

MCIA

LOGO GUIDELINES

LOGO VARIATIONS

The logo and the name should always be used as one unit and only in these renditions. For vertical renditions, the sun icon should always be on top of the name. For horizontal executions, the sun icon should always be on the left side of the name. However the name can be rendered in two ways as seen above.



RULES ON SPACING

The space around the logo should always be equal to the width of one sun ray.



SUN VARIATIONS

The logo has two variations: full colored logo and outline logo. For black & white executions, and should there be printing limitations (i.e., red, orange or yellow backgrounds), the outline logo should always be used.

FULL COLORED LOGO

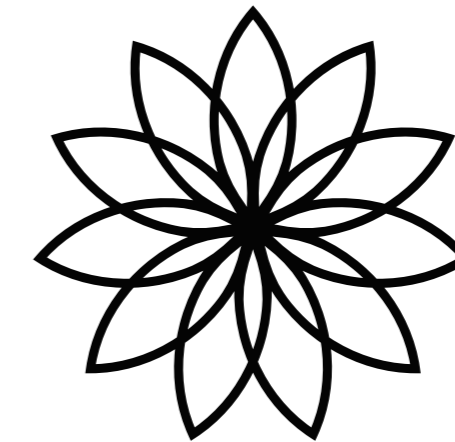


*Mactan
Cebu*

INTERNATIONAL AIRPORT

If there are no restrictions the full logo should always be used

OUTLINE LOGO



*Mactan
Cebu*

INTERNATIONAL AIRPORT

For black & white executions w/ limited printing restrictions, the outline logo should be used.

MCIA + ACAC RULES ON SPACING

The space around the combined logo should always be equal to the width of one sun ray.



LOGO USAGE GUIDE



MCIA

Aims to promote the Identity of the airport

Branding: Marketing / Advertising

Public Audience: Passengers

Collaterals: Merchandise, Souvenirs/promotions, advertising materials for their audience

Events: MCIA Event Calendar (Sinulog, Halloween, Christmas Tree Lighting, etc.)

ACAC

Aims to communicate the operator behind the airport

Branding: Marketing (efforts to establish the brand for their corporate audience)

Corporate Audience: Merchants, investors, airlines, internal

Collaterals: Gifts for ACAC stakeholders, internal brand assets

Events: Press conference, or any internal events (Anniversary, Christmas Party etc..)

MCIA + ACAC

Aims to establish the partnership/collaboration of both parties with their project(s)

Branding: PR

General Audience: Investors, Media, Government

Collaterals: Board ups, pull-up banners

Events: Inauguration, opening, launch

MCIA LOGO SUMMARY

Full colored logo
(Positive)



Black outline logo
(Positive)



Full colored logo
(Negative)

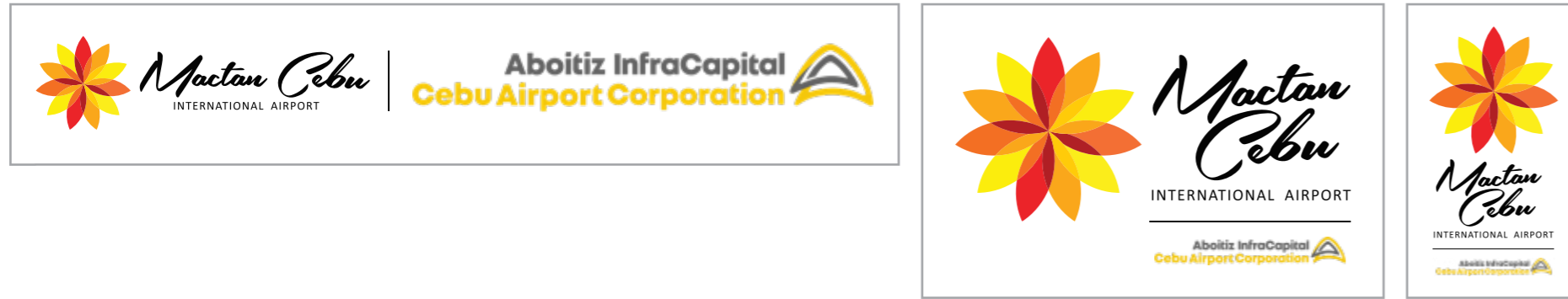


White outline logo
(Negative)



MCIA+ACAC LOGO SUMMARY

Full colored logo (Positive)



Full colored logo (Negative)



Black outline logo (Positive)



White outline logo (Negative)



LOGO GUIDELINES

All logo variations (MCIA, ACAC, and MCIA+ACAC logos) should never be rendered in any of these renditions.



*Mactan
Cebu*
INTERNATIONAL AIRPORT

DO NOT CHANGE
PROPORTION



*Mactan
Cebu*
INTERNATIONAL AIRPORT

DO NOT
DISTORT



*Mactan
Cebu*
INTERNATIONAL AIRPORT

DO NOT
ROTATE



*Mactan
Cebu*
INTERNATIONAL AIRPORT

DO NOT
DISTORT



*Mactan
Cebu*
INTERNATIONAL AIRPORT

NO DROP
SHADOW



*Mactan
Cebu*
INTERNATIONAL AIRPORT

DO NOT CHANGE
COLOR



*Mactan
Cebu*
INTERNATIONAL AIRPORT

DO NOT
DESATURATE



*Mactan
Cebu*
INTERNATIONAL AIRPORT

NO OUTLINE
OR STROKE



*Mactan
Cebu*
INTERNATIONAL AIRPORT

NO OUTER GLOW



*Mactan
Cebu*
INTERNATIONAL AIRPORT

DO NOT
RE-RENDER

Backgrounds that should be avoided.



Solid background that are similar colors to the sun.



Image background that are too busy and cluttered.

LOGO BACKGROUND

POSITIVE LOGO

For light backgrounds, the logo text should always be rendered in black.



NEGATIVE LOGO

For dark backgrounds, the logo text should always be rendered in white.



POSITIVE LOGO

For light backgrounds, the outline logo should always be rendered in black.



NEGATIVE LOGO

For dark backgrounds, the outline logo should always be rendered in white.



SAMPLE LOGO USAGE

For visual references, here are some sample assets in which the logo is utilized correctly.

Airport Reminders

DEPARTMENT OF HEALTH (DOH) ADVISORY



STRICTLY NO SMOKING

STRICTLY NO SMOKING AS PER EO NO. 26
 VIOLATORS SHALL BE SUBJECT TO APPLICABLE SANCTIONS UNDER REPUBLIC ACT (RA) 9211, LOCAL ORDINANCES, AND ADMINISTRATIVE RULES AND REGULATIONS.



PARKING FACILITY TERMS & CONDITIONS

- The parking fee covers the use of the parking space only and does not include security for the vehicle or its contents.
- Always drive with caution and observe all directional signage within the facility.
- Ensure that your vehicle doors are securely locked and the engine is turned off after parking.
- Park only in designated parking areas. Parking on driveways or unauthorized areas is strictly prohibited.
- Maintain a maximum speed limit of 10 kph while driving within the carpark.
- The owners and operators of the parking facility are not responsible for any loss of or damage to vehicles, accessories, or articles left inside the vehicle.
- Please safeguard your parking card or ticket, as it serves as your official exit pass.
- The use of the parking card or ticket is subject to the rules and regulations set by Mactan-Cebu International Airport – Carpark Management.
- A lost parking card or ticket will incur a charge of PHP 350.00, in addition to any applicable parking fees. Presentation of the original Certificate of Registration (CR), current Official Receipt (OR), and a valid form of identification will be required.
- Customers shall be held liable for any damage caused to the carpark facilities, equipment, other vehicles, persons, or property within the premises.



MCIA GOES Green

The use of non-biodegradable items shown has been **PROHIBITED**. It is everybody's responsibility to protect our environment. We are kindly asking asking for your cooperation.





Airport Concessionaire Promotional Signages

CAFÉ LAGUNA



Terminal 1 Departures - North Wing
 Terminal 1 Airport Village, Arrivals

[f](#) [i](#) CafeLagunaPH



Henny Rogers ROASTERS

NOW OPEN

#AlwaysAwesome



CLASSIC ROASTED CHICKEN

TERMINAL 1



QUICK BITES. BIG FLAVORS.



TSIM SHA TSUI
 Dimsum & Tea Bar

Mactan-Cebu International Airport
 Terminal 1 Departure Gates


[i](#) tstdimsumandteabarph
[f](#) TSIM SHA TSUI Dimsum & Tea Bar



salon.rose

Airport SALON & BARBER

ARRIVAL AREA
 DOMESTIC WING



ULTIMATE SANDWICH STATION

BUILD YOUR OWN SANDWICH
 the way you want it.



Terminal 1 Airport Village



Airport Social Media Stories

HAPPY SALAD MONTH!

ULTIMATE SANDWICH STATION

Enjoy 15% off all salads for the entire month of May!

more savings!

Combo D1 - Veggie Avul Truck Sandwich + Hot Salad 155

Combo D2 - Veggie Avul Truck Sandwich + Smoothie 189

Mactan Cebu INTERNATIONAL AIRPORT

RED DOT SALE

UP TO **50% OFF** ON **SELECTED SUNGLASSES**

May 15 to June 30, 2025

Visit Travel Store at Terminal 1 Airport Village

DTI Fair Trade Permit No. FTEB-223205 Series of 2025

Mactan Cebu INTERNATIONAL AIRPORT

AquaFlask

FREE MERCH KIT

Worth P500 for every P1500 single receipt purchase.

STRAW SET

LANYARD

KEY RING

SILICONE BAND

www.aquaflask.com

Mactan Cebu INTERNATIONAL AIRPORT

Airport Social Media Posts

NEW ROUTE ALERT!

Philippine Airlines

Mactan Cebu INTERNATIONAL AIRPORT

Mactan Cebu

Experience the Warmth of Cebu

MACTAN-CEBU INTERNATIONAL AIRPORT

BY THE NUMBERS

OCTOBER 2024

↑ **915,107** passengers in October 2024 vs 789,268 passengers in October 2023

Domestic 706,129 (77%)

International 208,978 (23%)

↑ **16%** PASSENGER GROWTH (vs October 2023)

↑ **19%** SEAT CAPACITY GROWTH (vs October 2023)

↑ **16%** air traffic movements (October 2024 vs October 2023)

21 airlines (Local 5, Foreign 16)

41 destinations (Domestic 27, International 14)

Mactan Cebu INTERNATIONAL AIRPORT

PUBLIC ADVISORY

STAY AHEAD OF THE WEATHER

As Tropical Storm Kristine continues to affect weather conditions, we encourage all passengers to stay informed about their flight status.

For further updates and assistance, please contact your airline directly to ensure you are well-prepared.

Mactan Cebu INTERNATIONAL AIRPORT

FLIGHT ADVISORY

NEW FLIGHTS

| AIRLINE | ORIGIN - DESTINATION | FREQUENCY |
|-----------------|--|---|
| cebu pacific | Cebu - Masbate Masbate - Cebu | 3x Weekly (Starting October 25) |
| | Cebu - San Vicente San Vicente - Cebu | 4x Weekly (Starting October 24) |
| Aero-K | Cebu - Cheongju Cheongju - Cebu | 2x Weekly |
| UNITED AIRLINES | Cebu - Narita Narita - Cebu | Daily (Starting October 28) |
| cebu pacific | Cebu - Bangkok (DMK) Bangkok (DMK) - Cebu | 3x Weekly |
| | Cebu - Osaka Osaka - Cebu | 4x Weekly |

Mactan Cebu INTERNATIONAL AIRPORT

END

