ツーリズムEXPOジャパン

Tourism Expo Japan

ツーリズム
EXPO
ジャパン

Tourism
Expo
Japan

JAPAN ASSOCIATION OF TRAVEL AGENTS

Abbreviation: Tourism Expo Japan
Visual Identity Design Manual

To share and instill the brand vision of Tourism Expo Japan among stakeholders, it is essential that they exhibit a mutual recognition of the Tourism Expo Japan logo design in consistent visual communication activities.
This manual has been established to serve as a guideline for the visual identity design of Tourism Expo Japan.

November 21, 2025

● Names of Each Brand Logo

Brand Mark (Regular: Japanese) for domestic use

ツーリズムEXPOジャパン

ツーリズム
EXPO
ジャパン

Brand Mark (English) for overseas use

Tourism Expo Japan

Tourism
Expo
Japan

Use of the Tourism Expo Japan brand logos

Use Brand Mark (Regular: Japanese) for materials designed for a Japanese audience.

For materials designed for overseas audiences or those with both English and Japanese text, used Brand Mark (English).

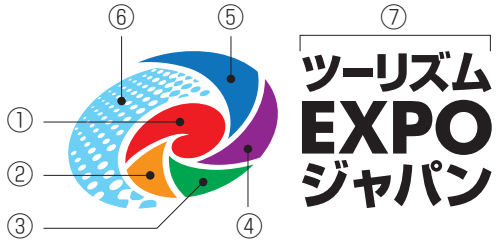
■Basic Design Elements

Basic Design Elements are visual elements that symbolically reflect the Tourism Expo Japan brand logos, and represent fixed information that will be used in all visual communication media continuously over the long term.
For this reason, when producing all materials, please take adequate care not to diverge from these standards and principles.
The brand logos (both official and abbreviated forms) have been designed as original logos with consideration given to readability, harmony with the symbol and the brand image.
Please ensure that the logo are not altered or modified.

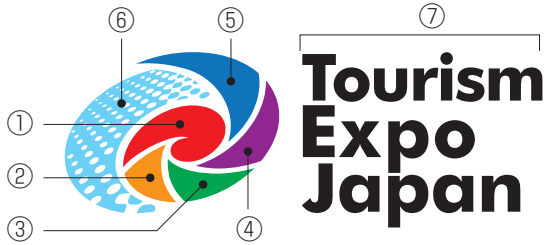
● Color System | Brand Colors

In principle, the logos are to be rendered using the following designated colors. However, this does not apply when a wide range of expressive effects utilizing the properties of the media or material are expected, or when various limitations apply when printing.
When reproducing each of the basic design elements for use, always follow a strict approach of using color chips (color samples) to ensure correct reproduction.
As the brand colors will be repeatedly used in all manner of visual media, they will play an extremely crucial role in reinforcing the presence of event projects.

Brand Mark (Regular: Japanese)



Brand Mark (English)

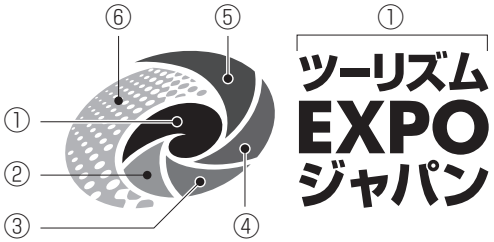


	CMYK	DIC	PANTONE solid coated
①	C: — M:100 Y:100 K: —	198	485 C
②	C: — M: 50 Y:100 K: —	121	1375 C
③	C:100 M: — Y:100 K: —	2561	347 C
④	C: 50 M:100 Y: — K: —	192	248 C
⑤	C: 85 M: 50 Y: — K: —	2600	660 C
⑥	C: 50 M: — Y: — K: —	2180	297 C
⑦	C: — M: — Y: — K:100	582	Process Black C

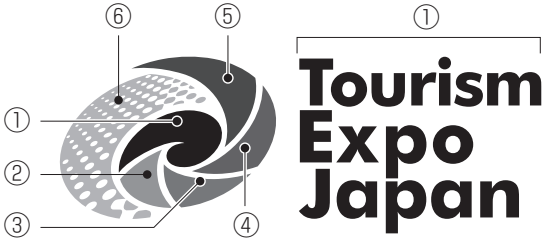
●Color System | Grayscale

In principle, the logos are to be rendered using the following designated colors. However, this does not apply when a wide range of expressive effects utilizing the properties of the media or material are expected, or when various limitations apply when printing.
When reproducing each of the basic design elements for use, always follow a strict approach of using color chips (color samples) to ensure correct reproduction.

Brand Mark (Regular: Japanese)



Brand Mark (English)

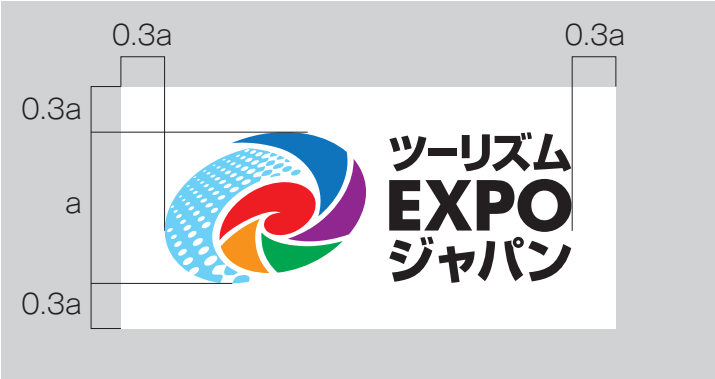


	Grayscale (K:%)
①	100
②	50
③	65
④	75
⑤	85
⑥	35

● Isolation (Ensuring Clear Space)

To ensure that the brand symbol is always expressed with the correct shape and image, maintain an area (white space) around it of at least the measurements shown below.
This does not apply to light-colored backgrounds.
Even when the brand symbol is used in combination with other elements such as the host region, maintain an area (white space) of 0.3a from logos or text elements.

Brand Mark (Regular: Japanese)



Brand Mark (English)

● Designated Typefaces

The designated typefaces have been selected in light of their compatibility with the basic design elements.
In variable information such as the main text of advertisements and announcements, other typefaces may be used.

和文（漢字・ひらがな・カナ）

モリサワフォント 新ゴ EL
一般社団法人日本旅行業協会あいうえおカキクケコ

モリサワフォント 新ゴ L
一般社団法人日本旅行業協会あいうえおカキクケコ

モリサワフォント 新ゴ R
一般社団法人日本旅行業協会あいうえおカキクケコ

モリサワフォント 新ゴ M
一般社団法人日本旅行業協会あいうえおカキクケコ

モリサワフォント 新ゴ DB
一般社団法人日本旅行業協会あいうえおカキクケコ

モリサワフォント 新ゴ B
一般社団法人日本旅行業協会あいうえおカキクケコ

モリサワフォント 新ゴ H
一般社団法人日本旅行業協会あいうえおカキクケコ

モリサワフォント 新ゴ U
一般社団法人日本旅行業協会あいうえおカキクケコ

英数字

Futura Lighit
abcdefghijklmn ABCDEFGHIJ(&$123456789.,:;" -%/!?)

Futura Book BT
abcdefghijklmn ABCDEFGHIJ(&$123456789.,:;" -%/!?)

Futura Medium BT
abcdefghijklmn ABCDEFGHIJ(&$123456789.,:;" -%/!?)

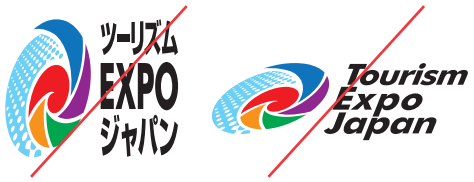
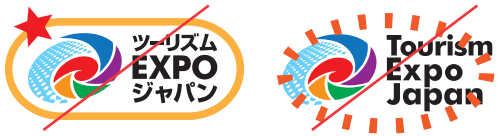
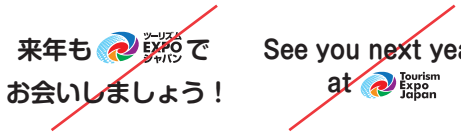
Futura Bold BT
abcdefghijklmn ABCDEFGHIJ(&$123456789.,:;" -%/!?)

Futura Heavy BT
abcdefghijklmn ABCDEFGHIJ(&$123456789.,:;" -%/!?)

Futura Extra Black BT
abcdefghijklmn ABCDEFGHIJ(&$123456789.,:;" -%/!?)

● Examples of Incorrect Use

To ensure that the image of the brand symbol is accurately conveyed, the basic design elements need to be correctly displayed based on the usage rules.
Examples of incorrect use are presented below. Please make use of them as a reference.

 Do not alter the shape.	 Do not alter the color.	 Do not display with gradation.
 Do not alter the character spacing.	 Do not adjust the layout of the characters.	 Do not encroach upon the isolation area.
 Do not combine with other design elements.	 Do not separate the symbol mark from the logotype.	 Do not add other words.
 Do not alter the angle.	 Do not incorporate the logo into text.	 Do not create 3D or similar effects.

● Implementation Patterns

These are implementation patterns for the brand logos. Refer to the subsequent page for combination patterns.

A: Horizontal pattern

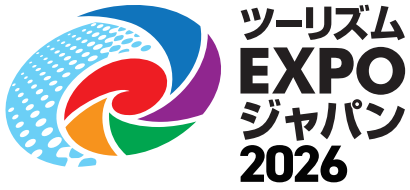
B: Horizontal pattern with year

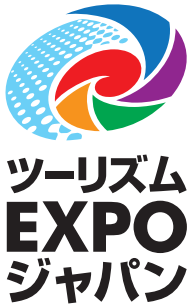
C: Horizontal pattern with Japanese and English

● Combination Implementation Patterns

D: Three-line pattern

E: Three-line pattern with year and region



F: Three-line pattern with Japanese and English

G: Vertical pattern