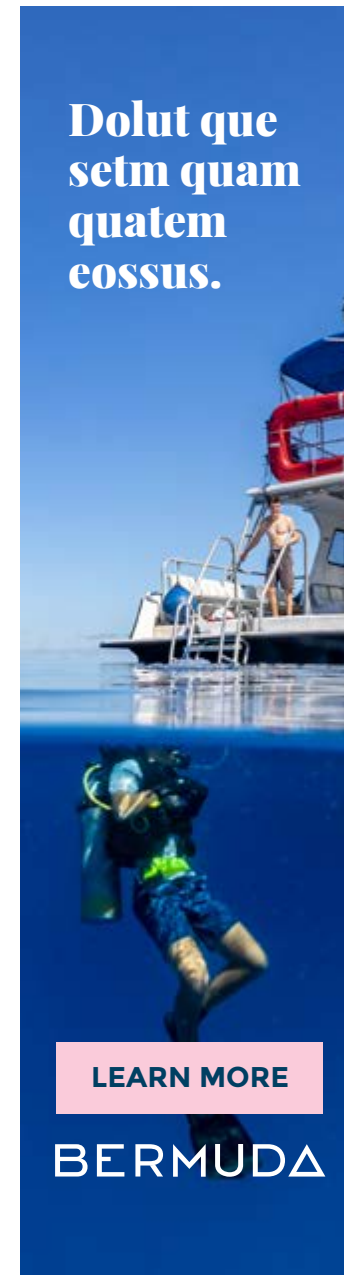
Digital - Standard banners



300x250 Single images only. Color blocks can be used to contain logo and CTA on any size banner.



300x600 Double image can be used on larger banner sizes.



160x600 Single image.



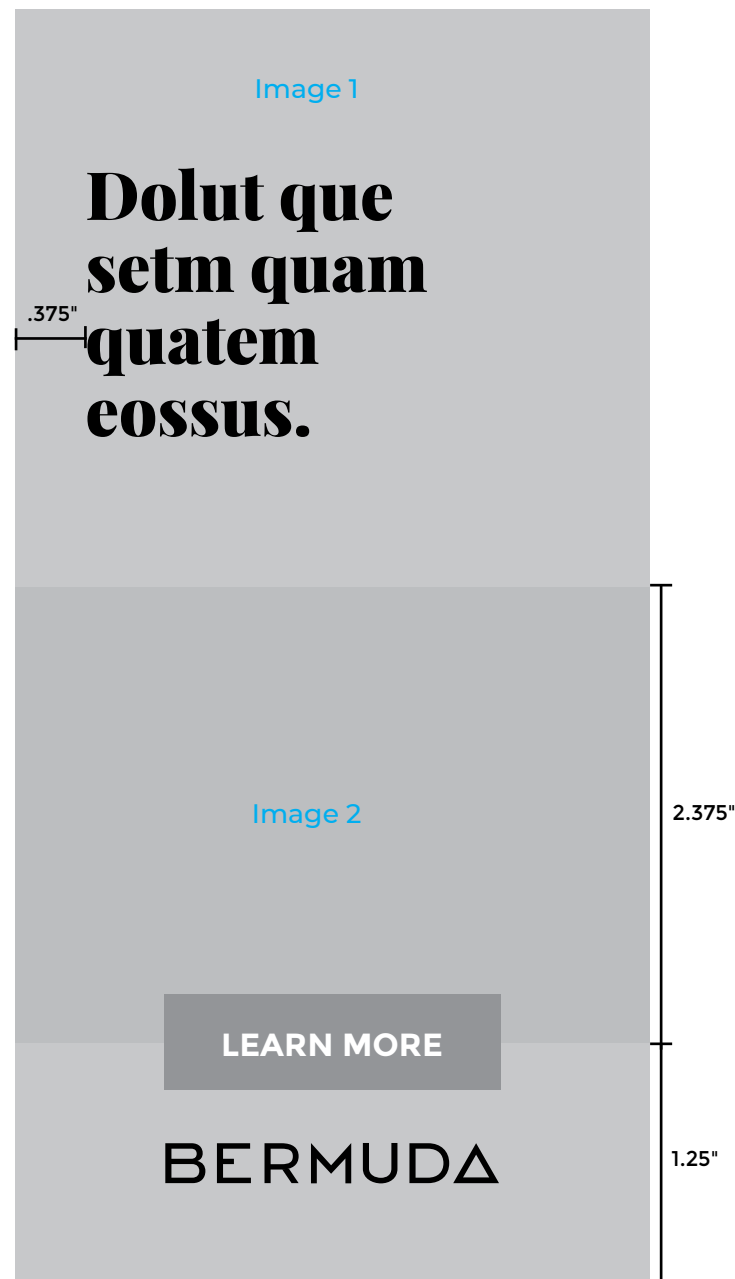
160x600 Double image.



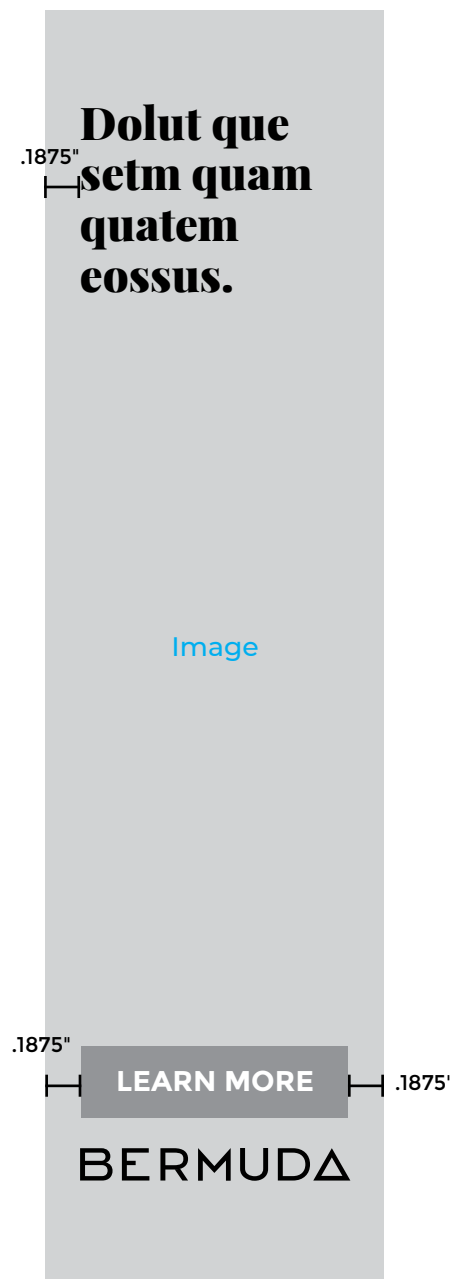
Digital - Standard banner rules



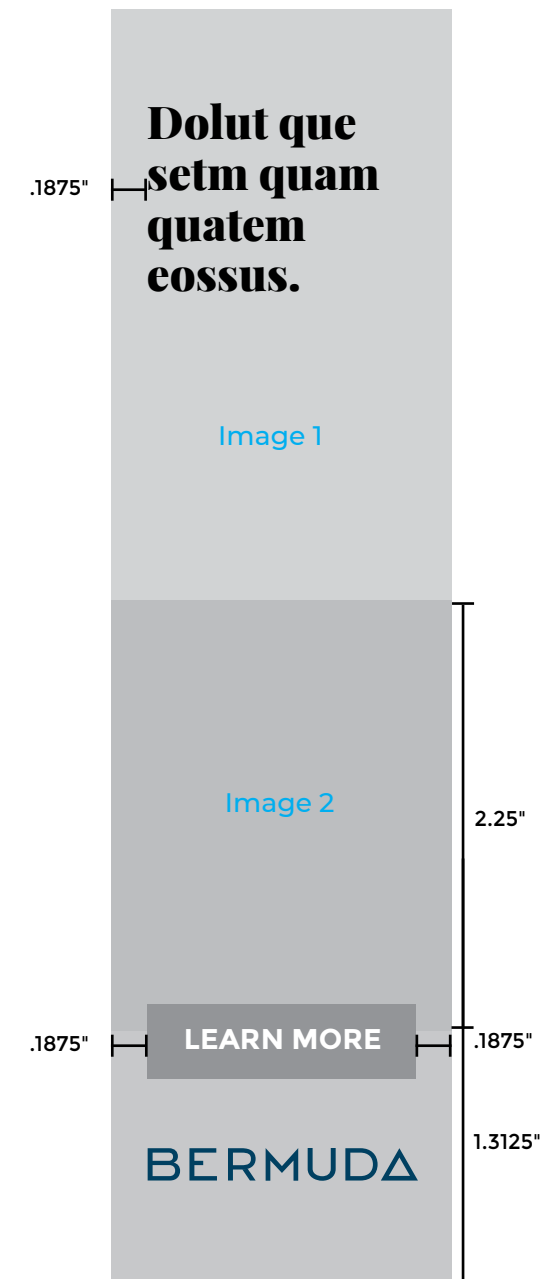
300x25 Headlines are Playfair Display 15pt unless copy is too long.



300x600 Double image font size is 25pt.



160x600 Single image font size is 17pt.



160x600 Double image font size is 17pt.



Carousel ad



1080x1080. Images with pattern can use the Pattern Flourishes, to create IG/FB Carousels.



1080x1080. Images can be cropped more dynamically to create IG/FB Carousels.



Carousel ad rules

<p>Image 1</p> <p>Dolut que sequam esenet .</p>	<p>Image 2</p> <p>Dolut que sequam esenet .</p>	<p>Pattern Area</p> <p>BERMUDA GoToBermuda.com</p>	
<p>Full image tile with copy.</p>		<p>Solid color tile with pattern and logo. Pattern may be above or below logo.</p>	
<p>Image 1</p> <p>Dolut que setm quam quatem eossus.</p>		<p>Image 2</p> <p>Dolut que setm quam quatem eossus.</p>	<p>BERMUDA GoToBermuda.com</p> <p>Image 3</p>
<p>Large image with copy can cover more than one tile.</p>		<p>Copy should not start in cropped portion of tile.</p>	<p>Image and color block should be evenly divided.</p>



Digital - 1920x1080

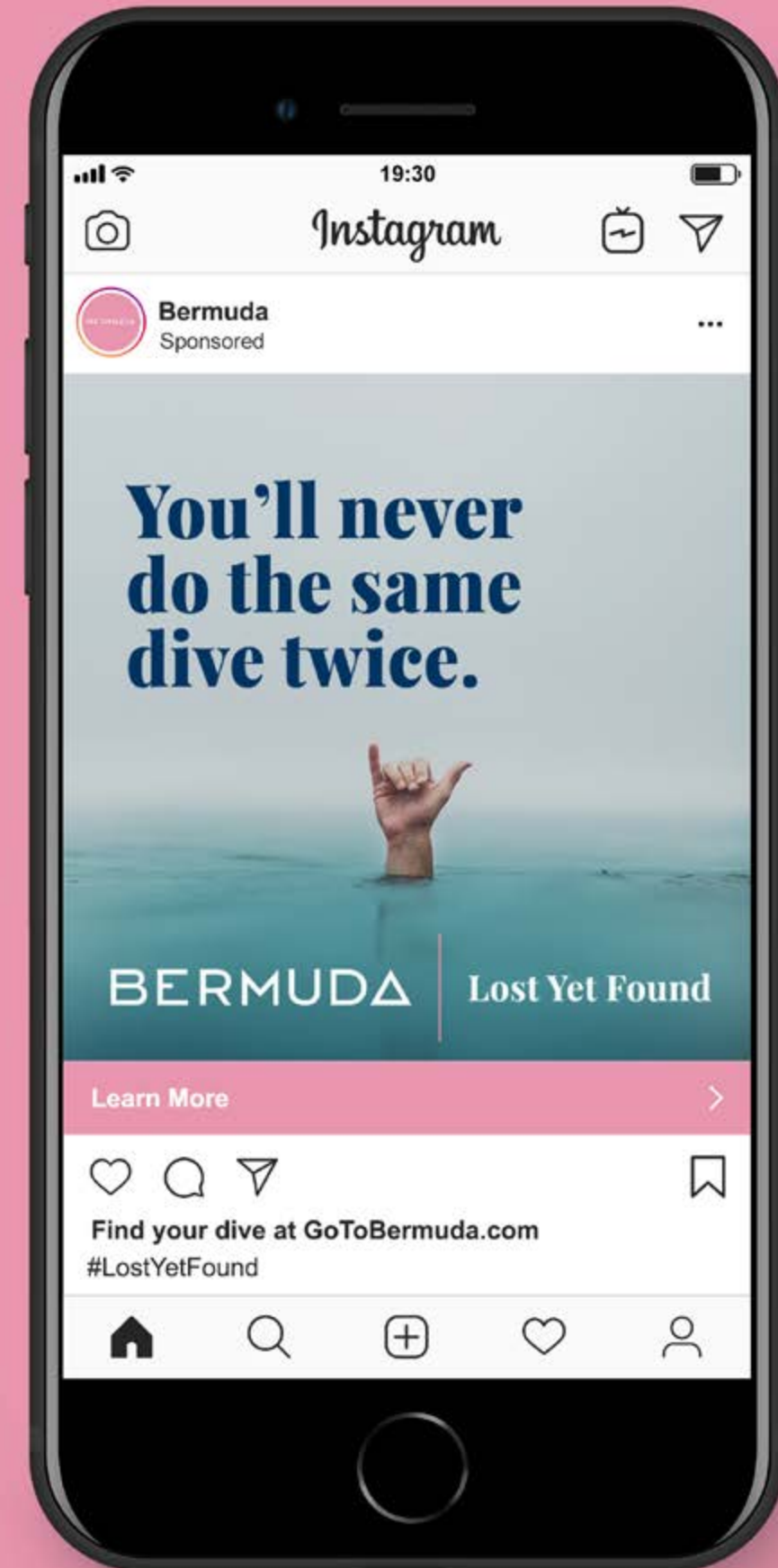
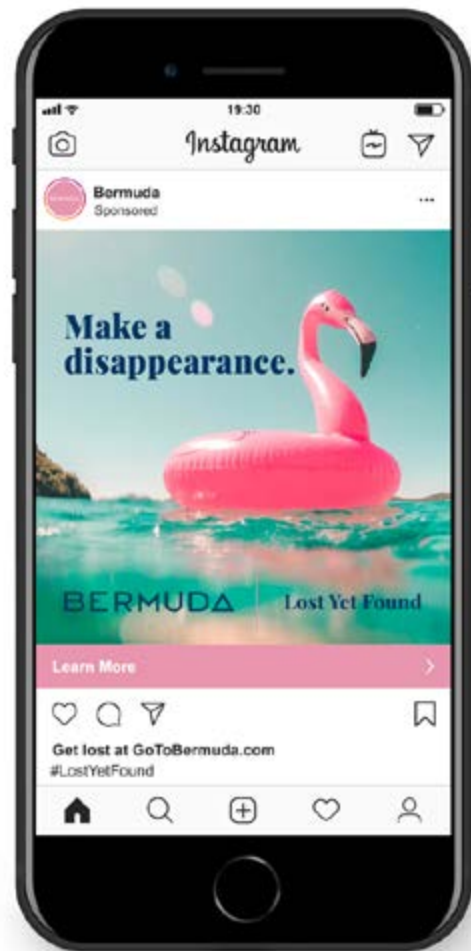


Single image treatment.

Double image treatment.



Social



Business cards



Front of card.



Back of card uses several image options.

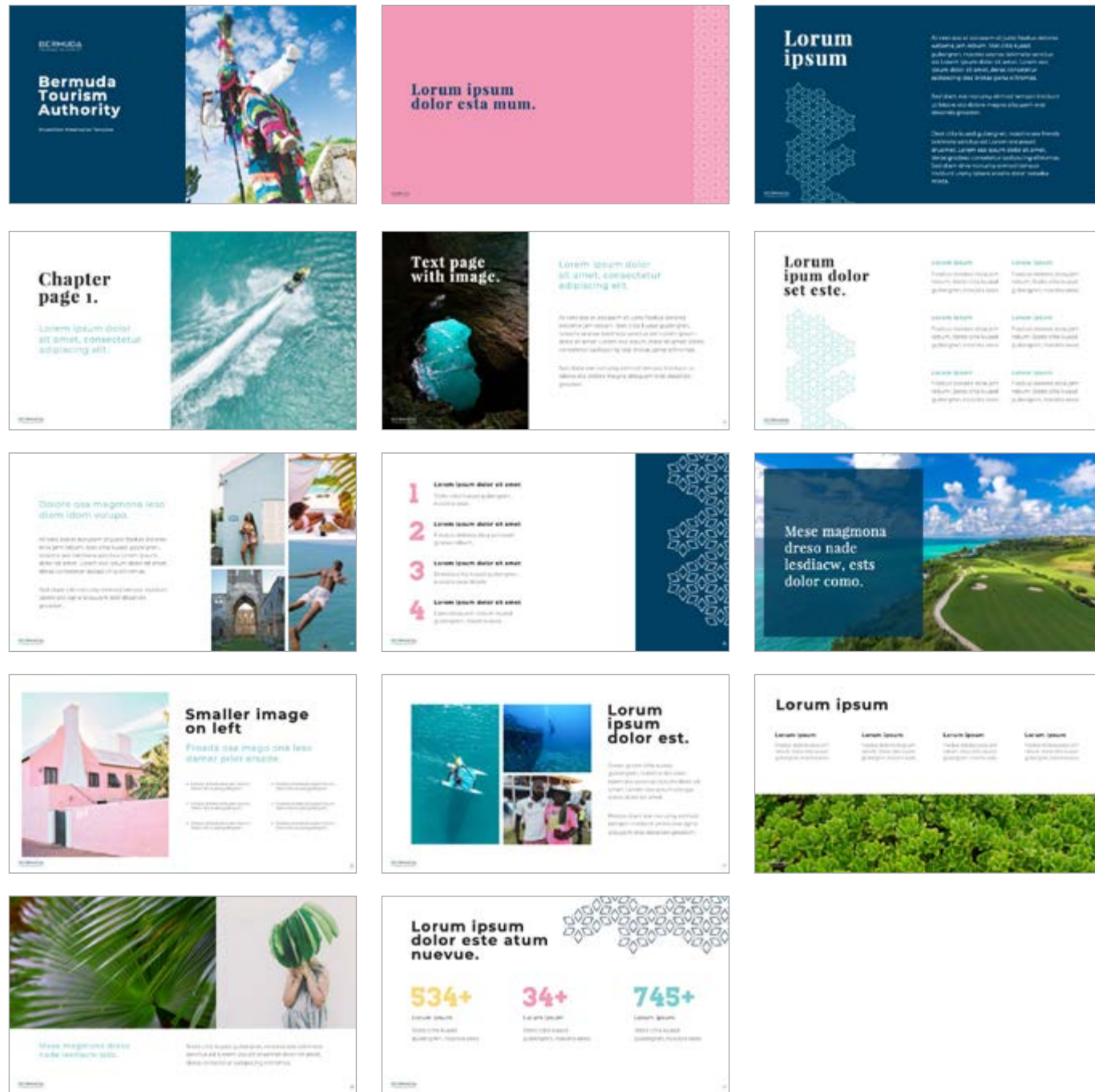


Envelope

TBD



Powerpoint



Email signature

All Bermuda Tourism Authority personnel should have a consistent email signature. Name, title and address should be followed by the Bermuda logo, contact information and social media icons.

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VP Marketing, PR, Communications



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“Best Island” - Conde Nast
“One of our 21 hot spots for 2016” - Robb Report
“Best Trip” - National Geographic

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Nautical Flags

Rias int. Ellabor itiuriasit eum,
saperi numEstrum quid quatur
suntincia explit endant.
Et id ut faccus plitaqui aut list, am
as illacea tquat.

Letter B



Letter E



Letter R



Credits & Information

This magazine was printed and bound in beautiful Bermuda.

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