Presentation of the City of Prague Abroad

Prague has been communicating through a new marketing visual style in the field of tourism. The genius loci of Prague is very difficult to express in words so the new visual style of Prague as a tourist destination has been built on emotions, feelings and experiences of its visitors. The clear, positive and internationally comprehensible solution is accompanied by the motto “Pure emotion”.

The new communication visual style is already being used not only during participation in different fairs and other tourism events abroad but also at home.