

Getaway From \$499



716 Amethyst Bay Boulevard, St. Thomas, VI 00802
866-323-7070
www.amethystbayresort.com

 **AMETHYST BAY**
Resort & Spa

“Getaway from the everyday”

That defined an entire vacation resort promotion. I wanted to combine ‘relaxation’ with ‘adventure’ to create a memorable getaway.

Diving, kayaking and windsurfing, which you find in an island paradise. These images were manipulated in Adobe Photoshop while the ad itself was laid out in Adobe InDesign. I created the iguana mascot to balance out the design. During the development phase the phrase ‘This is our Everyday’ appeared. Placing that front and center was the final piece.

This clean simple design meets all the needs of the promotion, while standing out from the crowd.