



T**P****B** P H L

TOURISM PROMOTIONS BOARD PHILIPPINES

LOGO GUIDELINES



The **Tourism Promotions Board (TPB)**, formerly the Philippine Convention Bureau and the Philippine Convention and Visitors Corporation, is a corporate body attached to the Philippine Department of Tourism (PDOT). It is tasked to formulate and implement an integrated domestic and international promotions and marketing program for Philippine tourism.

The TPB is responsible for advertising the Philippines as a major global tourism destination and MICE (Meetings, Incentives, Conventions, Events and Exhibitions) destination. It shall promote the Philippines as a major convention destination in Asia, taking charge of attracting, promoting, facilitating, and servicing large-scale events, international fairs and conventions, congresses, sports competitions, expositions and the like.

The TPB exists to market and promote the Philippines domestically and internationally in strategic partnership with private and public stakeholders to deliver a unique high-value experience for visitors, significantly contributing to increased arrivals, receipts and investments to the country.

MISSION

To market and promote the Philippines domestically and internationally as a world-class tourism and MICE destination, in strategic partnership with private and public stakeholders to deliver a unique high-value experience for visitors, significantly contributing to increased arrivals, receipts and investments to the country.

VISION

The Philippines is among the top destinations in the world by 2020.

Our Values POWER our Success

PASSIONATELY DRIVEN TEAM

We respond enthusiastically and with dedication to the needs of the industry stakeholders.

OUTSTANDING LEADERS

(innovative, creative, generator, growth, integrity, trustworthy, accountable, credible, efficient) We act as an enabler in embracing challenges to create breakthrough ideas, exercise good governance, transparency and judicious management of resources.

WELL-BALANCED WORK-LIFE

We create a healthy work environment to promote a balanced professional and personal well-being of the workforce.

EMPOWERED ORGANIZATION

We strive to be superior by improving performance through continued learning in all levels of the organization.

RESPONSIVE PARTNERS

We commit to build and nurture a just and sustainable development for the society.

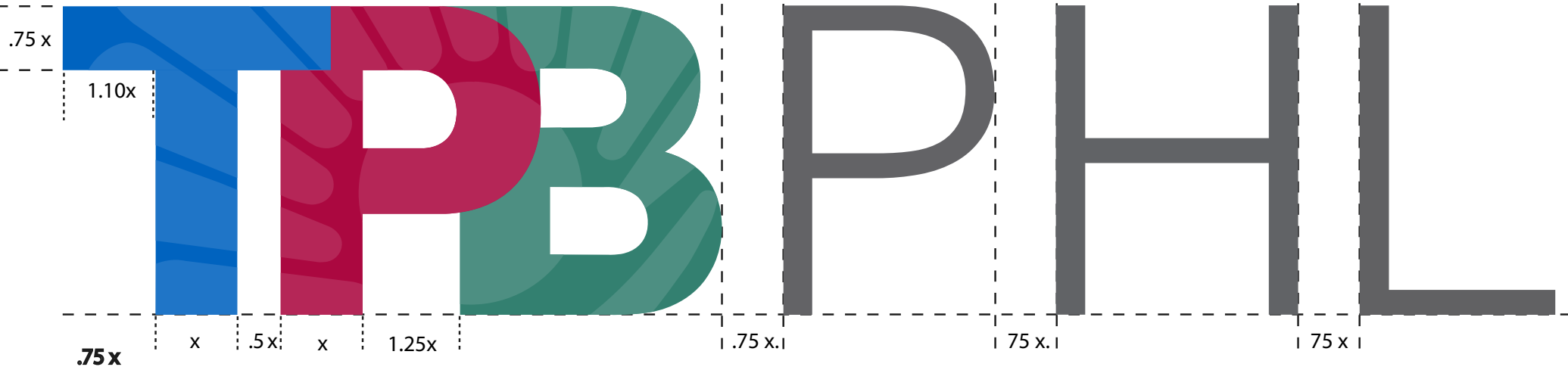
PARTS OF THE LOGO

The logo makes use of colors modified to represent the youthful nature of the corporation, and its desire to tap into its renewed energy, vigor and vitality to market and promote Philippine tourism.

- The color **BLUE** represents the pride that TPB feels with the natural, cultural and historical beauty of the Philippines, as well as the fun nature of the Filipino people which it endeavors to aggressively promote.
- The color **RED** symbolizes the core values of the officers and staff of the TPB, best described through the acronym POWER (Passionately-Driven, Outstanding Leadership, Well-Balanced Work Environment, Empowered Organization and Responsive Partners).
- The color **GREEN** states the corporation's commitment to the protection of the environment, and adherence of good governance and inclusive growth
- **PHL** is the modern three-letter representation of the country worldwide, which is indicative of the forward vision of the corporation to maximize the digital platform in its marketing and promotions functions. Alternatively, the entire name of the country is spelled out in the short version of the TPB logo.
- The **DOT logo** is faintly seen in this TPB version, to symbolize the corporation's attachment to its mother agency and its support for the plans, programs and policies of the Department. It also provides texture to the overall application of the logo/brand

ALIGNMENT AND FONT

Helvetica (light)



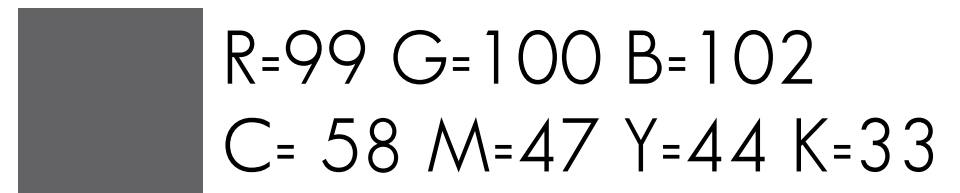
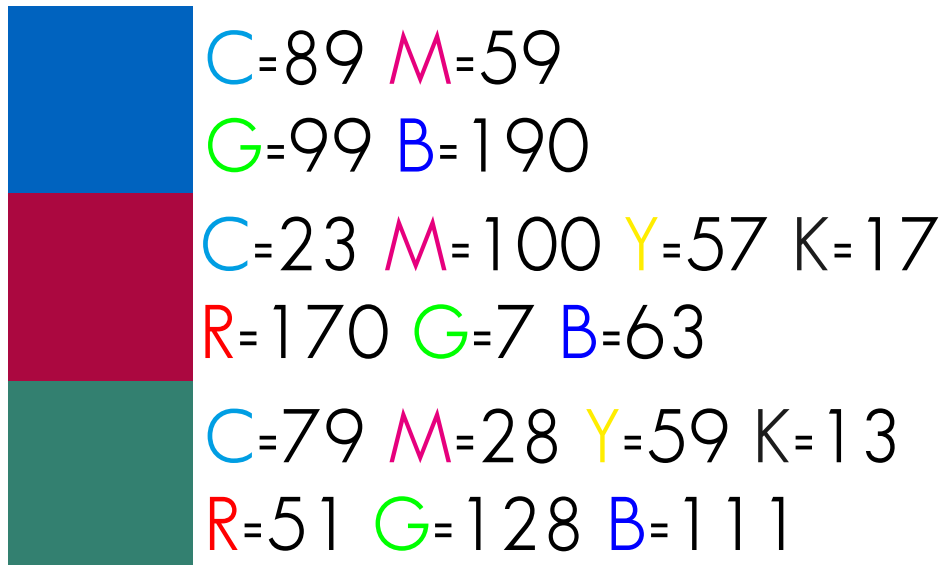
TOURISM PROMOTIONS BOARD PHILIPPINES

Helvetica (light) (10 pt. leading)

ALIGNMENT AND FONT



COLORS



VARIATIONS



ON WHITE BG



GRAYSCALE



ON DARK BG



WHITE ON BLACK

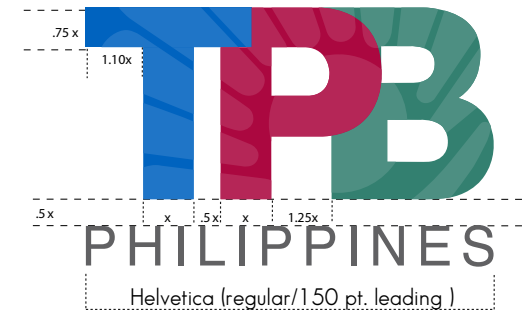
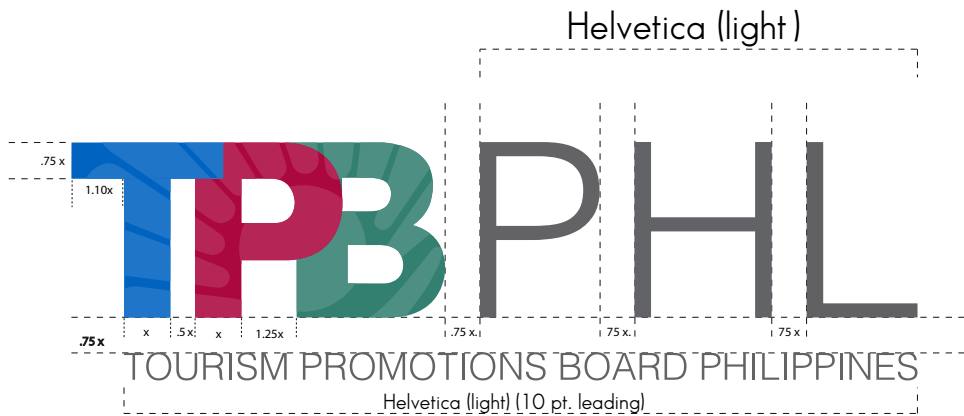


ON LIGHT BG



BLACK ON WHITE

VARIATIONS



FULL LOGO

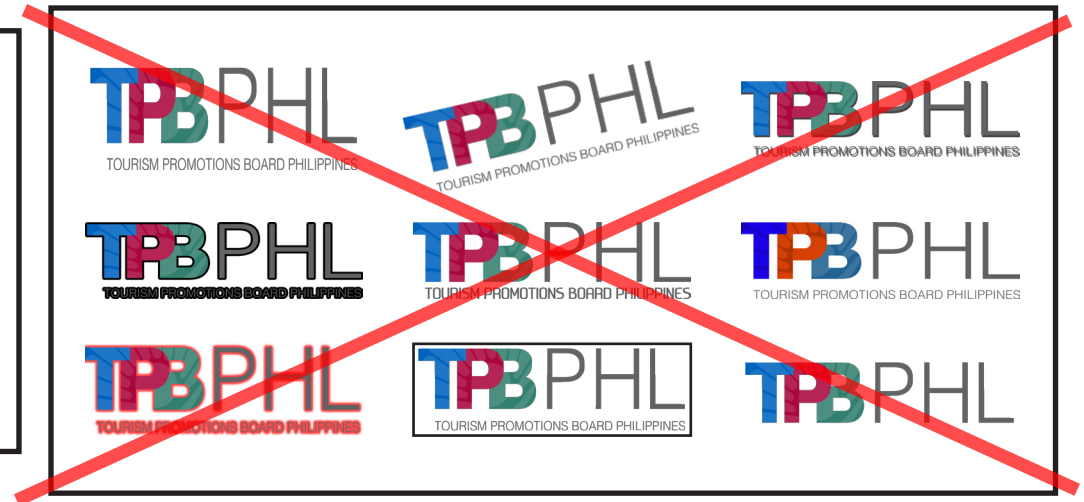
- use when the logo has to be placed on a horizontal layout

SHORT LOGO

- use when the logo has to be placed on a vertical layout or on a small portion of a layout.

DONTS

- ✗ scaling the logo unproportion.
- ✗ changing of colors, text, transparency of the shell
- ✗ changing of alignment of logo
- ✗ removing of the DOT shell logo
- ✗ cropping
- ✗ adding of stroke, outer glow and drop shadow
- ✗ add a border that will box the whole logo



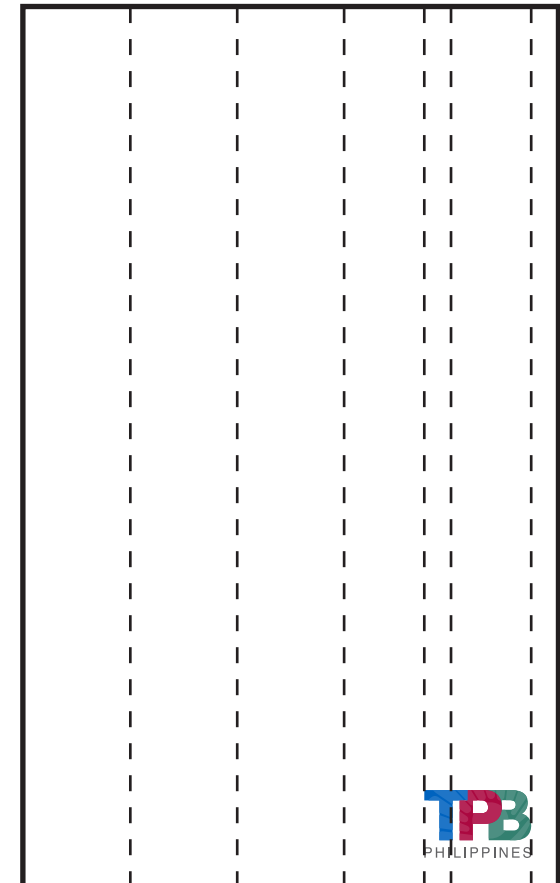
VARIATIONS

HORIZONTAL LAYOUT



8/10 9.5/10

VERTICAL LAYOUT



3.75/5 4.75/5