



# VISIT MALDIVES

# Brand guide

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# Introduction

Welcome to the Visit Maldives brand guidelines, a comprehensive resource for businesses, organizations, and individuals seeking to promote the tourism industry in the Maldives. The Visit Maldives brand is a powerful tool for promoting the country's unique natural beauty, rich culture, and luxury travel experiences to visitors from around the world. The brand guidelines are designed to ensure that the Visit Maldives logo and other brand elements are used consistently and effectively across all types of promotional materials, including websites, social media, print media, and merchandise. By adhering to the guidelines outlined in this document, you can help to create a strong, recognizable, and cohesive identity for the Visit Maldives brand, which will help to increase awareness, interest, and demand for travel to the Maldives. The Visit Maldives brand guidelines cover a range of topics, including the proper usage and placement of the Visit Maldives logo, guidelines for typography, color palette, and imagery, and best practices for creating promotional materials that are visually appealing, informative, and effective. One of the key elements of the brand guidelines is the proper usage of the Visit Maldives logo. The logo is a stylized representation of the natural

beauty and luxury experiences that visitors can expect to find in the Maldives, and it is the centerpiece of the Visit Maldives brand. The guidelines outline the proper placement, size, and color of the logo, as well as examples of incorrect usage to avoid. In addition to the logo, the brand guidelines provide guidance on the use of typography, including the recommended font family and style for use in promotional materials. The color palette for the Visit Maldives brand is also outlined in the guidelines, with recommendations for the use of specific colors that evoke the natural beauty of the Maldives. The brand guidelines also provide examples of effective promotional materials, including print advertisements, social media graphics, and website designs, that adhere to the guidelines and effectively promote the Visit Maldives brand. Overall, the Visit Maldives brand guidelines are an essential resource for anyone seeking to promote the tourism industry in the Maldives. By following the guidelines outlined in this document, you can help to create a strong, cohesive, and effective brand identity for the Visit Maldives brand, which will help to attract more visitors to this beautiful and unique destination.

# Design Principles

1



## Visit Maldives Logo

The Visit Maldives logo is an iconic sign of the country's tourist business, showcasing the country's natural beauty, colorful culture, and luxurious experiences. The logo conveys the spirit of the Maldives' magnificent sceneries, from its blue oceans and white-sand beaches to its lush tropical vegetation and rich marine life, with a strong and modern look. The logo, which serves as the focus of the Visit Maldives brand, expresses a sense of warmth, friendliness, and enthusiasm, encouraging visitors from all over the world to explore the wonder of this pristine island country.

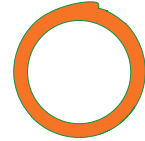


The refreshed Visit Maldives logo is the result of a collaborative effort between the Maldives Marketing and Public Relations Corporation (MMPRC) and Muart. This evolution builds upon the strong foundation of the original logo, which was developed through a creative partnership between MMPRC and a design agency, drawing inspiration from the Maldives' unique geography, rich culture, and global reputation as a premier travel destination. The updated logo retains the essence of the original while embracing a more modern, vibrant, and versatile identity—one that continues to reflect the warmth, beauty, and allure of the Maldives.

## Logo Construction

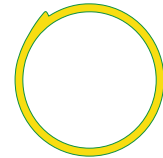
### Sunset

represents the enchanting beauty of a Maldivian sunset. It captures the essence of the breathtaking and vibrant colors that fill the sky as the sun descends below the horizon.



### Sun

represents the radiant and abundant sunshine that graces the islands throughout the year. It symbolizes the tropical climate and warm weather that makes the Maldives an ideal destination for beach lovers and sun-seekers



### Palm Tree

The palm tree is depicted in a bold and modern way, with sharp, clean lines that suggest both strength and elegance.



### Ocean Waves

The wave is similarly stylized, with a flowing, dynamic shape that conveys a sense of movement and energy.



# Logo

# 2

## Full Logotype

The Visit Maldives vertical logo is a variant of the main logo that is designed to be used in specific situations where a vertical layout is required, such as on banners, posters, and social media profiles. The logo features the same stylized palm tree and wave motif as the main logo, but arranged vertically with the logo stacked above the typography. The Visit Maldives vertical logo has a range of applications, including as a standalone mark, as part of a larger graphic design layout, or as a watermark on photographs and videos. It is a versatile and adaptable logo that can be used to effectively promote the tourism industry in Maldives across a range of different media platforms.



## Horizontal Logo

The horizontal logo is to be used as an alternative to the main vertical logo. In situations where the main logo should not suffice in terms of layout, alignment etc.



## Monochrome Logo

The black and white logo option of the Visit Maldives logo features a minimalist and elegant design. The logo is primarily black, with white elements that create a striking contrast. The black and white color scheme gives the logo a timeless and sophisticated feel, while capturing the allure and natural beauty of the Maldives.

**Color Usage:** The black and white logo option should only be used in black and white or grayscale applications. Do not apply any other colors to the logo.

**Approved Backgrounds:** The black and white logo can be used on a wide range of backgrounds, including solid colors, gradients, and photographic backgrounds. However, ensure that the logo remains clearly distinguishable and stands out effectively.

**Background Contrast:** When using the black and white logo, ensure that it is placed on a background with sufficient contrast to maintain its visibility and legibility. Avoid placing the logo on busy or cluttered backgrounds that may distract from its impact.





# Logo Variations

## Light Logo

The light logo is to be used in scenarios in which the full colour logo is conflicting with the background elements, colours or photos. The dark logo is the alternative version to the light logo. The colours should be the main colours found within the logo only.



## Full Logo without Tagline

Logo without tagline can be used in scenarios where the logo needs to be placed in a smaller size which will help with readability. It can also be used when aiming for a minimalist look and feel.



# Language versions

English	 	 	German	 	 
Dhivehi	 	 	Russian	 	 
French	 	 	Korean	 	 
Spanish	 	 	Japanese	 	 
Italian	 	 	Chinese	 	 
			Arabic	 	 

# Logomark

The logomark can be used on its own to represent the Visit Maldives logo. It can be used in black and white as well.



# Logotype

The logomark along with the tagline can be used on its own to represent the Visit Maldives logo. It can be used in black and white as well.



# Logotype without tagline

The logomark along without the tagline can also be used on its own to represent the Visit Maldives logo. It can be used in black and white as well.



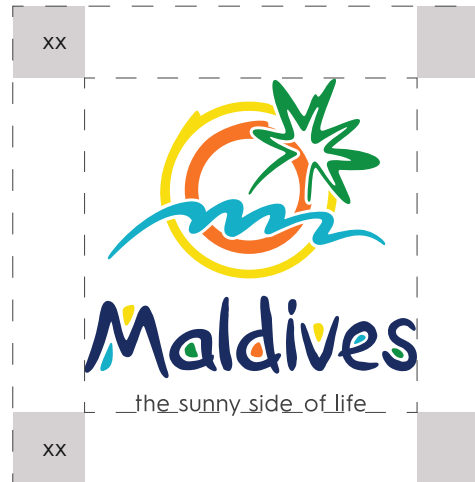
# Logotype without details

The logomark along without the tagline or the decorative graphical elements can also be used on its own to represent the Visit Maldives logo. It can be used in black and white as well.



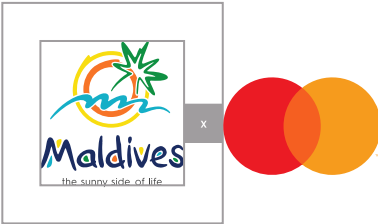
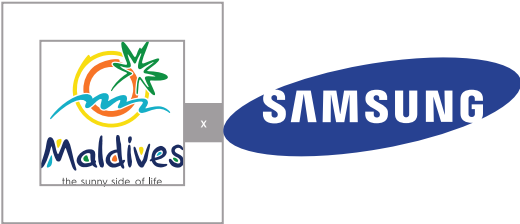
## Minimum spacing

Minimum logo spacing is an important consideration when using the Visit Maldives logo. It refers to the minimum distance that should be maintained between the logo and any other element in a design. This distance ensures that the logo remains visually distinct and easy to read, even when placed alongside other design elements.



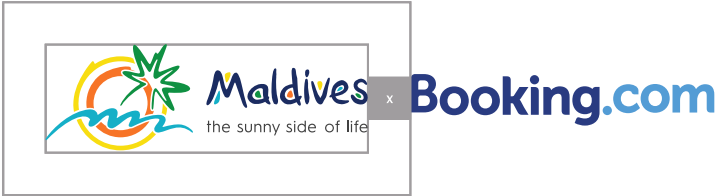
# Minimum spacing

Examples of spacing with other logos



# Minimum spacing

Examples of spacing with other logos





# Minimum size

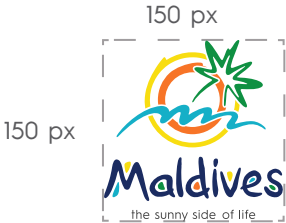
## Digital

This ensures that the logo remains clear and recognizable even at smaller sizes, such as when displayed on websites, mobile devices, or social media profiles.

## Print

for print usage, it is important to maintain the quality and legibility of the Visit Maldives logo. The minimal print size of the logo will depend on factors such as the complexity of the design, the specific font used, and any accompanying elements.

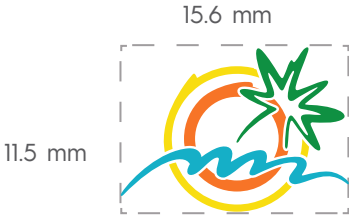
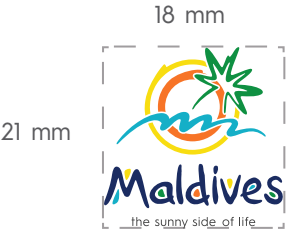
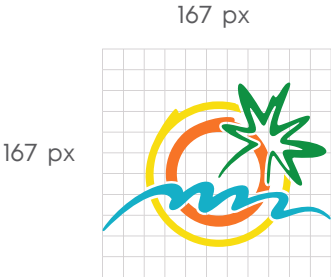
VERTICAL  
LOGO



HORIZONTAL  
LOGO



LOGOMARK

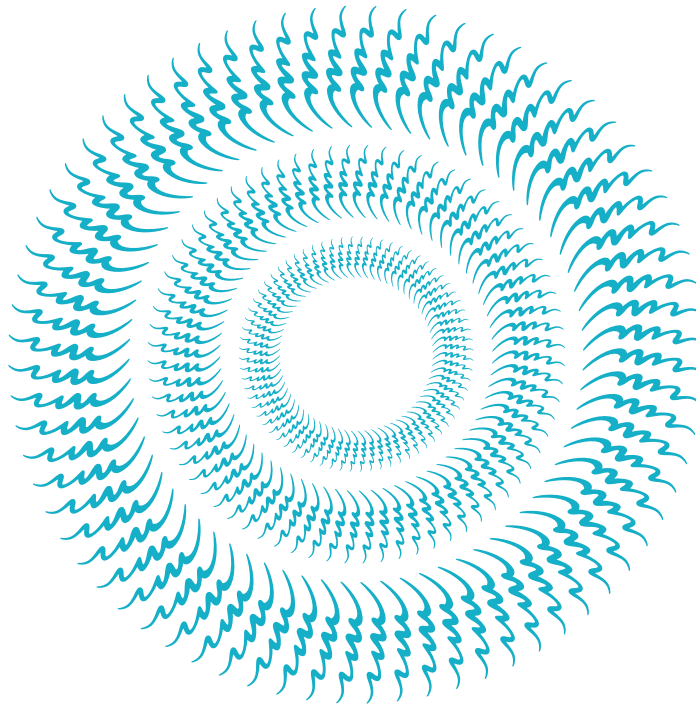


## Patterns

This pattern, created using the wave shape found in the logo, serves as a visual element that adds depth and reinforces the connection to the natural beauty of the Maldives. The guidelines ensure consistent and effective implementation of the wave pattern across various branding materials.

The wave pattern is a distinctive design element that complements the Visit Maldives logo. It symbolizes the pristine beaches, crystal-clear waters, and aquatic wonders that make the Maldives a unique and sought-after travel destination. The pattern aims to evoke a sense of relaxation, tranquility, and natural beauty.

**Logo Integration:** The wave pattern should be used in conjunction with the Visit Maldives logo to enhance its visual impact. The logo should always be the primary element, while the wave pattern serves as a supporting design element.



Radial Pattern



Verticle Pattern

# Incorrect Logo Usage

Incorrectly using the Visit Maldives logo can undermine the brand's effectiveness, generate confusion, and harm the Maldives' tourism industry's reputation. It is critical to follow the logo usage standards in order to retain the brand's integrity and ensure that it is utilized consistently throughout all promotional materials. By adhering to the guidelines for logo usage, businesses and organizations can help to strengthen the Visit Maldives brand and create a cohesive and recognizable identity for the tourism industry in the Maldives.

The following is applicable to all logo variations of all languages.



• Do not alter the colour of the logo



• Do not alter logo shape



• Do not alter logo elements or separate or break



• Do not skew or distort the logo



• Do not add any outlines to the logo



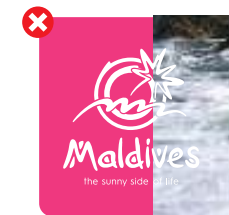
• Do not add outlines to typography



• Do not place full colour logo on non-contrasting or complicated photographic background



• Do not place full colour logo on non-contrasting coloured background



• Light logo version should not appear on light coloured background

# Correct Logo Usage

The correct usage of the Visit Maldives logo is crucial in maintaining brand consistency and ensuring the logo's integrity. Here are some guidelines for using the Visit Maldives logo



• Full colour logo on white background



• Colour logo with logotype in white on solid black



• Full colour logo can be placed on image with very light/high exposure, uniform backgrounds



• Logo to be placed in a bounding box with clear space if image background is too busy



• Full white logo can be placed on image with dark, uniform backgrounds



• Black logo can be placed on image with light, uniform backgrounds



• Full white logo for solid, dark colours



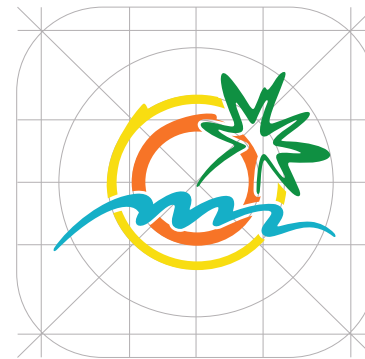
• Black logo for solid, light colours

## App icon

The Visit Maldives app icon is a condensed representation of the Visit Maldives logo, designed specifically for use as a small, recognizable symbol on mobile devices.



167px by 167px



120px by 120px



80px by 80px

# Colours

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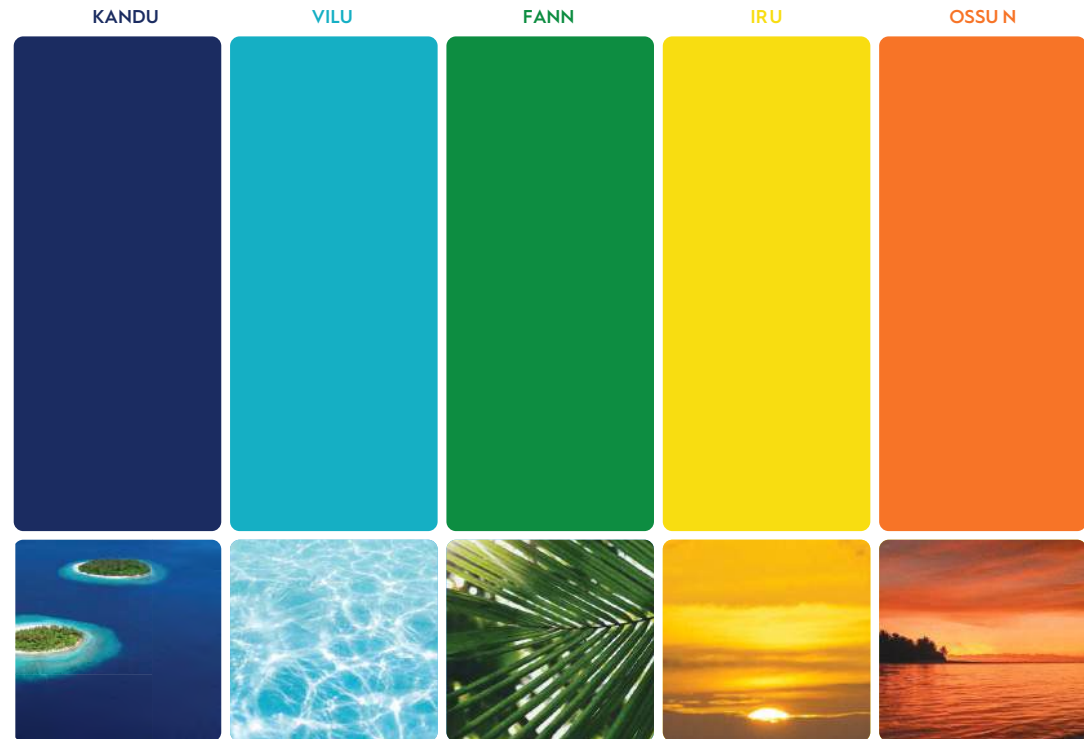
## Primary Colours

Primary colors in the Visit Maldives logo create a harmonious and captivating visual representation of the Maldives' natural wonders. The combination of Blues, Green, Yellow and orange create a sense of relaxation, adventure, and the breathtaking beauty that awaits visitors in this idyllic island destination.

**Color Combinations:** When using colors in Visit Maldives brand materials, consider the following color combinations for a cohesive and harmonious visual experience.

**Consistency and Brand Identity:** Maintain consistency in color usage across all Visit Maldives brand materials. This helps establish a strong and recognizable brand identity while ensuring visual coherence and harmony.

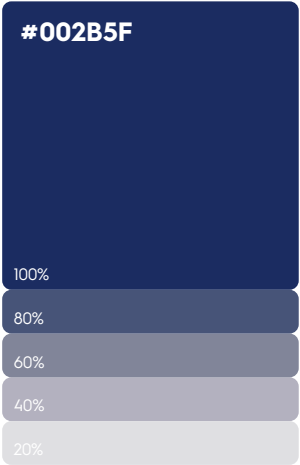
**Application on Different Media:** Adapt the color palette to different media and formats, considering factors such as print, digital, and environmental applications. Ensure the colors remain true and consistent across various platforms.



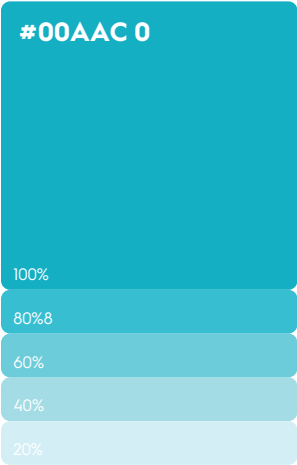
# Transparency & Weight

By considering transparency and weight in the Visit Maldives brand guidelines, designers can leverage these elements to enhance the visual appeal, readability, and overall impact of brand materials. Balancing transparency and weight effectively contributes to a modern and captivating brand identity that reflects the unique charm and beauty of the Maldives.

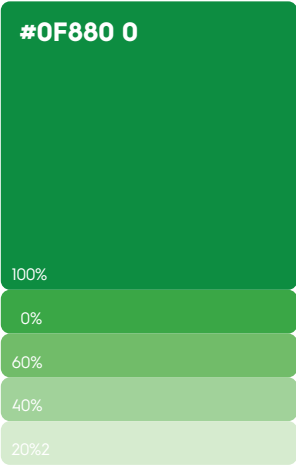
VILU



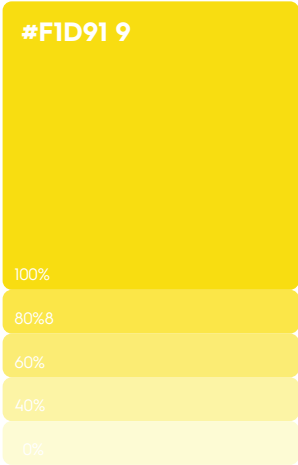
VILU



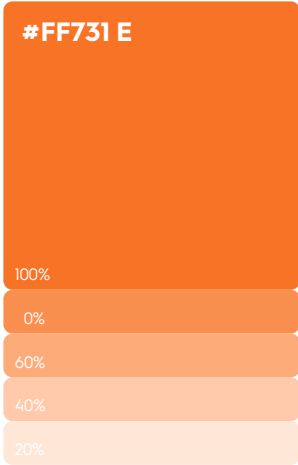
FANN



IRU



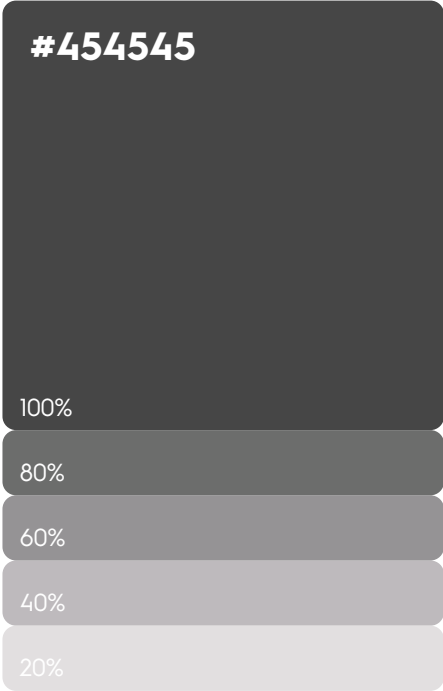
OSSUN



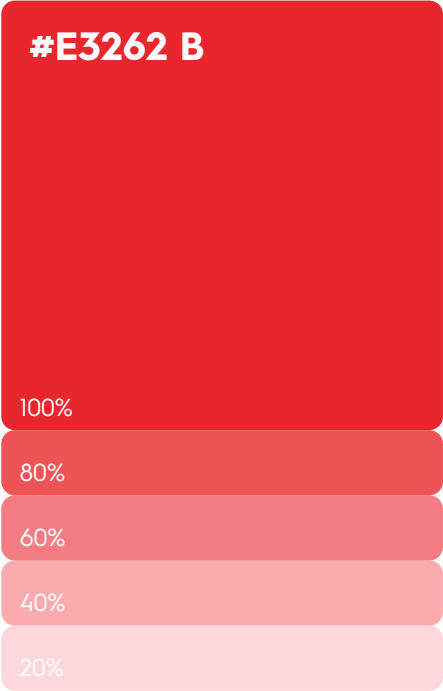
## Secondary Colours

In addition to the primary colors, the Visit Maldives brand also incorporates secondary colors that complement and enhance the brand's visual identity.

### NIGHT



### RED



# Typography

4

# Primary Typeface

Hurme is the primary typeface used in the Visit Maldives brand, selected for its clean, contemporary design and high readability across both digital and print formats. The font’s versatility, offered through its four carefully chosen weights, allows it to serve all typographic needs within the brand—from headlines and subheadings to body text—ensuring a consistent and unified visual identity. By relying on a single, adaptable font, the brand achieves a sense of simplicity and coherence, which not only strengthens recognition but also enhances the overall aesthetic. This minimalist approach to typography allows the vibrant, breathtaking imagery of the Maldives to take center stage, reinforcing the emotional connection to the destination. Hurme’s unobtrusive yet elegant design complements the brand’s tone of voice, supporting a visual language that feels modern, welcoming, and focused on the natural beauty and unique experiences that define the Maldives.

# Hurme

## Bold

A B C D E F G H I J K  
L M N O P Q R S T U  
V W X Y Z a b c d e f  
g h i j k l m n o p q r s  
t u v w x y z 0 1 2 3 4  
5 6 7 8 9

## SemiBold

A B C D E F G H I J K  
L M N O P Q R S T U  
V W X Y Z a b c d e f  
g h i j k l m n o p q r s  
t u v w x y z 0 1 2 3 4  
5 6 7 8 9

## Regular

A B C D E F G H I J K  
L M N O P Q R S T U  
V W X Y Z a b c d e f  
g h i j k l m n o p q r s  
t u v w x y z 0 1 2 3 4  
5 6 7 8 9

## Thin

A B C D E F G H I J K L  
M N O P Q R S T U V W  
X Y Z a b c d e f g h i j  
k l m n o p q r s t u v w  
x y z 0 1 2 3 4 5 6 7 8 9

## Secondary Typeface

Birthstone is the secondary typeface for the Visit Maldives brand, intended for use in key highlight titles and select display applications. While it adds a touch of elegance and distinction to special headings, the primary typeface remains the mainstay for most brand communications. Birthstone should be used sparingly and strategically, complementing the primary typeface without overpowering it, to maintain visual consistency and focus on the destination's imagery.

*Birthstone*

*SemiBold*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
W XYZabcdefghijklmnopqrstuvwxyz  
wxyz0123456789*

*Visit Maldives... The Sunny side of life*



## Type Pairings

In the Visit Maldives brand guidelines, font pairings are carefully chosen to create a harmonious and visually appealing typographic system. The combination of fonts enhances the overall brand identity and helps establish a consistent and engaging visual language across various communication materials.

PRIMARY & PRIMARY PAIRINGS

**maldives: the sunny side of life**

Escape to paradise this summer with exclusive Visit Maldives offers.

limited-time deals on unforgettable island getaways!

**maldives: the sunny side of life**

Escape to paradise this summer with exclusive Visit Maldives offers.

limited-time deals on unforgettable island getaways!

PRIMARY & SECONDARY PAIRINGS

*Maldives: the sunny side of life*

Escape to paradise this summer with exclusive Visit Maldives offers.

limited-time deals on unforgettable island getaways!

# Layout

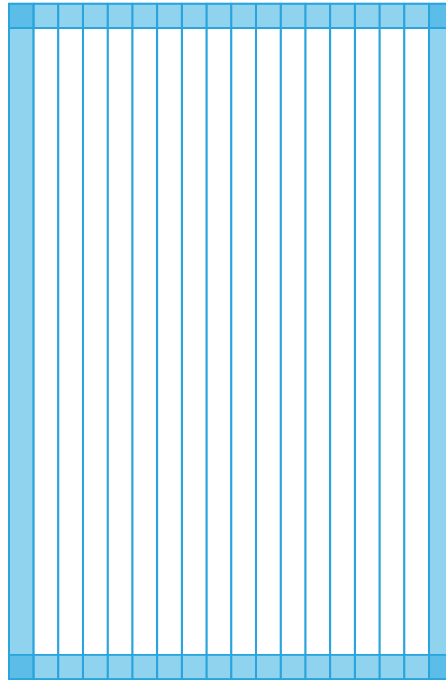
5

# Grid system for Print

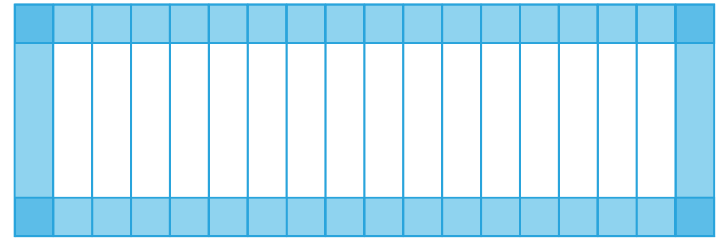
To keep things simple and consistent, we use an 18 columns grid as an underlying base to govern our elements, of which 2 columns are used as margins, leaving 16 columns within the working space. The 16 columns within the working space could collapse to create a 2, 4, 8 columns. This grid acts as a guidance and should not dictate or disrupt the creative expression of the communication.

All with 1 column margin examples

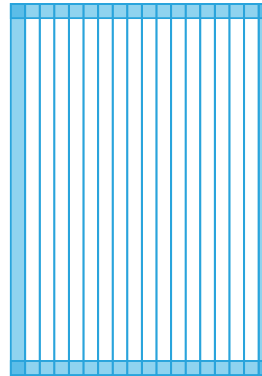
Mupi (1.2x1.72m)



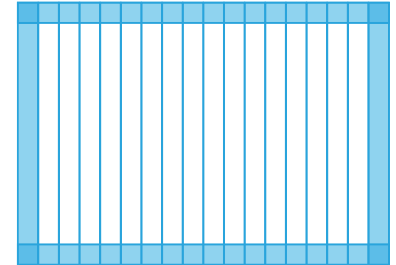
Unipole (15x5m )



A4 portrait



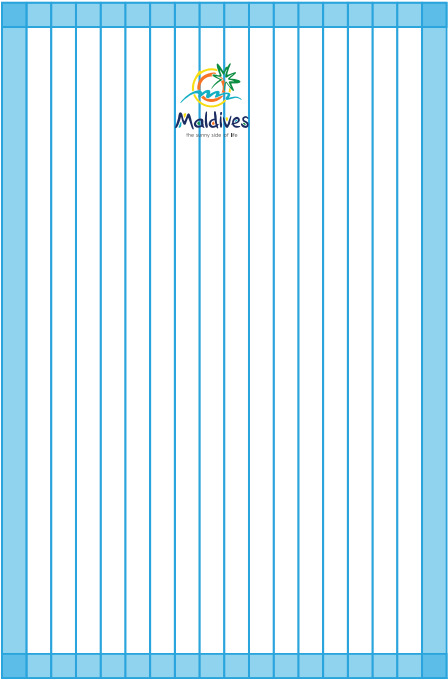
A4 landscape



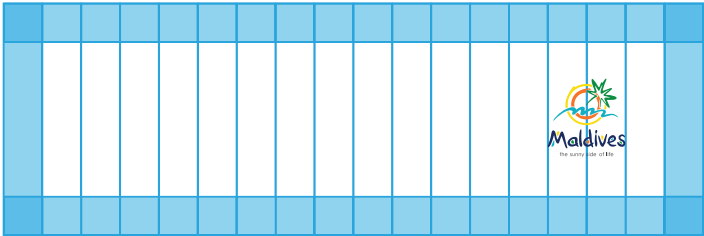
# Grid system for Print

All with 1 column margin examples

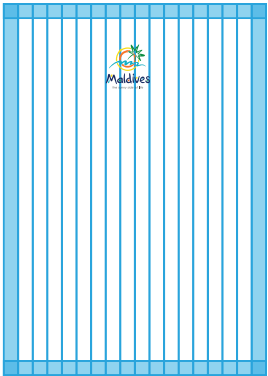
Mupi (1.2x1.72m)



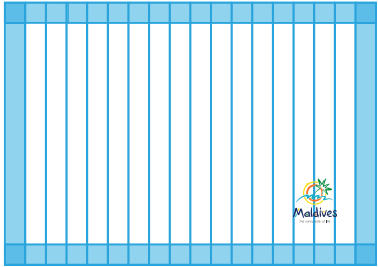
Unipole (15x5m )



A4 portrait

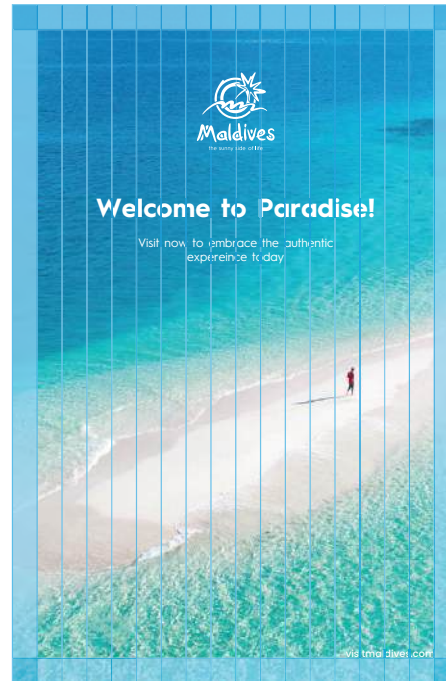


A4 landscape

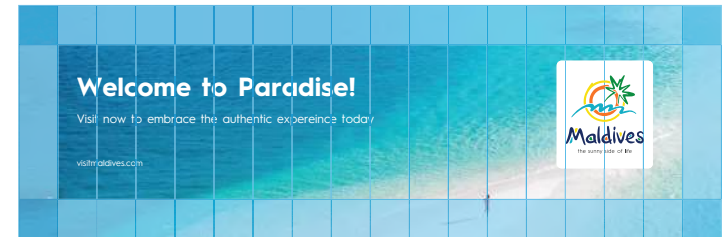


# Grid system for Print

Mupi (1.2x1.72m)



Unipole (15x5m)



A4 portrait



A4 landscape



## Grid system for Digital

To keep things simple and consistent, we use an 18 columns grid as an underlying base to govern our elements, of which 2 columns are used as margins, leaving 16 columns within the working space. The 16 columns within the working space could collapse to create a 2, 4, 8 columns. This grid acts as a guidance and should not dictate or disrupt the creative expression of the communication.

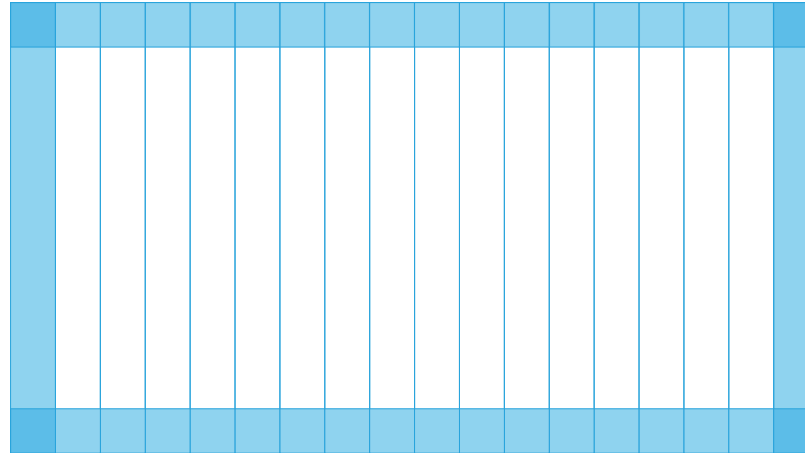
## Aspect Ratios

1080 by 1080

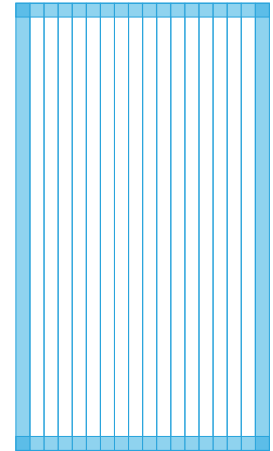
1920 by 1920

Different sizes used for different digital mediums specified with some sample designs and layout details.

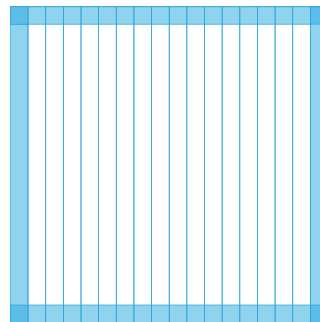
1920x1080px



1080x1920px



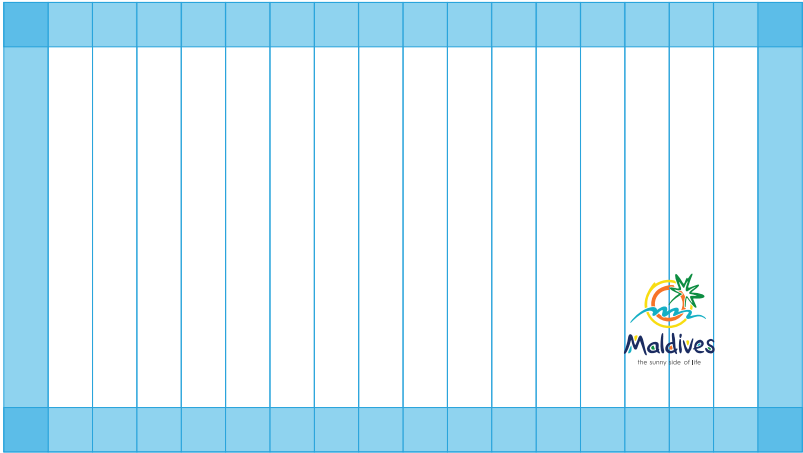
1080x1080px



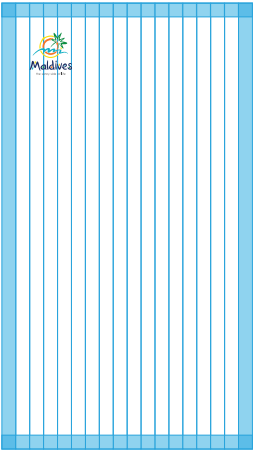


# Grid system

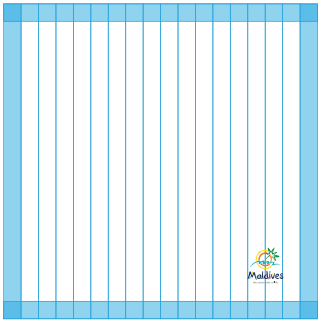
1920x1080p x



1080x1920p x

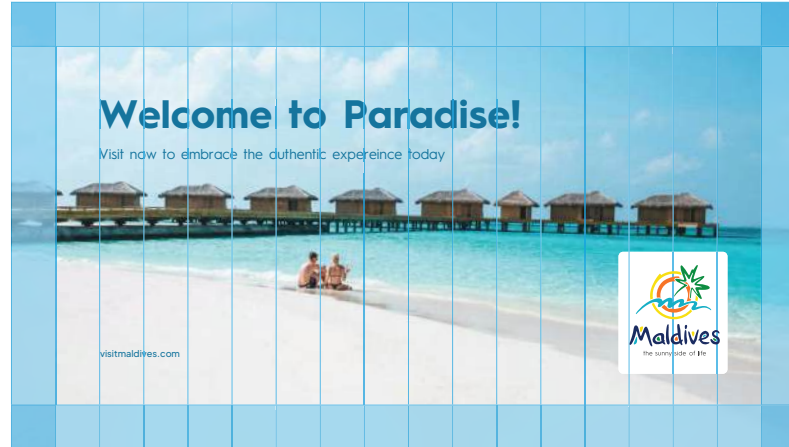


1080x1080p x

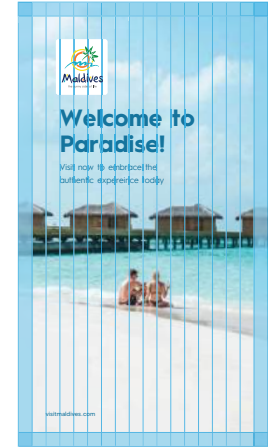


# Grid system

1920x1080px



1080x1920px



1080x1080px



# Video Guideline

6

## Corner Logos in Videos

For video content (Long and short format) it is important to use the horizontal logo in the corner to maximize user / customer exposure and engagement to the brand. But it is also important to create a static / animated loop of the logo for this ( The logo should stay static for some duration, animate and become static again ). The interval for this duration should be that the logo animation must be played out in these videos every 1:30 Minutes. The logo animation interval for these videos will depend on the overall length of the video itself, if the video exceeds 10 to 15 Minutes, This interval can also be increased. From every 1:30 Minutes to 3:30 Minutes. ( Adjust as needed for long format videos. Keep incrementing as needed. )

**Why Increments:** The reason for these increments is not to strain the view of the person watching the video, if the frequency is incrementally more, the more intrusive it becomes it becomes in long video formats as the duration of their attention span will be more in align with the long format content itself



# Welcome to Paradise!

Visit now to embrace the authentic experience today

# Transition Guide

This guide is designed to help content creators and video editors maintain a consistent and visually appealing look in videos related to promoting the Maldives as a tourist destination.

## 1. Consistency is Key:

Maintaining consistency in video transitions is crucial for creating a professional and engaging viewing experience. Use the following guidelines to ensure a unified visual identity across your video content.

### Transition Styles:

Choose transition styles that resonate with the tranquil and picturesque vibe of the Maldives while maintaining the simplicity and consistency.

### Timing and Pace:

Consider the pace of your video transitions. Aim for smooth, gradual transitions that complement the video's mood and content. Avoid abrupt or jarring transitions that disrupt the viewer's experience.

### Adaptability:

While these guidelines provide a starting point, don't be afraid to experiment and adapt the transitions to suit the specific tone and message of each video. ( There are no specific transitions set in stone for any video, it can always differ from style to style depending on the video's creative direction ).

Remember, the goal is to transport viewers to the breathtaking beauty of the Maldives through your video transitions. By following these guidelines, you'll create visually appealing and engaging videos that effectively promote Visit Maldives as a top tourist destination.

