



FHTB
FOOD, HOTEL & TOURISM
BALI

The 14th International Leading Hospitality,
Food and Beverage Trade Exhibition in Eastern Indonesia

28 - 30 April 2026 Bali Nusa Dua Convention Center (BNDCC)

BRAND GUIDELINE FOR PROMOTIONAL MATERIALS

Organised by:



Sustainable Events:



www.fhtbali.com

EXCLUSION ZONE



It is important that the brandmark is given sufficient space wherever it appears to maximise visibility.

The minimum exclusion zone around the brandmark should always be no less than 1 stalk (top part of the apple)



**DOWNLOAD
LOGO**



INCORRECT USAGE



Do not change the spacing of the letters



Do not change the proportions of the
brandmark and do not apply any distortion
such as perspective, warp or other



Do not use colours without brand team
approval



Do not crop the logo



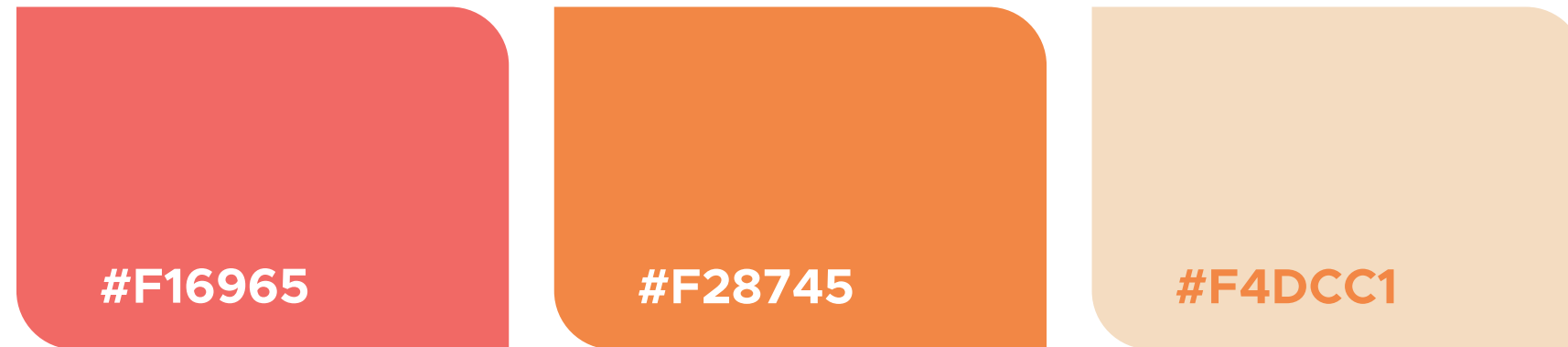
Do not leave any elements out



Do not italicise the brandmark

COLOR PALETTE

PRIMARY COLOR



#F16965

#F28745

#F4DCC1

HSB
1 58 94

HSB
22 71 94

HSB
31 20 95

RGB
241 105 101

RGB
242 135 69

RGB
244 220 193

CMYK
0 74 55 0

CMYK
1 58 81 0

CMYK
3 13 24 0

SECONDARY COLOR



#B09162

#E5252B

HSB
35 44 69

HSB
357 83 89

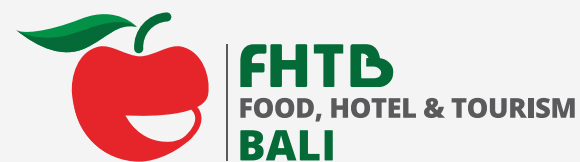
RGB
176 145 98

RGB
229 37 43

CMYK
31 40 69 4

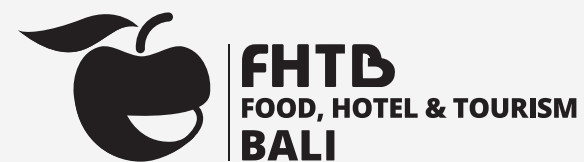
CMYK
4 98 94 0

FHTB LOGO GUIDELINE USAGE



LOGO ON LIGHT BACKGROUND

If the logo is to be placed on a light / white / neutral color background, please use the colored logos



LOGO ON LIGHT BACKGROUND

If the logo is to be placed on a light / white / neutral color background, please use the black-colored logos



LOGO ON DARK BACKGROUND

If the logo is to be placed on a black / colored / dark color background, please use the white-colored logos



LOGO ON IMAGE BACKGROUND

If the logo is to be placed on an illustration / photo / video background, please use the white-colored logos



LOGO ON IMAGE BACKGROUND

If the logo is to be placed on an illustration / photo / video background, please use the colored logos with header template



LOGO ON IMAGE BACKGROUND

If the logo is to be placed on an illustration / photo / video background, please use the white-colored logos with header template

FHTB 2025 TAGLINE



**A SUSTAINABLE FEAST FOR THE FUTURE OF
HOSPITALITY, TOURISM AND FOOD & BEVERAGE**

Please use the tagline above to describe FHTB 2026 in
your marketing promotions when needed.

Aa
Metropolis
Black

Aa
Metropolis
Bold

Aa
Metropolis
Regular

Aa
Open Sans
Extrabold

Aa
Open Sans
Bold

Aa
Open Sans
Regular

HEADING

SUBHEADING

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi.

HEADING

SUBHEADING

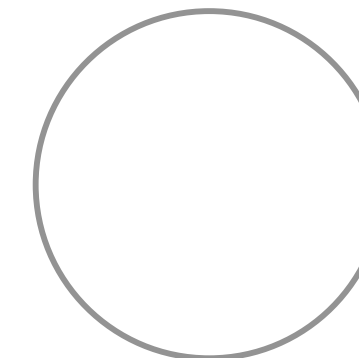
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi.

SHAPE ELEMENTS

These shapes are extracted from the
brandmark curves.

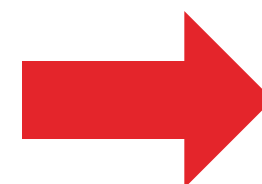
It can carry the colours and be used as a
container for both imagery and text.

You can trim or adjust the proportion of
the these shapes.



FEED IMPLEMENTATION

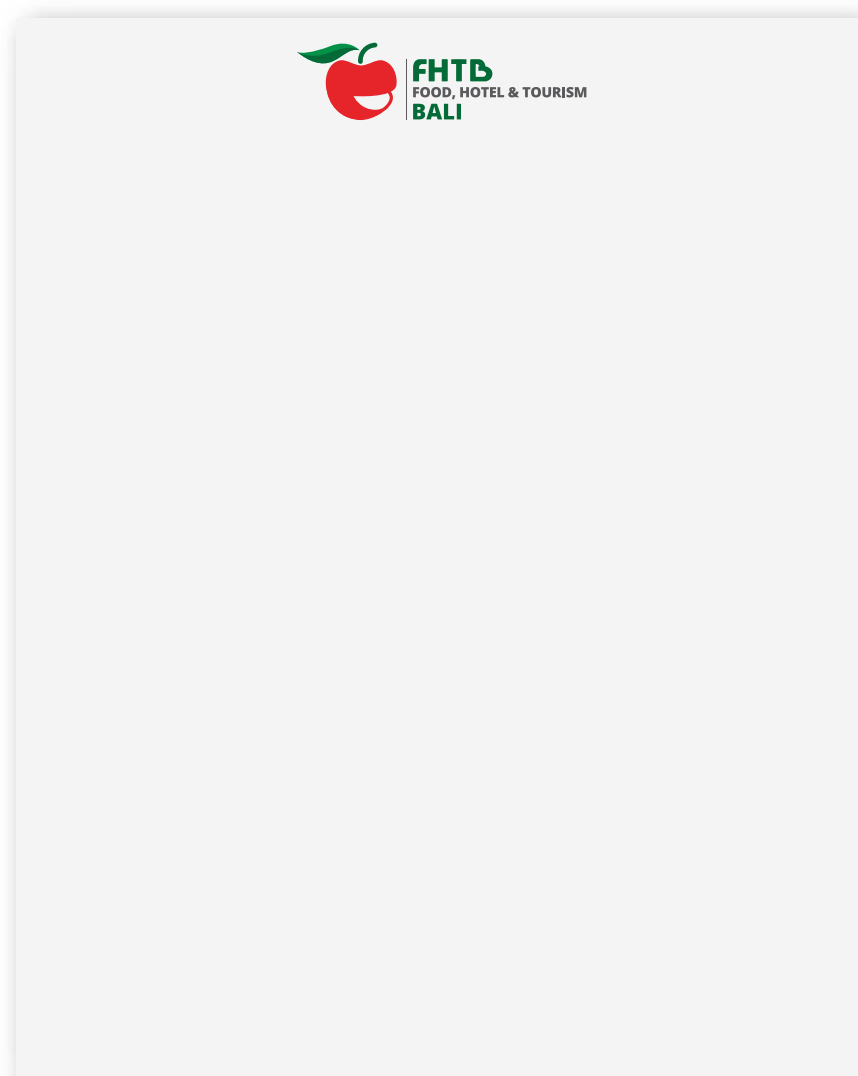
GRID CONCEPT



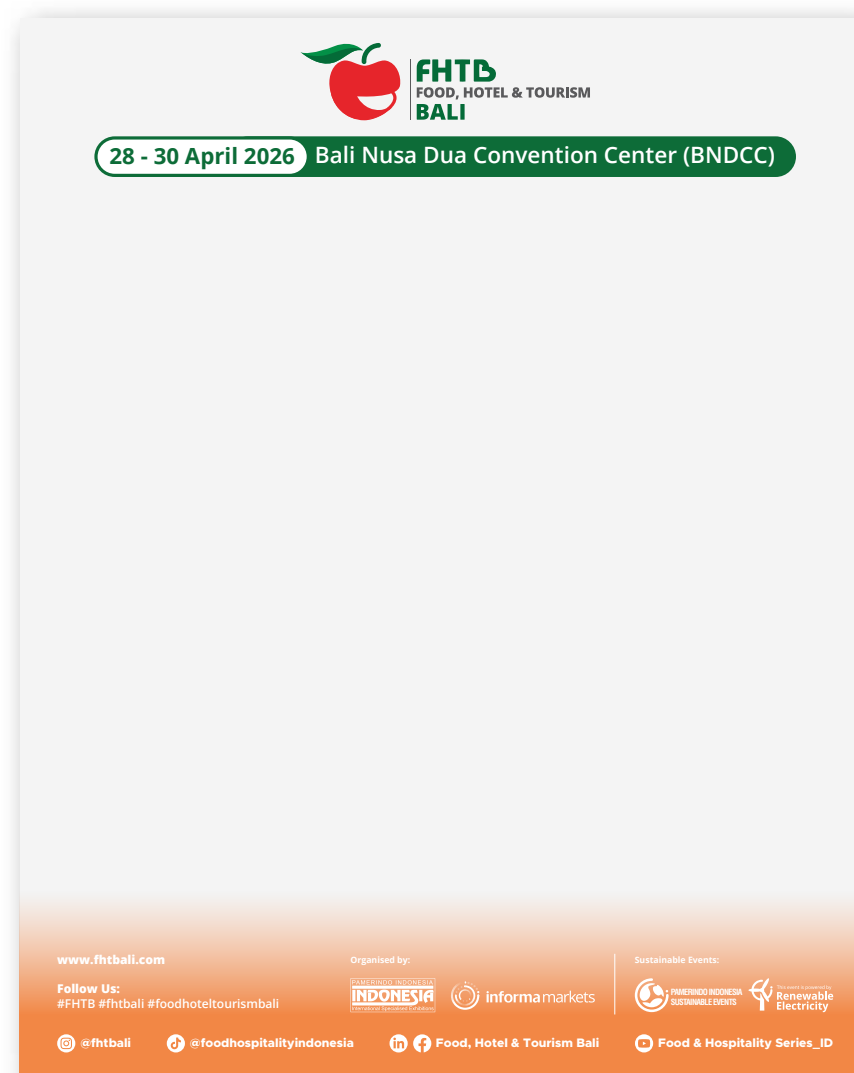
DOWNLOAD
SOCIAL MEDIA TEMPLATE



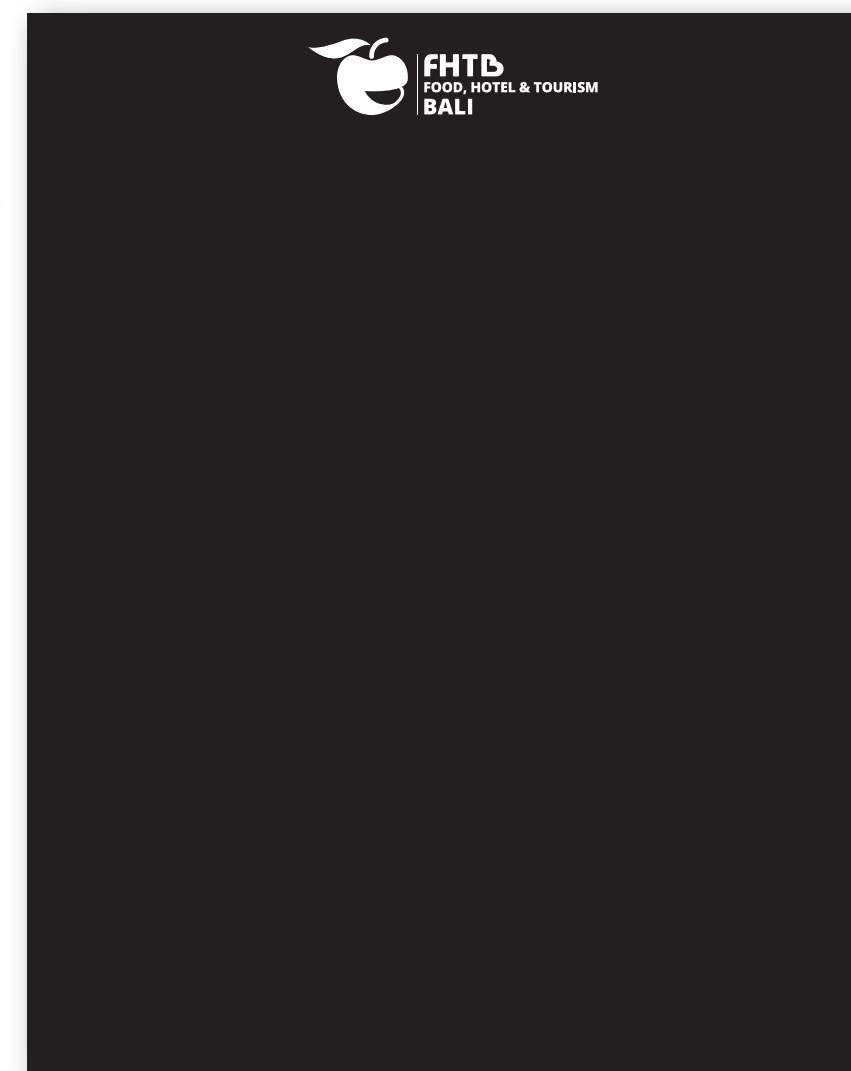
FEED & FEED VIDEO TEMPLATE



LIGHT BACKGROUND (Carousel)



LIGHT BACKGROUND

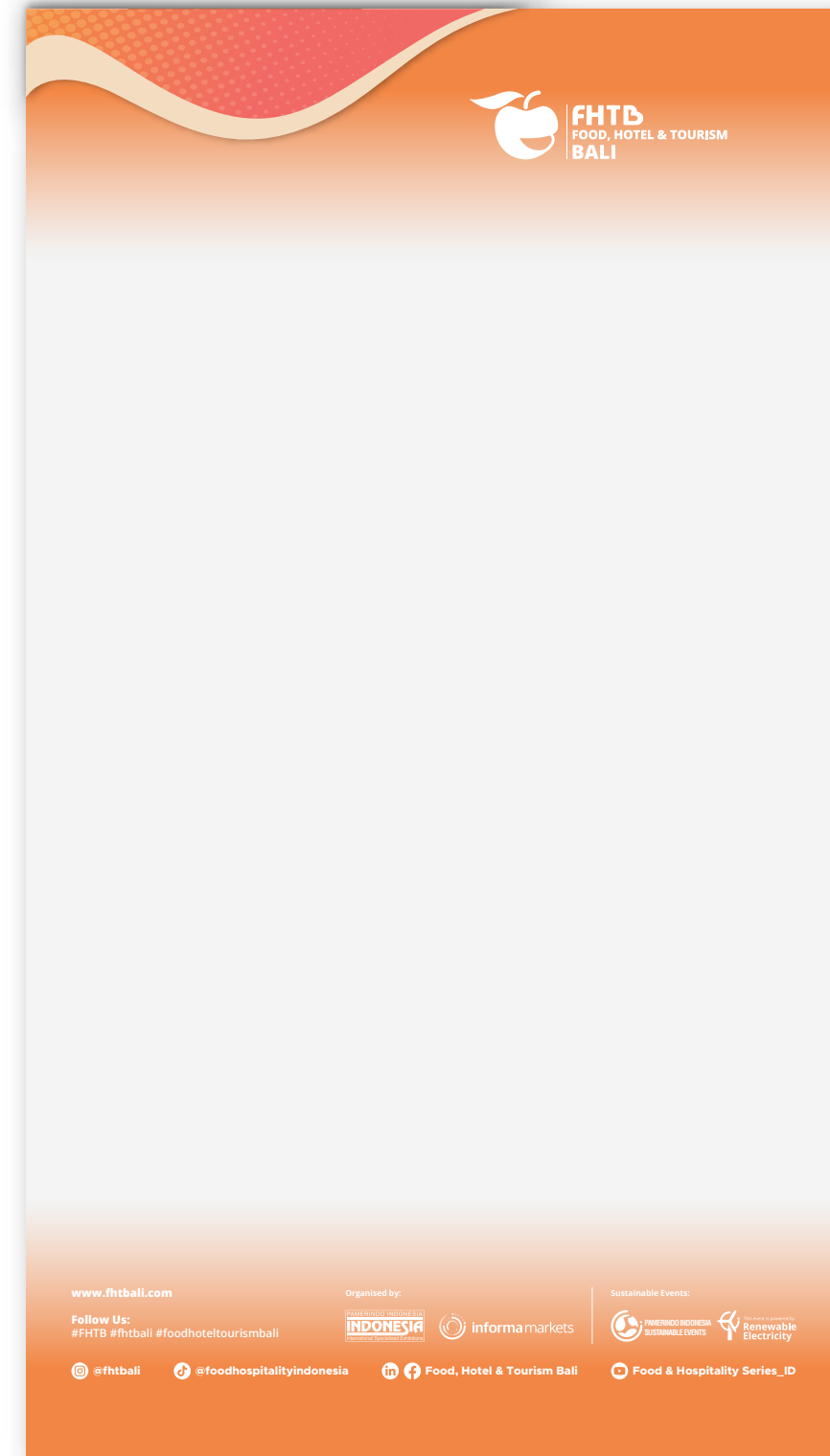
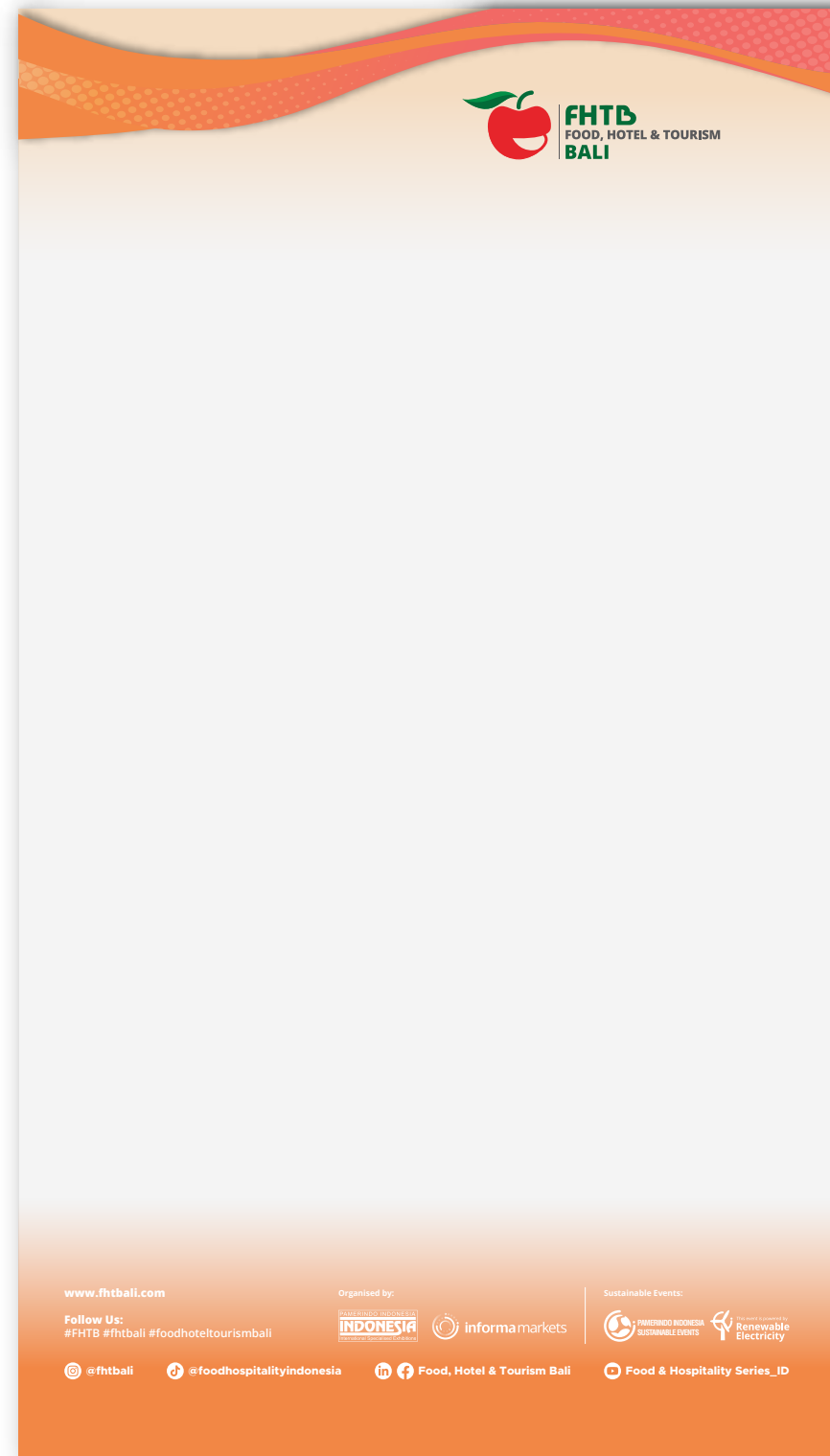


DARK BACKGROUND (Carousel)



DARK BACKGROUND

STORY & REELS TEMPLATE



REPOST STORY TEMPLATE



Thank you!

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