

Immediate Press Release

1 February 2017

Launch of JNTO New Logo & Tagline

JNTO is pleased to unveil our new organization logo and tagline. This new logo and tagline will be used from 23rd January 2017 onwards. Through the new logo and tagline, JNTO hopes to realize our vision of “Aiming to enrich, enliven and brighten future Japan”. Through further collaboration with the Tourism Agency and related organizations, we will strive for further development of inbound visits to Japan

JNTO Logo



JNTO Tagline

日本の魅力を、日本のチカラに。

Logo & Tagline Concept

The red arc below the logo symbolizes the welcome of sunrise. The rising sun represents the development of inbound tourism as well as our thoughts on the development and goals of our organization. The arc also symbolizes a bridge that connects Japan to the world and the world to Japan. The tagline translates to “to portray that Japan’s strength lies in its many charms”.

Usage of JNTO New Logo

For our valued industry partners who would like to use the new logo & for further enquiries, please contact the JNTO Singapore office at into@into.org.sg