

# Travel Brand USA:

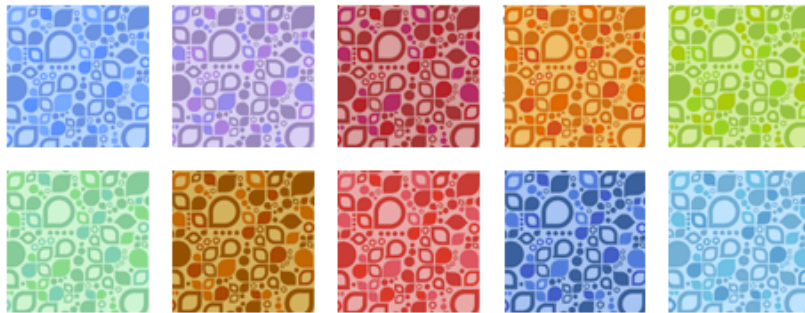
## Research, Strategy + Development

# Design Research



**Australia**  
Example of diverse geographic  
& cultural regions

# Design Research

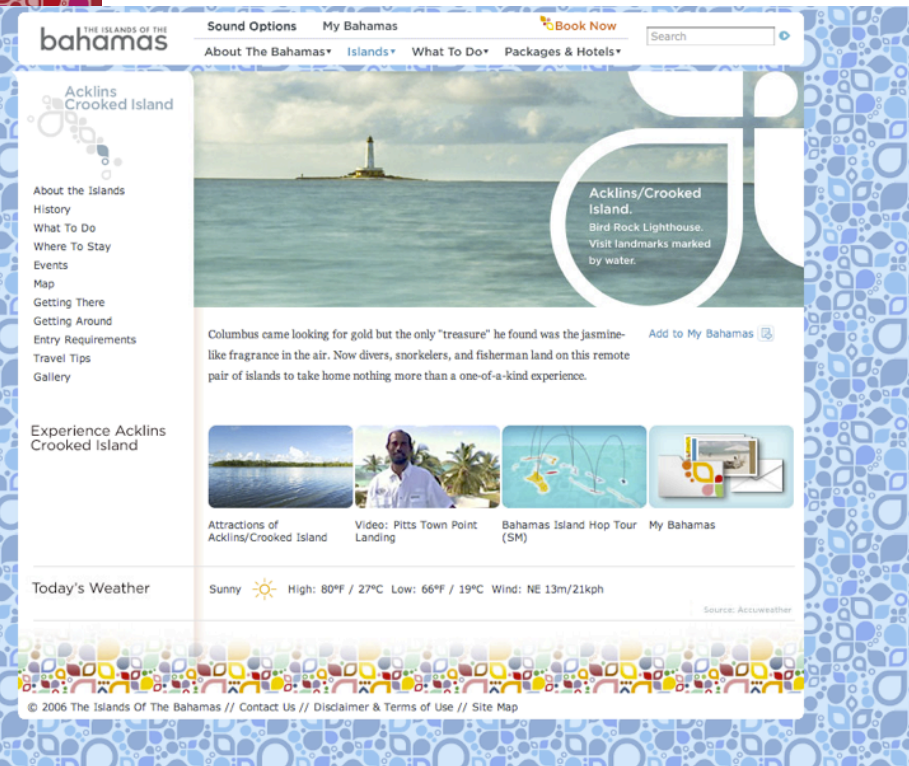
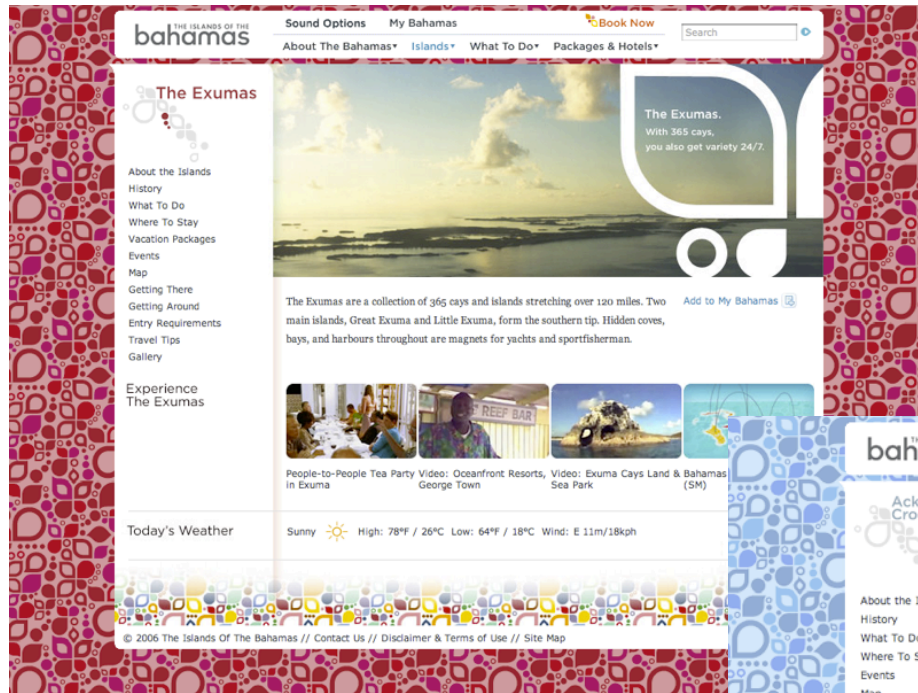


## Bahamas

Logo constructed to illustrate diverse geographic & cultural regions



# Design Research



**Bahamas**  
Application of identity system  
reinforce diverse geographic  
& cultural regions



# Brand Touchpoints

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# **Unifying Forces: Brand Foundation**

**The 5 Core Dimensions of  
Travel Brand USA**

# Unifying Forces: Brand Foundation

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The strength of a brand is in the consistent communication of its core principles.

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# 01 Unified Diversity



# Unified Diversity

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We are a nation of 50 independent states, populated by immigrants from a multitude of nationalities. We are the most diverse nation in the world—a synthesis of unique cultures and subcultures. Unified Diversity is a dimension born out of the perception of our physical vastness and challenges the misperception of homogeneity.

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## 02 Cultural Sensitivity

# Cultural Sensitivity

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The beauty in all of our guests is in their diverse cultural backgrounds. It's reflective of our nations historical fabric. Understanding our similarities and differences will foster positive experiences for all.

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## 03 Youthful Curiosity



# Youthful Curiosity

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We are a comparatively young nation, founded on the progressive exploration of unknown frontiers. Our optimistically adventurous society's intellectual growth is attributed to our numerous successes and failures—all passionate pursuits of the 'American Dream.'

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## 04 Shared Experience

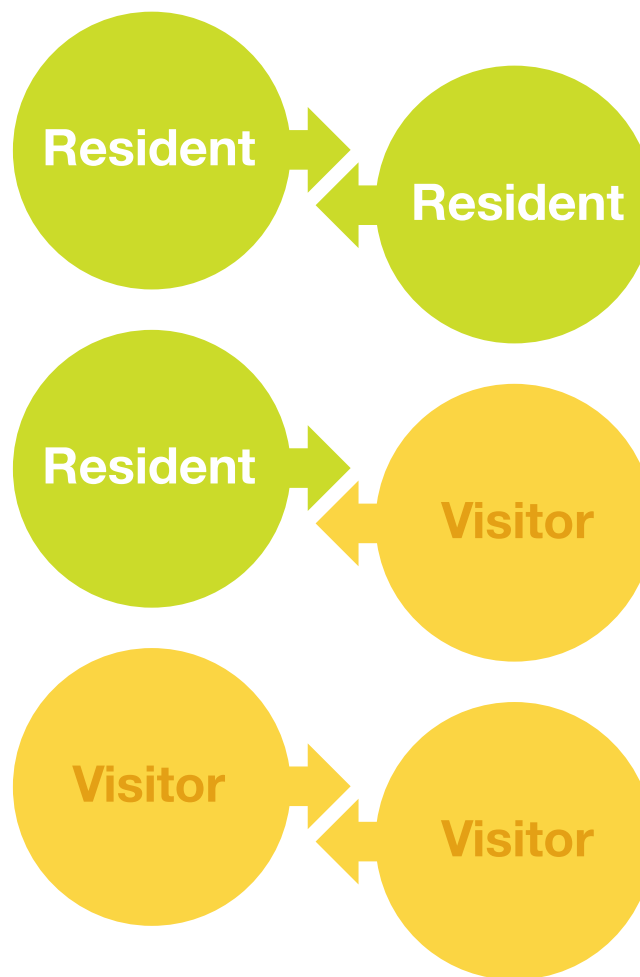
# Shared Experience

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Strong, lasting relationships are developed when there is a sincere interest in the other. Our brand is dedicated to the creation of intimacy, and the exchange of information through an ongoing dialogue between guest and host. In the spirit of our nation, we will empower our guests to define their own experiences within our approachable and welcoming environment.

# Shared Experience

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# 05 Flexibility

# Flexibility

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Leveraging our instilled 'freedom to choose' spirit, we must implement flexible, cohesive systems for customized, straightforward communication within the context of a multitude of cultural influences.

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# Identity Development

## Unity Star





01



01

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.

# DISCOVER US

01

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# DISCOVER US

UNITED STATES TOURISM AND TRAVEL

01

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発見しなさい **US** 

01

State and foreign application

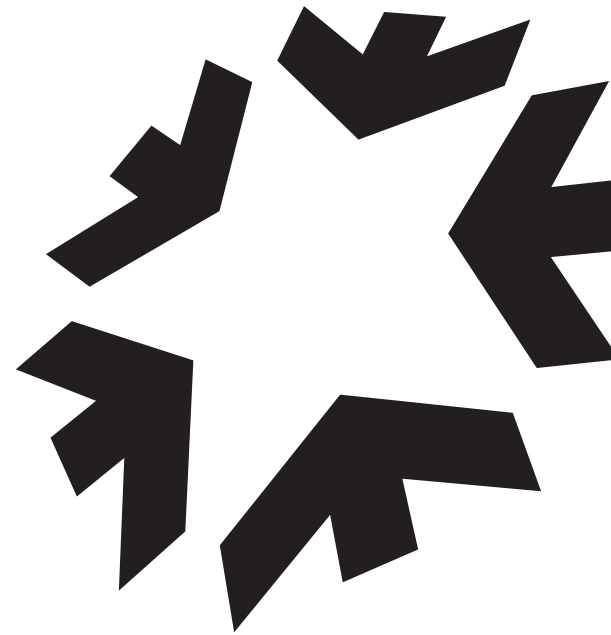
MYSTERIOUS<sup>✱</sup>

CURIOUS<sup>✱</sup>

DELICIOUS<sup>✱</sup>

ADVENTUROUS<sup>✱</sup>

US



DISCOVER  US

01

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# EUREKA

EUREKA ROMAN

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

01234567890

EUREKA ROMAN ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

*abcdefghijklmnopqrstuvwxyz*

*01234567890*

EUREKA BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**01234567890**



Identity Development

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**Progressive  
Arrow**

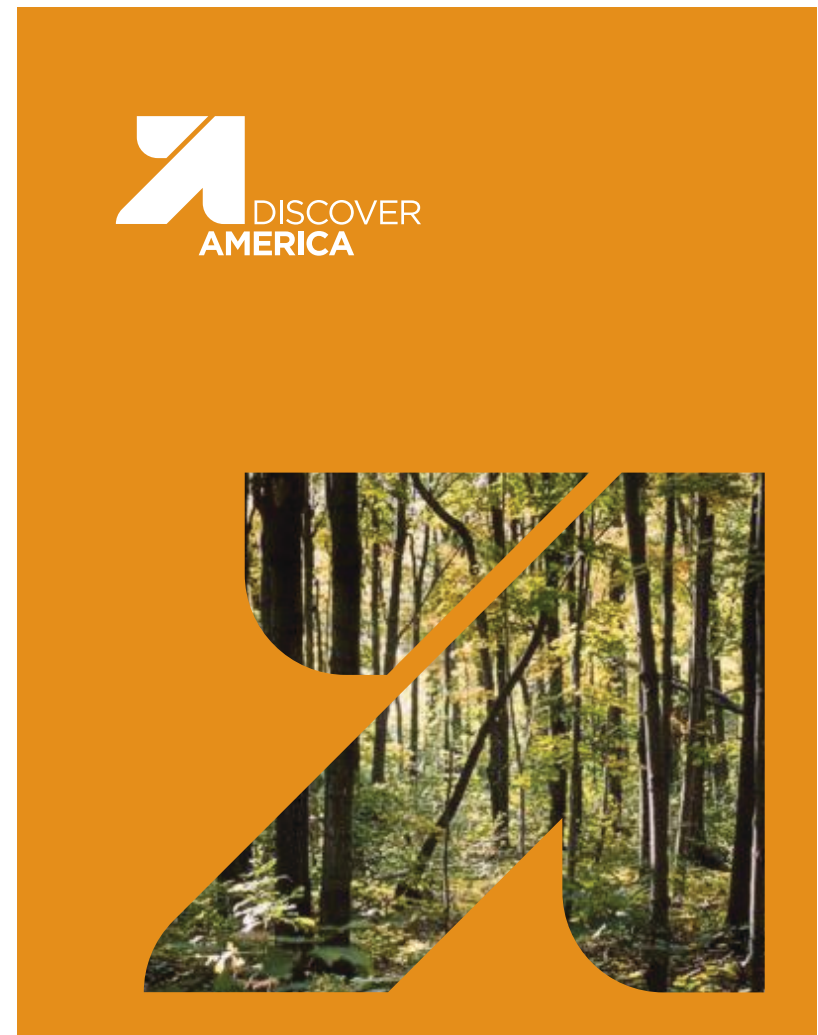
# 02

The progressive arrow embodies the freedom of exploration as an icon of direction and movement. The form of the arrow also reveals a letter "A" as an identifier of America.



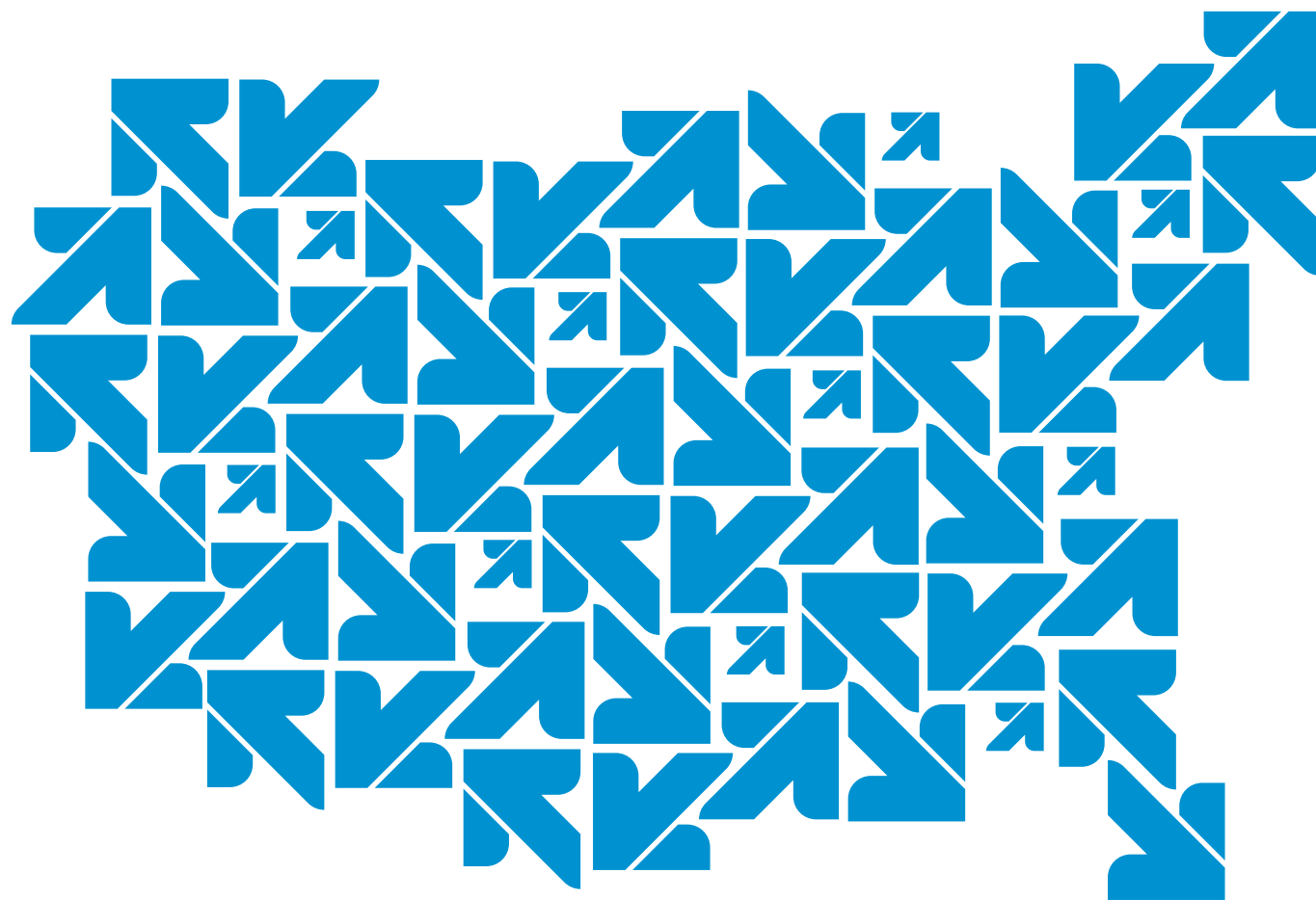
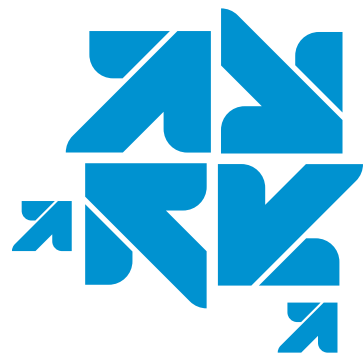
02

Regional and topical applications



02

Color and image application





02

The progressive arrow embodies the freedom of exploration as an icon of direction and movement. The form of the arrow also reveals a letter "A" as an identifier of America.

# HTF GOTHAM

## HTF GOTHAM BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

01234567890

## HTF GOTHAM BOOK ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

*abcdefghijklmnopqrstuvwxyz*

*01234567890*

## HTF GOTHAM BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**01234567890**

02

Gotham was chosen for its clarity and versatility without feeling generic. It's design was based on letterforms found in New York City signage.

HTF Gotham typeface is available at [www.typography.com](http://www.typography.com)

# Identity Development

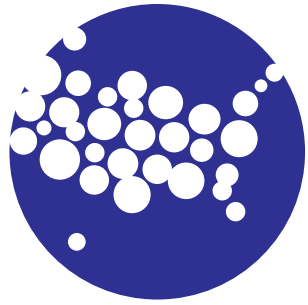
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## Discovery Points

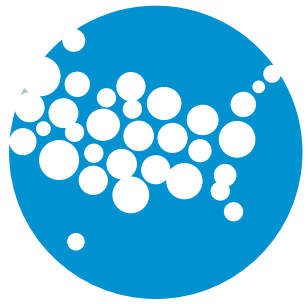


03

Option no. 3 incorporates a modular usage of the circular form. Finding the shape of the U.S. in the points is an act of discovery. The collection of points represents the diverse geographic and cultural regions found in the U.S.



# Discover US

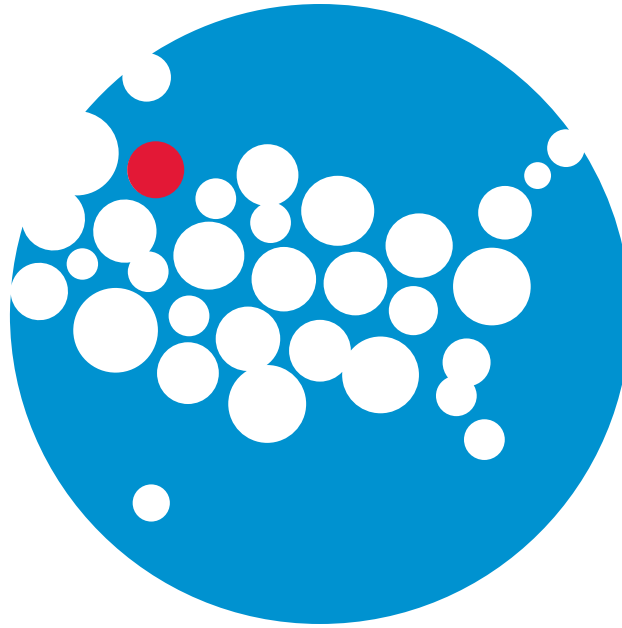


# Discover US

## 03

Option no. 3 incorporates a modular usage of the circular form. Finding the shape of the U.S. in the points is an act of discovery. The collection of points represents the diverse geographic and cultural regions found in the U.S.

By using the rounded typeface, the overall feeling of the system is welcoming, and the dots symbolize the idea of youthful curiosity.



03

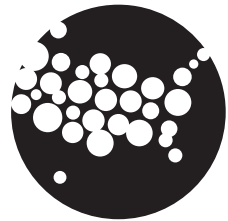
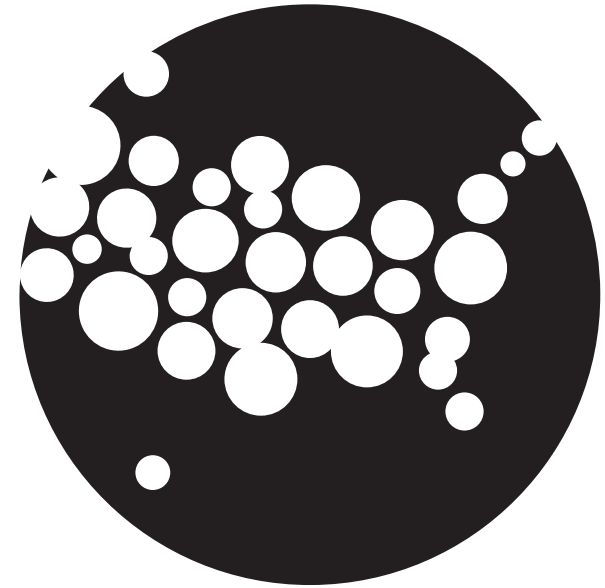
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# Discover US

03

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# HELVETICA ROUNDED

HELVETICA ROUNDED BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**01234567890**

*HELVETICA ROUNDED BOLD OBLIQUE*

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***abcdefghijklmnopqrstuvwxyz***  
***01234567890***

HELVETICA ROUNDED BLACK

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**01234567890**

03

Helvetica Rounded was chosen for this concept because of its warmth and formal consistency with the circular mark.

Helvetica Rounded is available at [www.linotype.com](http://www.linotype.com)

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**Thank You.**