

Why have an Identity Standard

Identity is what makes this brand unique. Being able to stand out while also being recognizable is paramount. Having a set standard keeps Serendip, well, Serendip.

Differentiation assures that Serendip is itself unique enough to stand alone. Being different enough to be able to point out our elements amongst our competitors.

Relevance in this instance allows its audience to connect with the brand, when they think vacation, we want Serendip to come to mind as the prime vacation destination.

Coherence means that all of these elements are unique, yet all come together to make a brand that looks like it belongs in the Virgin Islands and will leave a lasting impression.