



CO-LOCATED WITH:



The 20th Indonesia International
Leading Hospitality, Food and Beverage Trade Exhibition

21 - 24 July 2026 Jakarta International Expo (JIEXPO)

BRAND GUIDELINE FOR PROMOTIONAL MATERIALS

Organised by:



Sustainable Events:

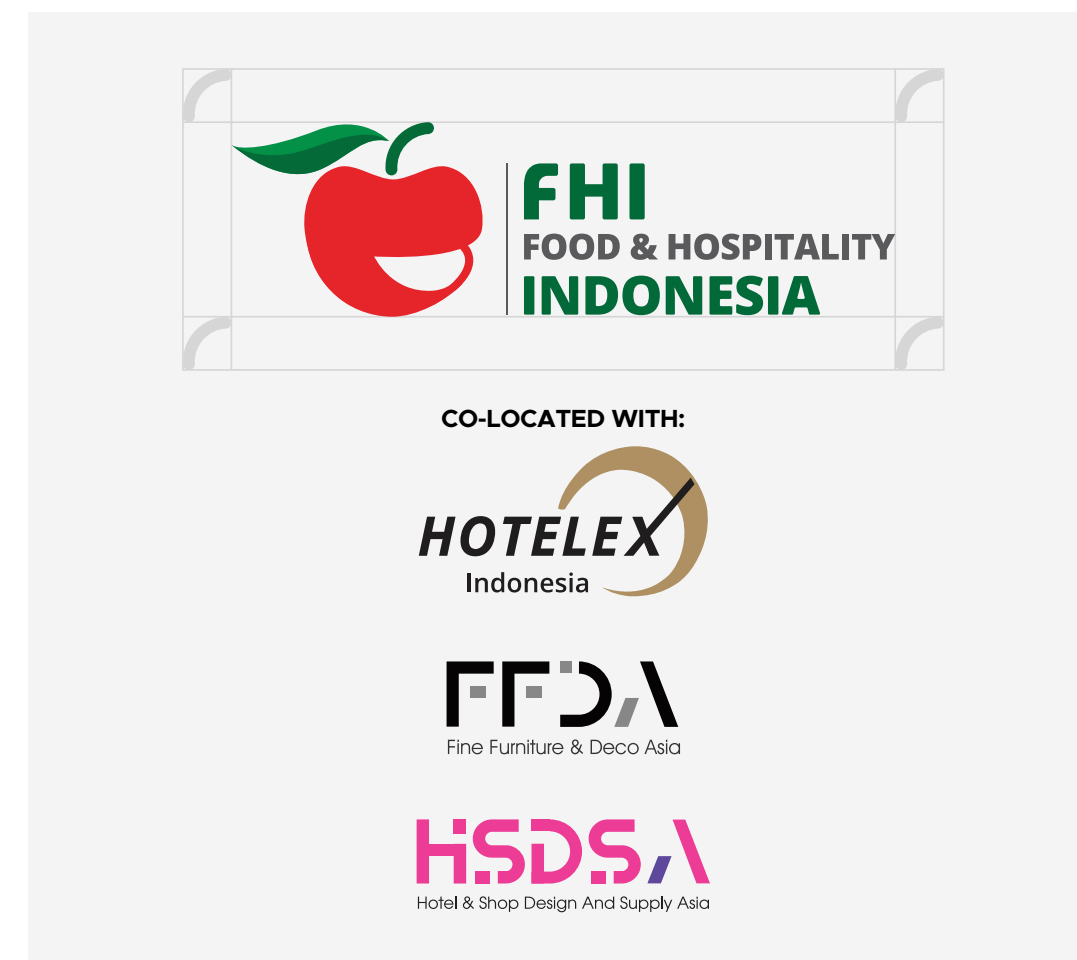


www.foodhospitalityindonesia.com

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)



FHI LOGO PROPORTION GUIDE



FHI logo on the most left side

'CO-LOCATED WITH:'
To be placed on top and left-aligned of Hotelex Indonesia logos with Metropolis font in bold.



All logos must be at this height

Hotelex Indonesia, FFDA, HSDSA logos side by side

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



#243C2C

#3F5A4A

#7B9B8A

#BFD6C9

HSB
139 40 23

HSB
144 29 35

HSB
146 20 60

HSB
145 10 83

RGB
36 60 44

RGB
63 90 74

RGB
123 155 138

RGB
191 214 201

CMYK
78 51 77 57

CMYK
73 45 69 34

CMYK
55 27 48 2

CMYK
25 6 22 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

FHI 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

F H I 2 0 2 5 T A G L I N E



**A THRILLING JOURNEY OF EXCELLENCE THAT
CELEBRATES THE NOW AND IGNITES THE FUTURE!**

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

TYPOGRAPHY



FHI
FOOD & HOSPITALITY
INDONESIA



CO-LOCATED WITH:
HOTEL EX
Indonesia



FFDA
Fine Furniture & Deco Asia



HSDSA
Hotel & Shop Design And Supply Asia

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.

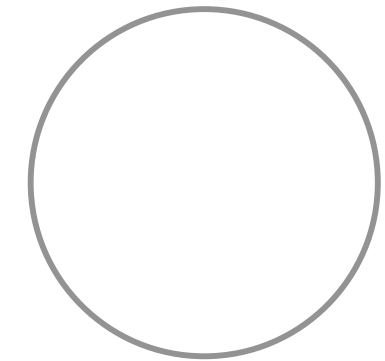
SHAPE ELEMENTS



These shapes are extracted from the landmark 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.



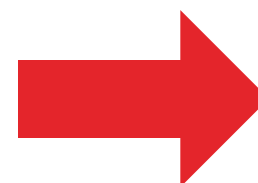
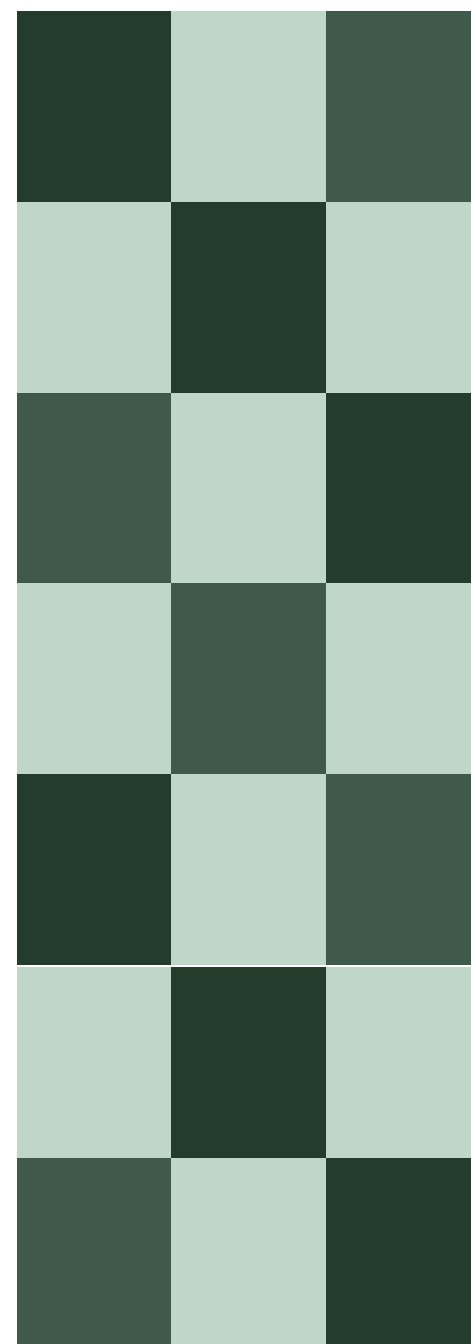
FEED IMPLEMENTATION



FHI
FOOD & HOSPITALITY
INDONESIA



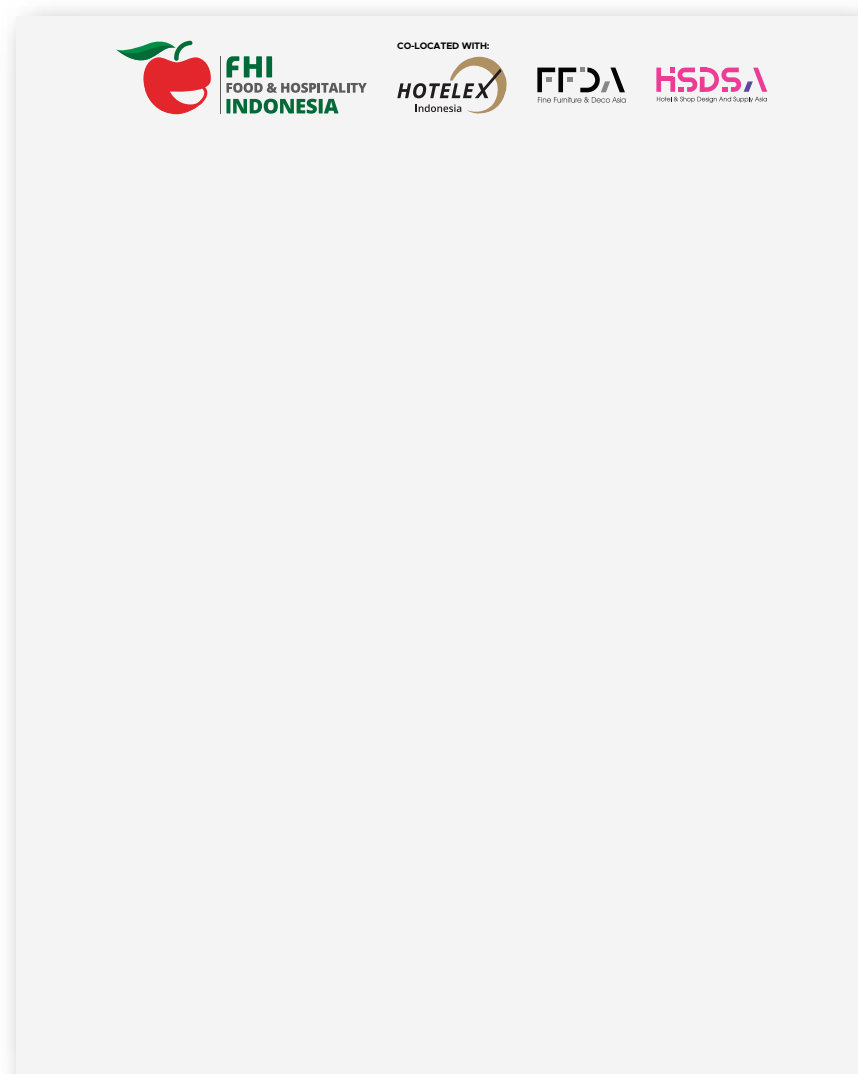
GRID CONCEPT



DOWNLOAD
SOCIAL MEDIA TEMPLATE



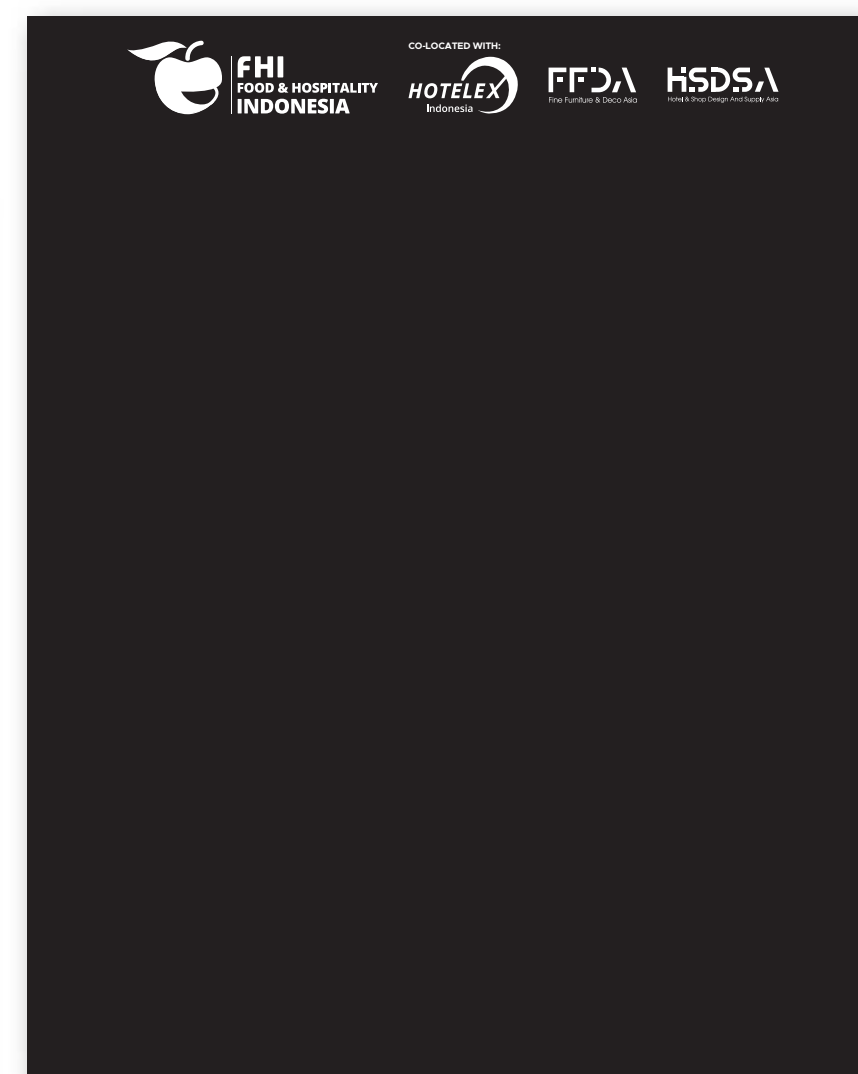
FEED & FEED VIDEO TEMPLATE



LIGHT BACKGROUND (Carousel)



LIGHT BACKGROUND

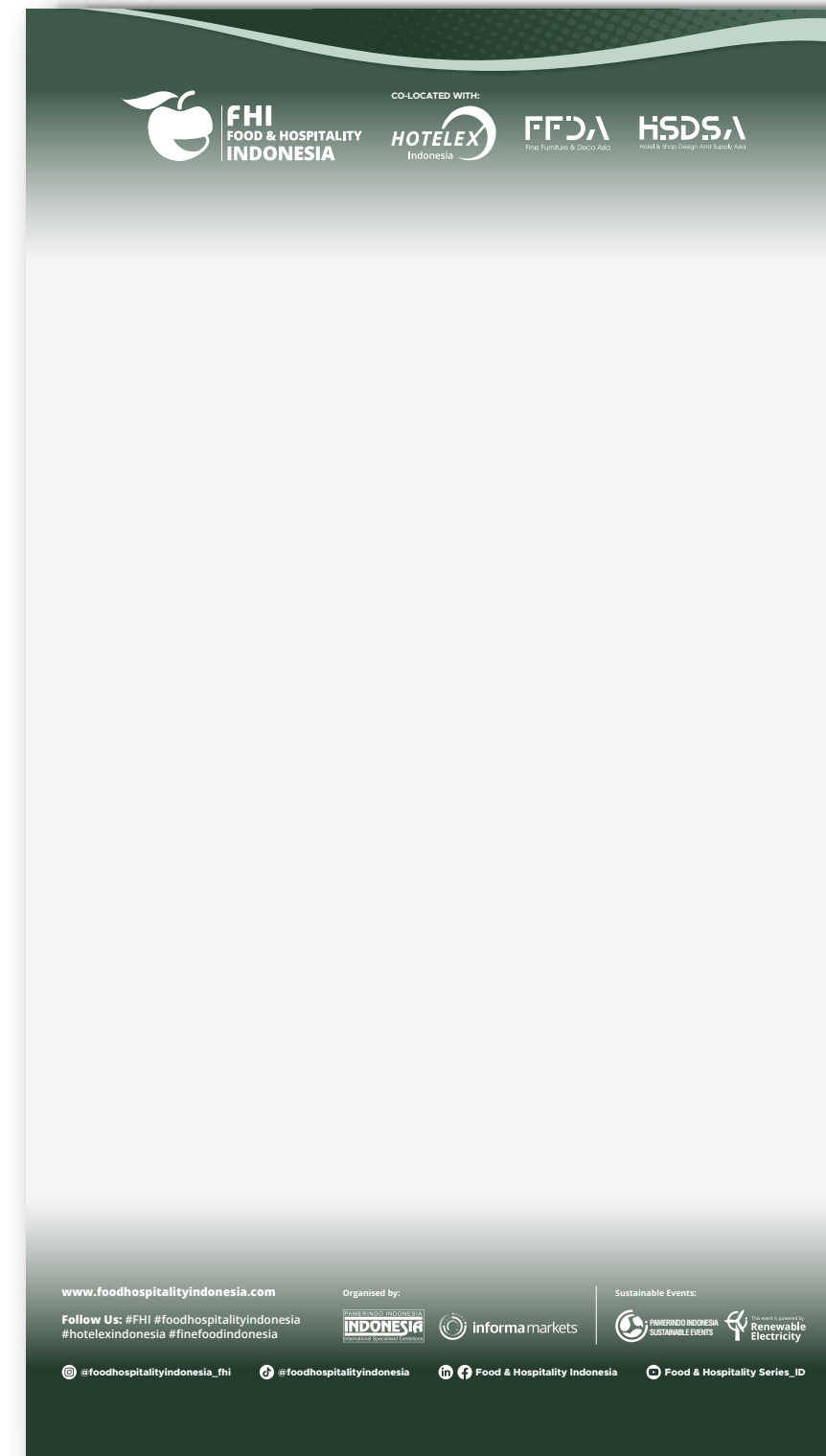
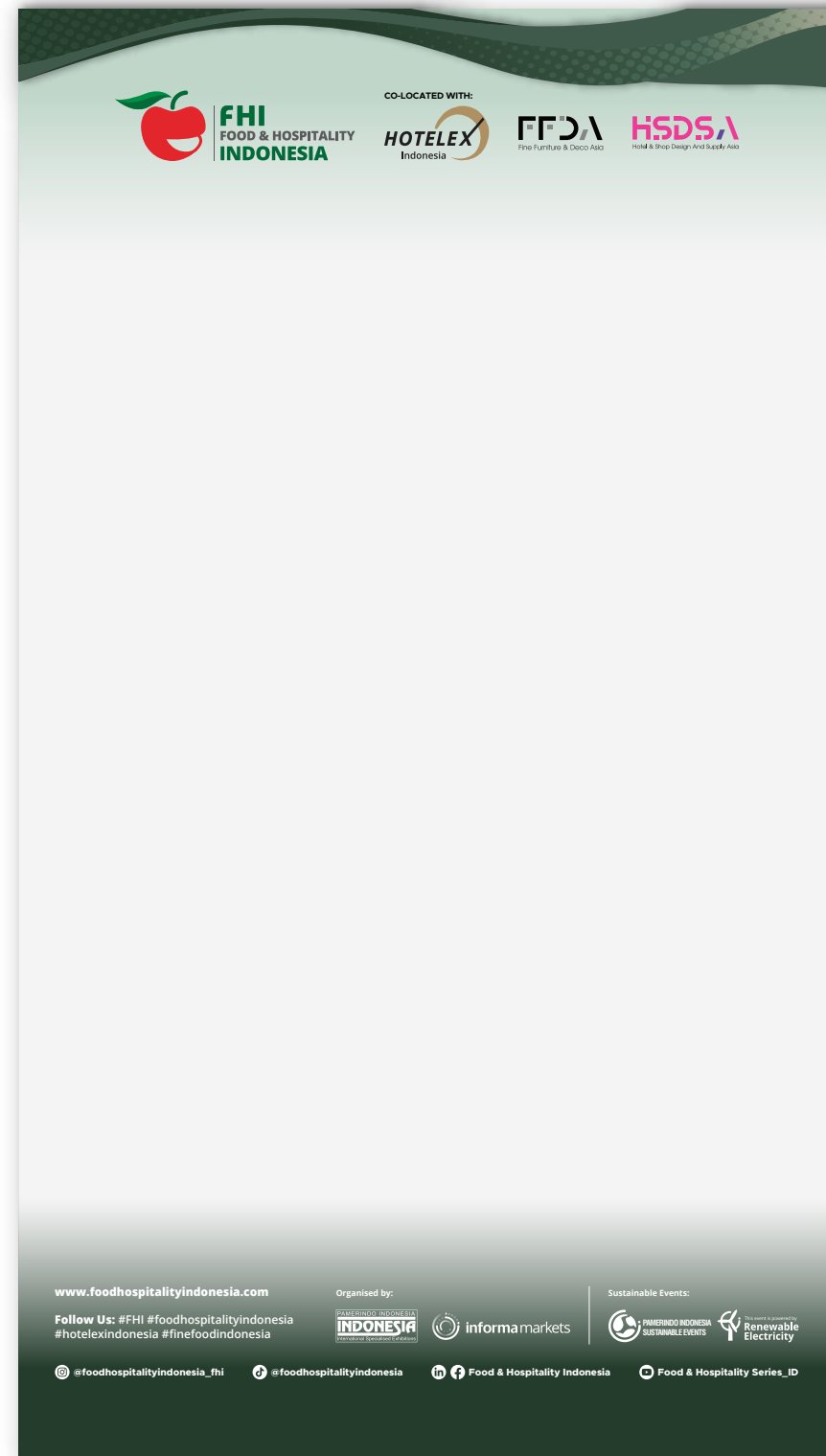


DARK BACKGROUND (Carousel)



DARK BACKGROUND

STORY & REELS TEMPLATE



REPOST STORY TEMPLATE



Thank you!

Organised by:



Sustainable Events:



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