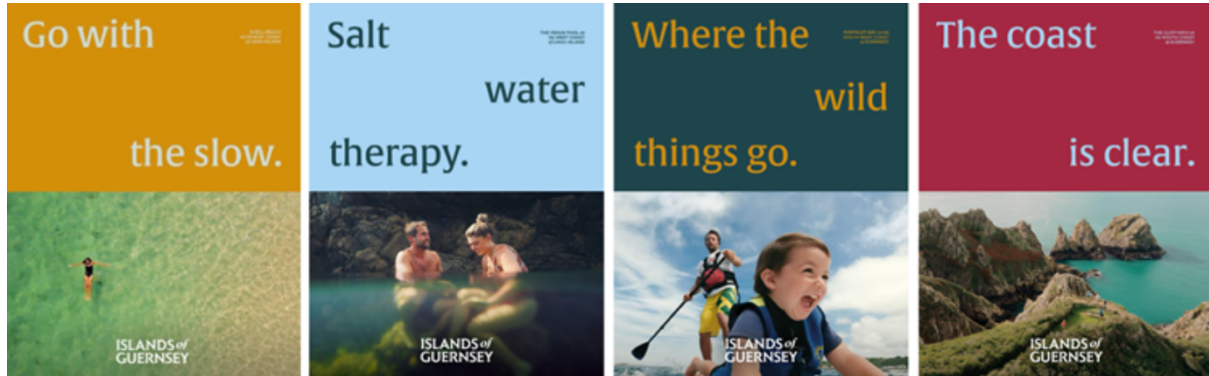


# ISLANDS of GUERNSEY

## VISITGUERNSEY'S BRAND REFRESH IS HERE

*Reflecting the Islands today: confident, calm and quietly distinctive.*



**23 December 2025: London, UK** – VisitGuernsey announces a brand refresh ready to go into 2026 anew. The **Island Edition** refresh reflects the Islands today: confident, calm and quietly distinctive.

The rebrand is comprised of various elements including a new logo, fonts, colour palette, and illustrative icons, all drawn from the islands landscape, culture, and tides. The colours emerge from the island itself, the typography feels timeless, and the motion flows with the sea. The brand follows the Island's natural rhythm mirroring what people travel to the islands for: space, simplicity, and a genuine sense of escape. VisitGuernsey's 2026 creative continues to focus on awareness raising, targeting its key audiences, comprised of couples, young families, multi-generational families, and solo travellers.

In addition to awareness raising, VisitGuernsey also has two key themes that they will be focusing on; wellness, with a specific focus on men's wellbeing and food, with the launch of The Big Eat food festival, which comprises two bursts of activity in April and October.

Going alongside the brand refresh, VisitGuernsey is launching a new Trade and Media facing website next month. Designed to better support its partners and strengthen how they work together to promote the islands, the platform has been developed with the needs of the travel trade and media firmly in mind.

*Watch VisitGuernsey's brand video and read more here.*

*For more information on visiting the Islands of Guernsey, please visit [www.visitguernsey.com](http://www.visitguernsey.com).*

**-ENDS-**

*For more information, please contact the LOTUS team at [guernsey@wearelotus.co.uk](mailto:guernsey@wearelotus.co.uk)*

### **How to get there**

*With flight times from the UK as little as 40 minutes and ferry sailings from three hours, visitors can opt to take the ferry over the Channel from Poole or Portsmouth or fly directly from the UK with British Airways and Aurigny. From April 2026 British Airways will operate one daily flight from London Heathrow Terminal 5 via [ba.com](http://ba.com). Aurigny operates year-round direct flights to Guernsey from London, Southampton, and other regional airports. [www.aurigny.com](http://www.aurigny.com). Brittany Ferries operates fast and traditional ferries from Poole and Portsmouth to Guernsey year-round. Ferries depart from Guernsey's St Peter Port to Sark, Alderney, and Herm at multiple times throughout the day during the summer. <https://www.brittany-ferries.co.uk/>*