Elements in the curved band

The elements indicated here must be included in all Goa advertisements.

**Kenna this, kenna that!**

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam urna mauris, dignissim sed cursus sed, porta quis metus. Nullam vel est eget odio ultricies

**Goa ambigram identity**

**Headline**
Londrina Book Regular 32pt
Leading 38pt

**Gradient**

**Call to Action units**
(Website url, Twitter handle and Facebook address)

**Body Copy**
Open Sans Regular 11pt
Leading 13pt

*Point size should not be less than 7pt*
Usage of the curved band and the width of the 'Incredible India' logo in a vertical ad (one image)

The width of the Incredible India logo and the Goa ambigram identity must be the same.

Kenna this, kenna that!


Leave one cm on all four sides: no text or design element can enter this space.
Curved band: vertical ad with two images

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam urna mauris, dignissim sed cursus sed, porta quis metus. Nullam vel est eget odio ultricies

www.goair.com  @GoairIndia  officialgoair.com
Curved band: Possible positions

The curved band can appear at the top, in the centre or at the bottom. In this set, the band appears from left to right, tapering up.
Curved band: Possible positions

The curved band can appear at the top, in the centre or at the bottom. In this set, the band appears from left to right, tapering down.
Curved band: Possible positions

The curved band can appear at the top, in the centre or at the bottom. In this set, the band appears from right to left, tapering up.
Curved band: Possible positions

The curved band can appear at the top, in the centre or at the bottom. In this set, the band appears from right to left, tapering down.
Kenna this, kenna that!

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus mauris, dignissim sed, cursus sed, porta quis nunc. Nullam vel est eget sodi uhrides.
Kenna this, kenna that!
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam ut massa, dignissim sed mauris sed, porta quis malesuada. Nullam vel lectus eget odio ultrices.
Leave two cms in the spine of the double spread ad
(one cm on each page of the ad as indicated above)
Curved band: double spread ad with two images
Curved band: strip ad with one image, strip ad with two images

Kenna this, kenna that!
Lorem ipsum dolor sit amet, consectetur adipiscing elit.

www.go-turnm.com

@go5turnm
@go5turnm

Open Sans
Condensed
Light 6pt

Londrina Book
Regular 12pt
Leading 13pt

Open Sans
Regular 7pt
Leading 10pt

Width of the logo

Leave 0.5 cm on all four sides: no text or design element can enter this space.

0.5 cm

0.5 cm

0.5 cm

0.5 cm
Curved band: ad with more than two/multiple images

Please stick to a single visual / two visuals in all Goa press ads.

You may use multiple images / more than two images only as an exception.

Here are two examples of ads with multiple images (THESE ARE INDICATIVE. DO NOT REPLICATE THESE.)
Curved band: ad with more than two/multiple images (Example one)
Curved band: ad with more than two/multiple images
(Example two)
Kenna this, kenna that!

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam urna mauris, dignissim sed cursus sed, porta quis metus. Nullam vel est eget odio ultricies
Copy-related guidelines

a) Stick to the ‘Kenna’ approach in the headline.

The text after ‘Kenna’ must be about Goa’s contrasts.

Example: Kenna Rough, Kenna Smooth, for two contrasting visuals:
river-rafting (rough) and boating (smooth).

In case the brief of the press ad does not provide scope for contrasts, the text after ‘Kenna’ must be about two sides of Goa
(which are not necessarily contrasting).

Example: Kenna Old, Kenna Older, for two sides of Goa:
an old fort (built in, say, the 16th century) and an even older fort (built in, say, the 14th century).

b) The copy in strip press ads must not exceed two lines (due to the lack of space);
the copy in all other press ads must not exceed not five lines.
Copy-related guidelines

c) The following explanation of the word 'Kenna' is mandatory at the bottom of every press ad:

'Kenna' is a Konkani word that means 'sometimes'. It stands for Goa's many contrasts, outside you and inside you.