



DISCOVER US

DISCOVER US  
UNITED STATES TOURISM AND TRAVEL

GRAPHIC BREAK OUTS



POSSIBLE CAMPAIGN EXTENSIONS

MYSTERIOUS  
CURIOUS  
DELICIOUS  
ADVENTUROUS

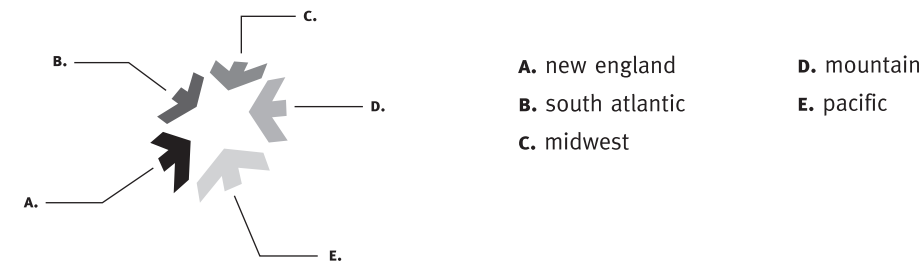
SINGLE COLOR\_SMALL



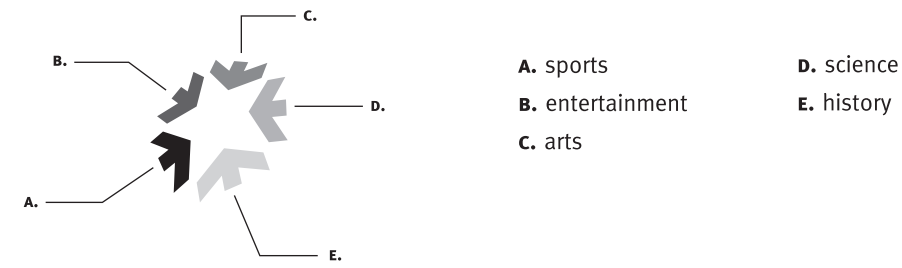
DISCOVER US

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GEOGRAPHIC APPLICATION POSSIBILITIES



CULTURAL APPLICATION POSSIBILITIES



STATE SPECIFIC APPLICATION POSSIBILITIES

DISCOVER US | VISITFLORIDA

DISCOVER US | VERMONT

DISCOVER US | SAYWA

MARKET SPECIFIC POSSIBILITIES

ENTDECKEN SIE US 発見しなさい US

COLOR PALETTE

Primary Colors



Secondary Colors



OPTION NO. 1\_ COMMUNITY STAR

DYNAMIC AND DIVERSE, THE COMMUNITY STAR IS AN ICON THAT SYMBOLIZES THE UNITED STATES CELEBRATED INDEPENDENCE. 'DISCOVER' IS AN ACTIVE INVITATION TO ENGAGE WITH THE UNKNOWN... WITH THE ABILITY TO FIND YOUR OWN ANSWER. 'US' AS A SHORTHAND PLAY ON 'UNITED STATES' SPEAKS TO THE BRAND DIMENSION 'SHARED EXPERIENCE'... AN OPEN, INCLUSIVE DIALOGUE WHERE THERE ARE NO BOUNDARIES BETWEEN HOST AND GUEST. AS A TOURISM AND TRAVEL BRAND, THE ARROWS WHICH COMPOSE THE COMMUNITY STAR DIRECTLY REFERENCE AN ICONIC TRAVEL INDICATOR UNDERSTOOD BY EXPLORERS FROM ANY MARKET SEGMENT.

THE COMPOSITIONAL REFERENCE TO AN ASTERIK SPEAKS TO ITS MODULAR ABILITY TO MORPH INTO DESCRIPTORS APPROPRIATE AT ANY LEVEL OF IMPLEMENTATION... GEOGRAPHIC OR CULTURAL.