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PARQUE NACIONAL SUBMARINO LA CALETA

DESIGNS FOR MARKETING MATERIALS AND SOUVENIRS



February 2010

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Credits

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Graphic Design: Liliana Peralta Lopez

TECHNICAL REPORT

PARQUE NACIONAL SUBMARINO LA CALETA

DESIGNS FOR MARKETING MATERIALS AND SOUVENIRS

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In cooperation with:
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Solimar International
Reef Check

Submitted to:
USAID/Dominican Republic

February 2010



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DISCLAIMER

The authors' views expressed in this publication do not necessarily reflect the views of the United States Agency for International Development or the United States Government.

BACKGROUND

This document shows designs for “Marketing Materials and Souvenirs for the Parque Nacional Submarino La Caleta”. It is a supplement to the Threats and Conservation Strategy for the Parque Nacional Submarino La Caleta (Wylie and Bauer 2009). Production of the marketing materials and souvenirs recommended in this document will help to meet the goals identified on page 5 and to meet action items to promote biodiversity conservation and sustainable tourism identified in Table 2 (page 11) of the biodiversity report, specifically:

- Promote sustainable tourism with an emphasis on biodiversity conservation.
- Support economic development of local communities in conjunction with the regional tourism clusters.
- Integrate tourism, interpretation and public education, and conservation.
- Strengthen the Dominican Republic Protected Area Management System.
- Develop partnerships in the community.
- Increase financial sustainability of regional clusters through income generation and promotion of an enabling operating environment.

Moreover, production of these materials will help meet recommendations in Appendix B Conservation Strategy & Action Items Based on the Visitor Experience Model (VIM), specifically in the Decision-making and Pre-trip Preparation Phase and the Exit and Commitment Phase.

Designs for eight marketing materials and 24 souvenir materials are presented here. In addition, the photos used in these materials can be used in other types of products, such as coffee mugs, individually packaged photographs, T-shirts, placemats, and similar items. Furthermore, sales kits and press kits to promote the site can be developed using the recommended materials. Thus, the recommendations here are only the beginning of high-quality products that can be produced for the Parque Nacional Submarino La Caleta.

DESIGNS FOR MARKETING MATERIALS

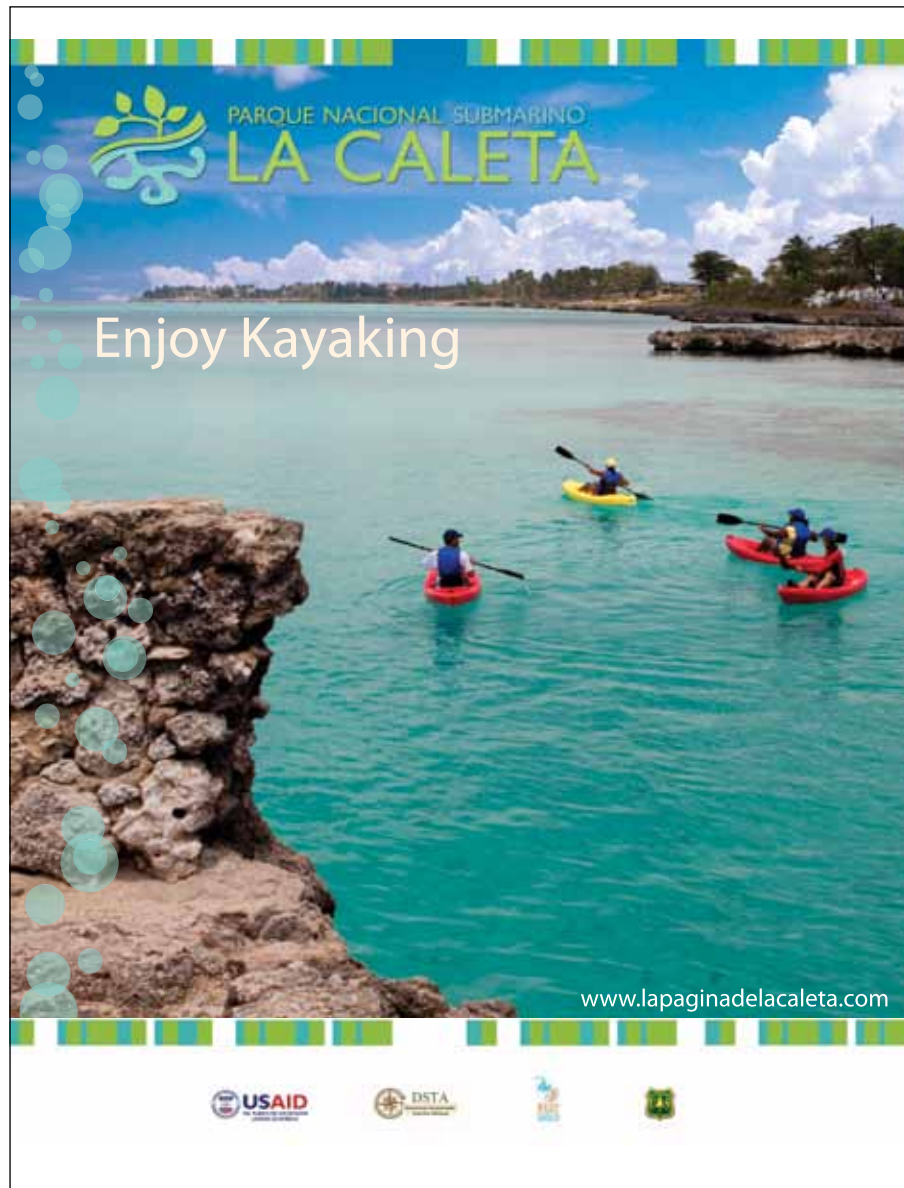
Promotional Posters
Rack Cards
Flyers



Dimensions: 18" x 22" / Other logos can be included if necessary



Dimensions: 18" x 22" / Other logos can be included if necessary



Dimensions: 18" x 22" / Other logos can be included if necessary



Dimensions: 4" x 9" / Option 1

LA CALETA
PARQUE NACIONAL SUBMARINO

Buceo
Clases de Buceo
Kayaking
Snorkeling
Bouting
Nadar
Sendero acuatico taino
Museo
Restaurant
Gift Shop

A tan solo 5 minutos del Aeropuerto Internacional
de las Américas y 20 desde Santo Domingo

REPUBLICA DOMINICANA
www.paginadelacatela.com

Sumergéte en un mundo de colores

A Santo Domingo A la Reserva

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Contactos
Tel: 809 000 0000
Email: diving@paginalacatela.com

Aeropuerto
De Las Americas
Santo Domingo

PARQUE NACIONAL SUBMARINO LA CALETA
REEF CHECK DOMINICAN REPUBLIC

Dimensions: 4" x 9" / Option 2



Dimensions: 8.5" x 11" / This text is a place holder until the final text is written / Front



Dimensions: 8.5" x 11" / This text is a place holder until the final text is written / Back

DESIGNS FOR SOUVENIRS

Bookmarks

Post Cards

Posters



Dimensions: 2" x 7" / Option 1



Dimensions: 2" x 7" / Option 2



Dimensions: 2" x 7" / Option 3



Dimensions: 2" x 7" / Option 4



Dimensions: 2" x 7" / Option 5





PARQUE
NACIONAL
SUBMARINO
LA CALETA



REEF
CHECK
DOMINICAN
REPUBLIC

Nombre del lugar u objeto
fotografiado

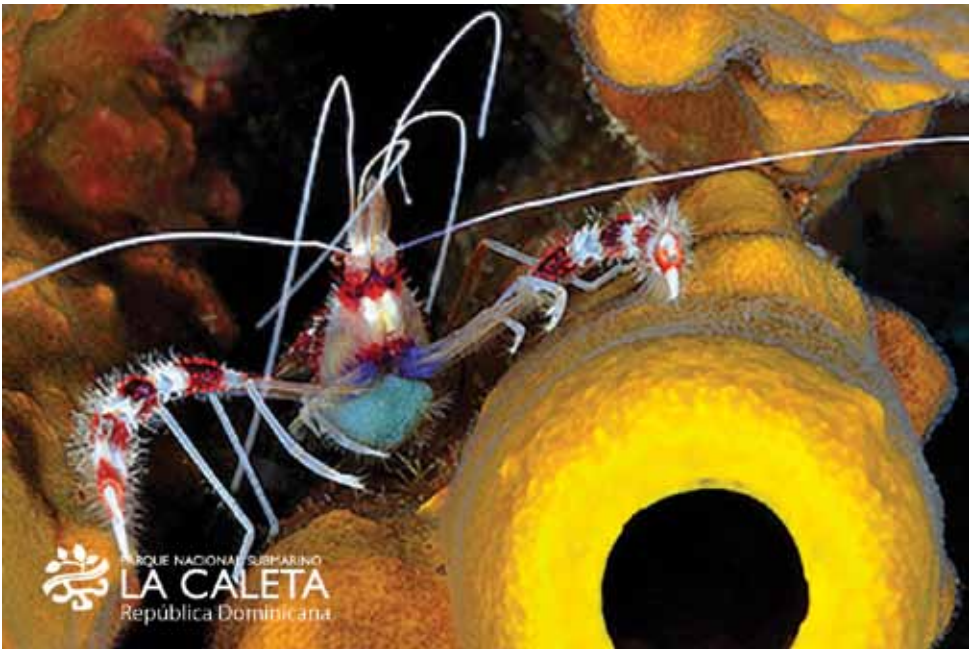
XXXXXXXXXXXXXXXXXXXXXXX



www.paginadelacaleta.com

Para que son destinados los fondos por la compra

Dimensions: 4" x 6"



PARQUE NACIONAL SUBMARINO
LA CALETA
República Dominicana



Nombre del lugar u objeto
fotografiado

xxxxxxxxxxxxxxxxxxxxxxxx

www.paginadelaculeta.com
Para que son destinados los fondos por la compra

Dimensions: 4" x 6"



Nombre del lugar u objeto
fotografiado

xxxxxxxxxxxxxxxxxxxxxxxx

www.paginadelacaleta.com
Para que son destinados los fondos por la compra

Dimensions: 4" x 6"



PARQUE NACIONAL SUBMARINO
LA CALETA
República Dominicana



Nombre del lugar u objeto
fotografiado

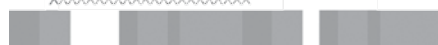
xxxxxxxxxxxxxxxxxxxxxxxx



www.paginadelacleta.com
Para que son destinados los fondos por la compra



Dimensions: 4" x 6"

Nombre del lugar u objeto
fotografiado

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[illegible]

www.paginadelacoleta.com

Para que son destinados los fondos por la compra



Dimensions: 4" x 6"



Nombre del lugar u objeto
fotografiado

xxxxxxxxxxxxxxxxxxxxxxxx



www.paginadelacaleta.com
Para que son destinados los fondos por la compra



Dimensions: 4" x 6"

Nombre del lugar u objeto
fotografiado[illegible]

www.paginadelacoleta.com

Para que son destinados los fondos por la compra



Dimensions: 4" x 6"



Area with horizontal lines for writing a message.

Nombre del lugar u objeto
fotografiado

xxxxxxxxxxxxxxxxxxxxxxxx



www.paginadelacaleta.com
Para que son destinados los fondos por la compra



Dimensions: 4" x 6"



Handwriting lines for a message.

Nombre del lugar u objeto
fotografiado

xxxxxxxxxxxxxxxxxxxxxxxx



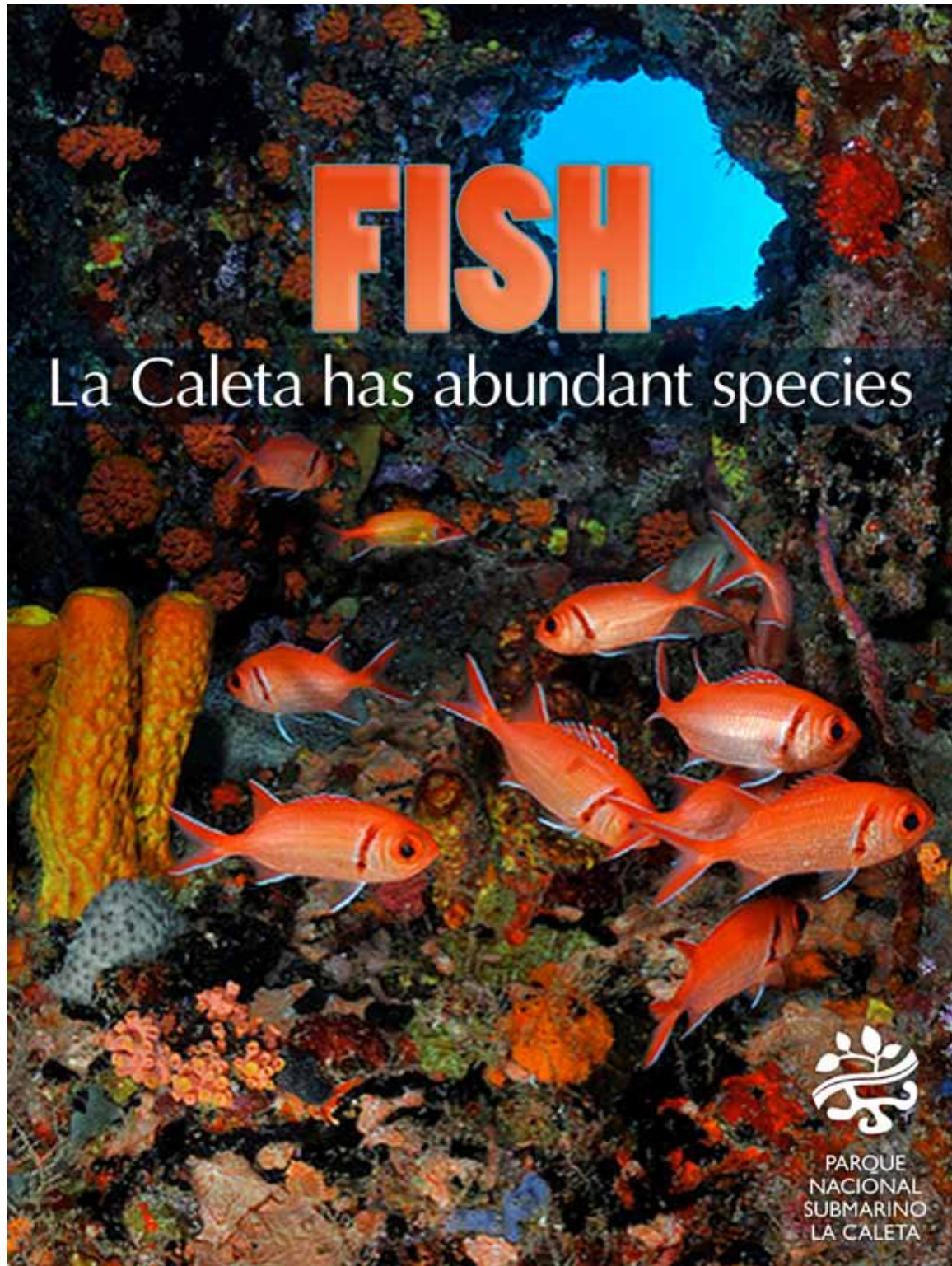
www.paginadelacaleta.com
Para que son destinados los fondos por la compra



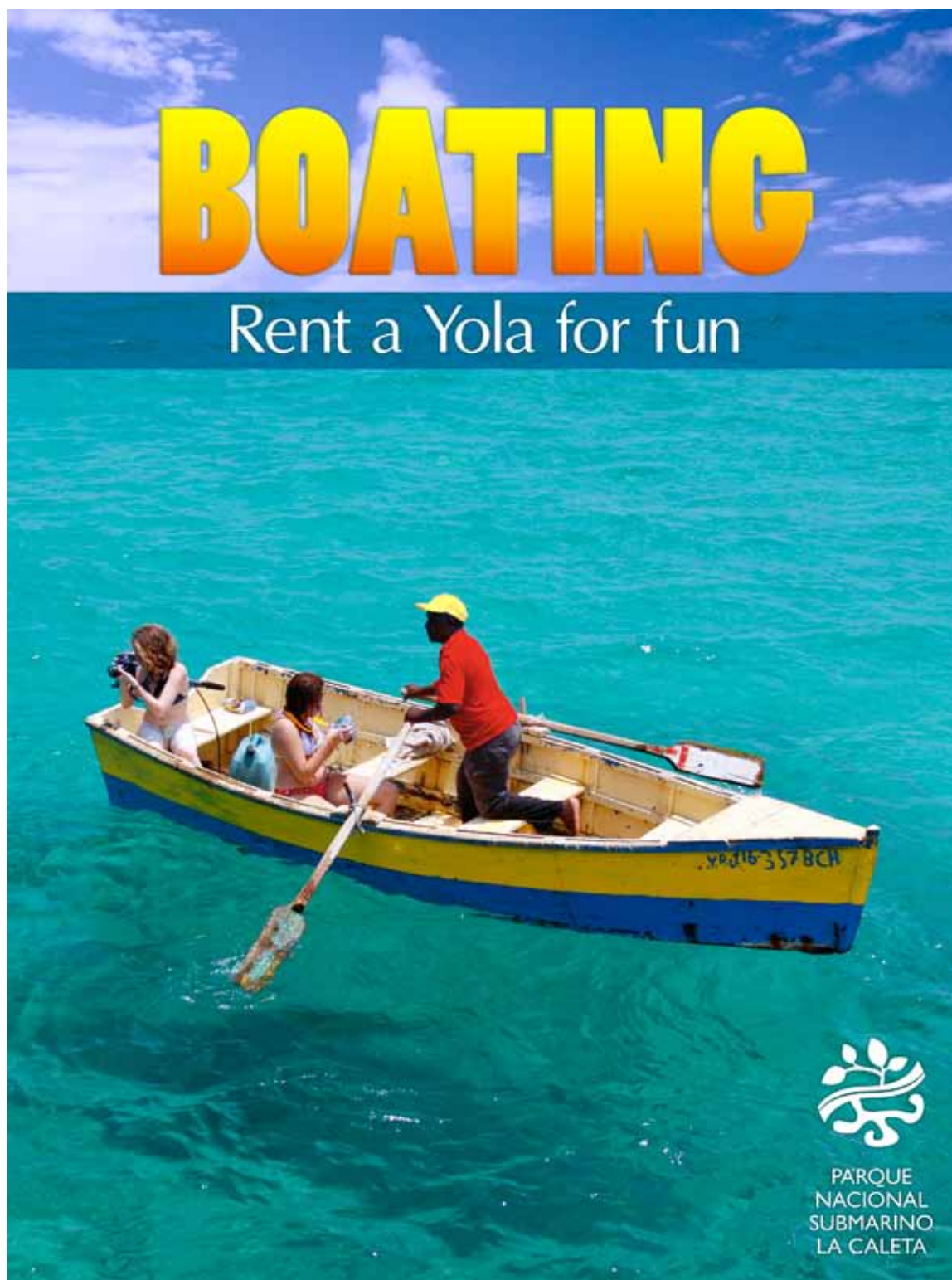
Dimensions: 4" x 6"



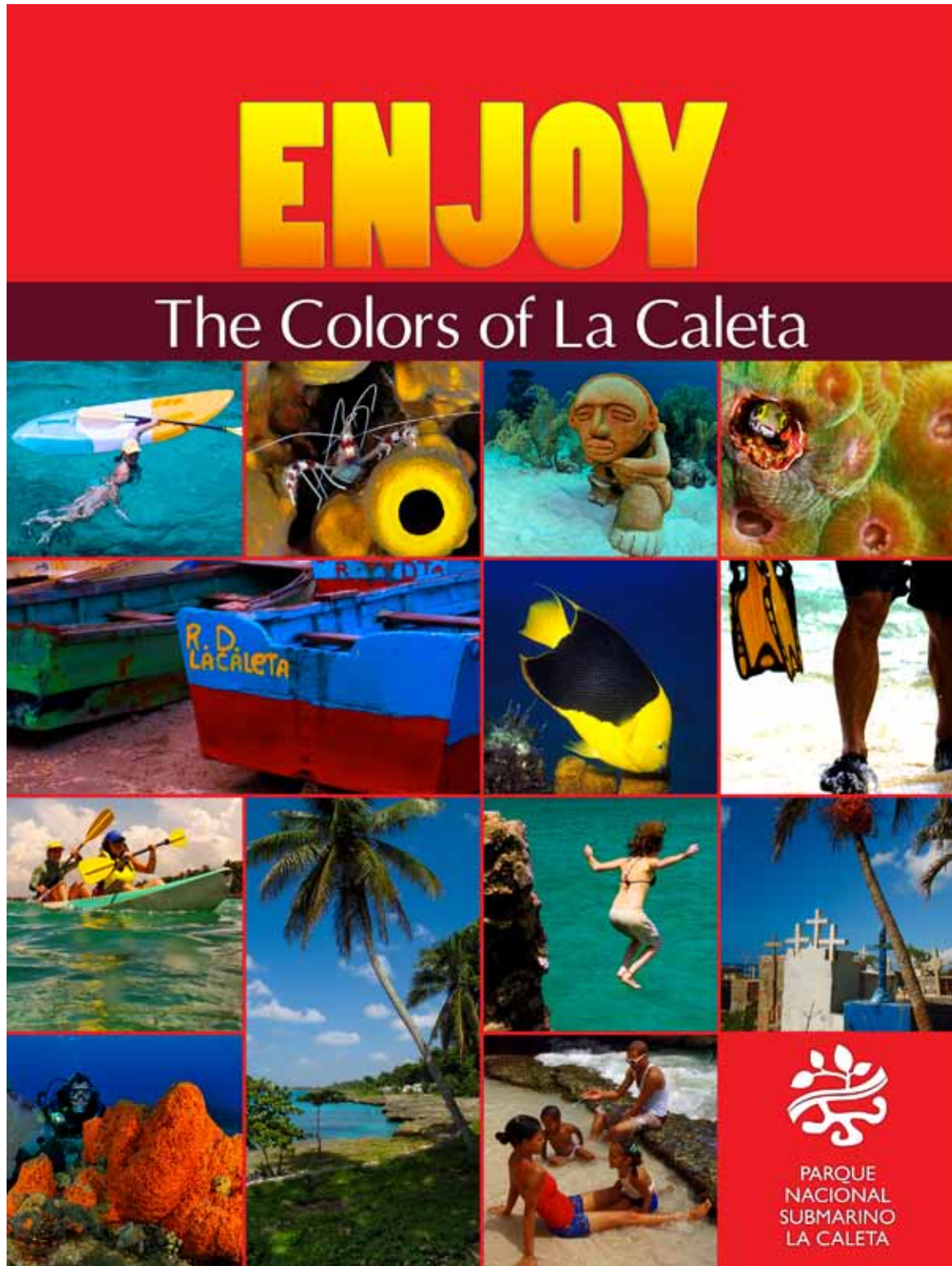
Dimensions: 6" x 4"



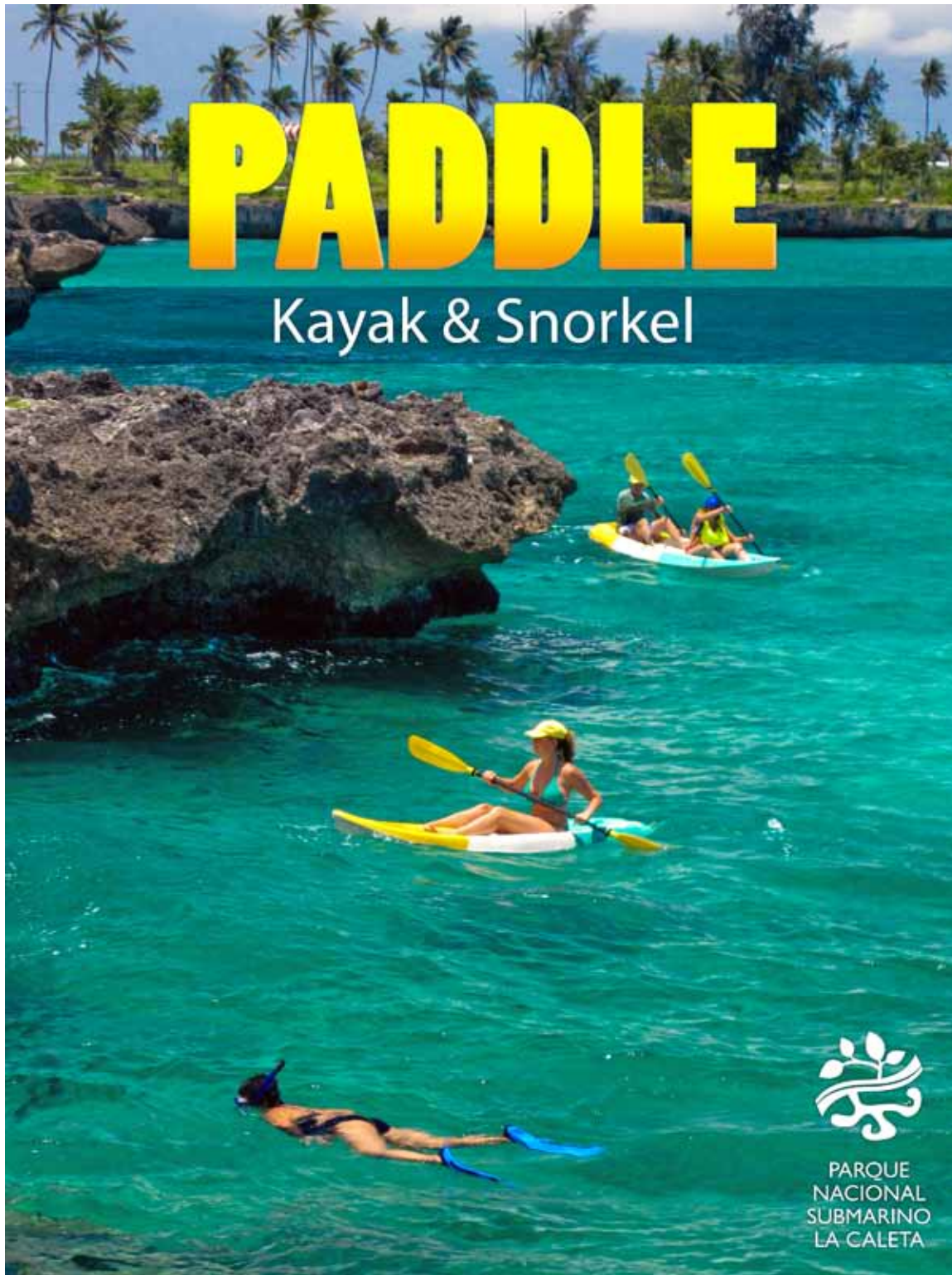
Dimensions: 18" x 24" / This poster will follow the style of the recommended banners in the La Caleta sign report.



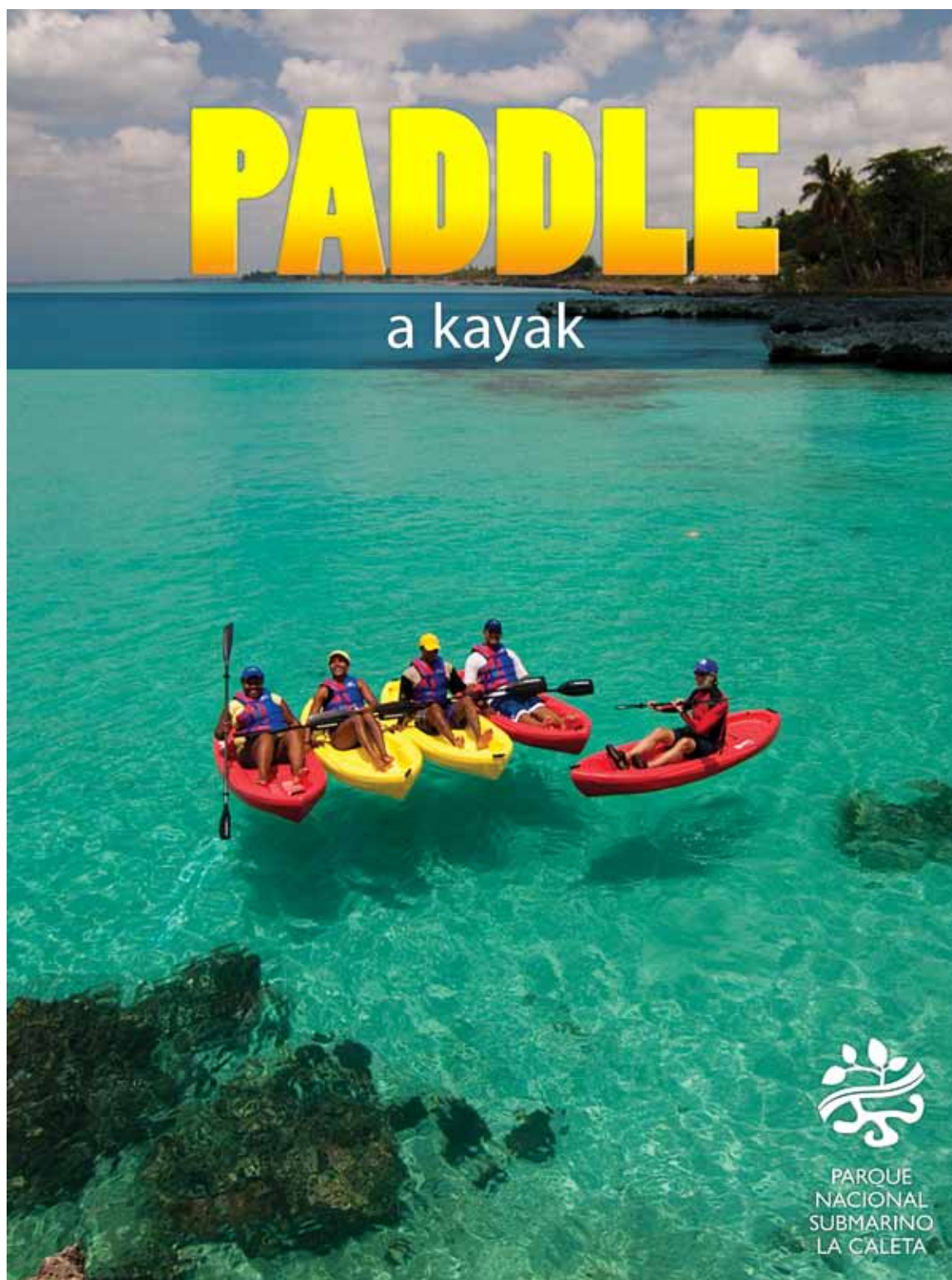
Dimensions: 18" x 24" / This poster will follow the style of the recommended banners in the La Caleta sign report.



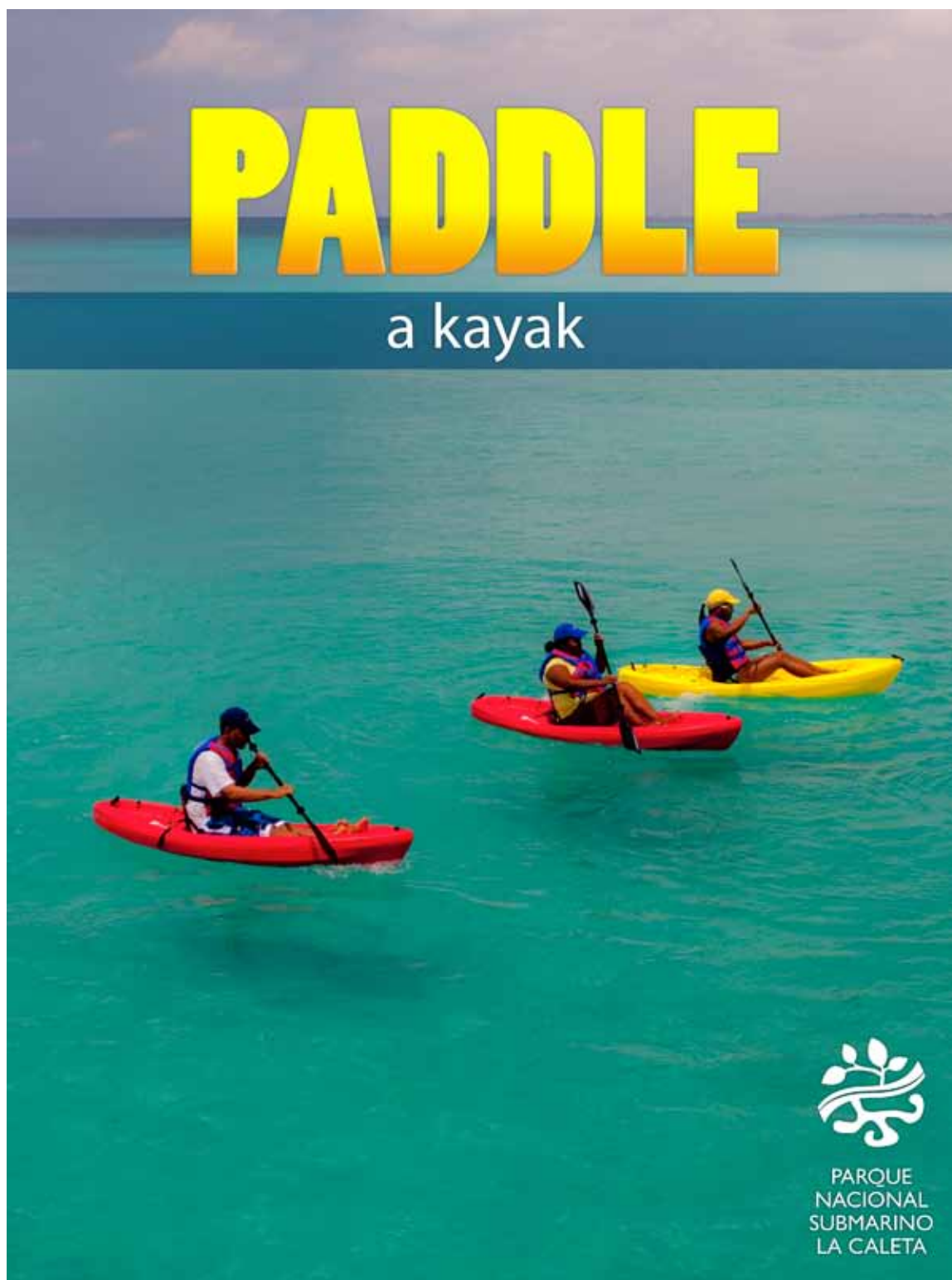
Dimensions: 18" x 24" / This poster will follow the style of the recommended banners in the La Caleta sign report.



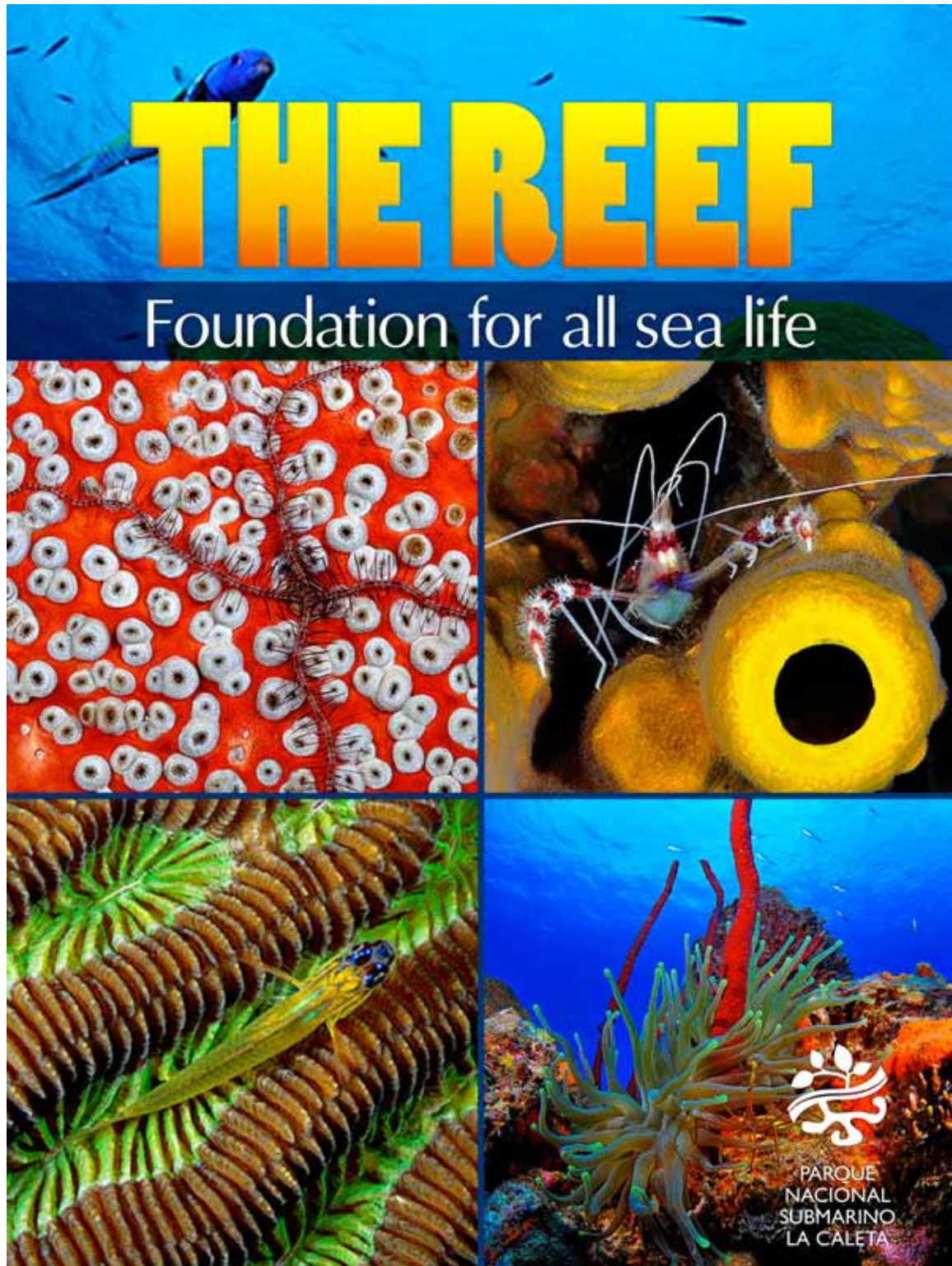
Dimensions: 18" x 24" / This poster will follow the style of the recommended banners in the La Caleta sign report.



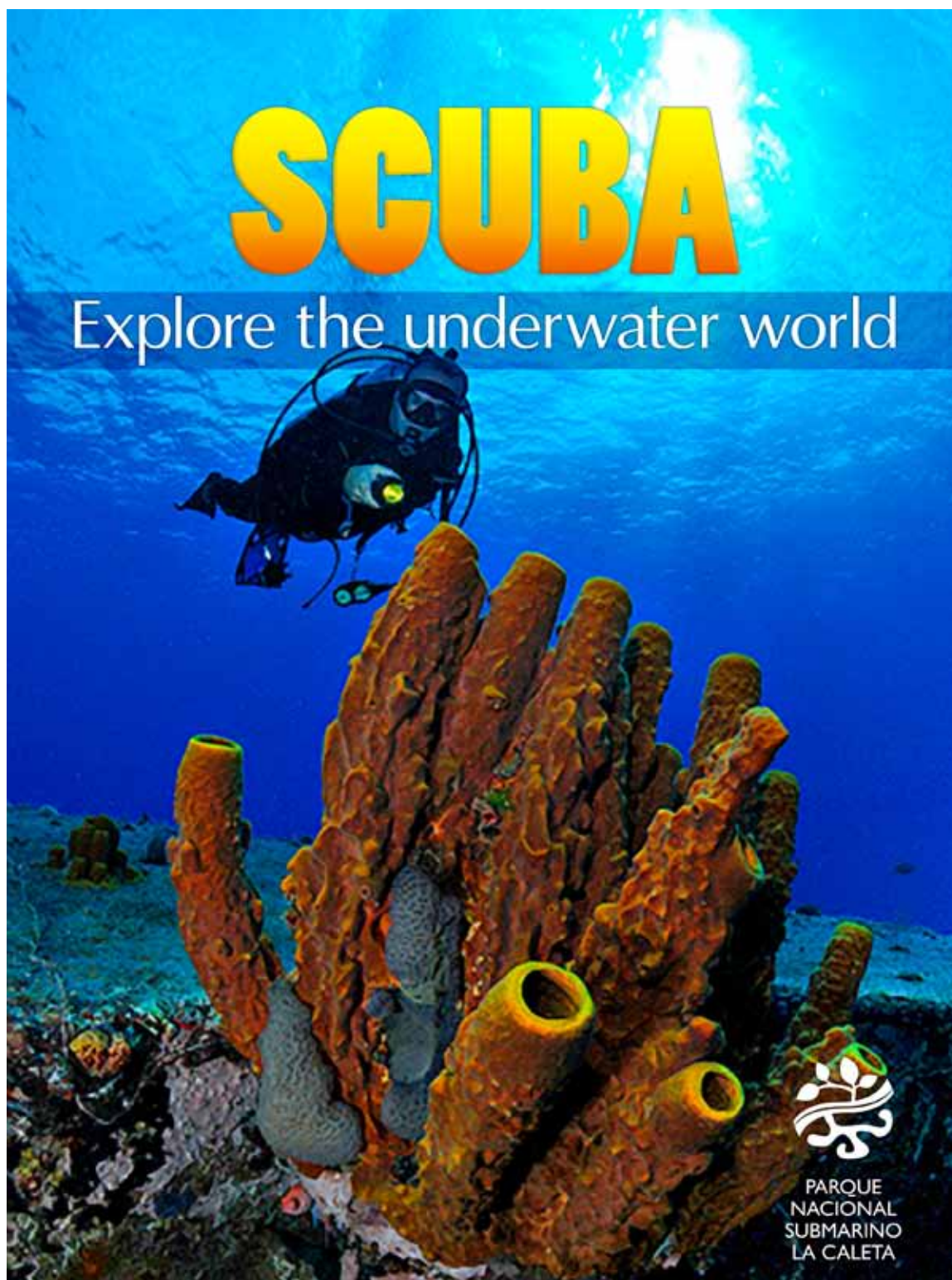
Dimensions: 18" x 24" / This poster will follow the style of the recommended banners in the La Caleta sign report.



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Dimensions: 18" x 24"