

COMMUNICATION KIT

CAMPAIGN KIT GUIDE



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Introduction

Dear partner,

Get ready to... FEEL OUR ISLAND ENERGY

Travellers are looking for authentic interactions and meaningful experiences – and Mauritius is just the place to make this happen!

We're ready to invite people to the island with the new Feel our island energy campaign, so help us tell the world that Mauritius is so much more than a beach holiday. Calming, euphoric, curious or adventurous. Mauritius is a place to embrace every energy.

This will be our biggest campaign yet and it launches on 15 March 2023.

This campaign kit contains everything you need to promote Mauritius, inviting the world via social media assets, images, videos, press ads and more.

By working together, we can make a big impact. Let's get started!

Arvind Bundhun

Director

Mauritius Tourism Promotion Authority



CONCEPT OF THE CAMPAIGN

The Campaign Concept

Feel
our island
energy

Feel

Take time off from your busy life to be present and reconnect with yourself and those you love the most.

Be open to a holiday full of **authentic interactions and meaningful experiences.**

The Campaign Concept

our

We're inviting you to our island!

Mauritians are warm and welcoming, our ambassadors and the face of our campaign.

We are diverse, inclusive and will make you feel right at home.

The Campaign Concept

island

**Mountains, lagoons, waterfalls,
beaches, National Parks and buzzy markets.**

Mauritius is big enough for extraordinary
adventures and small enough to do it all in one holiday.

The Campaign Concept

energy

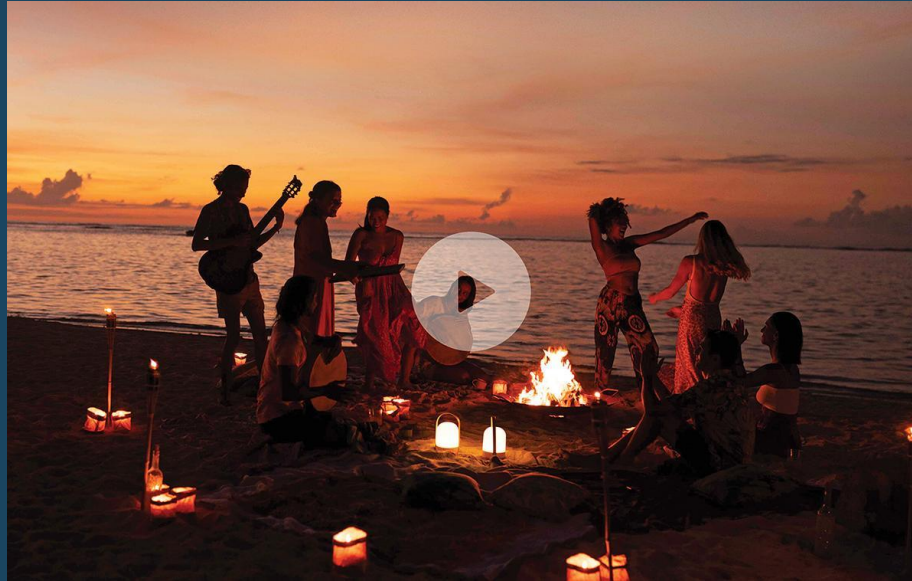
Feel the life, pulse and energy of the island!

Calming, euphoric, curious, adventurous.

Mauritius is the place to embrace every energy.

Initial here

The Campaign Concept



WATCH THE FILM

About the campaign / English

The new '**Feel our island energy**' campaign is about the life, pulse, and energy of Mauritius!

Mauritius is the place to embrace every energy, and a destination to feel connected and free.

Calm and nurturing

The slow pace of yoga, meditation, the calm of the sunset... The comfort of good food, romantic moments, wellbeing and a safe place to feel free.

Vibrant and curious

Explore, learn and get involved. Visit markets, temples and music festivals; try new flavours and meet a diverse mix of people for real encounters.

The adrenaline of adventure

Feel alive with activities such as kitesurfing, diving, hiking and kayaking.

Mauritius offers a holiday full of authentic interactions and meaningful experiences. We are asking travellers to pause from their busy lives and feel present, taking time out to connect with themselves and their family.

Our campaign is an open invitation from the locals to come and see why the island is so special. Mountains, lagoons, waterfalls, beaches, national parks, and buzzy markets... Mauritius is big enough for extraordinary adventures and small enough to do it all in one holiday.

Most importantly, Mauritians are warm, welcoming and the friendly faces of our campaign. The people of Mauritius are diverse, inclusive and will make every guest feel right at home.

About the campaign / German

In der neuen Kampagne **“Spüre die Energie unserer Insel”** geht es um das Leben, den Rhythmus und die Energie von Mauritius!

Mauritius ist der Ort, an dem man eine spezielle Energie spüren kann und ein Reiseziel, an dem man sich verbunden und frei fühlt.

Ruhig und ausgeglichen

Das entschleunigte Tempo von Yoga, Meditation, die beruhigende Wirkung des Sonnenuntergangs... Der Genuss von gutem Essen, romantische Momente, Entspannung und ein sicherer Ort, um sich frei zu fühlen.

Lebendig und authentisch

Gehen Sie auf Entdeckungsreise, lernen Sie dazu und nehmen Sie am Leben auf der Insel teil. Besuchen Sie Märkte, Tempel und Musikfestivals; probieren Sie neue Geschmacksrichtungen aus und machen Sie echte Begegnungen mit den unterschiedlichsten Menschen aus verschiedenen Kulturen.

Das Adrenalin des Abenteuers

Fühlen Sie sich lebendig bei Aktivitäten wie Kitesurfen, Tauchen, Wandern und Kajakfahren.

Mauritius bietet einen Urlaub voller authentischer Momente und einzigartiger Erlebnisse. Wir laden Besucher ein, eine Pause von ihrem hektischen Leben einzulegen, um im Hier und Jetzt anzukommen und sich die Zeit für sich selbst und die Familie zu nehmen.

Unsere Kampagne ist eine herzliche Einladung der Einheimischen an Sie, Mauritius zu besuchen und zu erleben, zu erfahren, warum die Insel so besonders ist. Berge, Lagunen, Wasserfälle, Strände, Nationalparks und aufregende, bunte Märkte... Mauritius ist groß genug für außergewöhnliche Abenteuer und klein genug, um alles in einem Urlaub zu erleben.

Im Vordergrund steht die warmherzige und einladende Natur der Mauritier. Sie sind die freundlichen Gesichter unserer Kampagne. Die Menschen auf Mauritius sind vielfältig, offen und sorgen dafür, dass sich jeder Gast wie zu Hause fühlt.

Feel our island energy

Connect to the life, pulse,
and calming pause.

The scenery, the smiles.

Inviting you to be in a Mauritius moment,
every moment.

Spüre die Energie unserer Insel

Spüre das Leben, den Rhythmus und
halte für einen Moment inne.

Werde eins mit der Natur und lass dich
vom mauritischen Lächeln
verzaubern.

Erlebe Mauritius in jedem Moment.

The Campaign copy (B to C) / English

Feel our island energy

Feel the life, pulse and energy of Mauritius!

Calming, euphoric, curious, adventurous. It's a place to embrace every energy.

Mauritius is big enough for extraordinary adventures and small enough to do it all in one holiday. So, come and hike through National Parks with a local guide, climb mountains, taste food influenced by every community on the island or slow down and pause during a yoga session at sunrise.

Our diverse and inclusive island is the perfect destination for authentic interactions and meaningful experiences. We are ready to welcome you and show you why life in Mauritius is so special.

The Campaign copy (B to C) / German

Spüre die Energie unserer Insel

Spüre das Leben, den Rhythmus und die Energie von Mauritius!

Beruhigend, euphorisch, neugierig, abenteuerlustig. Mauritius ist der Ort für all diese Emotionen.

Mauritius ist groß genug für außergewöhnliche Abenteuer und klein genug, um alles in einem Urlaub zu erleben. Besuche also Mauritius und wandere mit einem lokalen Guide durch Nationalparks, erklimme Berge, probiere die Gerichte, die von den vielfältigen Kulturen auf der Insel beeinflusst wurden, oder nimm dir bei einer Yoga-Sitzung bei Sonnenaufgang Zeit für dich.

Unsere vielfältige und integrative Insel ist das perfekte Ziel für authentische Interaktionen und einzigartige Erfahrungen. Wir freuen uns darauf, dich willkommen zu heißen und dir zu zeigen, warum das Leben auf Mauritius so besonders ist.

IDENTITY OF THE CAMPAIGN

The Campaign logo

Portrait version

Feel

our island
energy

Spüre

die Energie
unserer Insel

The Campaign logo

Landscape version

Feel our island energy

Spüre die Energie unserer Insel

Supporting logos

Evolution of the MAURITIUS NOW logo



#MAURITIUS
now



mauritinow.com

As from 15 March 2023, please use the new **mauriti**now.com logo.

Supporting logos

The Mauritius logo and mauritiusnow.com address should be used to support and endorse the campaign logo.



mauritiusnow.com

The Campaign fonts

Main Typography

Barlow

BARLOW
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
BARLOW MEDIUM / BARLOW BOLD

Secondary Typography

Fusterd Brush

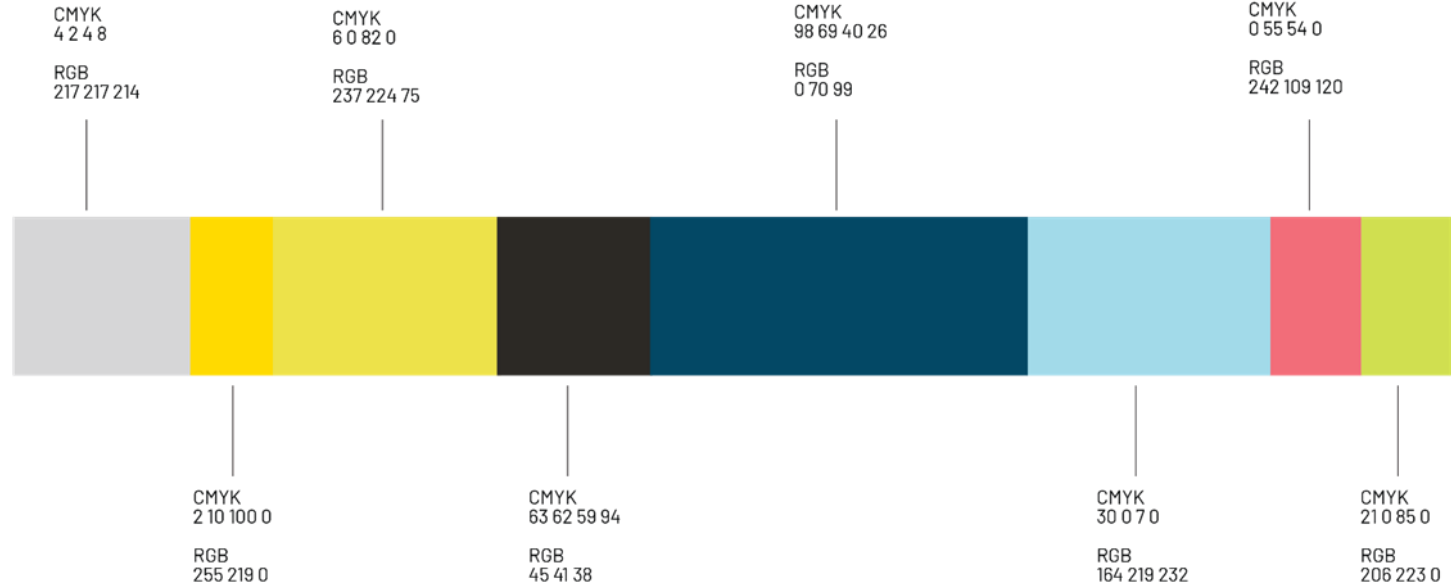
Fusterd Brush
ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

The brand identity is made up of two different typographies to reflect a neat, modern and vibrant look.

Barlow is the main typography and can be used for body texts.

Fusterd Brush as a secondary typography for titles or key words.

The Campaign colours



Colours applications > Mauritius

The different examples on this page illustrate the way the logo can be used on colour blocks and over imagery.



Logo guidelines

The different examples on this page illustrate a non-exhaustive list of incorrect usage of the logo.

It should not be reproduced in any way that does not match the exact specifications in this campaign toolkit.



Do not
create new composition



Do not
add new element



Do not
Break logo composition



Do not
use any colours other than
those permitted



Do not
rotate



Do not
distort



Do not
Skew or stretch



Do not
fill with patterns or image unless
given approval



Do not
use outline or frame

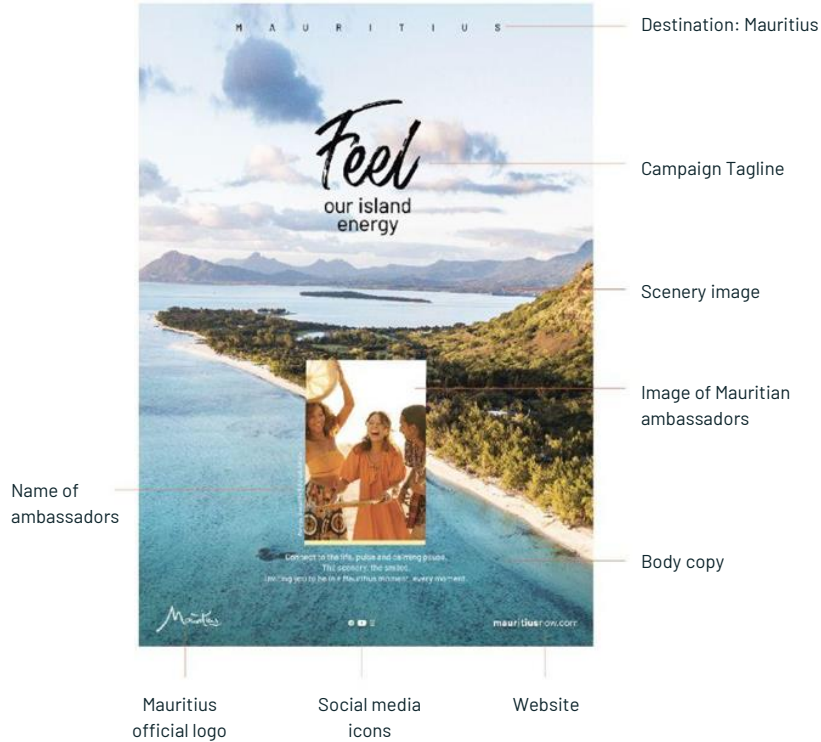
Colours applications > Feel our island energy

The different examples on this page illustrate the way the logo can be used on colour blocks and over imagery.

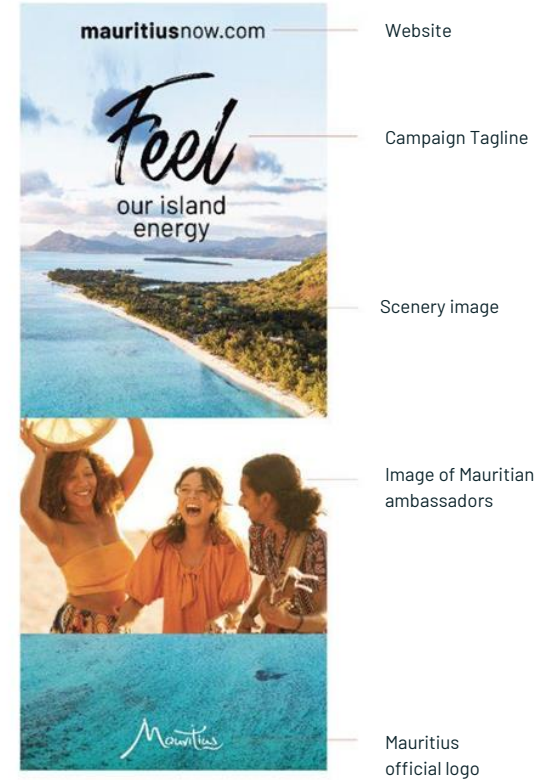


Layout

Print advert A4

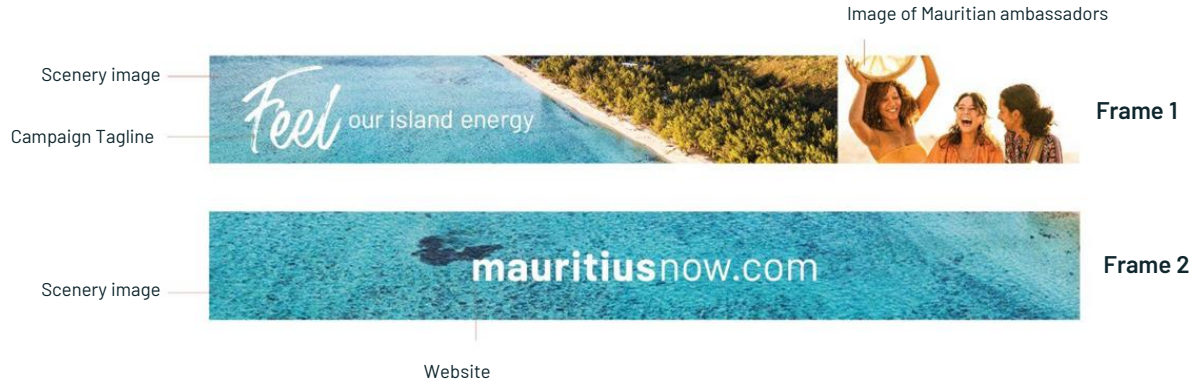


Roll up Banner



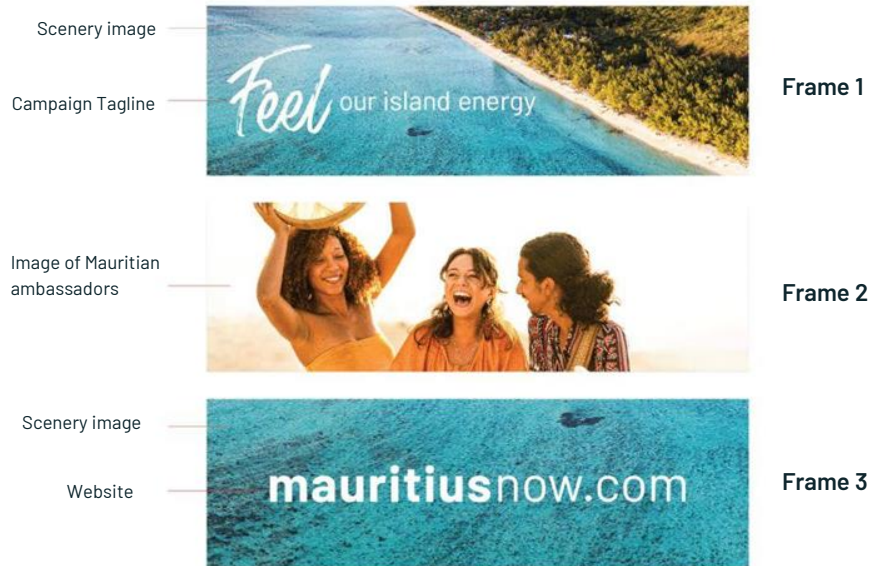
Layout

Animated online banner (728x90px)



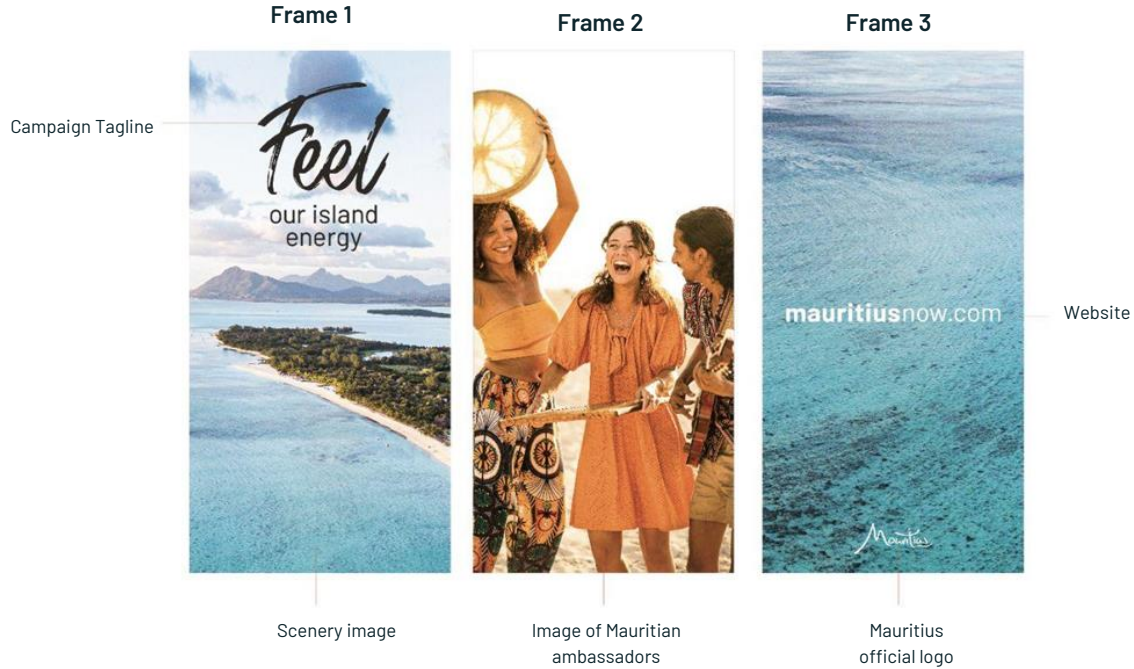
Layout

Animated online banner (320x100px)



Layout

Animated online banner - portrait (300x600px)



PRINT ASSETS

Print advertising
Roll-up banners

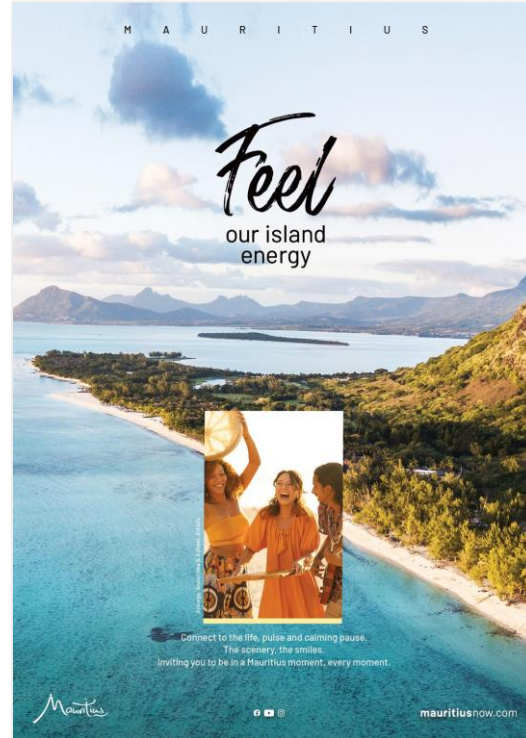
Print adverts

This is the main visual advert for the campaign

This is our main campaign advert in A4 size, showing the incredible scenery of Mauritius, a beautiful stretch of beach and the locals that bring the island's energy to life!

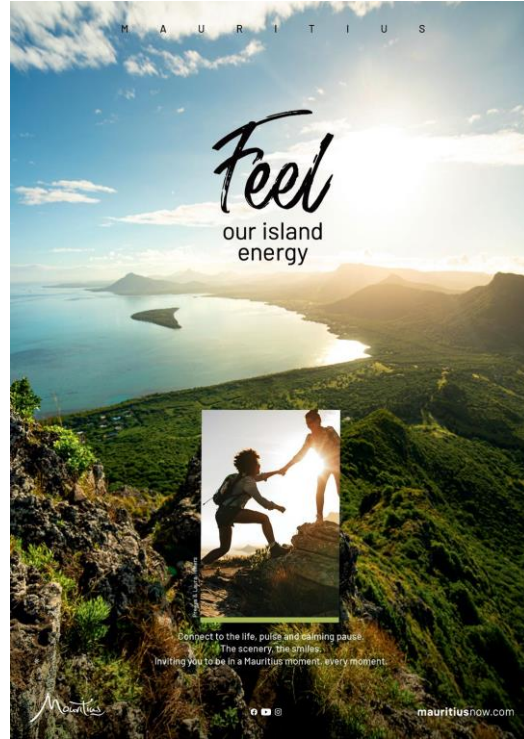
All print adverts are available in English, French and German.

NOTE: If you require another size or format, open files are available in the folder. Alternatively, contact head office.



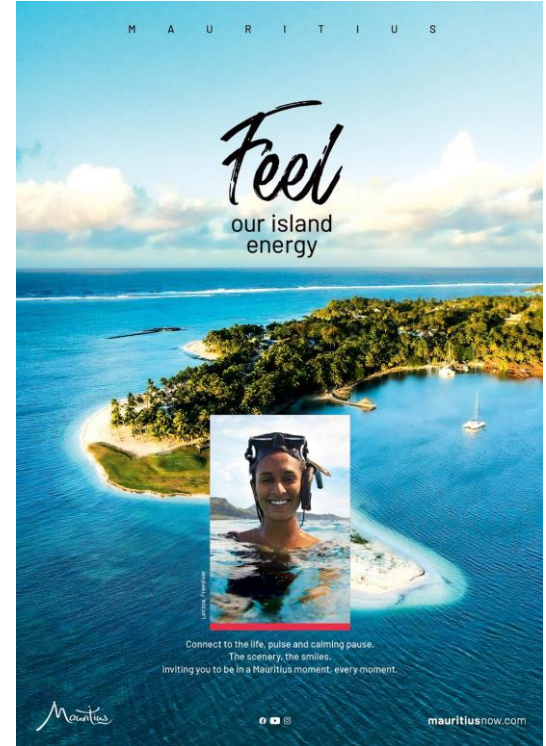
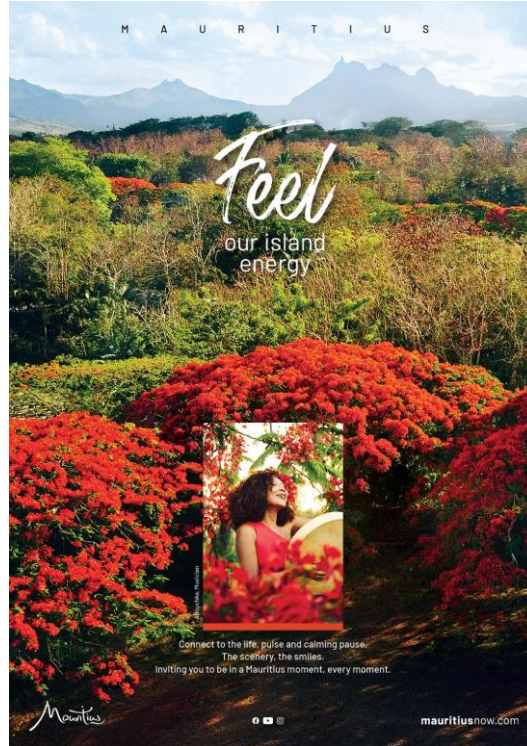
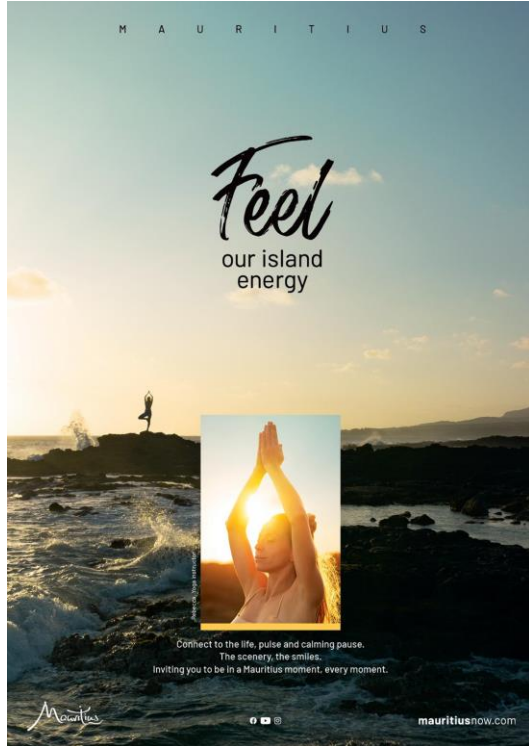
Print adverts

These secondary adverts can be used to target different audience segments.



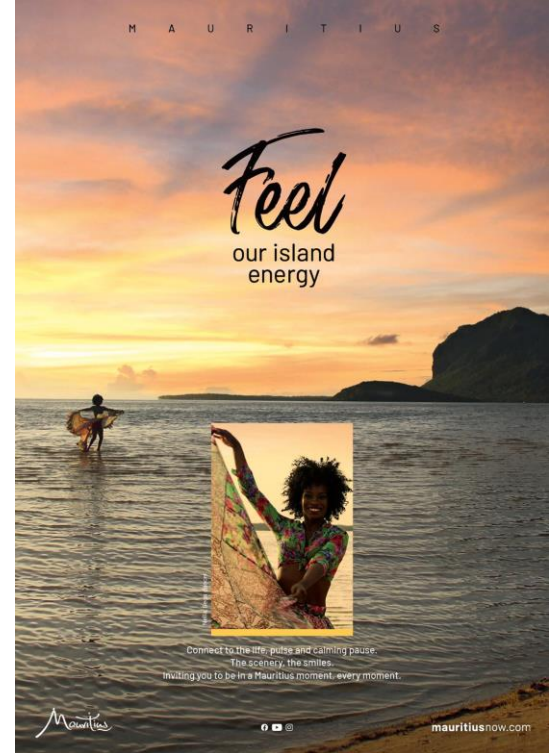
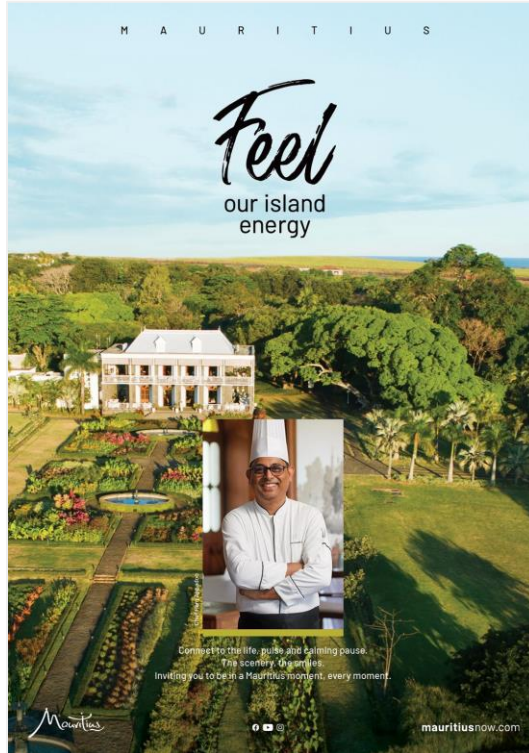
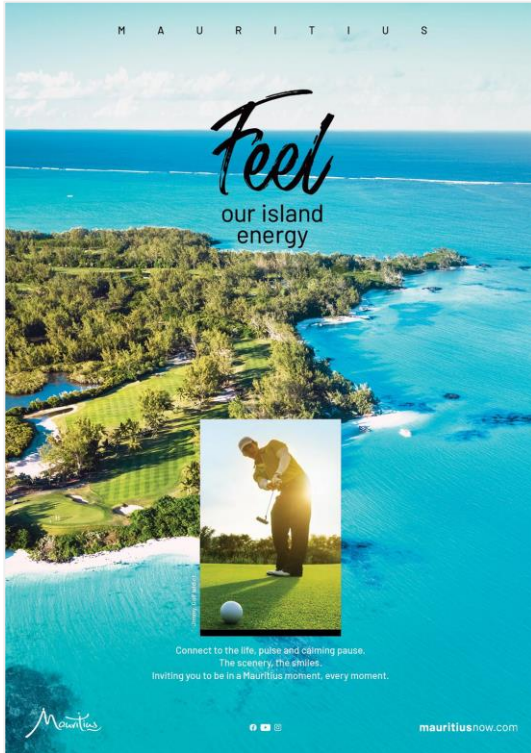
Print adverts

These secondary adverts can be used to target different audience segments.



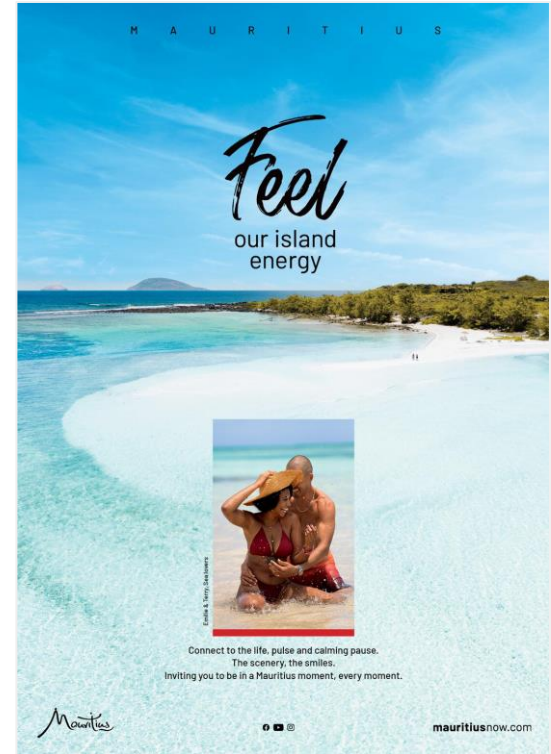
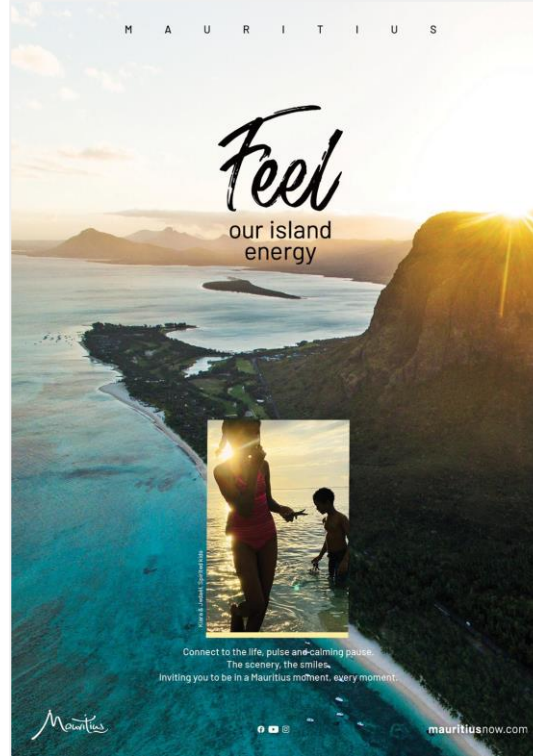
Print adverts

These secondary adverts can be used to target different audience segments.

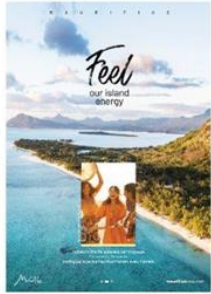


Print adverts

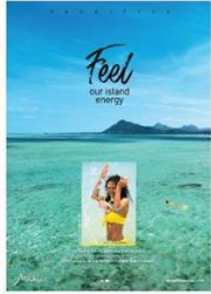
These secondary adverts can be used to target different audience segments.



Campaign Visual Reference



1



2



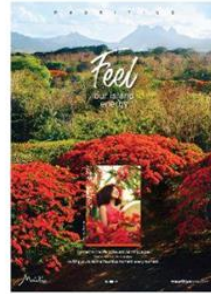
3



4



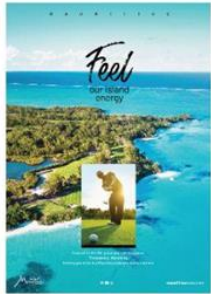
5



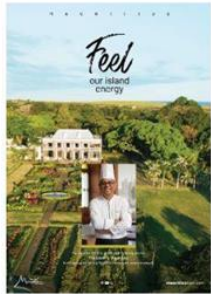
6



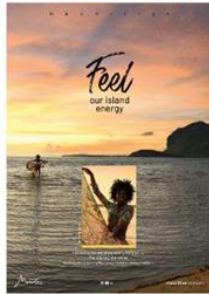
7



8



9



10



11



12



13

Roll-up banners

This is our main roll-up banner, in 800x2000mm size.
All print adverts are available in English, French and German.

NOTE: If you require another size or format, open files are available in the folder.
Alternatively, contact head office.



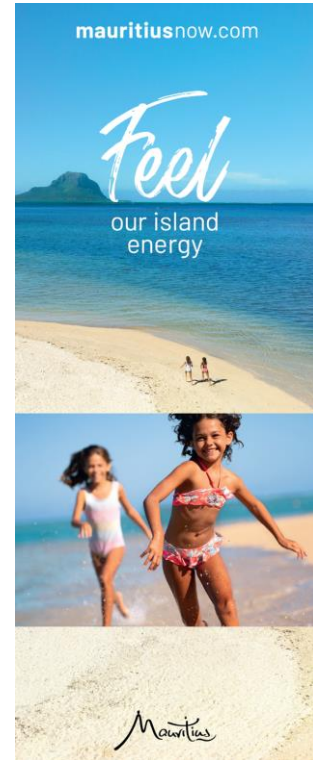
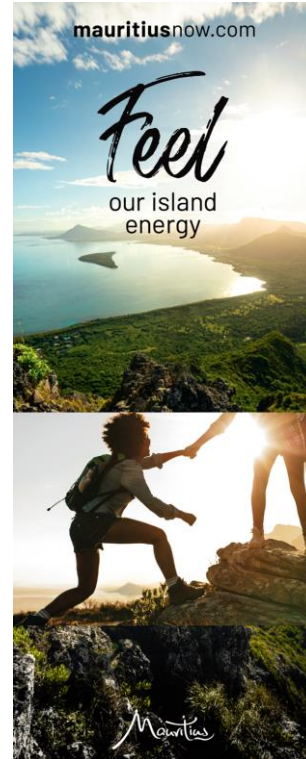
800x2000mm

Roll-up banners

These secondary roll-up banners, in 800x2000mm size, can be used to target different audience segments.

NOTE: If you require another size or format, open files are available in the folder. Alternatively, contact head office.

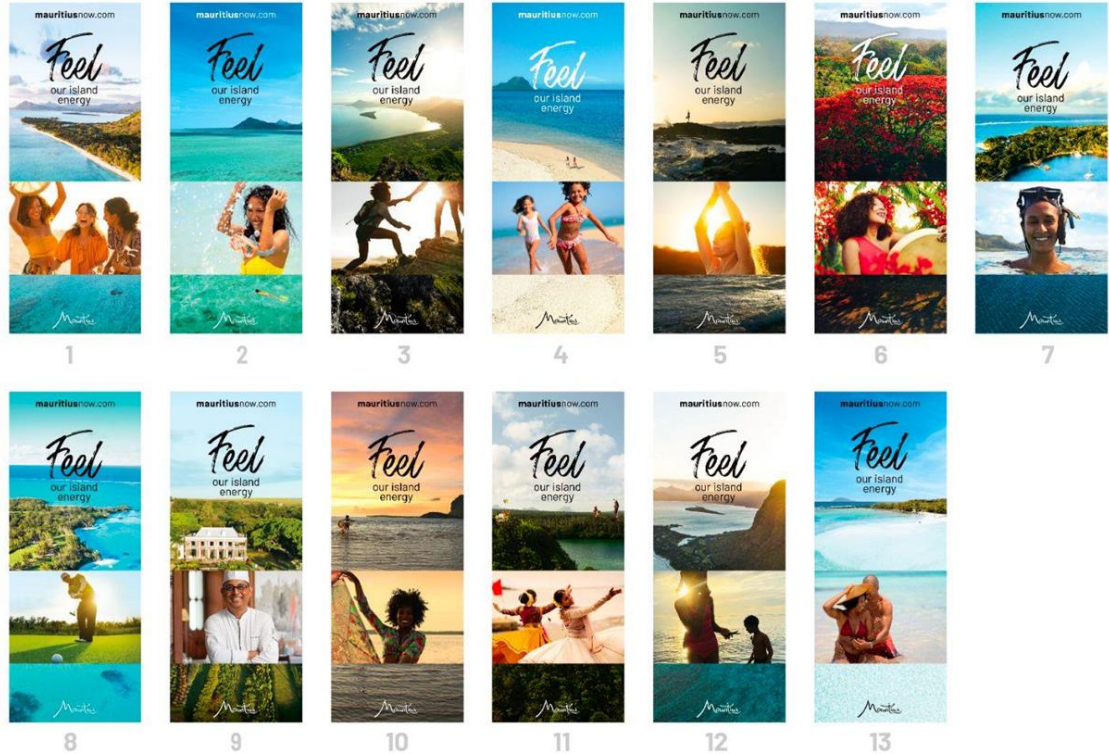
800x2000mm



Roll-up banners

These roll-up banners, in 800x2000mm size, can be used to target different audience segments. All print adverts are available in English, French and German.

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DIGITAL ASSETS

Email footers
Animated online banners
Social media
Videos

Email footers

We encourage you to use this animated banner on your email signature throughout the campaign.
We recommend linking to mauritiusnow.com



NOTE: All email footers are available in English, French and German.

Animated online banners

There are 4 versions of a digital online banner in 3 formats. These can be used for Google, web and social advertising. Please link to the Mauritius Now website.

All online banners are available in English, French and German.

NOTE: If you require another size or format, open files are available in the folder. Alternatively, contact head office.



300x600px



320x100



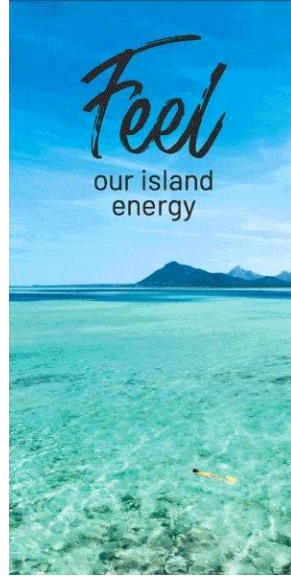
728x90px

Animated online banners

There are 4 versions of a digital online banner in 3 formats. These can be used for Google, web and social advertising. Please link to the Mauritius Now website.

All online banners are available in English, French and German.

NOTE: If you require another size or format, open files are available in the folder. Alternatively, contact head office.



300x600px



320x100



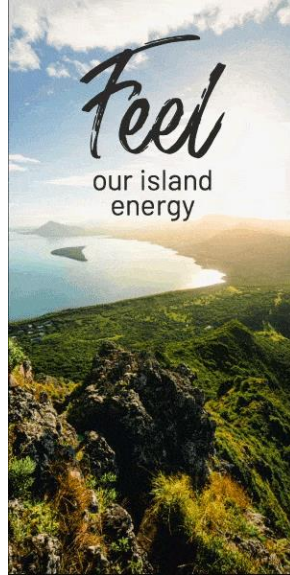
728x90px

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300x600px



320x100



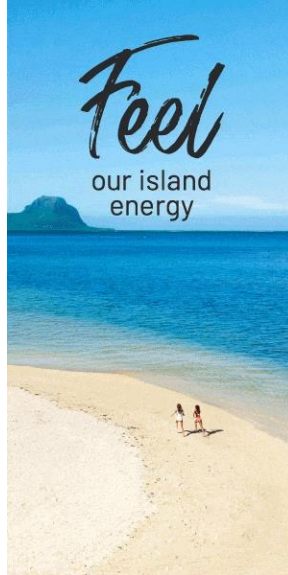
728x90px

Animated online banners

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300x600px



320x100



728x90px

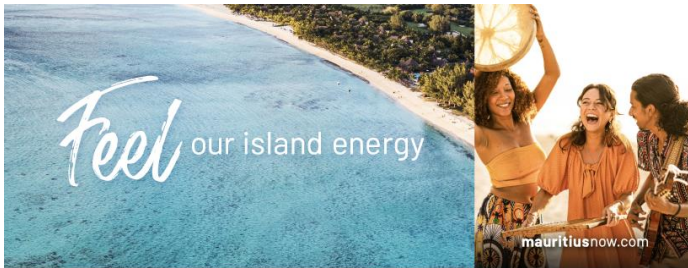
Social media

Facebook profile and covers

Mobile cover:
640x360px



Desktop cover :
820x312px



Profile picture for
MTPA accounts



NOTE: All email footers are available in English, French and German.

Social media

Instagram icons

Profile picture for
MTPA accounts



Instagram highlight covers

Main campaign video

Share and promote our main video, which encapsulates the **Feel our island energy** campaign!
It is currently available in English, French and German and in the following lengths and formats:

- **1 min 30 seconds**
16:9 - mp4 & 4k for the web, YouTube and presentations
9:16 - mp4 for social media - post
- **30 seconds**
9:16 - mp4 for social media - Reels & stories
16:9 - mp4 & 4k for the web and YouTube
TV commercials - please contact us for specific lengths and formats.

Usage rights

- Anyone can download and use the main campaign video when promoting tourism in Mauritius
- The video must not be edited or repurposed and must contain the end frames, including the [mauritiusnow.com](https://www.mauritiusnow.com) website address.
- If you need a different length or edit, please contact head office



Destination discovery videos

Throughout the year, we will be producing new videos for you to use and share. These will be saved within the campaign kit when they are ready.

In the meantime, you can continue to share our existing videos, including:

Flyover videos

- Our wild sides
- Mountain bike trails
- Kayak & paddle tours
- Golf courses
- Flyover a selection of offshore islands and beaches

Best of (vlog style)

- Northern islands
- Hikes and waterfalls in Mauritius
- Family Activities
- Beaches

Discovery Video

- Wellness holidays
- Weddings in Mauritius
- Ile aux Aigrettes island nature reserve
- Entertainment scene
- Diving Snake Reef

Culture / Portraits

- Travelling with Kids
- Diwali
- Discover the Ravane with Sarasvati
- Discover Nou Ti ZII Annega Mauritius Singer

Local Portraits

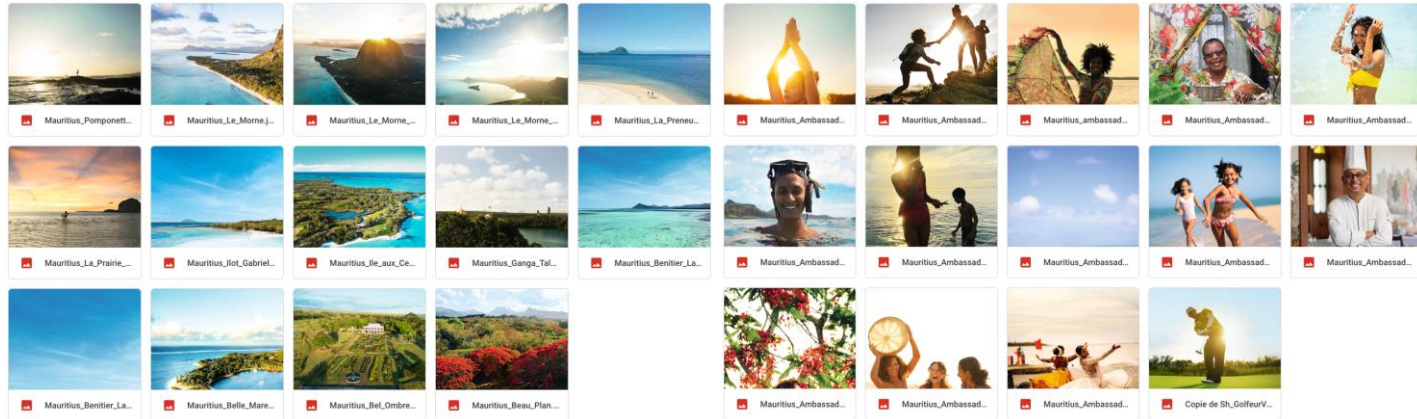
- See Mauritius through the eyes of the locals. A series of 16 portraits

DESTINATION IMAGES

Campaign Images

We have two folders within the campaign kit.

Use our **campaign images** for press and trade marketing when communicating about our campaign. Our images of our island ambassadors (locals) are often accompanied by a matching landscape shot. All campaign images have full rights.



Destination images gallery

The **destination images gallery** will help you with promoting the island and different holiday types in Mauritius.

We have full rights to these images, so anyone can share them if directly promoting Mauritius. More images will be added throughout the year.

Images within the gallery include:

- Scenery (which includes sea and nature)
- Culture (from Sega to architecture)
- Food (from street food to gastronomy)
- Family images
- Couples (including weddings)
- Activities (from sea to land activities and the main attractions on the island)
- Golf

PRESS KIT

COMING SOON

Our press kit will help you learn all about Mauritius.

Our Mauritius guide delves into the island's beaches, culture, nature, family holidays, weddings, MICE, adventurous activities and wellbeing escapes. It is a fantastic reference point for promoting the island.

Inside, you'll find:

- About Mauritius quick view
- How to download images, videos and more
- Mauritius guide
- PR contact details for Mauritius

ASSET LINKS

Links to assets

Drive Links for Downloads

All assets are available in English, French and German.

BRAND IDENTITY

Campaign logos
Fonts

PRINT ASSETS

Print A4 adverts
Roll-up banners

PRESS KIT

Campaign images
Image gallery

IMAGES

Campaign images
Image gallery

DIGITAL ASSETS

Email footer
Animated online banners
Social media assets
Videos

THANK YOU!

mauritusnow.com