



PROFILE. The Islands of the Bahamas thrive on tourism, which accounts for more than 60% the GDP and employs half the labor force. The Bahamas culture is a mixture of European, African, and indigenous Arawak. It is known for the charm and hospitality of its people, its subtropical climate, and the incredible beauty of its above-water and underwater landscapes.

VISION. We must be compelling. We must break out of the clutter of destination marketing and advertising. We must celebrate our people, our heritage, culture, music.

RESEARCH. The team traveled to the islands and returned with photos, colors texture and general feeling of sights and sounds of the place.

THE BIG IDEA. The authentic, defining characteristic that emerged from the experience and research was that the Bahamas “is not just one place, but many places.”

MEANING. The breadth and diversity of the geography, ecology, cultures, attractions, and activities is what makes a trip to the Bahamas different from other sand and sea destinations.

CREATIVE SOLUTION. The team realized that there was already a visual manifestation of the truth: the constellation forms of the islands on a map. Now they had to create a simplified, stylized and abstracted translation of the islands with organic forms and tropical colors.

“The stylization comes from what we saw-the birds and shells and flowers. Here, we present each of the main island destinations, but in an abstract way. It is a relatively simple solution, but you can feel the flamingoes, the turquoise water and the pink sand represented in the colors and forms.”





