

ASEAN rebrands with new logo, tagline

A Monitor Report

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Singapore : The Association of Southeast Asian Nations (ASEAN) has unveiled a refreshed logo and a new tagline - "A Destination for Every Dream". With this, ASEAN aims to capture the warmth, resilience, and sense of fun and adventure found in the Southeast Asia region and its peoples.

Through this new branding, ASEAN will continue to market Southeast Asia as a single destination and raise awareness of the region's incredible diversity of offerings that travellers could rediscover once borders open up again worldwide.

ASEAN Member States designed the new logo in collaboration with ELMNTL, its USA-based marketing agency. The logo consists of ten "spokes", each representing an ASEAN member state, to form the sun in a harmonious balance. The contemporary take of the sun symbolises vitality and renewal and conveys a "propelling" movement that speaks of the future-facing aspirations of Southeast Asia.

The new tagline of "A Destination For Every Dream" embodies the concept of diversity and possibilities in travel in this region. With a panoply of historical sights, cuisines, adventures, cultures, natural landscapes, and modern metropolis, everyone can be sure of having their travel dreams fulfilled with a visit to Southeast Asia.

