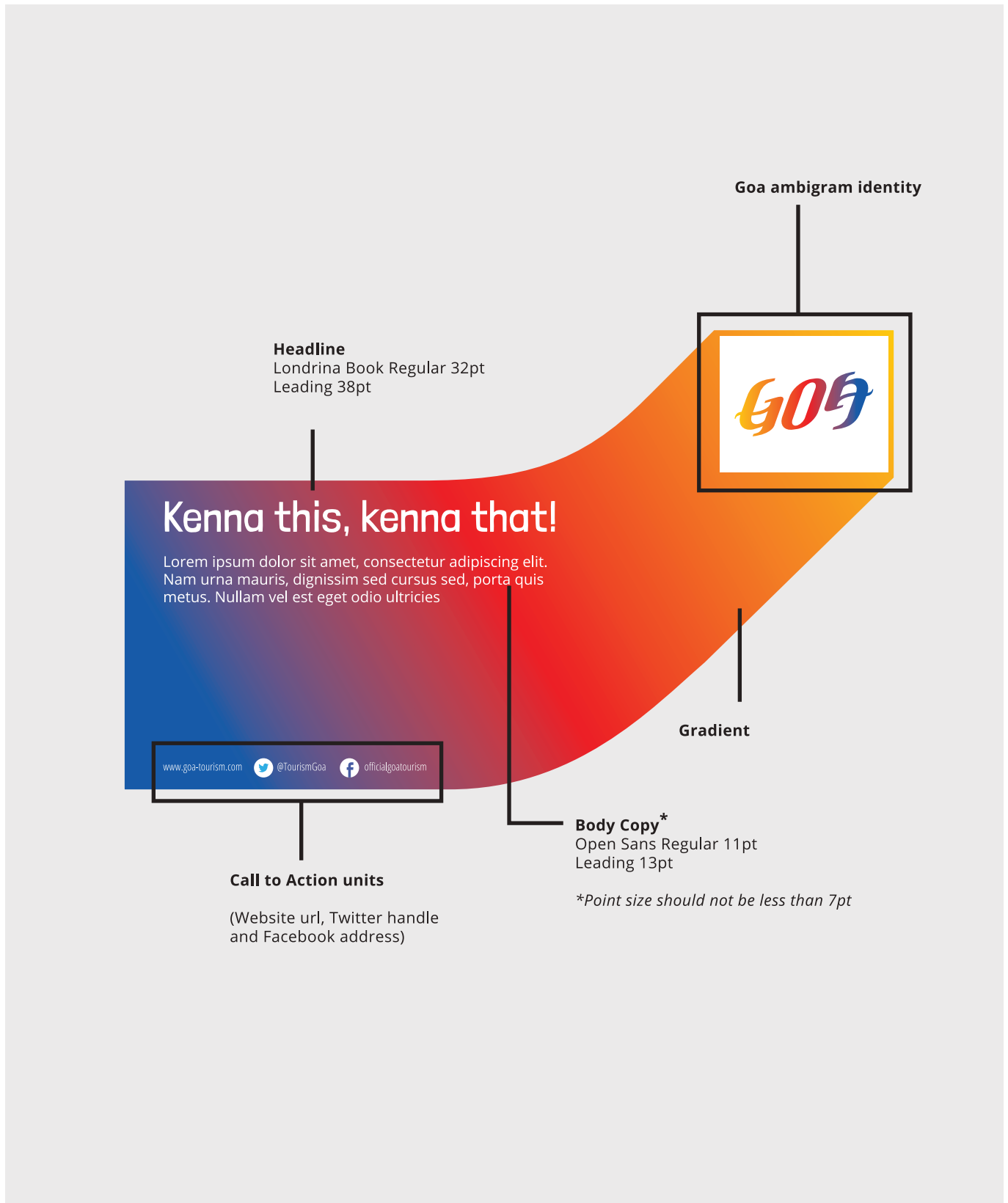


Elements in the curved band

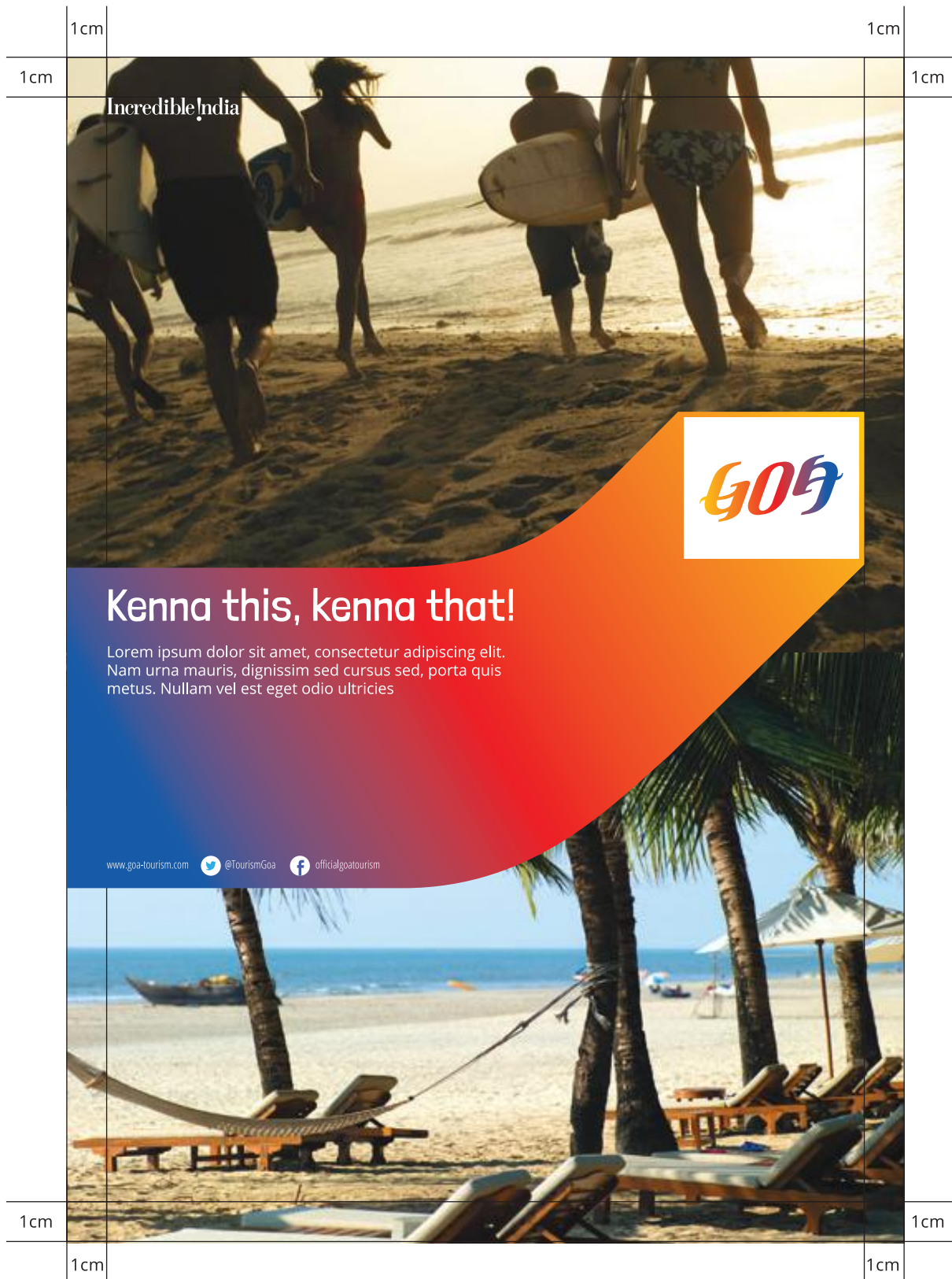
The elements indicated here must be included in **all** Goa advertisements.



Usage of the curved band and the width of the 'Incredible India' logo in a vertical ad (one image)

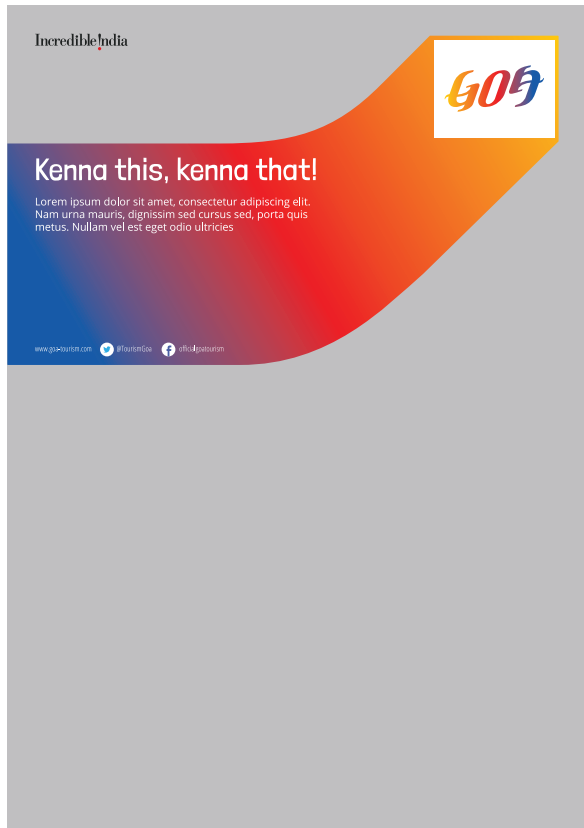


Curved band: vertical ad with two images



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.



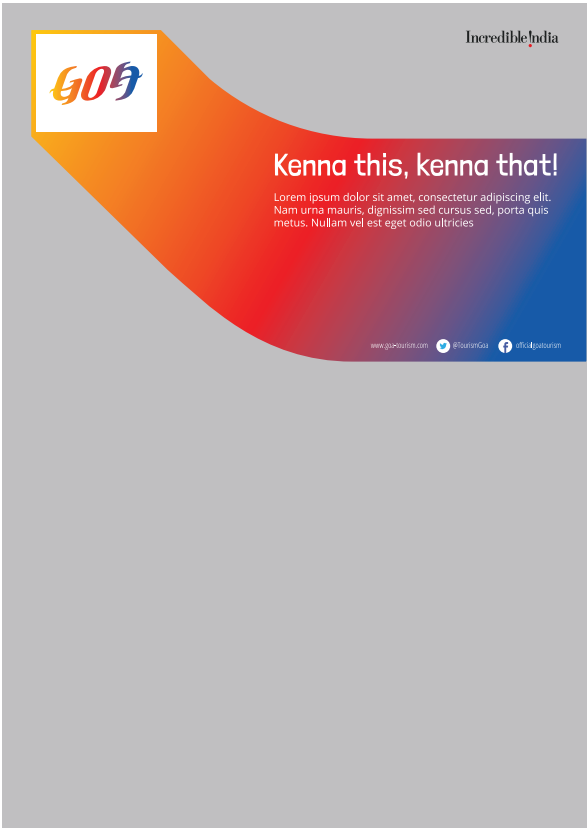
Curved band: Possible positions

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.



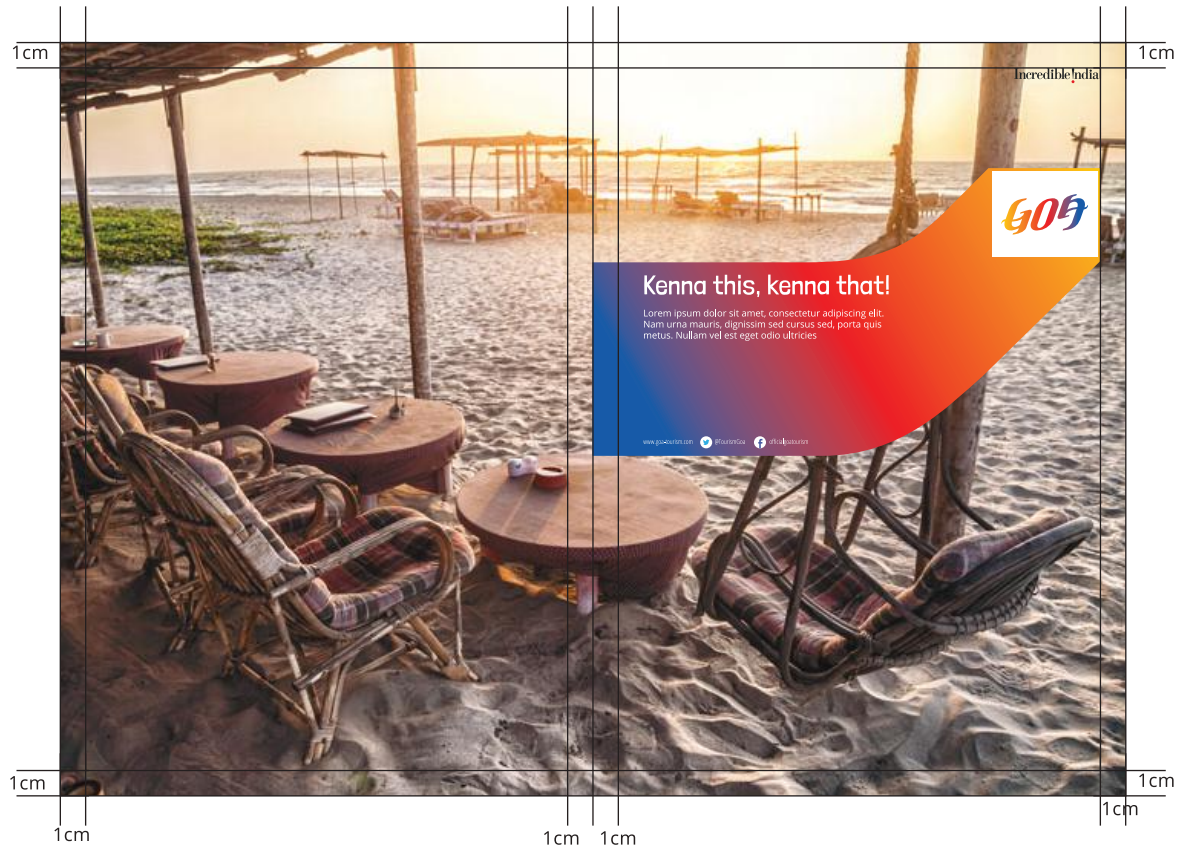
Curved band: horizontal ad (one image)



Curved band: horizontal ad with two images

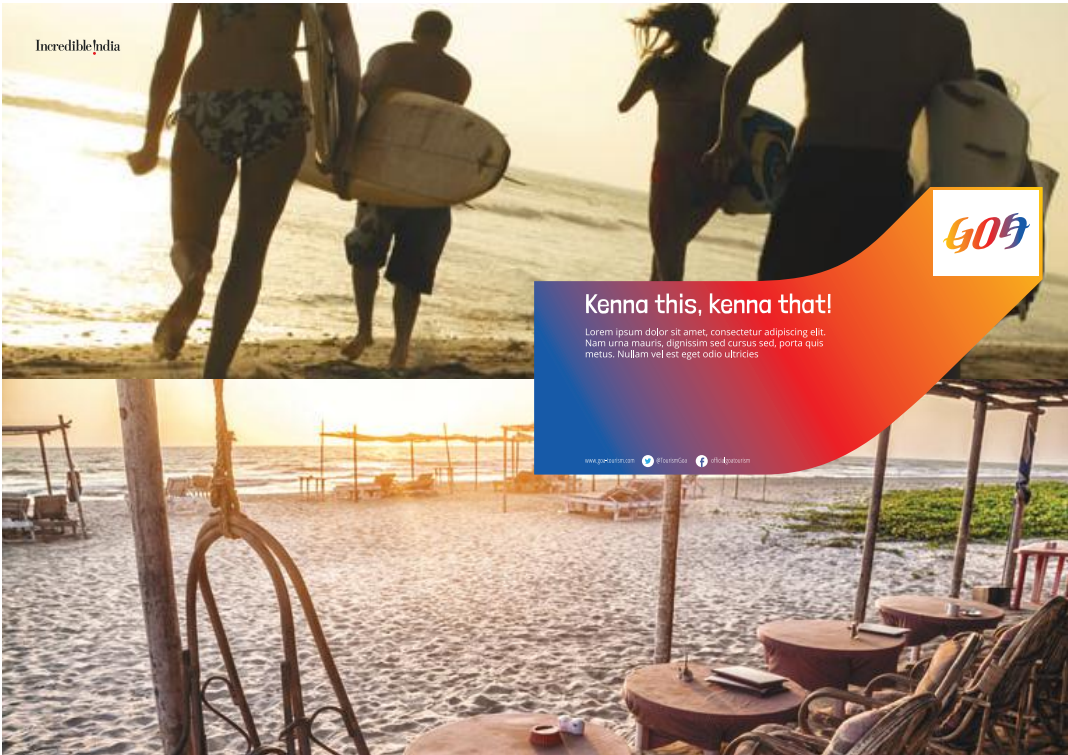


Curved band: double spread ad (one image)



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



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)

Incredible!ndia

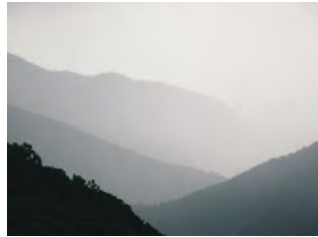
Serene green



Wild charcoal



Moody grey



Deep blue



Mysterious black



Fiery red



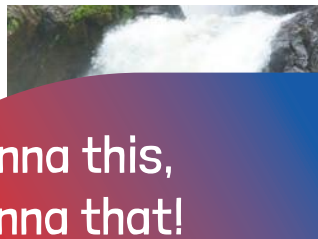
Earthy brown



Bright pink



Pure white



Serene green



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

www.goa-tourism.com

[@TourismGoa](https://twitter.com/TourismGoa)

[officialgoatourism](https://www.facebook.com/officialgoatourism)

GOA

Curved band: ad with more than two/multiple images (Example two)

Incredible India



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

www.goa-tourism.com [@TourismGoa](https://twitter.com/TourismGoa) [officialgoatourism](https://www.facebook.com/officialgoatourism)

Goa

Curved band: No images, only text



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

www.goa-tourism.com  [@TourismGoa](https://twitter.com/TourismGoa)  [officialgoatourism](https://www.facebook.com/officialgoatourism)

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.