

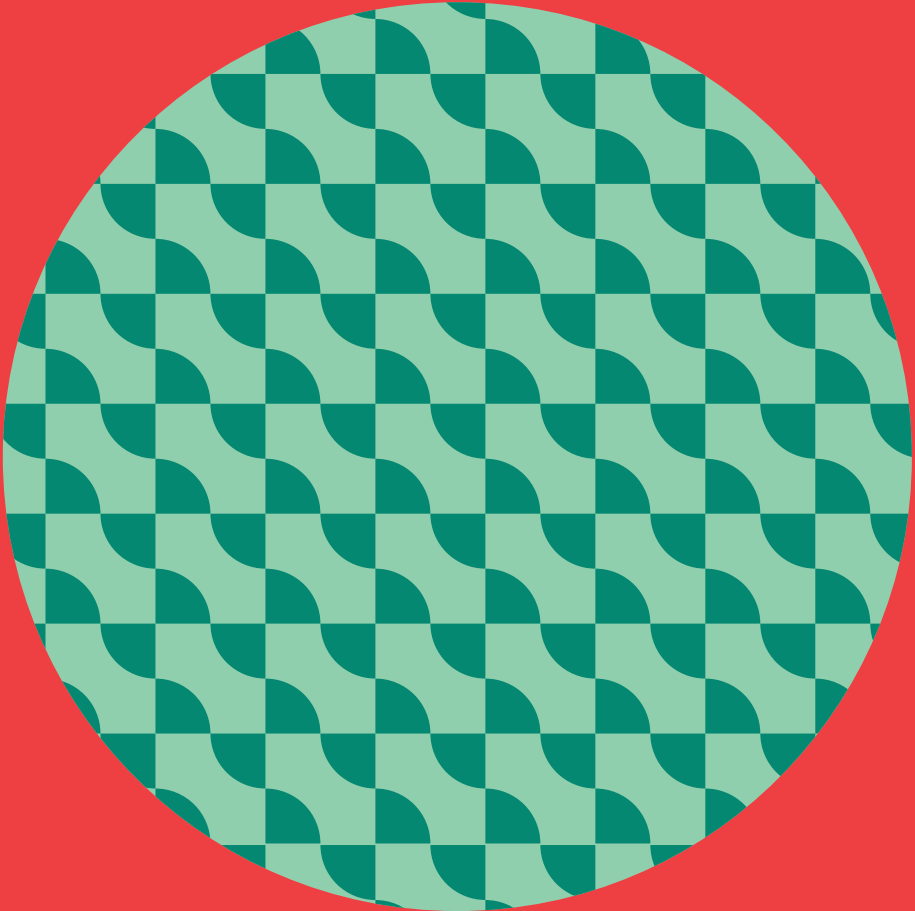
A person in a white top and light blue leggings is captured mid-jump, soaring above a vast sea of white clouds. The scene is set against a dramatic sunset sky with warm orange and yellow tones. In the foreground, dark, rocky terrain and green grass are visible. Large, semi-transparent teal and light blue circles are overlaid in the top left corner.

A brand for the world.  
Starting with every Madeiran.

**This is our brand.**

madeira

Madeira . **Belongs to all**



# Welcome,

In these pages you'll find the real Madeira. No, this book isn't a map of the region or an event calendar. It's not yet another pamphlet to promote the island with a new message that loses validity with time, nor does it have an advertorial message.

**This book was born to present the Madeira brand.**

It's much more than a graphic identity. It's our identity as a region and as a people. That which sets us apart and makes us unique and special. What we are and how we want to be seen.

This is how Madeira will be perceived, not only by the Madeirans born and bred in Madeira or Porto Santo, or by the Madeirans who came from abroad and chose to love this land and its unique culture, but also by any citizen of the world who is curious about the region.

Throughout these pages you'll find the fruits of many months of research, with conversations, discussions and creative thinking leading to the development of a unique brand strategy for our region.

This brand, which we have the honour of presenting to you, was made for you and with you in mind, and its success depends on you.

**Are you ready?**

# Why are we special?





For 600 years, nature has graced us with an exuberant view of rare beauty, where the deep blue of the sea contrasts with the emerald green of our mountains, and a climate envied by any nation on the European continent.

We were a waypoint for aristocrats, explorers, merchants and artists from all over the world, from whom we learned and with whom we developed a unique culture. With time we managed to become a special destination, where a European lifestyle of good taste and refinement blended harmoniously with the exuberance of the new worlds that passed through here.

The spirit of hospitality grew within us and we wanted not only to show those who visited us the richness of our nature and sea, but also our culture, which can be seen in the museums, churches and monuments built by our ancestors, in our festivals and unique customs, and in our gastronomy, which delights everyone as they taste a typical Madeiran meal for the first time.

**Today, we're special.**

We're a unique tourist destination that's modernising without losing our identity, that depends on the hospitality of its citizens, and that sees the Madeirans themselves as its most precious asset.

**We are  
proudly  
Madeiran.**

# Building the Madeira Brand



Today more than ever, a regional brand has to be much more than mere tourism promotion, logos, slogans or brochures.

## **A region's brand is one of its main assets and it represents its identity, community, positioning, vision and region as a whole.**

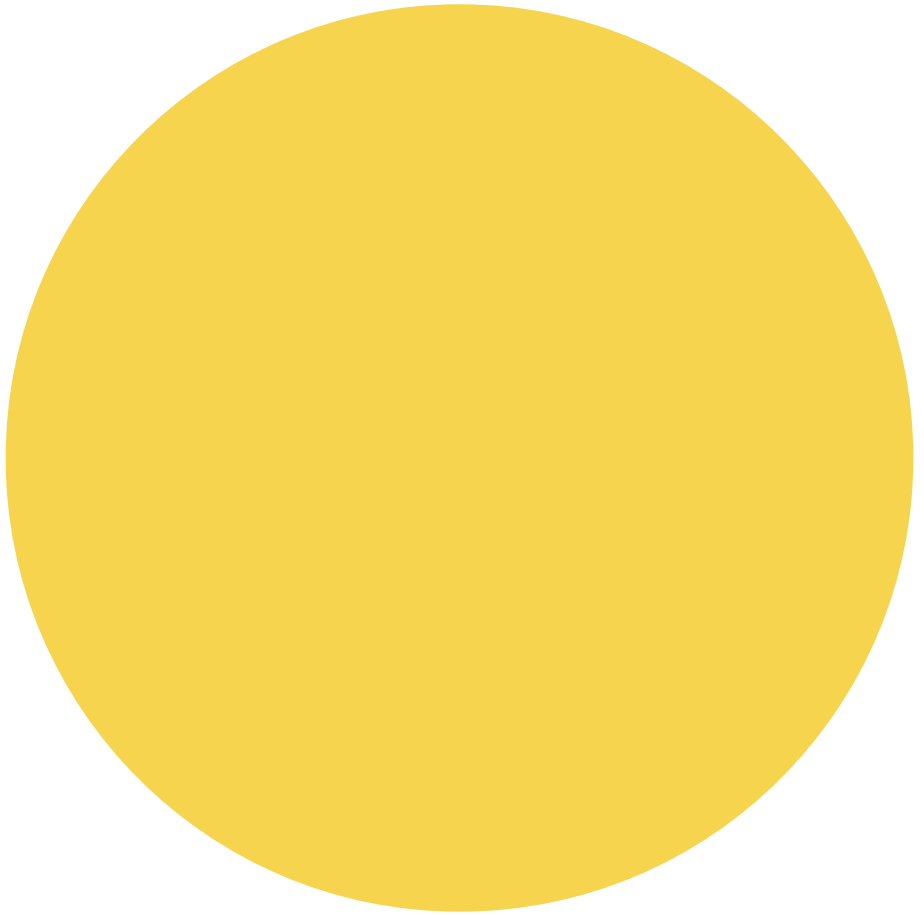
We all want the brand that represents us to appeal to our eyes, that is, to be beautiful and attractive. But, first of all, it has to appeal to our soul. It has to be exciting, relevant and true.

The Autonomous Region of Madeira's brand must be able to represent all its inhabitants, all sectors of society, a brand that can and should be used by all, for many years and not just during a limited period.

Based on this premise, together with an ambitious vision for our region, the desire to create an integrated regional brand for the islands of Madeira and Porto Santo was born: a strategy that was designed with and for Madeirans, built with the help of the citizens of Madeira and Porto Santo, with the support of our institutions,

our companies and our schools, with thousands of residents and visitors of the Autonomous Region of Madeira directly involved in the process.

Among countless hours of work, interviews and surveys, and hundreds of documents and statistics analysed, together we were able to identify the region's biggest challenges and design an integrated brand strategy. This strategy has resulted in a broad action plan that covers every aspect of the region's management. When implemented, it will make Madeira more competitive, bringing enormous benefits to its people, whether in tourism, business, culture or any other sector of society.



On this exciting journey we discovered who our target audiences are, what our objectives and our strengths are, and the strength of our identity. Now we need your help to get the message across, to show the world what we are and what we are made of.

**A single message, communicated in the same way by all, making it crystal clear that Madeira represents a place:**





**Where we feel good**  
**Where we feel that we're among friends**  
**Where we live like Madeirans**  
**Where we always wish to return**



# A place where we feel good.



## **Here we find happiness and well-being.**

With a mild climate year-round, the Autonomous Region of Madeira is small enough to offer a human dimension, where we feel good, calm and very safe. At the same time, there is so much diversity, nature and space to breathe.

## **Why?**

- > Island destination, so exclusive and reserved
- > Comfort and safety
- > Time and space to breathe
- > Close connection with nature



# A place where we feel we're among friends.

**The Autonomous Region of Madeira  
is a place where we feel good,  
regardless of our preferences or age.**

A place full of people who are authentic, happy and proud of their history and culture.

People who are hospitable like nowhere else, who build friendships and perpetuate a destination that has welcomed visitors with open arms for over 600 years.



## **Why?**

- > Authenticity and joy of the Madeiran people
- > Tourist destination with a 600-year history
- > Genuine dedication and hospitality



# A place where we live like Madeirans.

## **In the Autonomous Region of Madeira everyone lives the same way.**

Madeirans live like tourists and tourists can live like Madeirans. Everyone enjoys what the islands have to offer. Every day we experience all four seasons.

In an instant we go from the mountains to the sea or from the forest to the city.

We have an enormous historical and cultural wealth with something for everyone. There are no secrets here and our doors are always open.

### **Why?**

- > Historical, cultural and gastronomic wealth
- > Shared experiences
- > Territorial proximity
- > Freedom to explore





# A place where we always wish to return.

**With endless opportunities, the tourist experience in the Autonomous Region of Madeira has no boundaries**

From people to nature, from culture to gastronomy, the experience will never be complete and there is always so much more to discover. We can return at any time of the year, when we're cold, when we miss it or simply when we want to feel good again.

**Why?**

- > Diverse experience
- > Continuous discovery
- > Open year-round



So how can we capture all these feelings awakened by Madeira in just one concept? What, in fact, is Madeira? With the contribution of many people, the Madeirans in particular, we've arrived at a stance that sets us apart:

**Madeira**  
**is a place we**  
**always feel**  
**a part of.**  
**Belonging**





Much more than a word or a slogan,  
this is the perception we want  
everyone to have of Madeira.  
**Inside and out.**

# Our structural values

Supported by a long and extensive listening, analysis and collaboration process, this **feeling of belonging** started to take shape, as well as the brand that mirrors our identity and the way we experience the region.

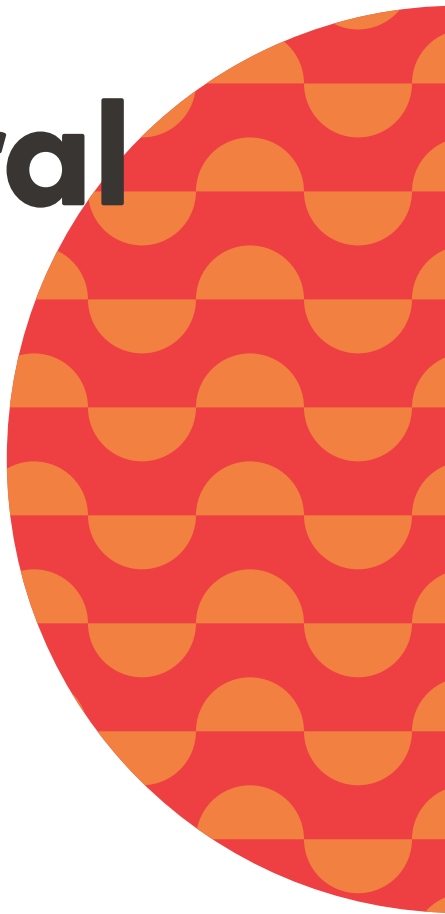
This brand is supported by who we are, by our deepest values. You can always find something very special in each Madeiran.

## Genuineness and authenticity

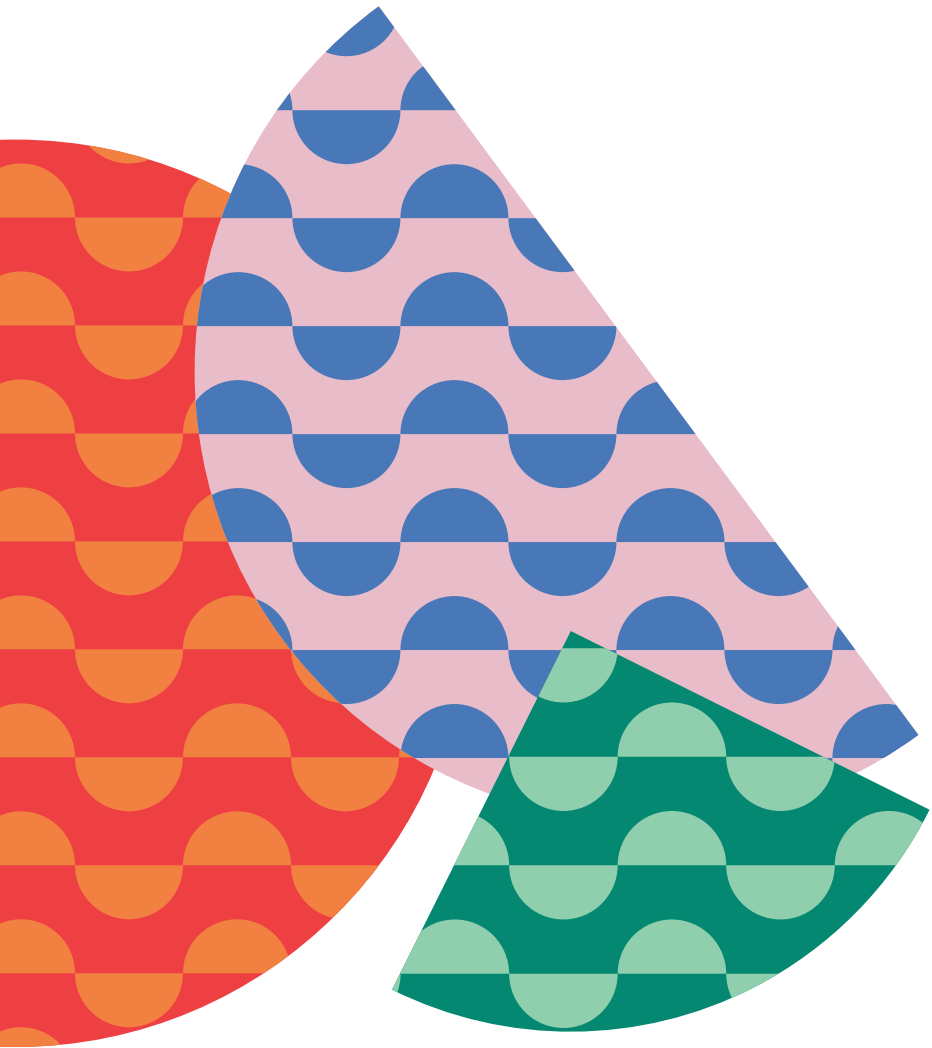
- > Proud to be Madeiran, in our 600 years of history and traditions.
- > Bearers of a distinct, particular identity.
- > A people that has reinvented itself over the course of time, always with originality.

## Hospitality and humility.

- > Enormous tradition in the art of hospitality.
- > Tourism has always been important, which has nurtured a culture of dedication.
- > Accustomed to welcoming and integrating other cultures.







## Friendship and joy

- > Enormous tradition in the art of hospitality.
- > Tourism has always been important, which has nurtured a culture of dedication.
- > Accustomed to welcoming and integrating other cultures.

## High standards and pride

- > There are no tourists here, only friends for life.
- > We do everything to show who we are and spread our joy.
- > Everyone is treated the same and has access to everything.

Every Madeiran and person from Porto Santo is familiar with the sensation this region gives. We all know someone who has returned here dozens of times.

**But how can we justify this feeling of belonging?  
How do we know that everyone will feel it in our homeland?**

**Because we're made up of pieces of every culture. And here you'll feel at home.**

Here in Madeira one could say that we're world-wise.

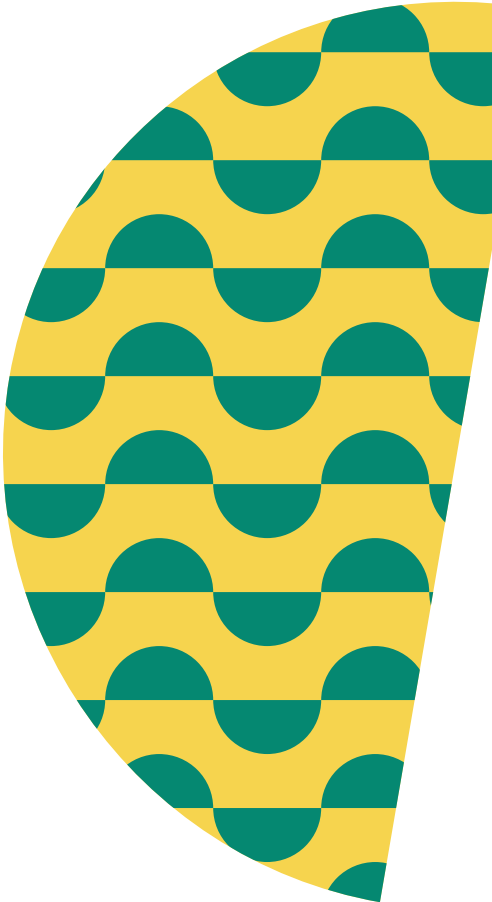
Over time, representatives of every people and culture have disembarked on our coast. We are a people with an identity, a culture and a history which reflects all those cultural fragments that now define us. Here everyone will find a piece of themselves and their culture and they will feel at home.

**Because we have something for everyone. And here you'll feel fulfilled.**

**'From the valley to the mountains and from the sea to the hills'.**

Thus begins the anthem of this region with so much to offer that it's difficult to know where to start.

Here you can experience all four seasons in a single day, walk along 'levadas' (watercourses), footpaths and 'royal routes', along beaches of golden sand, fine stones or pebbles. Experience a variety of unique events year-round, even in winter, when Europe stays at home. Here, with our mild temperatures, the sun almost never fails us. We're the destination of endless choices and experiences for the whole family.



**Because we're proud  
of our hospitality.  
And here you'll feel welcome.**

We're safe, we have infrastructure and we have unforgettable experiences. But those aren't the most important things. Here we find a joyful, dedicated and hospitable people.

We do everything in our power to make everyone feel good, to make everyone feel as though they're among friends.

It's been like this for 600 years.

We value a warm welcome and the proximity of Madeiran life to tourism.

We're a destination that is here to welcome you. No one will ever be forgotten.

**Because we're prepared to  
welcome you.**

**And here you'll feel safe.**

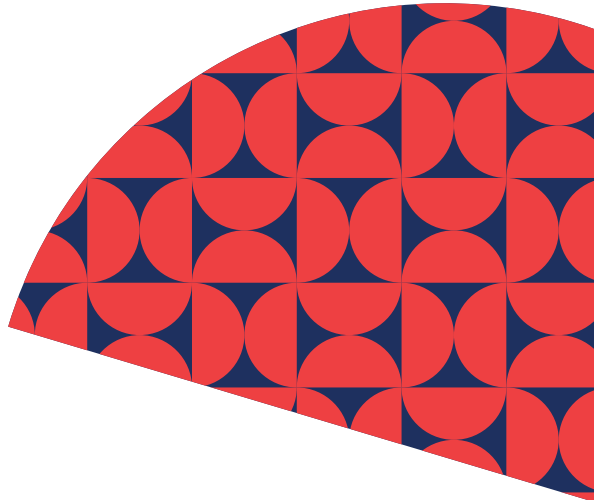
**We've been preparing for this moment for 600 years.**

We're a tourist destination of excellence, quality and safety like few others.

Madeira's history has made us a resilient people, proud of our origins and eager to show the world that this is a place unlike any other on earth.

We're a destination as mature as our best wines, and at the same time as pioneering as the watercourses that challenged our ancestors. We're the result of a huge legacy that defined this moment and this extraordinary destination.



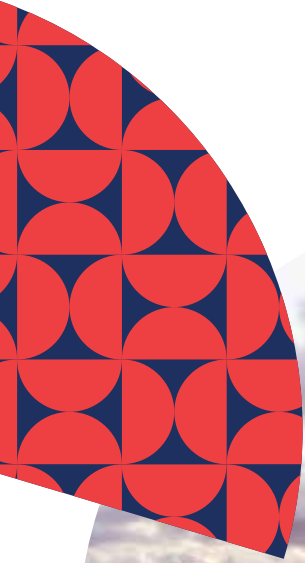


All that remains is for us to list the brand's target audiences. To whom are we going to communicate this brand?

# Everyone, actually!

To those who know the Autonomous Region of Madeira and to those who have not yet had that pleasure. To the tourists who have already come here dozens of times and the potential tourists who will soon come. To the entrepreneur who wants to bring their business to our region, to the new resident or the student who enrolls in our universities. But, above all, to the Madeirans who make this destination and, of course, occupy a central role in the hierarchy of this brand.

**All the lovers**  
**All the families**  
**All the ages**



A brand purpose is the reason why any brand exists. It's much more than what a company or, in this case, a region does. It's much more than its benefits or the unifying characteristics of a region. The brand purpose is a guiding star able to unify our people and those who visit us around a common perception and what we propose to be and do.

Through the involvement and participation of all Madeirans we want to trigger a unique feeling and be able to convey our purpose:

**to make each  
person feel  
that this is  
where they  
belong.**

This is the region where i want to live, explore, discover, invest, study and, whenever possible, return to.

The **feeling of belonging** defines our brand, but mainly expresses what is in Madeira's soul:



**We're a  
place where  
everyone  
feels they  
belong.**

After taking the pulse of Madeira's society and people and getting to the core of who we truly are, we needed to make this whole process tangible in a new graphic identity that not only aligned with our values and our purpose, but was also able to mobilise all Madeirans, first and foremost, and all those who want to visit us.

Thus, based on the brand concept born from the participation of so many people, we created a visual identity that intends to communicate the Autonomous Region of Madeira in a more effective, modern and targeted way to specific audiences and profiles.

**A graphic identity based on a strong, differentiating position that will apply to the various sectors of society.**

# Madeira . Belongs to all





## **This is our face.**

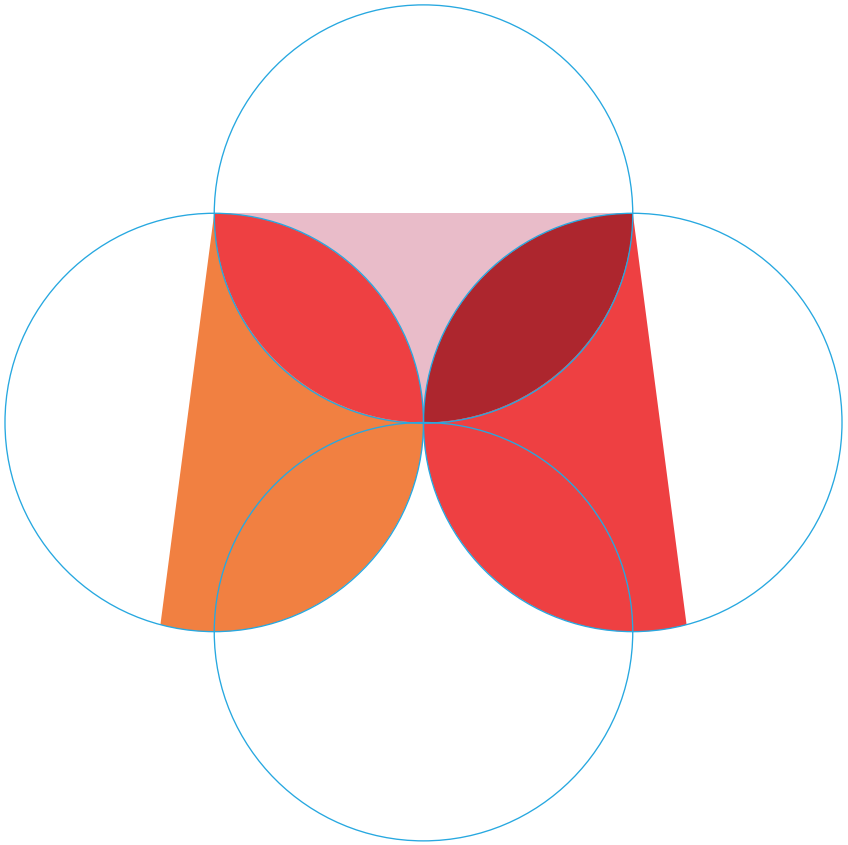
Simple, vibrant and playful, our logo is one of the most important assets of our statement as a brand representing a genuine, hospitable, joyful and diverse destination that welcomes with open arms all those who visit us.

Composed of a deconstructed circle - a symbol associated with the idea of union, group and family that so accurately reflects the Madeiran spirit - our logo takes on various chromatic behaviours with 11 colors representing the 11 counties of the archipelago that enhance its use and the idea of multiplicity of experiences.

moderno

moderno

moderno



From a cohesive regional strategy comes a unique visual identity. And from a unique visual identity springs a unified brand belonging to all Madeirans, for all Madeirans and for all those who feel that Madeira is a part of their lives.

A brand prepared to make itself felt throughout the region, throughout society, in all museums, in all streets, in all our products. Everywhere.

A brand ready to show the world the true spirit of Madeira and Madeirans.

**This brand is yours!**

We hope you'll use it with the pride of those who love their homeland like no one else.



MADEIRA ISLANDS

Promoters

**Madeira Regional Government**  
**Madeira Promotion Bureau**

Brand Strategy

**Bloom Consulting**

Brand Design

**BarOgilvy**

Brand Builders

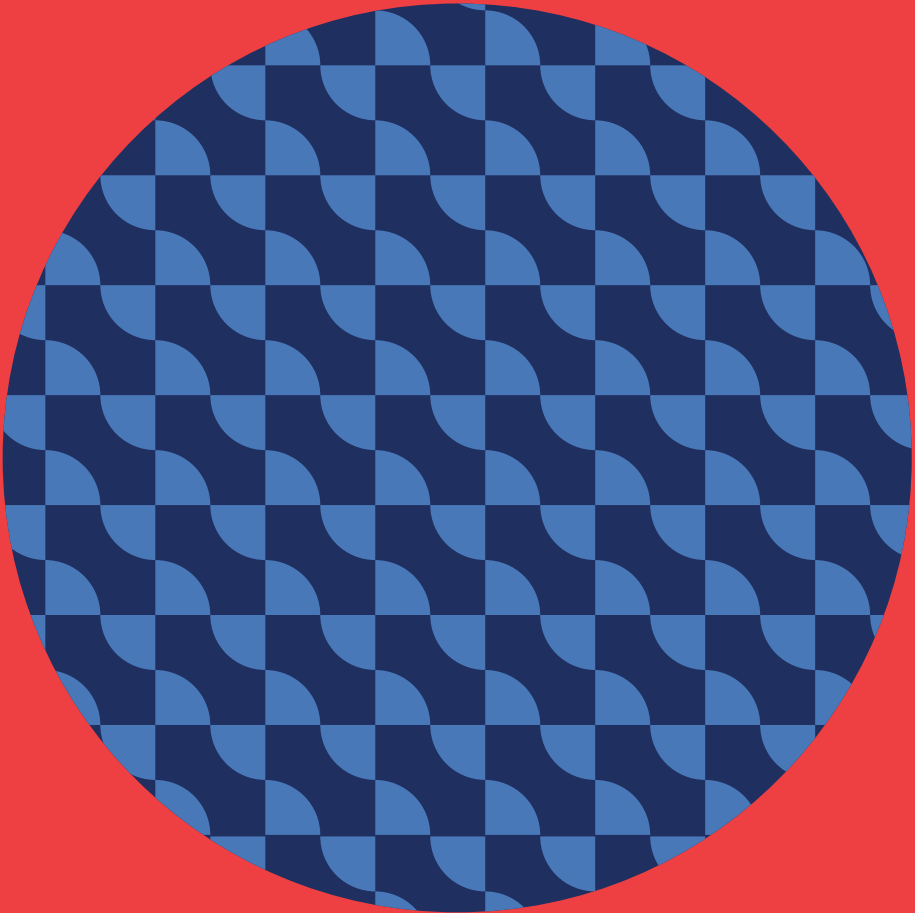
**74 People interviewed**  
**15 Entities**  
**1.474 Madeirans**

Brand Management

**All Madeirans**

Madeira Promotion Bureau Address  
**R. dos Aranhas 24**  
**9000-027 Funchal**  
**geral@ap-madeira.pt**







This book was born to present the Madeira Islands Brand.  
This book is heritage of Madeira and all Madeirans.  
**This is your Brand.**

April 2021