

Home > Articles > Discover! Long Island announced a new logo and brand campaign for the Island!



□ November 16, 2016

Long Island got a whole new look last week when Discover Long Island, the region's official tourism organization announced a new logo and brand campaign for the Island. In front of a room full of hundreds of state and local government officials, Long Island business and attraction owners and hoteliers, the organization announced a completely revamped identity designed to help continue promotion of the area's unique assets that make it a sought out destination for visitors and new businesses.

Click here for more: <https://www.youtube.com/watch?v=Hu8KP4ZwjtQ&feature=share%20>

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