

# **Branding: Spirit Airlines Booklet**

Mary Hatcher

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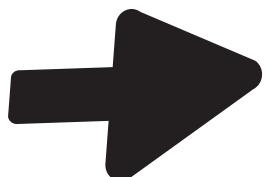
**7:** Mock-Ups

**17:** Pdf File

# **Project Brief**

Choose a brand that you think needs to be rebranded. Create a booklet that can be used by that brand in some way.

# Process



# Research

I decided that I wanted to rebrand Spirit Airlines. I made this decision because of their extremely negative public perception; in order to figure out what about the brand needed to be fixed, I performed an extensive amount of research.

## My Findings

I noticed that Spirit Airlines' branding in the past has a theme of being inappropriate and pretty distasteful. I assume using sexual jokes in an advertising campaign is Spirit's attempt at attracting a younger audience, but it really just makes the brand seem unprofessional.

**spirit** LESS MONEY. MORE GO. [VIEW DEALS](#) [Twitter icon](#)

**THE CONSOLATION PRIZE:** **75% OFF\*** **TO GET OUT OF TOWN**

**The Consolation Prize: 75% Off\* To Get Out Of Town Today Only!**

Make no mistake - the deal is legit and will last longer than 30 seconds. Consider it our consolation prize for all of those out there who almost win, at least you're winning with this deal. Use it to send last night's host on a trip to Colombia. Survey says...everyone's a winner.



There is also a motif of "cheapness" — not "affordability"— that is very present in their brand identity.

## The Plan

I came to the conclusion that Spirit airlines needs to become a lot friendlier. Having tasteless advertisements makes the brand feel unprofessional, thus untrustworthy; if someone is nervous about getting on a flight, they're going to choose an airline whose visual identity screams "qualified, not the airline who's ads look like one of those sketchy **"HOT GIRLS IN YOUR AREA"** advertisements that show up on pirated movie websites.

## On Southwest & Spirit Airlines: "Affordable" vs. "Cheap"

10

"Years before Spirit's rise, Southwest Airlines branded itself as a budget option — but made a distinct effort to position itself as the **consumer's ally**.

Substituting free meals with a mere snack was converted to the clever 'fly for peanuts' campaign that underscored how the carrier's budget-conscious ways saved you money, and did so with love (to reiteration that affection, its chosen stock ticker symbol: LUV).

Still, the company made an effort to keep its service up to standard, and marketing its **cost-cutting in a lighthearted way** played into a carefully cultivated irreverent brand: **Making the flight cheaper somehow seemed like a fun group experience.**

**Spirit never seemed fun — just cheap.**  
'The carrier was not really focused on the passenger experience.'

## Southwest



- Affordable
- Trustworthy
- Empathetic
- Safe
- Professional

## What does Spirit Airlines need?

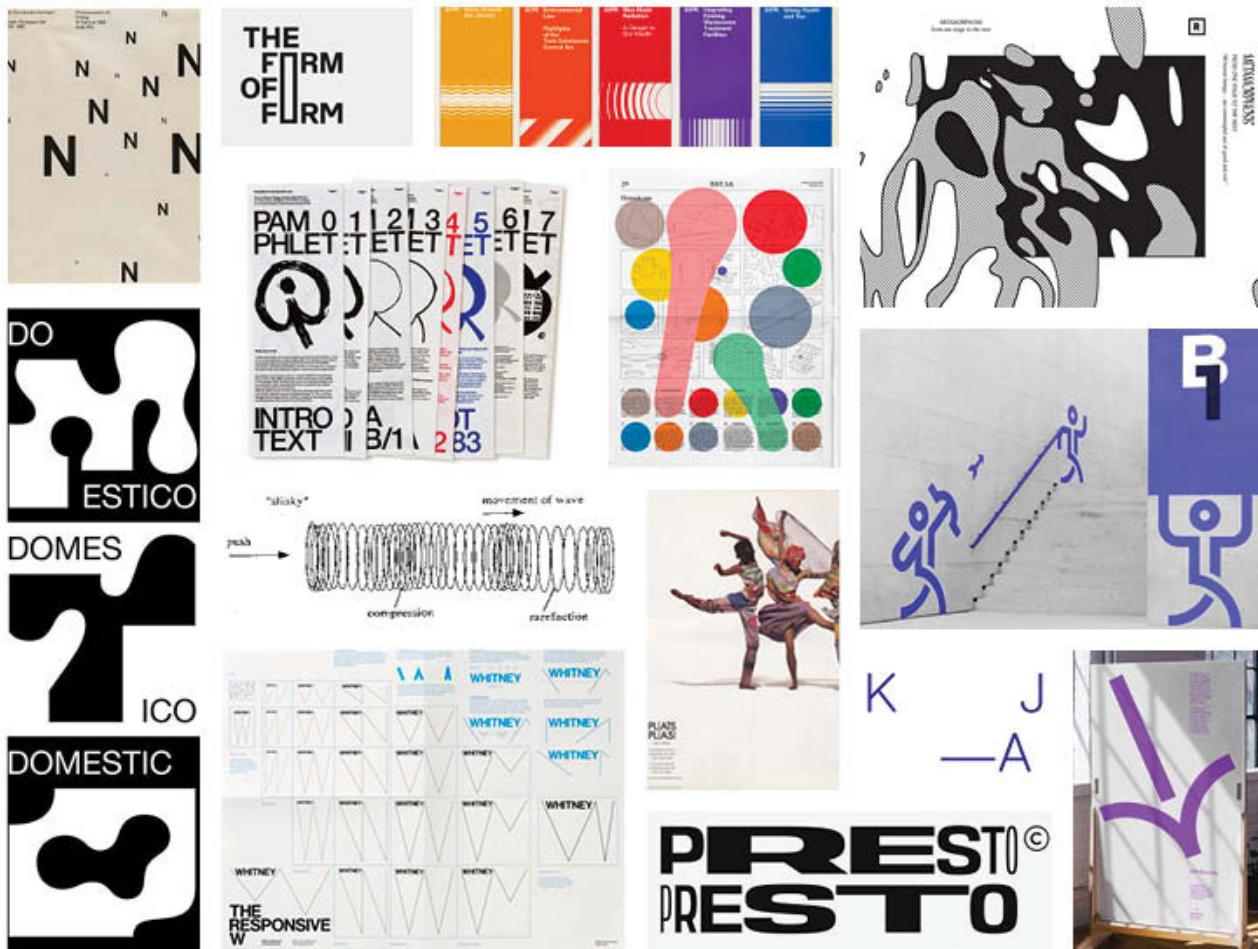
15

1. A new visual identity. Spirit's current identity looks unprofessional and cheap.
2. More promotion of the "Bare Fare." Many complaints are about hidden fees.
3. A brand identity based on a consumer who may find the airline's "flaws" (like packing lightly) insignificant for the price.

# Ideation

To start thinking about what I wanted the Spirit rebrand to look like, I created moodboards based on words that represent their brand.

"FLEXIBLE"



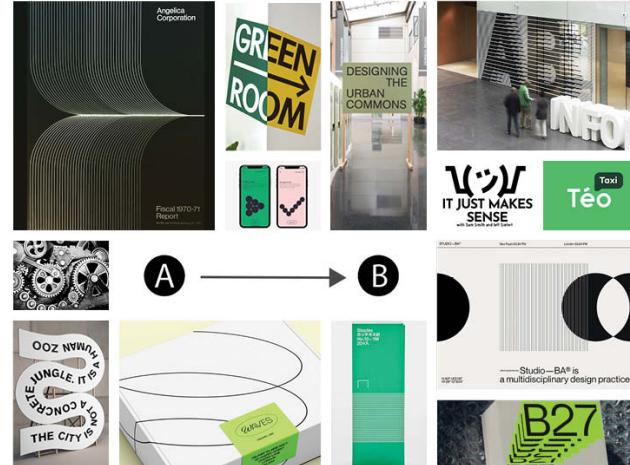
CONTRAST, VARIABILITY, MOVEMENT, ORGANIC, RESPONSIVE, NON-CONTAINED

"TRUSTWORTHY"



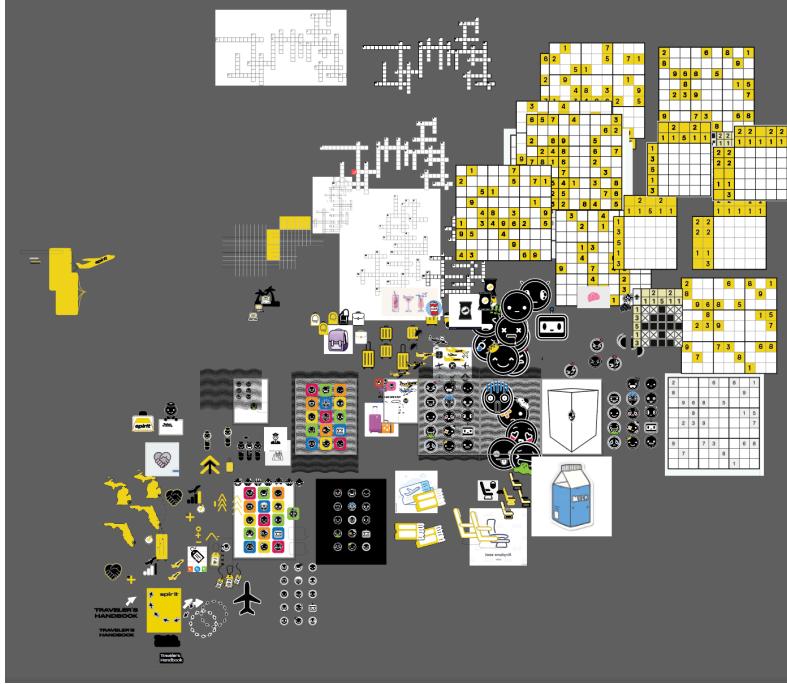
HONEST, FUNCTIONAL, SIMPLE, PERSONABLE, STRENGTH, UNITY

'CONVENIENT

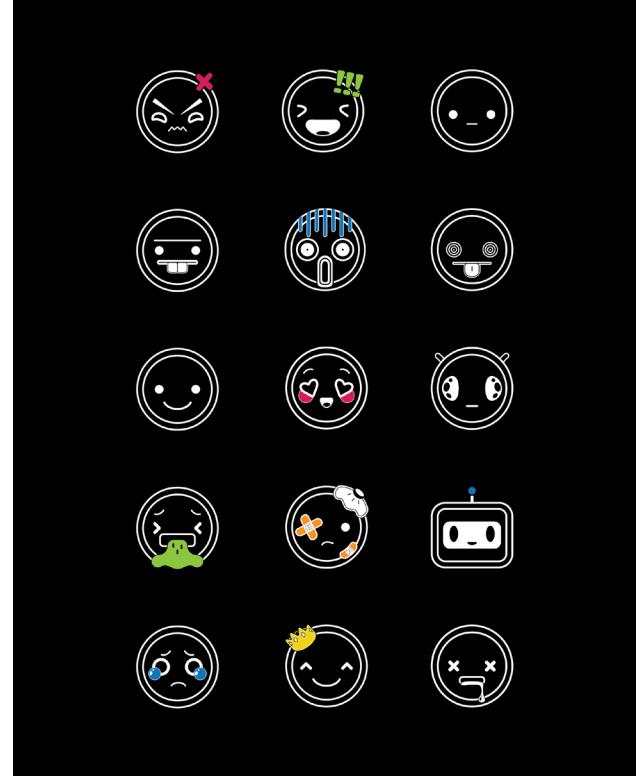


QUICK, CLEAR, ACCESSIBLE, MOVEMENT, POINT A TO B, PATHS

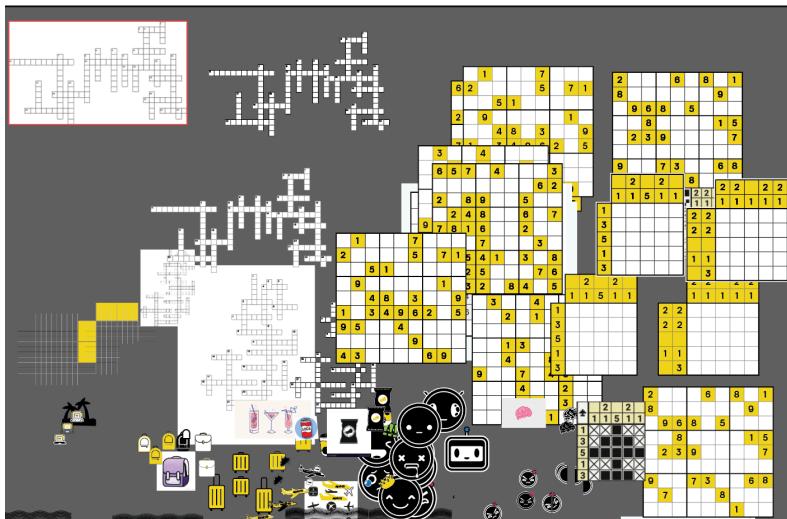
# Execution



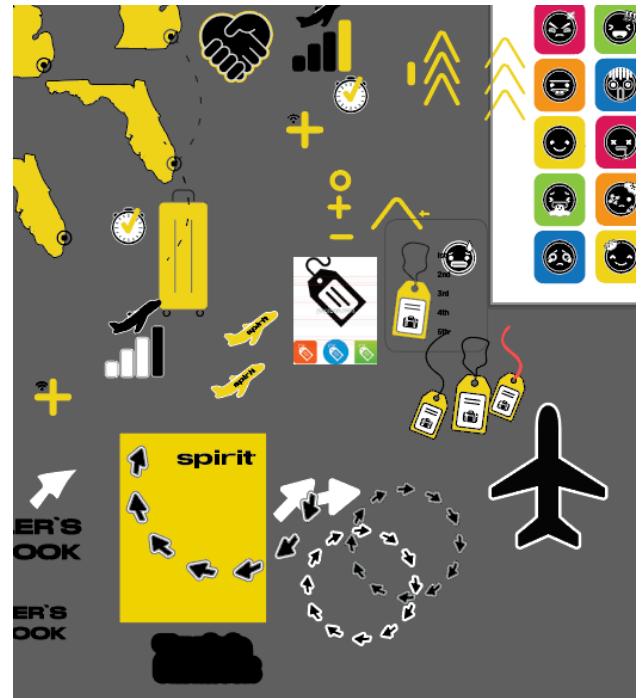
My illustrator file for asset creation.



Icon system I created to be used throughout the pamphlet – I want to evoke a sense of playfulness and personality.

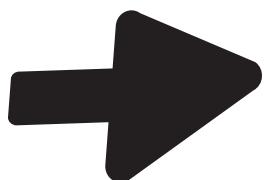


Puzzles – I created a Spirit Airlines crossword and custom nonogram puzzles that, when completed, spell the word “GO!” + an airplane symbol.

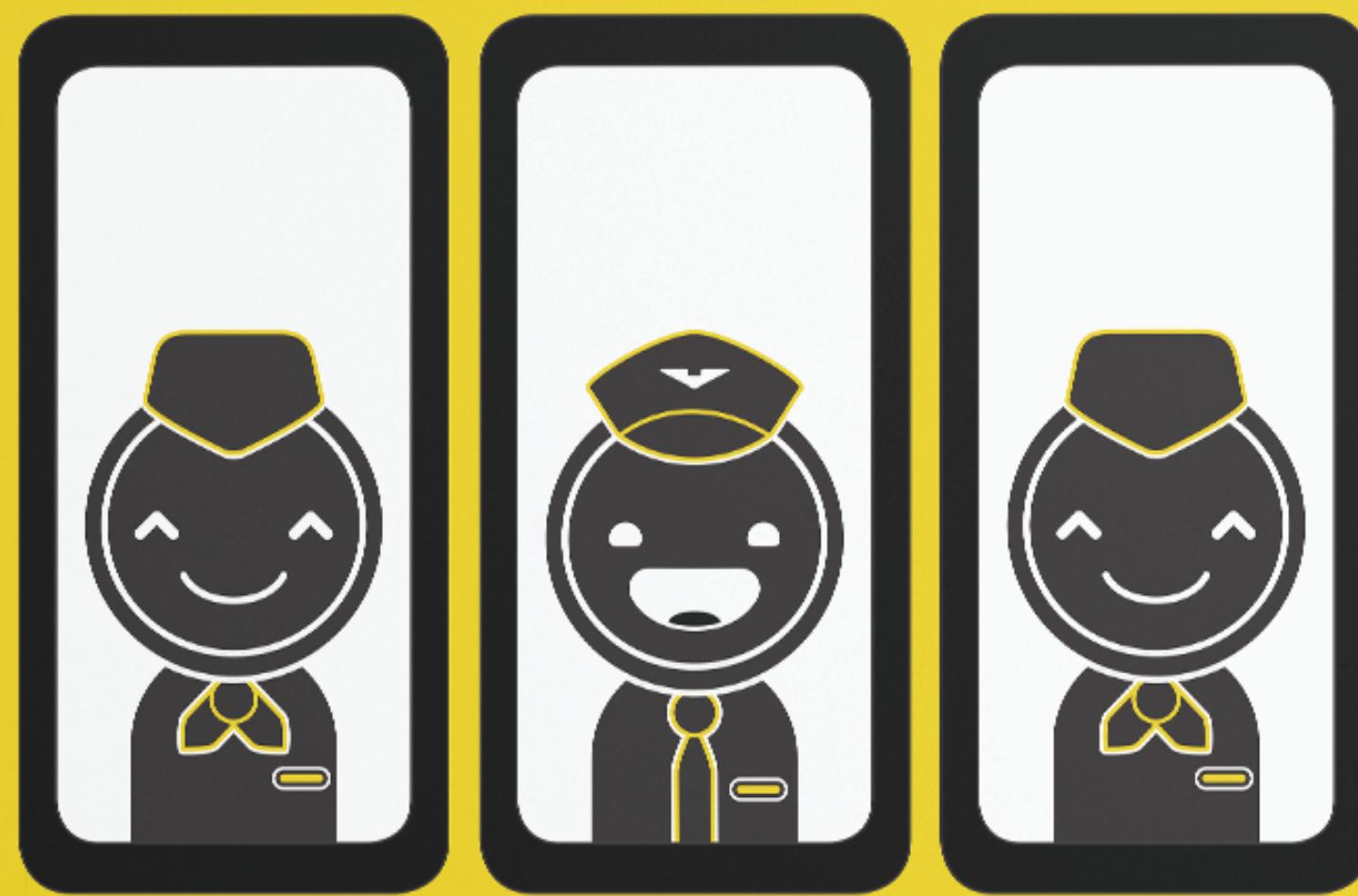


More asset creation.

# Mock-Ups







If found, please return to:

Name

Address

Phone #

4 **WHAT  
IT'S ALL  
ABOUT**

6 **TRIP  
CHECK-  
LIST**

12 **TAKE A  
WORK-  
CATION**

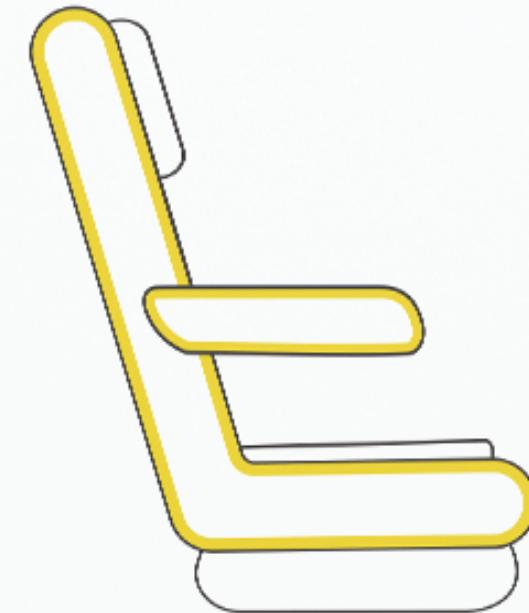
14 **IN-  
FLIGHT  
FUN**

# SO... ARE YOU READY TO GO?

6

Let's us make it easy. We've created this guide to share some of our most popular services and help build a flight experience that's right for you.

## 1. Grab a Seat



Why are our prices so hard to beat? Because when you book a flight with Spirit, your ticket = your seat!

Unlike other airlines, we don't tack on unnecessary fees. We believe that each traveler is different and that your flight experience should be based on exactly what you need; we don't mess around!

Want some extra space?  
Try our **Big Front Seat®**

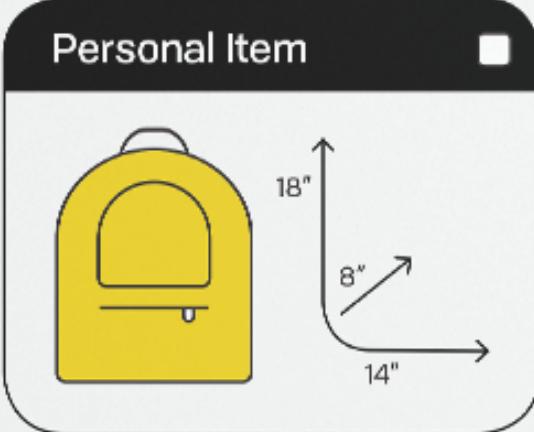
+\$12-\$250

If you value wider seats, extra legroom, and an even more comfortable flight, take our Big Front Seat® out for a spin!

Located in the front of the plane, 18.5" wide, and a full 6" of extra legroom.

7

## 2. Pack a Bag (or not)



While at Spirit we're here for the two-day-trippers; the grab-a-backpack-and-go-ers, we also understand that wherever you're going, you might want to take more than a few items with you. Don't worry, we've got you covered.



Overweight baggage? + \$50/bag   
> 40 lbs



## 3. Time for Takeoff!

Hungry?

### Classic Combos

**Hot Deal** \$6   
1 Coffee/Hot Chocolate  
1 Bite

**Lil' Mix** \$10   
2 Soft Drink/Juice/Mixer  
1 Snack

**Share Pair** \$14   
2 Soft Drink/Juice/Mixer  
1 Cheese Tray/Café  
Snack Box

**Triple Good** \$15   
1 Liquor/Beer/Wine  
1 Soft Drink/Juice/Mixer  
1 Snack

**Happy Hour** \$17   
2 Beer/Wine

**Toasting Trio** \$20   
2 Liquor/Beer/Wine  
1 Soft Drink/Juice/Mixer

**5 O'Clock** \$21   
2 Buzzballz® Cocktails  
1 Snack

**Big Mix** \$23   
2 Liquor/Beer/Wine  
1 Soft Drink/Juice/Mixer  
1 Snack

**Party Pack** \$34   
3 Liquor/Beer/Wine  
2 Soft Drink/Juice/Mixer/  
1 Snack





I fly Spirit for the **Big Front Seat**. It's the same as a domestic first class seat on any other airline, except for a fraction of the price. It's the biggest travel hack I know!

Ally D. — Wichita, KS

I use Spirit whenever I feel **spontaneous!** Since tickets are so affordable, I can plan a weekend getaway on the fly. Whenever I want to go to the beach, Spirit's got me.

Chantel G. — Columbus, OH

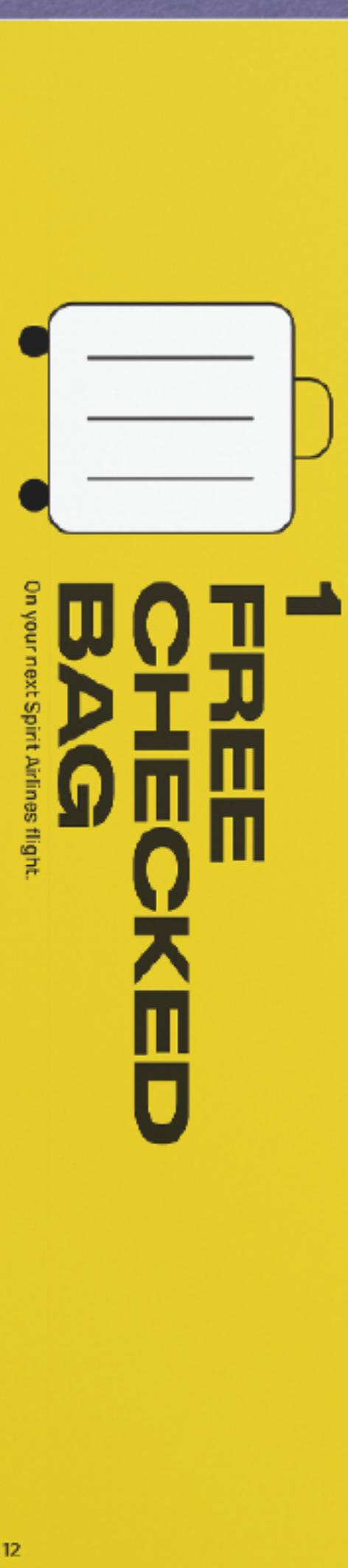
I like to pack light and with Spirit, it just makes sense. Other airlines add so many extra fees for services I don't use. With Spirit, I'm **just paying for my seat** and that is all I really need.

Tim A. — New York, NY

**FREE  
CHECKED  
BAG**

On your next Spirit Airlines flight.

12



## TO THE WORK- ALL- WEEKEND- ERS:

This weekend, you may catch up on emails at a local coffee shop; what about on a beach in Florida?



Hey, it's even been scientifically proven that a change of environment can lower stress, benefit productivity, and make working a more enjoyable experience.

When your workload starts to pile up and prices are as flexible as ours: it just makes sense, right?

Let us help you make getting things done a little bit more fun; we've provided you with **this coupon** so that you can get going.



13

**Whoever said that you  
need Wi-Fi to have fun?**



Nobody that I know of, at least.

Keeping Fuel costs low is a big deal for us. It's how we can offer such low fares! So we passed on a few things: magazines, Wi-Fi, and movie screens. They'd just weigh us down.

On the next few pages, we've included some brain games to help you stay occupied on your next flight, the old-fashioned way.



# IN- FLIGHT ENTERTAINMENT

## SUDOKU

6	5	7		4				3
2		8	9		5		6	2
	2	4	8		6		7	
7	8	1	6		2			
5			7			3		
9	5	4	1		3		8	
	2	5				7	6	
1	7	3	2		8	4		5

Easy

	1				7			
2					5		7	1
	9						1	
		5	1					
9					4	8	3	9
1		3	4	9	6	2		5
9	5				4			
					9			
4	3					6	9	

Intermediate

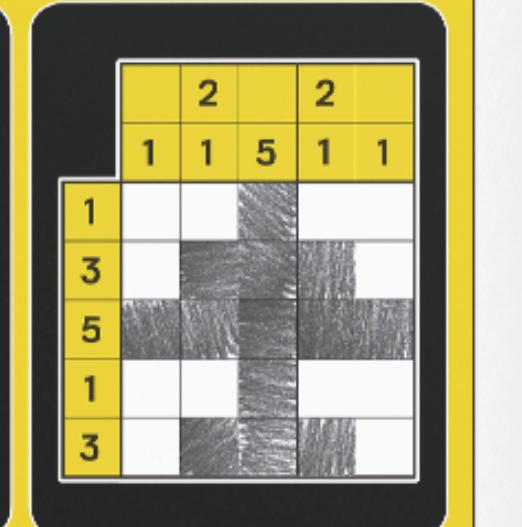
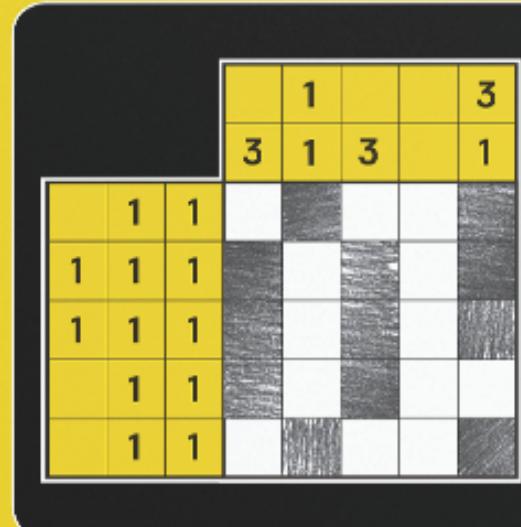
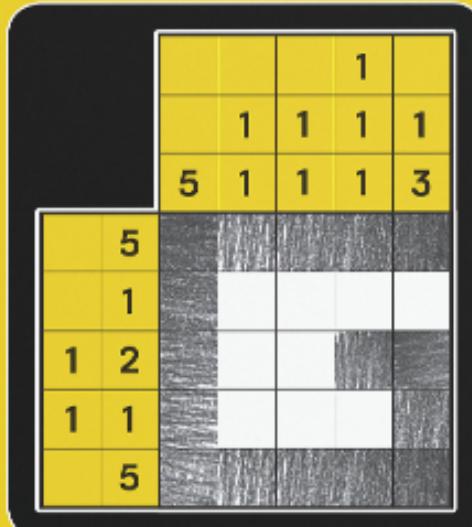
2			6	8	1			
8					9			
	9	6	8	5		1	5	
	8					7		
2	3	9						
9		7	3		6	8		
7			8		1			

Challenging

3		4						
	2		1			7		
	1	3					5	8
4								
9		7	4	6				
	4			2				
6	8		3					

Expert

## NONOGRAMS



## LOGIC PUZZLE

	Traveler Name				Bag Color			
	Jim	Betty	Craig	Louise	Red	Grey	Blue	Yellow
Group Number	1							
	2							
	3							
	4							
Bag Color	Red							
	Grey							
	Blue							
	Yellow							

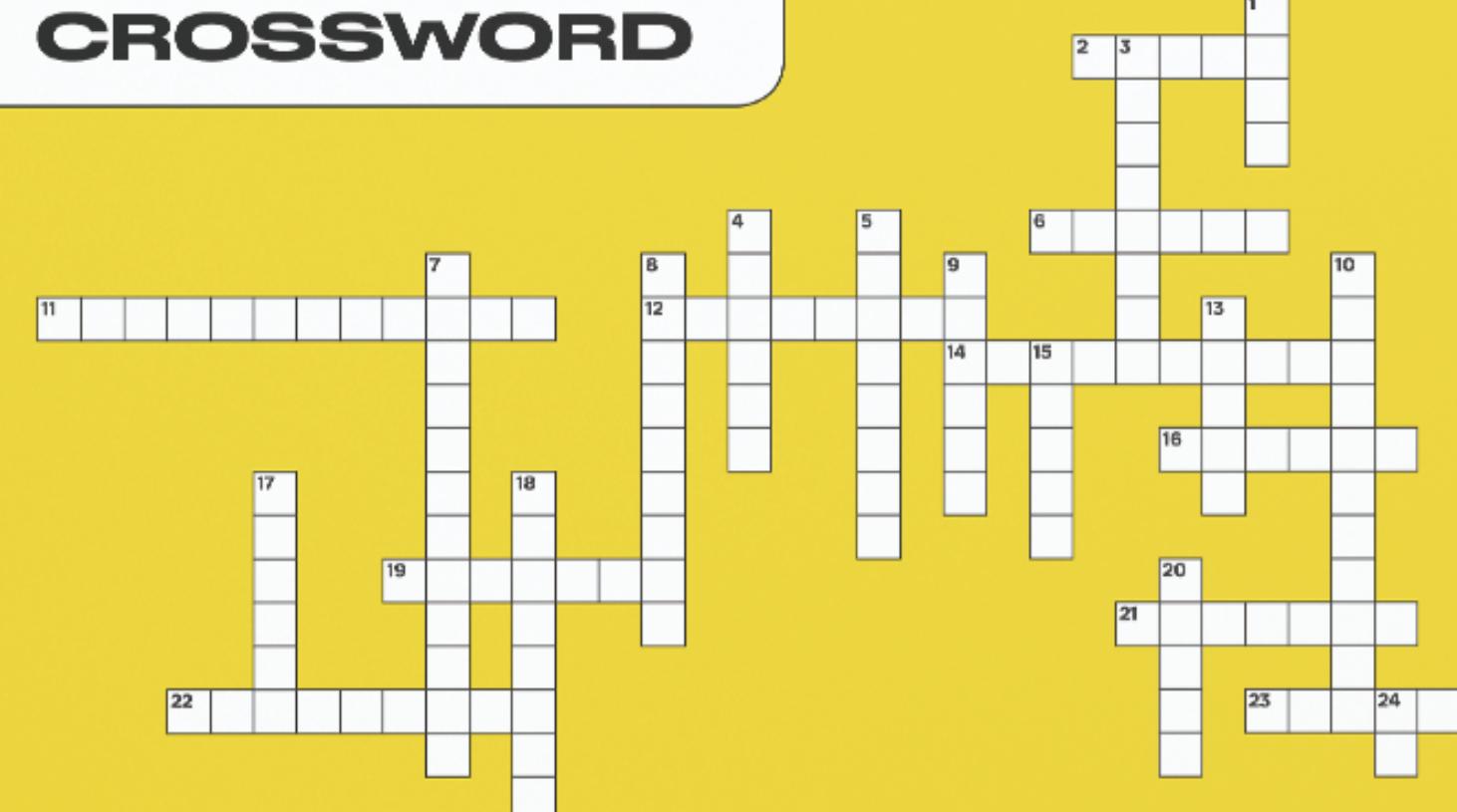
There's been a mix-up in baggage claim! Use these clues to figure out what bag belongs to which traveler.

### Clues

1. The traveler with the yellow bag boarded 1 group after Betty.
2. The traveler with the blue bag boarded with group 4.
3. Between Craig and Jim, one traveler has a grey bag and the other boarded with group 4.
4. Jim boarded with group 3.

## CROSSWORD

CROSSWORD



### ACROSS

2. You haven't been able to do this on a plane since the 90s.
6. Enjoy your \_\_\_\_!
11. The comfiest spot to sit in one of our aircrafts.
12. You're on one right now.
14. City of Angels.
16. Aloha!
19. This state is popular among spring-breakers.
21. The pilot sits here.
22. You may need this in one of our sunnier destinations.
23. Ours don't flap.

### DOWN

1. Your ticket = your \_\_\_\_.
3. Our roots run deep in this state.
4. When you reach your destination
5. Keeps you off the edge of your seat.
7. A bag that you don't have to check-in.
8. Islands south of Florida.
9. Bananas, lemons, and sometimes submarines.
10. Where you're going.
13. Viva las \_\_\_\_!
15. From ear to ear.
17. Your lungs would be empty without it.
18. Collection of airport gates.
20. We're all about saving you this.
24. Less money, more \_\_\_\_.

## My Spirit Trip To:

Arrival: \_\_\_\_ / \_\_\_\_ / \_\_\_\_

Departure: \_\_\_\_ / \_\_\_\_ / \_\_\_\_

Where'd you stay?

Try anything new?

Who'd you go with?

Meet anyone new?

Favorite moment?

Wanna go back?

Flight:

Weather:

Food:

Accommodations:

Day #

## STICKERS

You know what's great? Travel logging. You know what's even better? Travel logging with stickers.

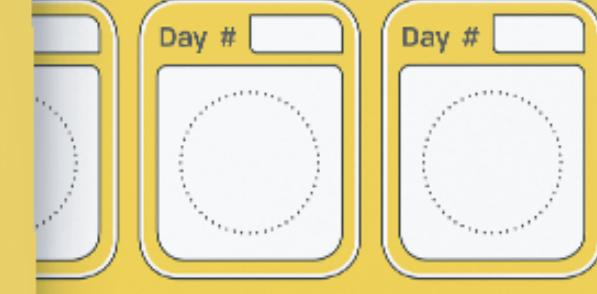
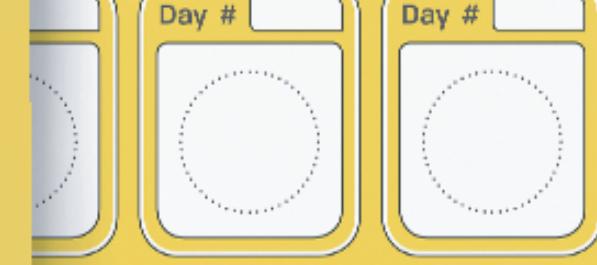


Departure: \_\_\_\_ / \_\_\_\_ / \_\_\_\_

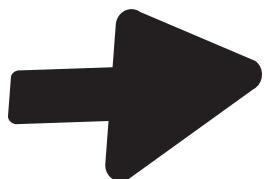
Try anything new?

Meet anyone new?

Wanna go back?



# PDF File





**spirit**<sup>®</sup>  
airlines





**4** WHAT  
IT'S ALL  
ABOUT

**6** TRIP  
CHECK-  
LIST

**12** TAKE A  
WORK-  
CATION

**14** IN-  
FLIGHT  
FUN

If found, please return to:

Name

Address

Phone #

## Performance Promise



We are committed to getting you there on time. With a growing fleet of 458 aircrafts, we are now among the leaders in on-time performance.

## Improving The Experience



We are committed to improving every aspect of your journey. We'll be installing Wi-Fi on all of our planes and encourage you to use our time-saving kiosk self bag-tag, and self bag-drop where available.

## À La Smarte Fares



We are committed to giving you more choices when it comes to how you fly and how you save. Add extras like Shortcut Boarding. Relax in a Big Front Seat®. It's up to you.

We're committed to flying you to the best destinations for as little money as possible.



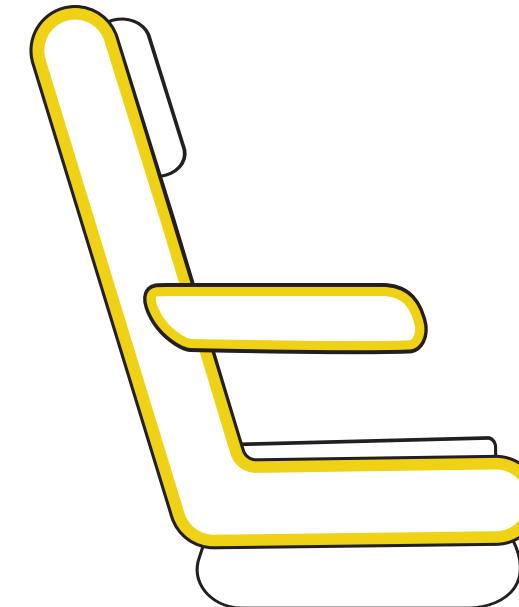
spirit

**LESS  
MONEY,  
MORE  
GO.**

SO...  
ARE  
YOU  
READY  
TO  
GO?

Let's us make it easy. We've created this guide to share some of our most popular services and help build a flight experience that's right for you.

## 1. Grab a Seat



Why are our prices so hard to beat? Because when you book a flight with Spirit, your ticket = your seat! 

Unlike other airlines, we don't tack on unnecessary fees. We believe that each traveler is different and that your flight experience should be based on exactly what you need; we don't mess around!

Want some extra space?  
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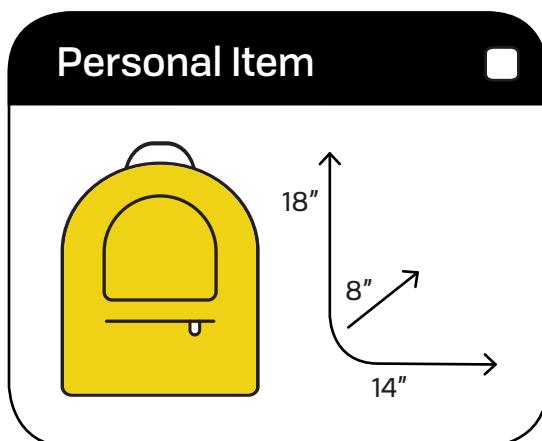
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If you value wider seats, extra legroom, and an even more comfortable flight, take our Big Front Seat® out for a spin!

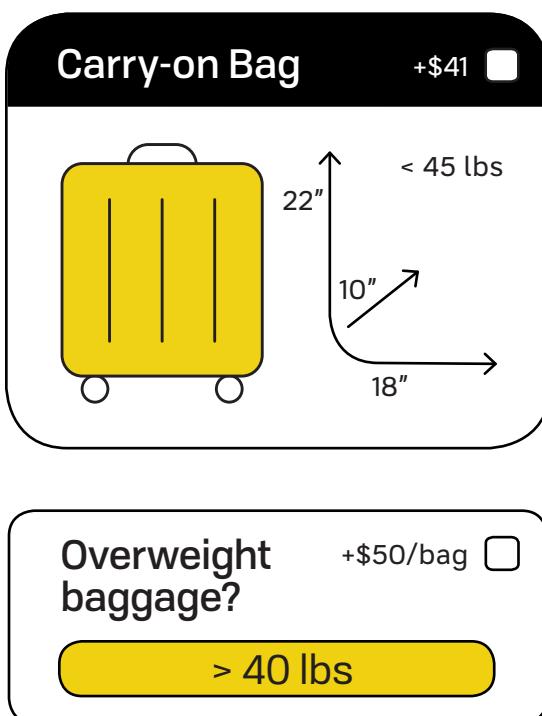
Located in the front of the plane, 18.5" wide, and a full 6" of extra legroom.

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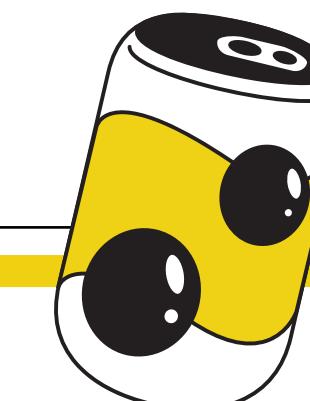
## 3.

# Time for Takeoff!

Hungry?

## Classic Combos

<b>Hot Deal \$6</b>	<input type="checkbox"/>	<b>Toasting Trio \$20</b>	<input type="checkbox"/>
1 Coffee/Hot Chocolate		2 Liquor/Beer/Wine	
1 Bite		1 Soft Drink/Juice/Mixer	
<b>Lil' Mix \$10</b>	<input type="checkbox"/>	<b>5 O'Clock \$21</b>	<input type="checkbox"/>
2 Soft Drink/Juice/Mixer		2 Buzzballz® Cocktails	
1 Snack		1 Snack	
<b>Share Pair \$14</b>	<input type="checkbox"/>	<b>Big Mix \$23</b>	<input type="checkbox"/>
2 Soft Drink/Juice/Mixer		2 Liquor/Beer/Wine	
1 Cheese Tray/Café		1 Soft Drink/Juice/Mixer	
Snack Box		1 Snack	
<b>Triple Good \$15</b>	<input type="checkbox"/>	<b>Party Pack \$34</b>	<input type="checkbox"/>
1 Liquor/Beer/Wine		3 Liquor/Beer/Wine	
1 Soft Drink/Juice/Mixer		2 Soft Drink/Juice/Mixer/	
1 Snack		1 Snack	
<b>Happy Hour \$17</b>	<input type="checkbox"/>		
2 Beer/Wine			



# HOW DO YOU SPIRIT?



I fly Spirit for the **Big Front Seat**. It's the same as a domestic first class seat on any other airline, except for a fraction of the price. It's the biggest travel hack I know!

Ally D. – Wichita, KS

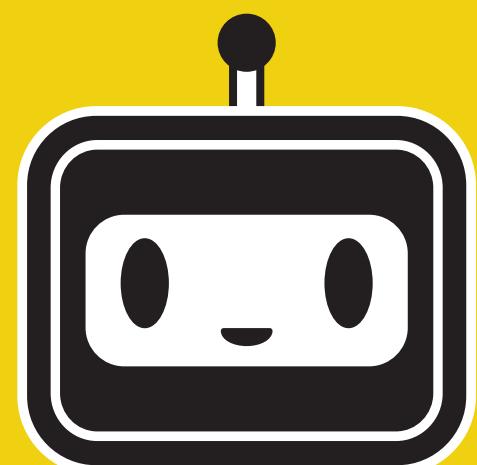


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Chantel G. – Columbus, OH

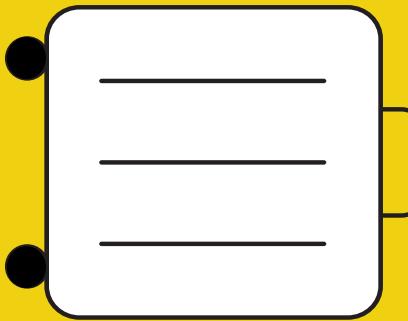
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Tim A. – New York, NY



1 FREE  
CHECKED  
BAG

On your next Spirit Airlines flight.



# TO THE WORK- ALL- WEEKEND- ERS:

This weekend, you may catch up on emails at a local coffee shop; **what about on a beach in Florida?**



Hey, it's even been scientifically proven that a change of environment can lower stress, benefit productivity, and make working a more enjoyable experience.



When your workload starts to pile up and prices are as flexible as ours: **it just makes sense, right?**

Let us help you make getting things done a little bit more fun; we've provided you with **this coupon** so that you can get going.



The graphic features a large, bold, black font where the letters 'W', 'E', 'E', 'K', 'E', 'N', 'D', 'S' are stacked vertically on the left side, and 'O', 'F', 'F', 'I', 'C', 'E' are stacked vertically on the right side. The background is a solid yellow color. Overlaid on this background are several layers of smaller, semi-transparent text and images. At the top, there's a grey 'TO THE' and a yellow 'WEEKENDERS'. Below that, there's a yellow box containing a grey 'WEEKENDERS' logo and the word 'WEEKENDERS' again. In the center, there's a white box with a grey circular icon and the text 'weekenders.com'. To the right, there's a large, semi-transparent 'OFFICE' logo. At the bottom, there's a grey 'OFFICE' logo and some other partially visible text.

On your next Spirit Airlines flight...

# WEEKEND PLAN:

# WHAT:

- Do homework
  - Apply to jobs
  - Join a virtual meeting
  - Study for a test
  - Respond to Emails
  - Write an essay

# WHERE

- On the beach
  - At a campsite
  - From a ski lodge
  - In the city



# Whoever said that you need Wi-Fi to have fun?



Nobody that I know of, at least.

Keeping Fuel costs low is a big deal for us. It's how we can offer such low fares! So we passed on a few things: magazines, Wi-Fi, and movie screens. They'd just weigh us down.



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## SUDOKU

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					6	2	
2		8	9		5		
	2	4	8		6	7	
7	8	1	6		2		
5			7		3		
9		5	4	1	3	8	
	2	5			7	6	
1	7	3	2	8	4		5

Easy

	1			7			
2				5		7	1
		5	1				
	9					1	
		4	8		3		9
1		3	4	9	6	2	5
9	5			4		9	
4	3				6	9	

Intermediate

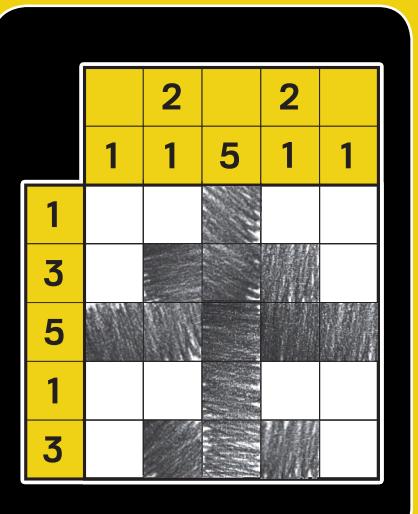
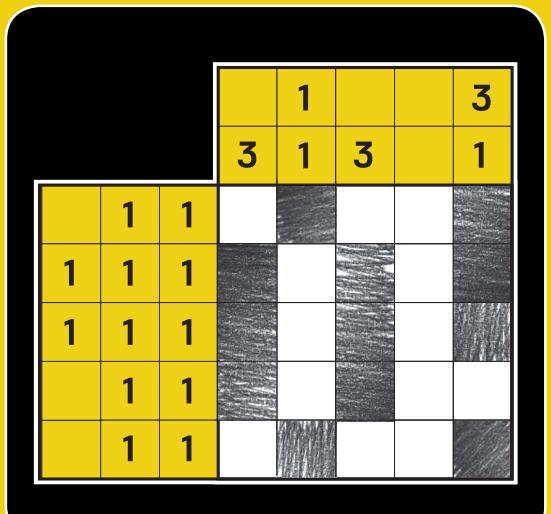
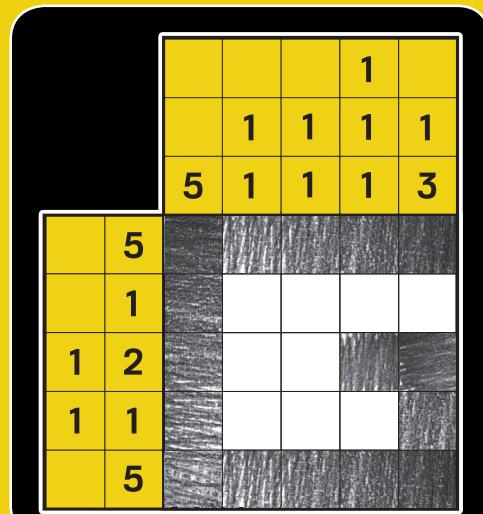
2			6	8	1		
8					9		
	9	6	8	5			
	8				1	5	
	2	3	9			7	
9			7	3	6	8	
	7			8			
					1		

Challenging

3			4				
	2		1			7	
		1	3			5	8
	4			8			
9		7	4	6			
	4			2			
	6	8			3		
			1				

Expert

## NONOGRAMS



## LOGIC PUZZLE

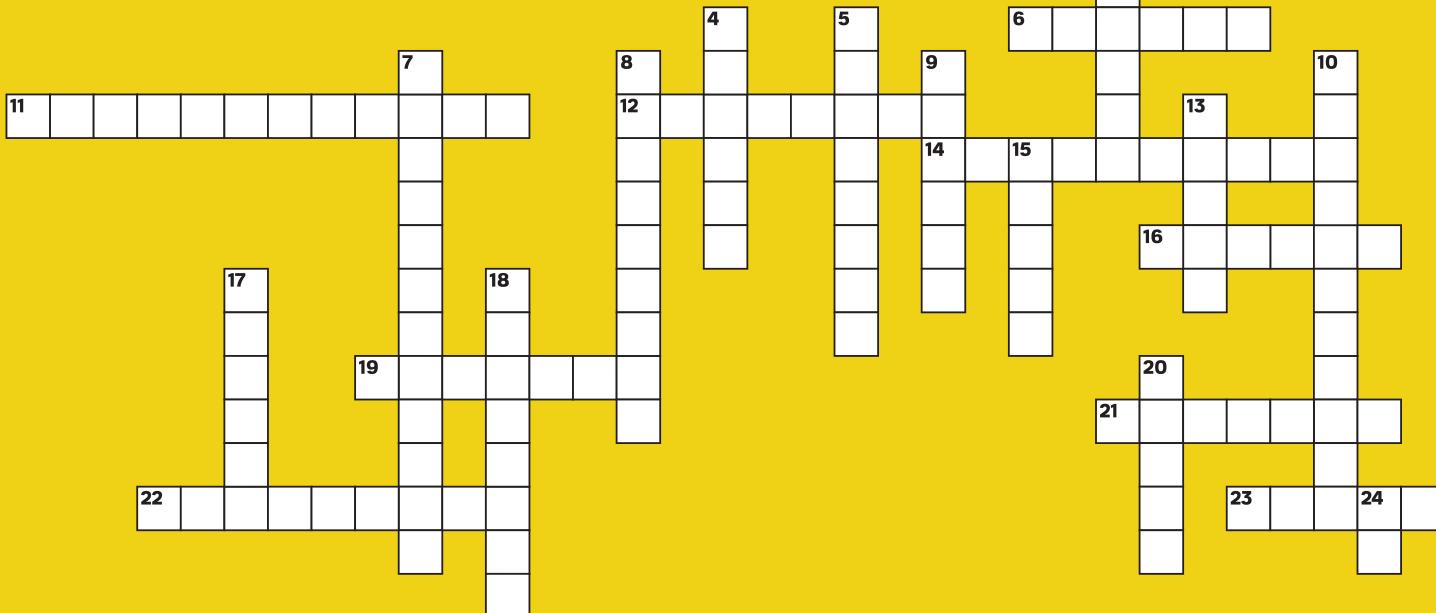
	Traveler Name				Bag Color			
	Jim	Betty	Craig	Louise	Red	Grey	Blue	Yellow
Group Number	1							
	2							
	3							
	4							
Bag Color	Red							
	Grey							
	Blue							
	Yellow							

There's been a mix-up in baggage claim! Use these clues to figure out what bag belongs to which traveler.

### Clues

1. The traveler with the yellow bag boarded 1 group after Betty.
2. The traveler with the blue bag boarded with group 4.
3. Between Craig and Jim, one traveler has a grey bag and the other boarded with group 4.
4. Jim boarded with group 3.

## CROSSWORD



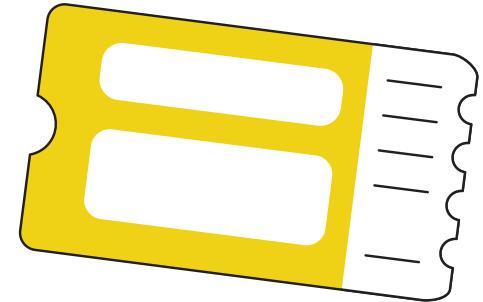
### ACROSS

- |     |  |     |   |
|-----|--|-----|---|
| 2.  | You haven't been able to do this on a plane since the 90s. | 16. | Aloha!  |
| 6.  | Enjoy your ____!   | 19. | This state is popular among spring-breakers.          |
| 11. | The comfiest spot to sit in one of our aircrafts.          | 21. | The pilot sits here.                                  |
| 12. | You're on one right now.                                   | 22. | You may need this in one of our sunnier destinations. |
| 14. | City of Angels.  | 23. | Ours don't flap.                                      |

### DOWN

- |    |  |     |                                       |
|----|--|-----|---------------------------------------|
| 1. | Your ticket = your ____.                   | 10. | Where you're going.                   |
| 3. | Our roots run deep in this state.          | 13. | Viva las ____!                        |
| 4. | When you reach your destination            | 15. | From ear to ear.                      |
| 5. | Keeps you off the edge of your seat.       | 17. | Your lungs would be empty without it. |
| 7. | A bag that you don't have to check-in.     | 18. | Collection of airport gates.          |
| 8. | Islands south of Florida.                  | 20. | We're all about saving you this.      |
| 9. | Bananas, lemons, and sometimes submarines. | 24. | Less money, more ____.                |

# WHERE ARE YOU GOING?



## CHECKLIST

Where have you been? Where are you right now? Here's a checklist of all of our destinations. **Let's go!**



## UNITED STATES

- |  |   |   |
|--|---|---|
| <b>Arizona</b><br><input type="checkbox"/> Phoenix         | <b>Maryland</b><br><input type="checkbox"/> Baltimore       | <b>Pennsylvania</b><br><input type="checkbox"/> Latrobe<br><input type="checkbox"/> Philadelphia<br><input type="checkbox"/> Pittsburgh |
| <b>California</b><br><input type="checkbox"/> Los Angeles  | <b>Massachusetts</b><br><input type="checkbox"/> Boston     | <b>Puerto Rico</b><br><input type="checkbox"/> Aguadilla<br><input type="checkbox"/> San Juan   |
| <input type="checkbox"/> Oakland                           | <b>Michigan</b><br><input type="checkbox"/> Detroit         | <b>South Carolina</b><br><input type="checkbox"/> Myrtle Beach  |
| <input type="checkbox"/> Orange County                     | <b>Minnesota</b><br><input type="checkbox"/> Minneapolis    | <b>Tennessee</b><br><input type="checkbox"/> Memphis<br>Nashville   |
| <input type="checkbox"/> Sacramento                        | <b>Missouri</b><br><input type="checkbox"/> Kansas City     | <b>Texas</b><br><input type="checkbox"/> Austin<br><input type="checkbox"/> Dallas<br><input type="checkbox"/> Houston                  |
| <input type="checkbox"/> San Diego                         | <input type="checkbox"/> St. Louis                          | <b>U.S. Virgin Islands</b><br><input type="checkbox"/> St. Thomas   |
| <b>Colorado</b><br><input type="checkbox"/> Denver         | <b>Nevada</b><br><input type="checkbox"/> Las Vegas         | <b>Utah</b><br><input type="checkbox"/> Salt Lake City  |
| <b>Connecticut</b><br><input type="checkbox"/> Hartford    | <b>New Jersey</b><br><input type="checkbox"/> Atlantic City | <b>Virginia</b><br><input type="checkbox"/> Richmond  |
| <b>Florida</b><br><input type="checkbox"/> Fort Lauderdale | <input type="checkbox"/> Newark                             | <b>Washington</b><br><input type="checkbox"/> Seattle   |
| <input type="checkbox"/> Fort Myers                        | <b>New York</b><br><input type="checkbox"/> New York City   | <b>Wisconsin</b><br><input type="checkbox"/> Milwaukee  |
| <input type="checkbox"/> Miami                             | <b>North Carolina</b><br><input type="checkbox"/> Charlotte | <b>West Virginia</b><br><input type="checkbox"/> Charleston   |
| <input type="checkbox"/> Orlando                           | <input type="checkbox"/> Greensboro                         | <b>Mexico</b><br><input type="checkbox"/> Cabo San Lucas  |
| <input type="checkbox"/> Tampa                             | <input type="checkbox"/> Raleigh                            | <input type="checkbox"/> Cancún<br><input type="checkbox"/> Puerto Vallarta   |
| <input type="checkbox"/> West Palm Beach                   | <b>Ohio</b><br><input type="checkbox"/> Akron               | <b>Nicaragua</b><br><input type="checkbox"/> Managua  |
| <b>Georgia</b><br><input type="checkbox"/> Atlanta         | <input type="checkbox"/> Cleveland                          | <b>Panama</b><br><input type="checkbox"/> Panama City   |
| <b>Illinois</b><br><input type="checkbox"/> Chicago        | <input type="checkbox"/> Columbus                           | <b>Peru</b><br><input type="checkbox"/> Lima  |
| <b>Indiana</b><br><input type="checkbox"/> Indianapolis    | <b>Oregon</b><br><input type="checkbox"/> Portland          | <b>Sint Maarten</b><br><input type="checkbox"/> Philipsburg   |
| <b>Kentucky</b><br><input type="checkbox"/> Louisville     |   |   |
| <b>Louisiana</b><br><input type="checkbox"/> New Orleans   |   |   |

## INTERNATIONAL

- |  |   |   |
|--|---|---|
| <b>Aruba</b><br><input type="checkbox"/> Oranjestad          | <b>Ecuador</b><br><input type="checkbox"/> Guayaquil          | <b>Mexico</b><br><input type="checkbox"/> Cabo San Lucas                    |
| <b>Columbia</b><br><input type="checkbox"/> Armenia          | <b>El Salvador</b><br><input type="checkbox"/> San Luis Talpa | <input type="checkbox"/> Cancún<br><input type="checkbox"/> Puerto Vallarta |
| <input type="checkbox"/> Bogotá                              | <b>Guatemala</b><br><input type="checkbox"/> Guatemala City   | <b>Nicaragua</b><br><input type="checkbox"/> Managua                        |
| <input type="checkbox"/> Cali                                | <b>Haiti</b><br><input type="checkbox"/> Cap-Haïtien          | <b>Panama</b><br><input type="checkbox"/> Panama City                       |
| <input type="checkbox"/> Cartagena                           | <input type="checkbox"/> Port-au-Prince                       | <b>Peru</b><br><input type="checkbox"/> Lima                                |
| <input type="checkbox"/> Medellín                            | <b>Honduras</b><br><input type="checkbox"/> Tegucigalpa       | <b>Sint Maarten</b><br><input type="checkbox"/> Philipsburg                 |
| <b>Costa Rica</b><br><input type="checkbox"/> San José       | <b>Jamaica</b><br><input type="checkbox"/> Montego Bay        |   |
| <b>Dominican Rep.</b><br><input type="checkbox"/> Punta Cana |   |   |
| <input type="checkbox"/> Santiago                            |   |   |
| <input type="checkbox"/> Santo Domingo                       |   |   |

# My Spirit® Trip To:

Arrival: ..... / ..... / .....

Departure: ..... / ..... / .....

Where'd you stay?

Who'd you go with?

Favorite moment?

Flight:  
• • • • •

Weather:  
• • • • •

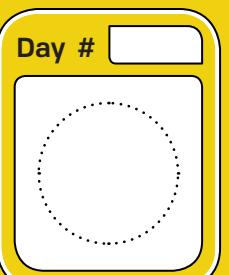
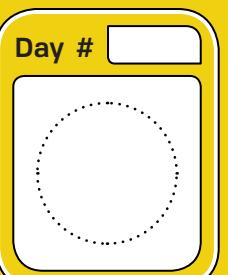
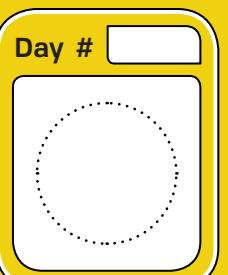
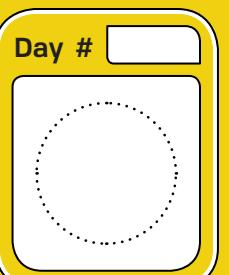
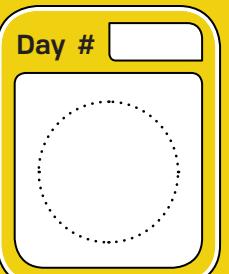
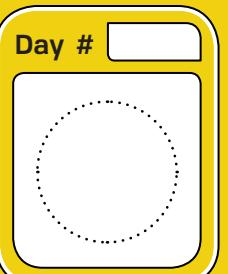
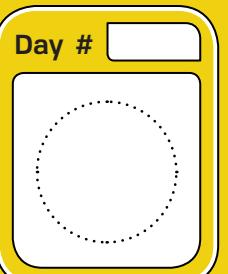
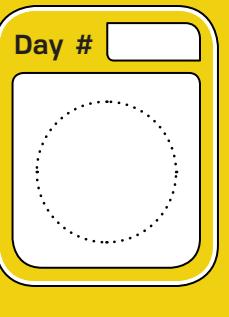
Food:  
• • • • •

Accommodations:  
• • • • •

Try anything new?

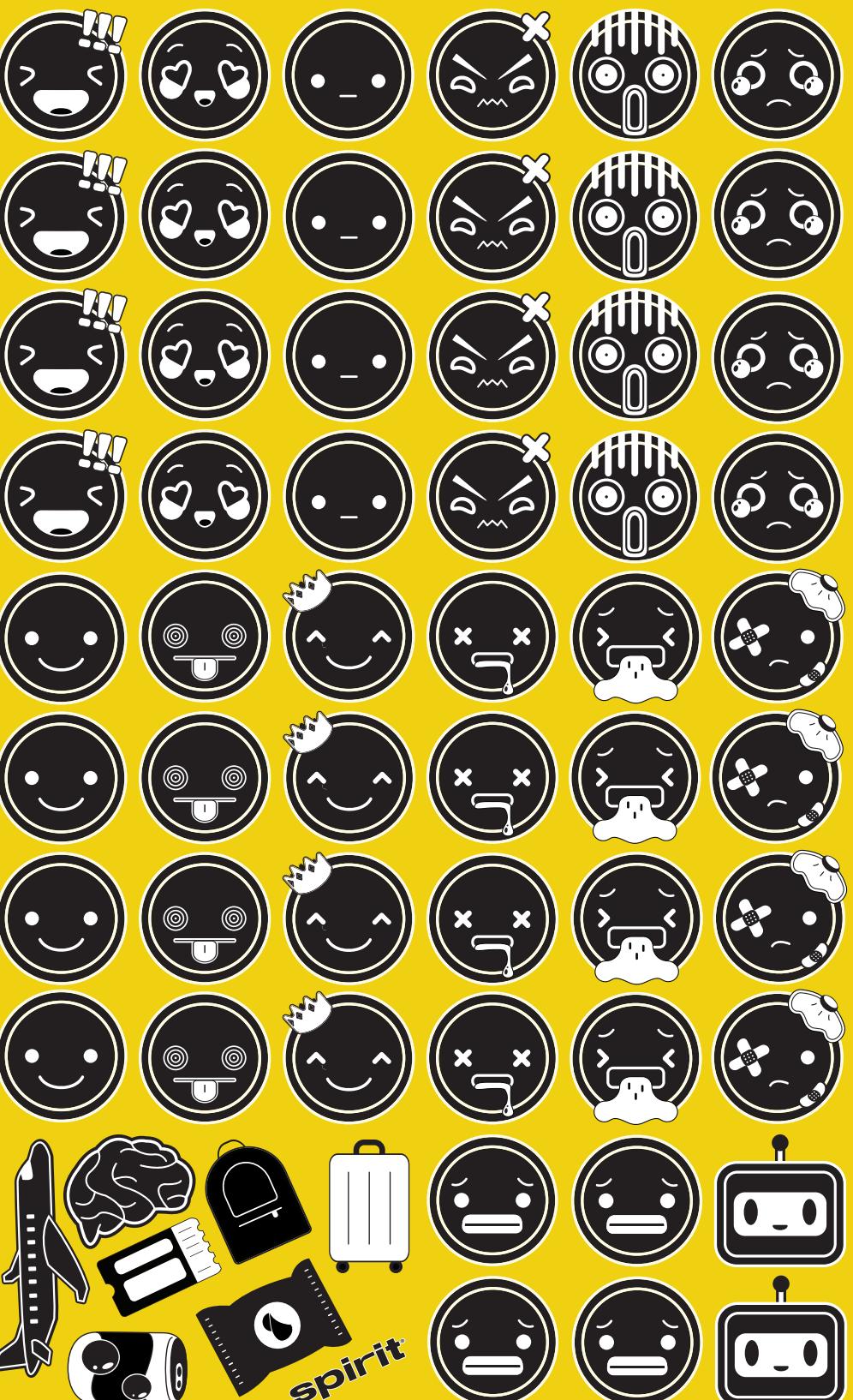
Meet anyone new?

Wanna go back?



# STICKERS

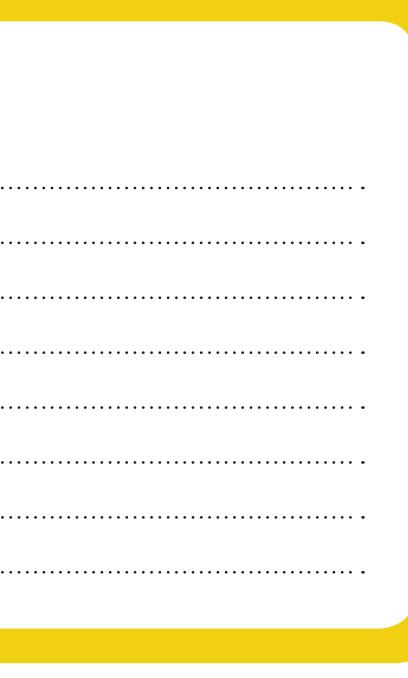
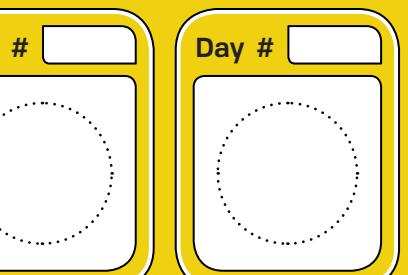
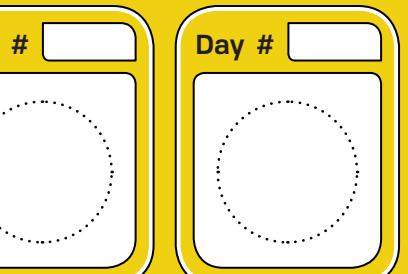
You know what's great? Travel logging. You know what's even better? **Travel logging with stickers.**



..... / ..... / .....

?

v?



# My Spirit

**Arrival:** ..... /

# Where'd you stay?

# Who'd you go with?

## Favorite moment?

## Flight:

## Weather:

## Food:

## Accommodations:

# **My Spirit® Trip To:**

**Arrival:** ..... / ..... / .....

**Departure:** ..... / ..... / .....

## Where'd you stay?

## Try anything new?

# Who'd you go with?

## Meet anyone new?

## Favorite moment?

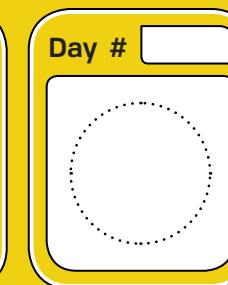
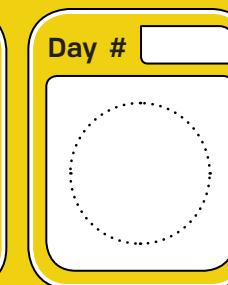
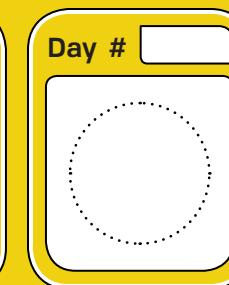
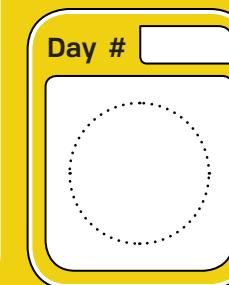
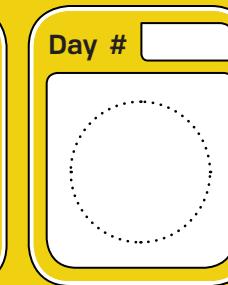
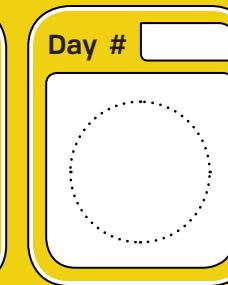
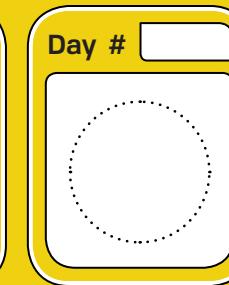
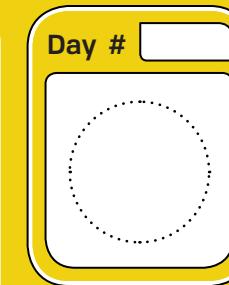
# Wanna go back?

## Flight:

## Weather:

## Food:

## Accommodations:







Thank you  
for choosing

***spirit***<sup>®</sup>

