

Annex B: Background on NTUC LearningHub for Tourism

The logo for 'LearningHub for Tourism' features the 'LearningHub' text in a grey sans-serif font with a small blue 'U' icon to its left. Below this, the word 'Tourism' is written in a large, bold, teal sans-serif font. A small blue butterfly icon is positioned at the bottom right of the 'm' in 'Tourism'.

The launch of the sector branding reflects NTUC LearningHub's (NTUC LHUB) progressiveness and dynamism in adapting to the ever-evolving economic landscape. The launch of the tourism sector brand reinforces NTUC LHUB's commitment to be at the forefront of emerging economies.

Key design elements include:

- The **endorsement liner**, titled '**NTUC LearningHub for**', proudly proclaims the sector that NTUC LearningHub seeks to champion, and displays commitment to providing training and continued employability for the sector.
- The **primary colour palette**, tranquil turquoise, signifies serenity, dependability, and renewal which are synonymous with the tourism sector.
- The triumvirate is inspired by the building blocks of our iconic butterfly symbol. It consists of three distinct yet connected segments to subtly reflect our collaborative approach as a Total Learning Solutions provider, and represent how our partners, employers, and learners come together to transform lives through lifelong learning.