



# TOURISM FORUM 2026

Navigating Our Tourism Future, Together  
**28-30 JANUARY | CEBU, PHILIPPINES**



# Brand Guidelines

# BACKGROUND

The **ASEAN Tourism Forum (ATF)** is the flagship tourism event of the Association of Southeast Asian Nations, convening government leaders, tourism stakeholders, and industry partners to strengthen regional cooperation and advance ASEAN as a unified, competitive, and sustainable tourism destination. Beyond an annual gathering, ATF serves as a platform for dialogue, partnership, and collective action that helps shape the direction of tourism development in the region.

As host of ASEAN Tourism Forum 2026, the Philippines welcomes ASEAN Member States and international partners to Cebu under the theme “Navigating Our Tourism Future, Together.” The theme emphasizes a shared responsibility to chart the future of tourism collaboratively, guided by resilience, inclusivity, innovation, and sustainability. It reflects ASEAN’s collective journey forward while positioning the Philippines as a partner and facilitator in fostering regional unity and progress.

The official ATF 2026 Philippines Hosting Logo was developed to visually express this spirit of collaboration and navigation. Rooted in ASEAN identity and aligned with the Philippines’ national tourism branding, the logo highlights the country’s role as host while reinforcing regional solidarity. The integration of ASEAN Member icons and the central placement of a Philippine landmark symbolize both inclusiveness and leadership, welcoming all participants while underscoring the Philippines’ pivotal role in hosting and organizing the Forum.

This Brand Book establishes the standards for the proper use and application of the ATF 2026 logo and visual identity. Consistent application across all materials ensures clarity, recognizability, and cohesion, while strengthening branding synergy with the country’s national tourism branding and other official government identifiers.

All stakeholders, partners, suppliers, and implementing teams are expected to adhere to these guidelines to preserve the integrity of the ATF brand and to ensure that all communications reflect the shared vision of navigating our tourism future, together.

## PRIMARY LOCK-UP LOGO



The ATF 2026 primary lock-up logo integrates the different organizers logo.

This is the standard logo for all major materials. The structure of this tagline cannot be altered.



# LOGO ELEMENTS



The icons represent the 11 member countries of the Association of Southeast Asian Nations (ASEAN)

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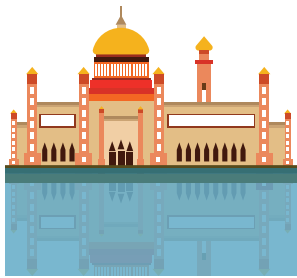
Theme, date, and venue



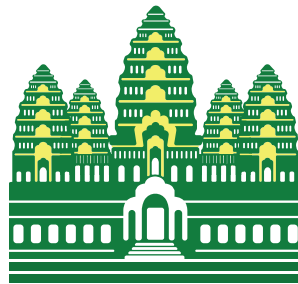
Lock-in organizers logos:

- ASEAN Philippines Chairmanship
- ATF Institutional Logo
- ASEAN Tourism
- Department of Tourism
- Tourism Promotions Board Philippines
- Love the Philippines
- Bagong Pilipinas

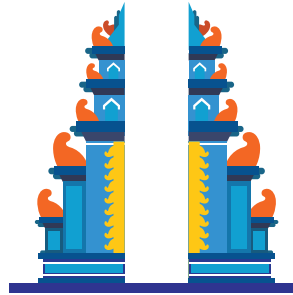
# ASEAN MEMBERS ICONS



BRUNEI  
*Omar Ali Saifuddien Mosque*



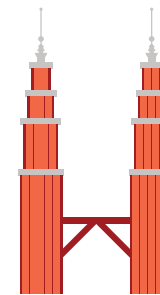
CAMBODIA  
*Angkor Wat*



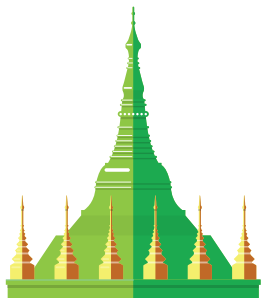
INDONESIA  
*Pura Lempuyang Madya*



LAOS  
*Patuxai Monument*



MALAYSIA  
*Petronas Tower*



MYANMAR  
*Shwedagon Pagoda*



PHILIPPINES  
*Fort Santiago*



SINGAPORE  
*Merlion Statue*



THAILAND  
*Wat Arun Temple*



TIMOR LESTE  
*Cristo Rei*

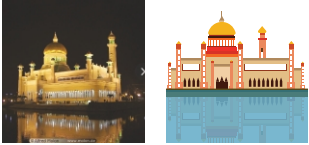


VIETNAM  
*Thiên Mụ Pagoda*

# LOGO ELEMENTS



Brunei  
*Omar Ali Saifuddien Mosque*



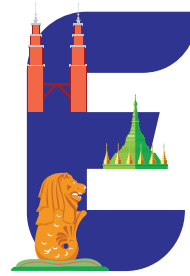
Cambodia  
*Angkor Wat*



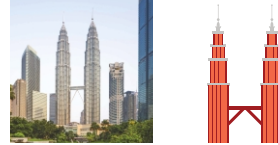
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Philippines  
*Fort Santiago*



Thailand  
*Wat Arun Temple*



Timor Leste  
*Cristo Rei*



Vietnam  
*Thiên Mụ Pagoda*



# TYPEFACE



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**BARABARA**

(UPPERCASE ONLY)

— GOTHAM MEDIUM

— GOTHAM BOLD



## OTHER VARIATIONS (Alternative Lock-up Logo)



You may use this variation when the lock-up logo is to be placed on a higher portion of a layout.

## OTHER VARIATIONS (On Dark Background)



You may use this logo for event materials when the main logo is not appropriate.

## OTHER VARIATIONS (Extreme Horizontal)

**ASEAN TOURISM FORUM 2026**



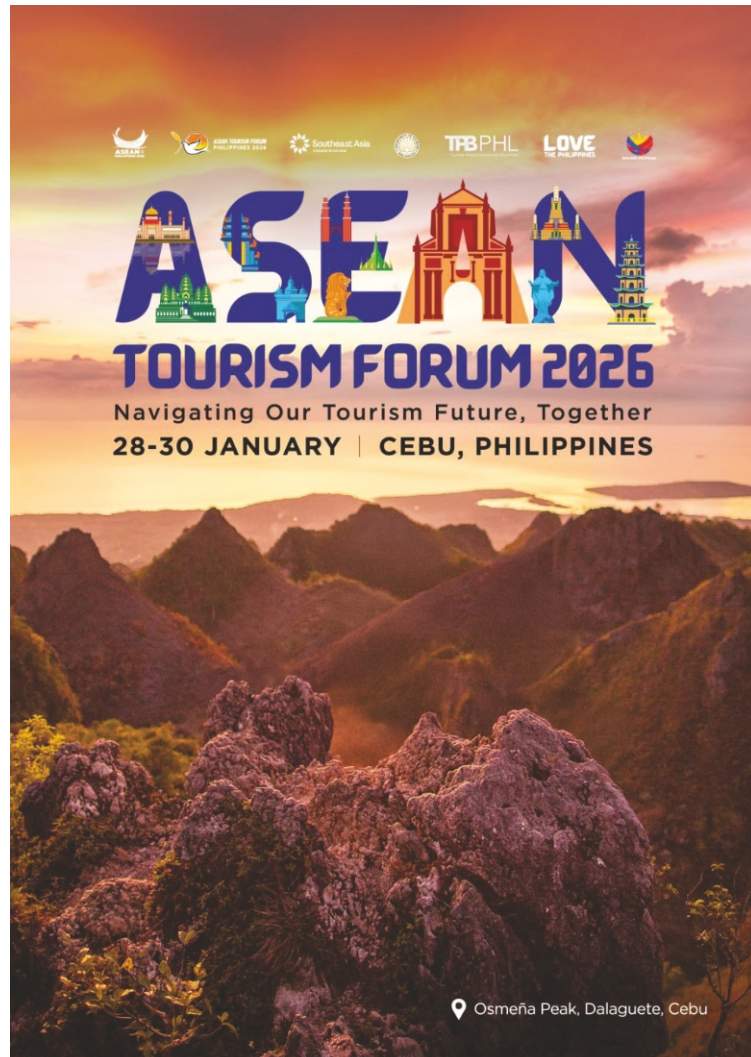
You may use this logo on materials with very narrow placements.

**ASEAN TOURISM FORUM 2026**



# LOGO APPLICATION

Against light background:



Against dark background:



Note: The ATF 2026 primary lock-up logo should be used on materials such as but not limited to information posters, event banners, backdrops, etc.

# LOGO APPLICATION



## DON'T

1. Distort
2. Change the colors
3. Change the font
4. Change the line breaking
5. Angle
6. Put a solid drop shadow
7. Use glow effects
8. Put stroke
9. Put inside a box
10. Use without the organizers logo, except for materials with very limited space



An underwater photograph showing a massive, dense school of small fish, likely sardines or anchovies, swimming in a deep blue-green ocean. The fish are tightly packed, creating a textured, almost solid mass of movement. The lighting is dim, with some highlights on the fish's scales and the water's surface.

**TO DOWNLOAD THE BRAND ASSETS, VISIT:**

<https://bit.ly/ATF2026Logo>

**THANK YOU  
AND MABUHAY!**