Case study: Reimagining a ccTLD

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OPPORTUNITIES & CONSIDERATIONS

- Set clear objectives
- Understand your target market
- Have the right tools to support the channel
- Have a strong brand
ESSENCE OF VANUATU
VANUATU’S VIBRANCY

Hibiscus - National Flower

Vanuatu’s blue holes & rainforests

Champagne Beach

Mount Yasur Volcano
COLOUR PALETTE

**CORAL**
- CMYK: 0 | 76 | 55 | 0
- RGB: 241 | 99 | 99
- HEX: #F16363

**OCEAN BLUE**
- CMYK: 83 | 49 | 0 | 0
- RGB: 38 | 119 | 189
- HEX: #2677BD

**VOLCANO YELLOW**
- CMYK: 5 | 28 | 100 | 0
- RGB: 241 | 184 | 27
- HEX: #2677BD

**FOREST TEAL**
- CMYK: 71 | 0 | 40 | 0
- RGB: 43 | 187 | 173
- HEX: #2EBCAE

**TEXT GREY**
- CMYK: 0 | 0 | 0 | 60
- RGB: 128 | 130 | 133
- HEX: #808285
Questions?

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