



AMERICAN TOURISTER BRAND BOOK

JUNE 2017



POSITIONING STATEMENT

All fun has one thing in common: it happens when life's burdens large and small lift from your mind. When you can trust that you and your stuff will get to wherever the fun is happening, in style and in one piece, you will be free to have all the fun you deserve.

With more than 80 years of
experience helping people
get more fun out of travel,
American Tourister has earned
its place in the backseats, train
cars, and overhead bins of
fun-seekers everywhere.

**AMERICAN TOURISTER.
TRUSTED ALL OVER THE
WORLD SINCE 1933.**

OUR BIRTHDAY!

Other fun 1933 birthdays: Gene Wilder, Willie Nelson & James Brown.

1933



1945

HI-TAPER LUGGAGE INTRODUCED.

Our tapered luggage was lighter, easier to pack, and like hi-tapered jeans in the '80s, it was really cool at the time.

SHA-BOP BAA-BAG.

Doo wop and molded luggage take the world by storm. Guess which one we were the masterminds behind? (Hint: we're terrible singers.)

1950



WE SHOW OUR SOFT SIDE.

Ah, the '80s. Hair got higher, music got cheesier, and luggage got...softer. Along with our many innovations in hardside luggage, AT responded to the shift in demand for softside, durable bags.

1980



1970

WE GO APE!

What's the most fun way to show how tough our bags are? Duh, have a gorilla beat on them! Bonus points if that gorilla wears a cute little cabby hat.

FUN NEVER GETS OLD.

We recently launched our new tagline "Trusted All Over The World Since 1933" to remind everyone of our heritage. And other than reliable luggage, there's something else that's always been a part of our culture; fun. What better way to connect with people than to create a marketing campaign that celebrates the timelessness and vibrancy of good times. Because we all know "Fun Never gets old."

2017



2012

PACK MORE FUN.

New century, new colors. We decided it was time to leave behind "Gorilla tested, travel tough" and make fun our motto, so we launched our most colorful bags yet, alongside a new tagline, "Pack More Fun."

2012

APPROVED BY WALT.

In October 2012, American Tourister was made the proud Official Luggage of **Walt Disney World®** and **Disneyland®** Resorts.



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FUN NEVER GETS OLD.

We celebrate the persistence of fun across time and cultures. Certain things simply have always been fun and always will be.

CLASSIC. HAPPY-GO-LUCKY. RELAXED. TIMELESS. CONFIDENT.





WE LOVE WHAT WE LOVE AND DON'T CARE WHAT ANYONE ELSE THINKS.

WE'RE THE FIRST ONES IN THE POOL AND THE LAST TO TOWEL OFF.

WE ARE FAMILY PEOPLE AND LOVE INCLUDING EVERYONE IN THE FUN.

WE'RE THE KID WHO ALWAYS ASKED IF WE COULD HAVE CLASS OUTSIDE.

WE ARE ETERNAL OPTIMISTS.

WE DANCE TO THE BEAT OF OUR OWN BONGOS.

WE ARE OPEN-MINDED, APPROACHABLE AND FRIENDLY.

EVEN AFTER A LONG FLIGHT.

WE LOVE THE LIGHTER SIDE OF LIFE.

WE'LL NEVER GROW UP, BUT WE AREN'T CHILDISH OR IMMATURE.

WE AREN'T CONDESCENDING OR ALOOF.

OUR SMARTS AREN'T OUR ONLY CALLING CARD.



MEET FILIPE
The Fast Lane Traveler

He's the one whose Instagram feed constantly has you asking "Where is he now?" Between friends getting married left and right and his own "before I turn 30" bucket list, Filipe is constantly hitting the road or jetway to chase down his next beach weekend, bachelor party, client meeting or obstacle race—and documenting every moment along the way. Aah, to be 28 again.



SAY HELLO TO DARBY
The Merging Traveler

With an active family, busy job, and full home life, Darby's weekends aren't the same open-ended questions they used to be. The few times a year that she travels, she likes to be in the driver's seat, literally and figuratively—she wants to ensure the challenges of travel are always worth the effort. As much as she travels for family, she continues to seek out new destinations—even if just to daydream about.

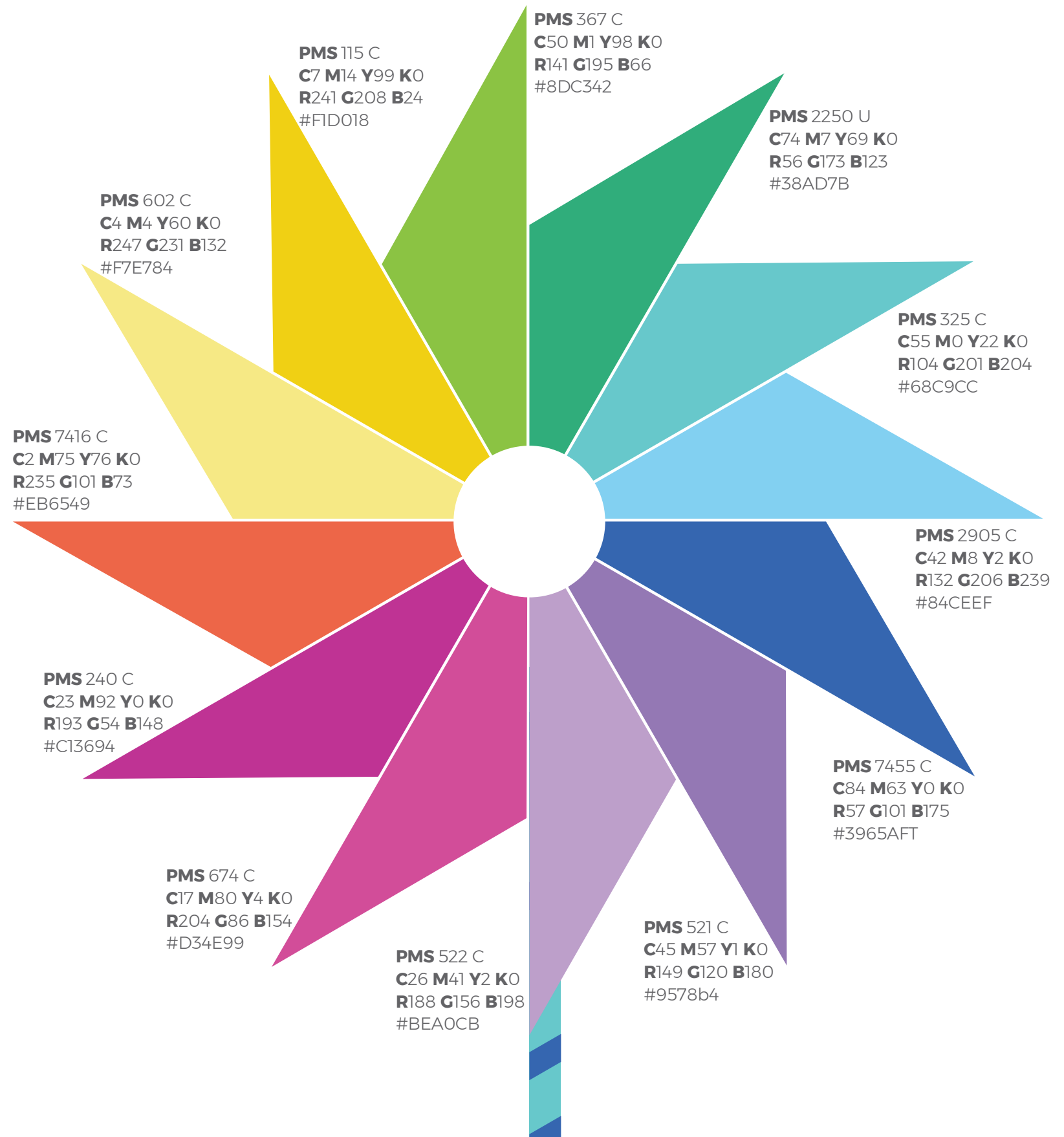
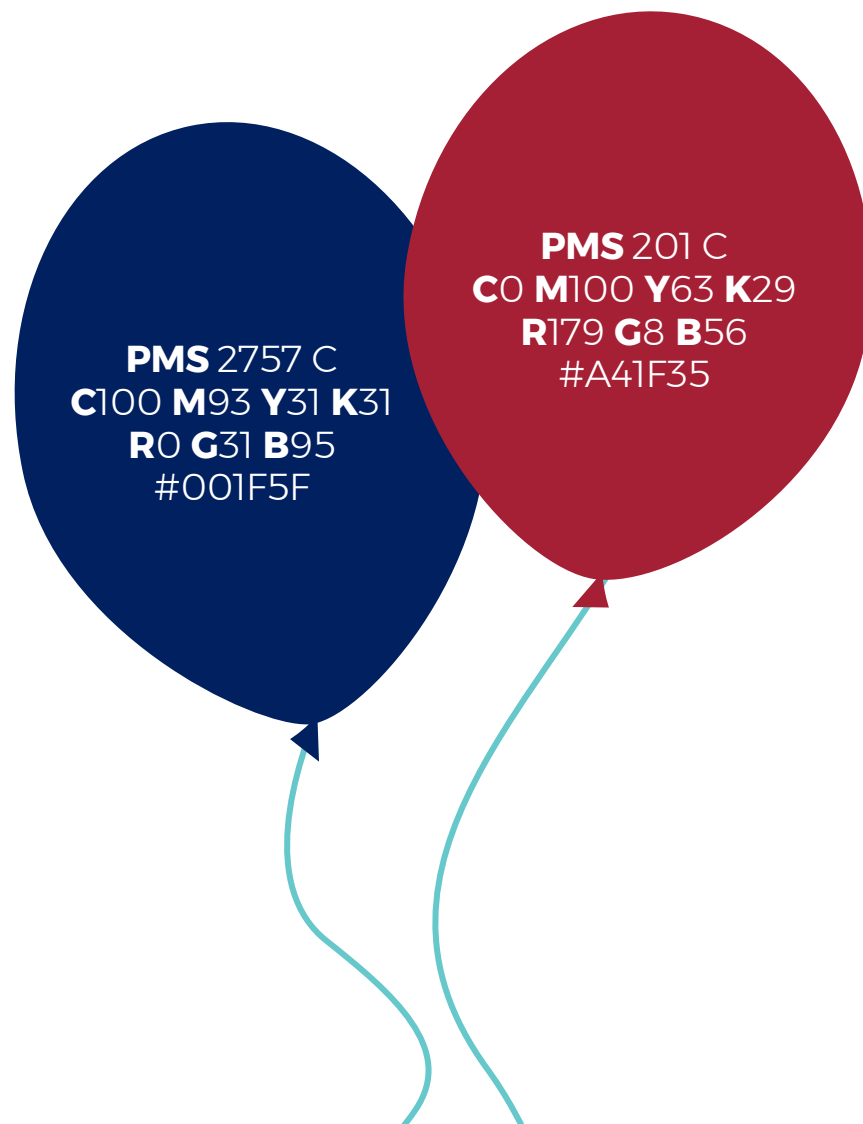


THIS IS CARA
The Cruise Control Traveler

Cara knows that a sense of humor goes a long way in traveling with her husband and young twins. By embracing the chaos, they've learned how to get from Point A to Point B in one piece several times a year when visiting eager out-of-town grandparents. There's no travel trick in the book they won't employ to keep everyone smiling.

COLOR

The core brand colors are accented by 12 energetic, vibrant, and youthful secondary colors that capture the essence of fun.



HEADLINES / SUBHEADS

BRANDON GROTESQUE

BOLD | BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

ARCHED HEADLINE

STRAIGHT ON HEADLINE

BODY COPY

Montserrat

Light | Regular | Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

The old posters and signs in the traditional Montserrat neighborhood of Buenos Aires inspired the design of this typeface and rescued the beauty of urban typography that emerged in the first half of the twentieth century.

Designed by Julieta Ulanovsky.

CORRECT



INCORRECT

Alterations to the logo, such as color changes or the removal of main elements aren't permitted.



LOGO & TAGLINE LOCKUPS



**TRUSTED ALL OVER
THE WORLD SINCE 1933.**

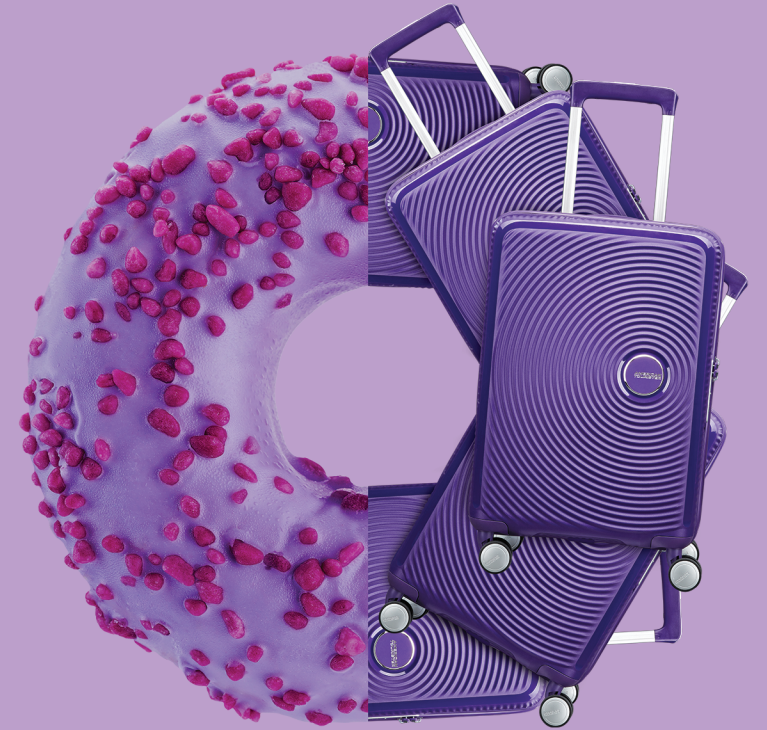
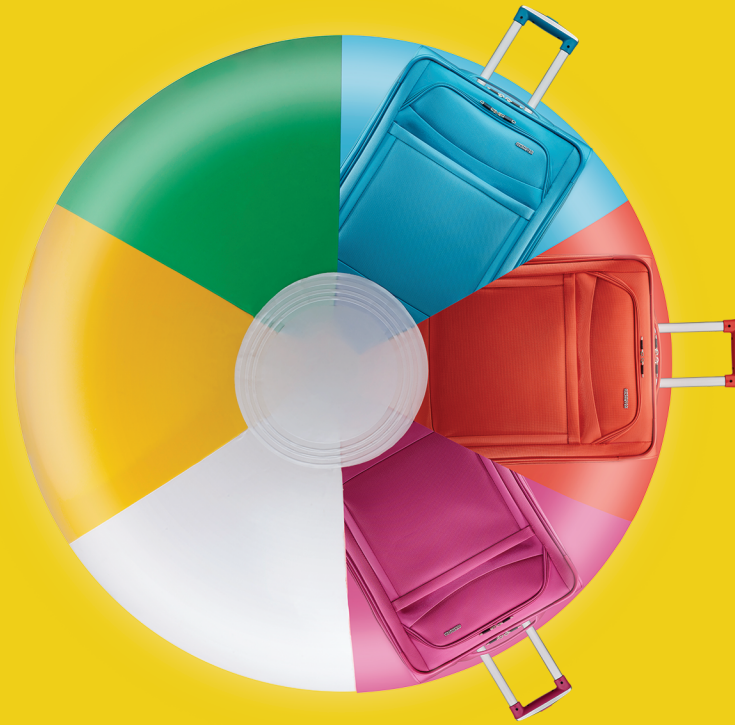


**TRUSTED ALL OVER
THE WORLD SINCE 1933.**

The tagline may be used beneath or alongside the logo.

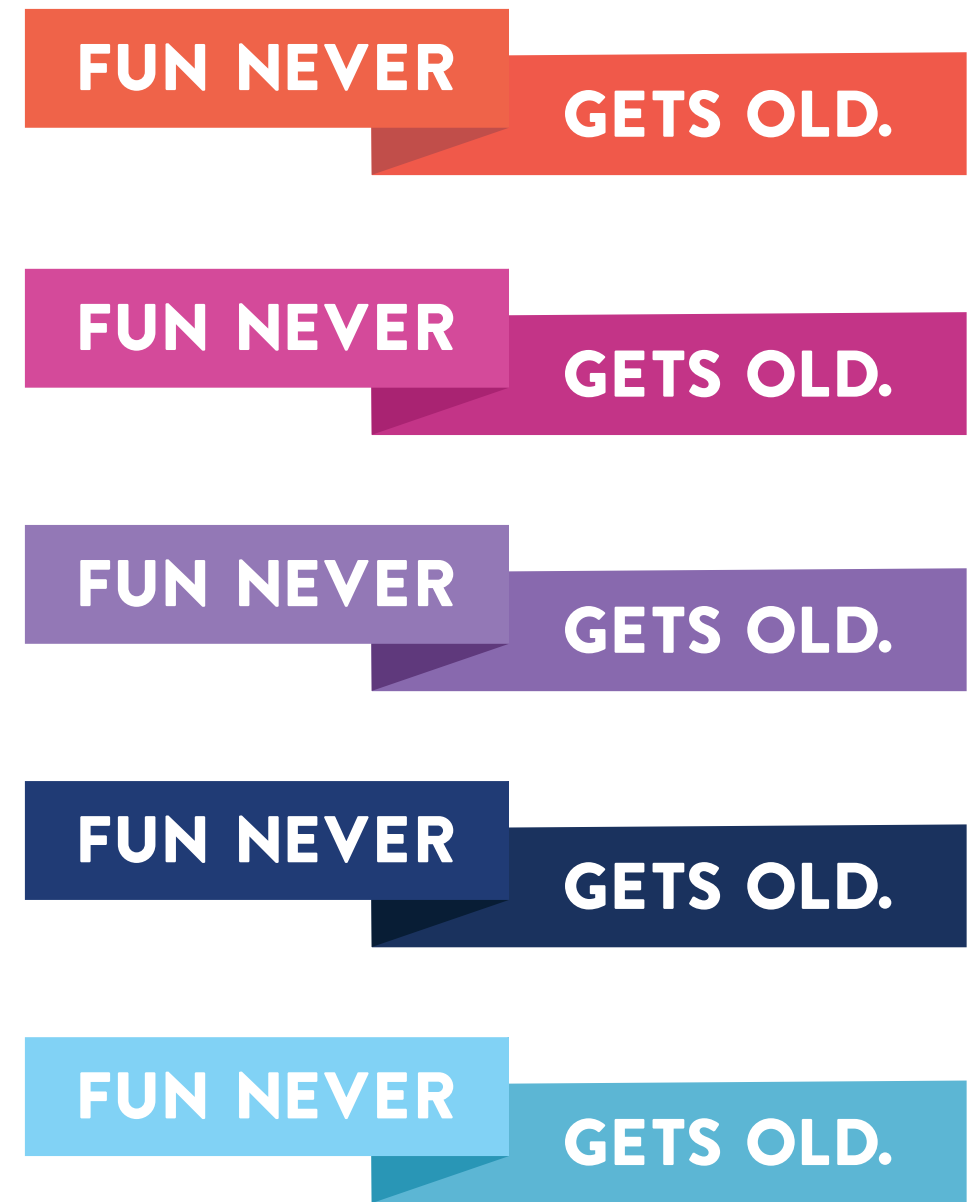
GO HALFSIES

Our dual image concept marries colorful bags and timeless fun. Bags and fun should be equally represented, and objects selected should be universally and timelessly considered fun. Colors of bag and object should be complementary.



BANNERS & RIBBONS

The banners and ribbons house our campaign line in white text, and should only be used in the approved colors from American Tourister's secondary color palette. When resizing, ensure that the proportions are not distorted.



PHOTOGRAPHY

To capture the vibrant colors and graphic patterns of American Tourister bags, appropriate lighting should be a priority. Always photograph with the handle up and the wheels facing the same direction.

Z-LITE



WAVEBREAKER



CURIO



SUNSET CRUISE



iLITE





HANGTAGS

DISNEY PARTNERSHIP



The official luggage of
WALT DISNEY World Resort & Disneyland



FUN NEVER GETS OLD

The official luggage of *WALT DISNEY* World Resort & Disneyland

The official luggage of *WALT DISNEY* World Resort & Disneyland

The official luggage of Walt Disney World® Resort & Disneyland® Resort logo lockup can be used either beneath or alongside the logo. Only this exact language and logo combination may be used.

Use of the Official Disney designation language and all of the Disney marks is contingent upon approval by both Samsonite LLC and Disney Corporate Alliances. Additionally, the logos with the Official Disney designation language cannot be used if the pieces have any other vacation elements or locations represented.

THE END

