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DISCOVER THE WORLD MARKETING UNVEILS NEW CORPORATE IDENTITY

SCOTTSDALE, ARIZ, Feb. 10, 2014—Discover the World Marketing, a leader in global travel distribution, has unveiled a new corporate image, changing its logo and name to Discover the World.

“We changed our corporate identity to fit today’s business environment, which reflects our modern and progressive approach to representation and conveys who we truly are,” said Jenny Adams, CEO of Discover the World. “The international nature and culture of our global network is represented in the “spirit” rings in our new logo. The overlapping rings demonstrate Discover’s depth and unity of its global network and travel expertise delivered with real local market individualism and flair. The different colors of the spirit rings express an energy that symbolizes the movement, drive, unique spirit and culture of Discover.”

“We are now called Discover the World because that is truly our mission for our clients,” added Adams. “We help them explore and develop new revenue streams across global markets. Our passion remains to deliver great sales and marketing solutions, no matter how big or small the client. Our tag line —Others promise the world, we deliver it.— says it all.”

Flame Creative Solutions, a UK specialist branding agency with extensive experience in developing global brands in the travel sector, designed Discover’s new brand identity.

According to Flame Creative Solutions Managing Director Julian Lovatt, “Working with Discover, it soon became clear the company has a truly astonishing grasp and knowledge of the travel industry. No matter what market where they are present, Discover possesses a unique comprehension and generates new opportunities that truly benefits its clients. It is this spirit and color we wanted to encapsulate in the new brand, as it is the true advantage any client will experience when working with Discover.

They say a good brand is based on 'truths' and never has that been more the case than with the Discover team."

For more information about Discover the World, visit discovertheworld.com or call +1 480 707 5566 or +44 203 598 8030.

About Discover the World

Discover the World has earned a reputation as a leader in global travel distribution and its success in developing a worldwide network of 85 offices in more than 60 countries capable of exceptional representation performance is unmatched. With a portfolio of more than 80 clients utilizing its sales, marketing and business process outsourcing services, Discover the World remains a dominant innovator for the travel industry.

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