



BHUTAN
BRAND GUIDELINES

KUZOOZANGPO LA

WELCOME TO BHUTAN

These Brand Guidelines have been developed to provide you with a comprehensive understanding of our Brand Bhutan strategy and identity. It will help you to learn about and correctly implement our new brand, so you can infuse the spirit of Bhutan and its people, culture and way of life into everything you do and create.

Note: Images used in these guidelines are for illustration purposes only and belong to third parties who hold the copyrights to the respective works. It is therefore forbidden to reproduce totally or partially these images.

"The word 'happiness' cannot be used lightly. Happiness is an aspiration of every human being, and can also be a measure of social progress."

- UN Happiness Report 2013





05 BRAND STRATEGY

11 VISUAL IDENTITY SYSTEM

16 LOGO

27 COLOURS

28 TYPOGRAPHY

29 ICONOGRAPHY

30 PATTERN

32 PHOTOGRAPHY

36 APPLICATIONS

44 VERBAL IDENTITY

49 MESSAGING MATRIX

Our Purpose
Why we exist

To foster true happiness through sustainable development, good governance and the preservation of Bhutanese culture and the environment.



Our Positioning
What we offer

Bhutan is an invitation to the peaceful, spiritual and unspoiled landscape of the Himalayas. Guided by human philosophies that are tantamount to the values we all share, Bhutan captures a cherished identity and a familiar yet enigmatic way-of-life. Above all, Bhutanese people live by the principles of which the rest of the world aspire and are blessed by the courage to share these beliefs with the world. In closing, everything we do is in The Spirit of Human Kindness.

Bhutan is a small country with a simple idea that can change the world. For generations, Bhutan has acted for the greater good of its people, placing spiritual values at the core of its very existence, staying true to its beliefs and delivering on its promises. **A place unlike any other, Bhutan inspires people from around the world to be the best they can be.**

1.0 The Brand Bhutan Strategy

The Brand Idea
Our essence

INSPIRING GENERATIONS FOR GOOD

Our Values

Our values reflect the best of Bhutan. They are the core beliefs that underscore everything we stand for as Brand Bhutan, driving our behaviours and providing a clear point of reference to ensure alignment around our purpose in fostering true happiness. Our values will guide us to where we want to – and ultimately believe we can – go.

TRUE

We believe in authenticity. Bhutan originates from the pure, pristine and natural mountains of the Himalayas, which has influenced our traditions, and continues to resonate down through to everything we say and do today.

VIRTUOUS

We believe in humanity. Cultivating truly meaningful and personal experiences, by genuinely connecting with people at every opportunity.

ENRICHING

We believe in spirituality. Changing lives for the better, by inspiring a sense of belonging and wellbeing, and making a positive impression that can last a lifetime.

BENEVOLENT

We believe in kindness. Borne from an innate concern for others; warm-hearted kindness, friendliness and compassion are synonymous with our culture and way of life.

Our Personality

Our personality embodies the foremost traits and characteristics associated with our country brand. They are inspired by our Values, and guide how we express Brand Bhutan throughout each and every experience from how we speak and how we look, to how our audiences are made to feel when touched by our brand.

HARMONIOUS

By being balanced and totally in tune with the rhythms of nature – aware of how all elements work together to create peace and accord.

SENSITIVE

By being perceptive and attuned to what is going on around us and responding to the needs and feelings of others.

OPTIMISTIC

By being positive in our outlook and sharing this perspective with the world around us.

GRACIOUS

By being kind, generous and considerate to people regardless of who they are and where they come from.

ONE BHUTAN, ONE BRAND IDENTITY

Our brand is more than just a logo, it is a powerful asset that should be embraced and protected by everyone who works with it – whether it is members of the government, key industry partners or the citizens of Bhutan themselves.

Endeavouring to build a positive future for our nation and people, we have developed one strong and unified country brand for Bhutan, which can be leveraged across all sectors and industries moving forward.

As such, building our brand requires that we maintain a consistent approach to crafting our communications – one look, feel and tone of voice.

Our Brand Architecture

Our brand architecture is how we structure and organise our family of brands. It defines the relationship between one brand to another, and captures how they work towards achieving a shared goal: to promote Bhutan – sharing our passion for our country with the world.

Our brand architecture ensures our brands are easy to understand and relevant and compelling to our most important audiences.

Country Brand

BHUTAN

Sector Brands

BHUTAN
HAPPINESS IS A PLACE



Tourism

Tourism and hospitality

Made in

Film and media
Handicrafts
Textiles
Fine art

Grown in

Organic farming
Raw food products
Traditional medicines
Biotechnology
Health foods
Food products (FMCG)

Fresh from

Products that don't fit with the 'grown' in Bhutan description but are still 100% sourced or cultivated from our country

BHUTAN

Our Brand

The Brand Bhutan identity system is designed to capture the spirit of our country. Everything crafted in Bhutan comes from our pristine nature, timeless traditions and enduring values, and our visual identity system is no different.

'Simplicity' is at the essence of our identity system, representing the purity and integrity of our people, nature and way of life.

Through the visual identity system, people can connect with everything that makes Bhutan so special and unique – from the vibrant colours of the prayer flags to the spiritual patterns and symbolism of our handmade treasures – everything should feel harmonious, sensitive, optimistic and gracious.

Ultimately, the Brand Bhutan identity system is a platform to share our culture with the world and inspire people with the way we see things.

The following pages introduce and explain the individual identity elements that create Brand Bhutan. These elements need to be used consistently across all of our activations and communications.



Visual Identity System Overview

The Brand Bhutan identity system is designed to be highly flexible to accommodate a wide range and variety of activations and communications. All brand identity elements originate from the brand idea: ‘inspiring generations for good,’ and have been crafted to feel harmonious, sensitive, optimistic and gracious.

These elements can be incorporated in varying volumes depending on the nature of the communication and the intended audience. When they are combined correctly, the elements of our visual identity system create the desired Brand Bhutan look-and-feel, which directly expresses our brand strategy.

It is vital that we all consistently apply the visual identity system elements as set out in these Brand Guidelines, in order to build strong visual recognition and emotional connections with our key audiences.

Logo



Colour Palette



Typography



Patterns



Iconography Style



Imagery



Logo

In keeping with the overall approach to the Brand Bhutan identity system, 'simplicity' is also at the essence of the logo design. Pure, straightforward and humble, our logo is inspired by the natural feel of human handwriting and designed to be something that anyone can write.

The angles within the 'H' and 'A' letterforms not only create harmony in the composition but are a nod to the breathtaking Himalayan mountains that Bhutan calls home. The logo is tall and has a strong presence, which is a reference to the high altitude of our country.

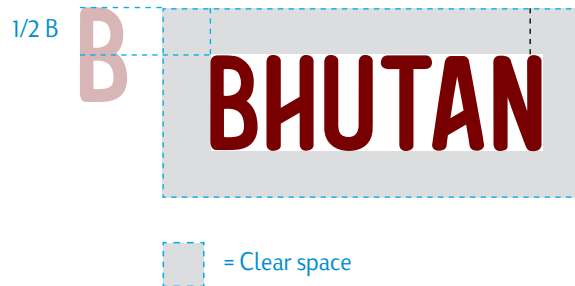
Most importantly, there are some small 'perfect imperfections' that make the Brand Bhutan logo feel genuine and natural – it is not fake or artificial.

Clear Space

Clear space refers to the area around the logo. It should remain clear of visual clutter. The measurement for this area is based on the height of the letter 'B' in Bhutan as illustrated opposite.

Whenever possible, the clear space should be increased. It must never be decreased and no other elements should be positioned within this space.

BHUTAN



Minimum Size

A minimum size has been set for the logo. This is to ensure visibility of the logo.

BHUTAN
12 mm
50 pixels

Colour Usage

Two versions of the Brand Bhutan logo have been created to ensure contrast and legibility when using both colours and solid images as backgrounds.

Only use the colours from our primary colour palette when choosing colours as a background to the logo.

Bhutan Maroon Version

Always use the maroon version over bright and light colours.



Yellow Version

Always use the yellow version over colorful and dark backgrounds



Do not use other colours

Do not use over cluttered background

Do not use over image with low contrast

Always use the correct logo files available. Do not to recreate or scan the artwork from this system.

Incorrect Usage

The examples shown opposite demonstrate the most common misuse of the Brand Bhutan logo elements. Such use will weaken or damage the authenticity, integrity and consistency of the Brand Bhutan identity system overall.



BHUTAN

Do not apply outline or borders



BHUTAN

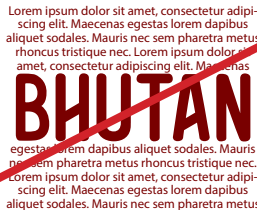
Do not distort the logo



BHUTAN

Do not alter any proportions

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas egestas lorem dapibus aliquet sodales. Mauris nec sem pharetra metus rhoncus tristique nec. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas egestas lorem dapibus aliquet sodales. Mauris nec sem pharetra metus rhoncus tristique nec. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas egestas lorem dapibus aliquet sodales. Mauris nec sem pharetra metus rhoncus tristique nec. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas egestas lorem dapibus aliquet sodales. Mauris nec sem pharetra metus rhoncus tristique nec. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas egestas lorem dapibus aliquet sodales. Mauris nec sem pharetra metus rhoncus tristique nec.



BHUTAN

Do not violate the clear space area



BHUTAN

Do not change the font



BHUTAN

Do not enclose in any shape



BHUTAN

Do not use special effects



BHUTAN

Do not add any new elements



BHUTAN

Do not change the colour



Made In Bhutan Logo

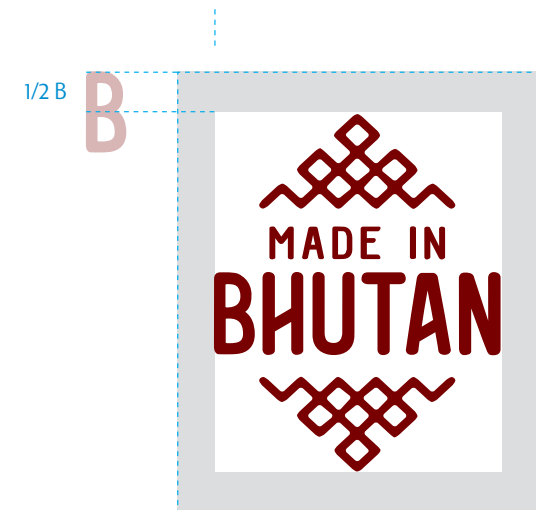
The Made In Bhutan logo was inspired by the diamond shape that can be found in the art, architecture and handicrafts from Bhutan. It represents our culture and heritage.

The 'endless knot' is a Bhutanese cultural symbol of the 'unity of wisdom, great compassion and the illusory character of time.' It also represents harmony and the insight and knowledge of Buddha.



Clear Space

Clear space refers to the area around the logo. It should remain clear of visual clutter. It must never be decreased and no other elements should be positioned within this space.



Minimum Size

A minimum size has been set for the logo. This is to ensure visibility of the logo.



Colour Usage

Two versions of the Made In Bhutan logo have been created to ensure contrast and legibility when using both colours and solid images as backgrounds.

Only use the colours from our primary colour palette when choosing colours as a background to the logo.

Made In Bhutan Maroon Version

Always use the maroon version over bright and light colours.



Yellow Version

Always use the yellow version over colourful and dark backgrounds



Do not use other colours

Do not use over cluttered background

Do not use over image with low contrast

Incorrect Usage

The examples shown opposite demonstrate the most common misuse of the Made In Bhutan logo elements. Such use will weaken or damage the authenticity, integrity and consistency of the brand Bhutan identity system overall.



Do not apply outline or borders



Do not remove any element



Do not alter any proportions



Do not violate the clear space area



Do not include information



Do not use change the lockup



Do not use special effects



Do not add any new elements



Do not change the colour

Grown In Bhutan Logo

The Grown In Bhutan logo was inspired by the clouds, the sky and the 'curly' shapes and forms that can be found in Bhutanese art. This logo represents our pristine nature and the harmony present in the way we cultivate our land and way of life.



Clear Space

Clear space refers to the area around the logo. It should remain clear of visual clutter. It must never be decreased and no other elements should be positioned within this space.



Minimum Size

A minimum size has been set for the logo. This is to ensure visibility of the logo.



Colour Usage

Two versions of the Grown In Bhutan logo have been created to ensure contrast and legibility when using both colours and solid images as backgrounds.

Only use the colours from our primary colour palette when choosing colours as a background to the logo.

Grown In River Green Version
Always use the green version over bright and light colours.



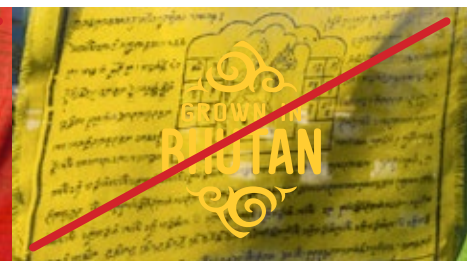
Yellow Version
Always use the yellow version over colorful and dark backgrounds



Do not use other colours



Do not use over cluttered background



Do not use over image with low contrast

Incorrect Usage

The examples shown opposite demonstrate the most common misuse of the Grown In Bhutan logo elements. Such use will weaken or damage the authenticity, integrity and consistency of the Brand Bhutan identity system overall.



Do not apply outline or borders



Do not remove any element



Do not alter any proportions



Do not violate the clear space area



Do not include information



Do not use change the lockup



Do not use special effects



Do not add any new elements



Do not change the colour

Fresh From Bhutan Logo

The Fresh From Bhutan logo can be used on food and medicine products that don't fit with the 'grown' in Bhutan description but are still 100% sourced or cultivated from our country – for example, produce such as eggs, honey, jam or livestock.



Clear Space

Clear space refers to the area around the logo. It should remain clear of visual clutter. It must never be decreased and no other elements should be positioned within this space.



Minimum Size

A minimum size has been set for the logo. This is to ensure visibility of the logo.



Colour Usage

Two versions of the Grown In Bhutan logo have been created to ensure contrast and legibility when using both colours and solid images as backgrounds.

Only use the colours from our primary colour palette when choosing colours as a background to the logo.

Grown In River Green Version

Always use the green version over bright and light colours.



Yellow Version

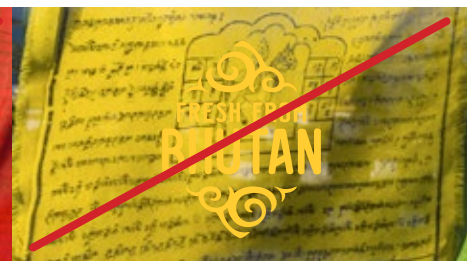
Always use the yellow version over colorful and dark backgrounds



Do not use other colours



Do not use over cluttered background



Do not use over image with low contrast

Incorrect Usage

The examples shown opposite demonstrate the most common misuse of the Grown In Bhutan logo elements. Such use will weaken or damage the authenticity, integrity and consistency of the Brand Bhutan identity system overall.



Do not apply outline or borders

FRESH FROM
BHUTAN

Do not remove any element



Do not alter any proportions



Do not violate the clear space area



Do not include information



Do not use change the lockup



Do not use special effects



Do not add any new elements



Do not change the colour

Special Treatments

Considering we live in harmony with the environment, wherever possible use natural and locally sourced materials – like wood, organic cotton and handcrafted materials to add value and give a more ‘human touch’ and ‘natural feeling’ to our brand.

Avoid using anything that associates an industrialised, synthetic or unnatural feeling with Brand Bhutan.



Colour Palette

The colours are one of the main elements of the Brand Bhutan identity system as they represent the vibrant Buddhist culture and our warmth and optimism as a nation.

From the prayer flags in the mountains to the architecture in the streets, everything you see in Bhutan comprises the five basic colours of Red, Yellow, Green, Blue and White. In Buddhist culture, each colour has an important meaning behind it – either being a state of mind, a celestial Buddha, a part of the body, a part of the mantra word Hum, or a natural element.

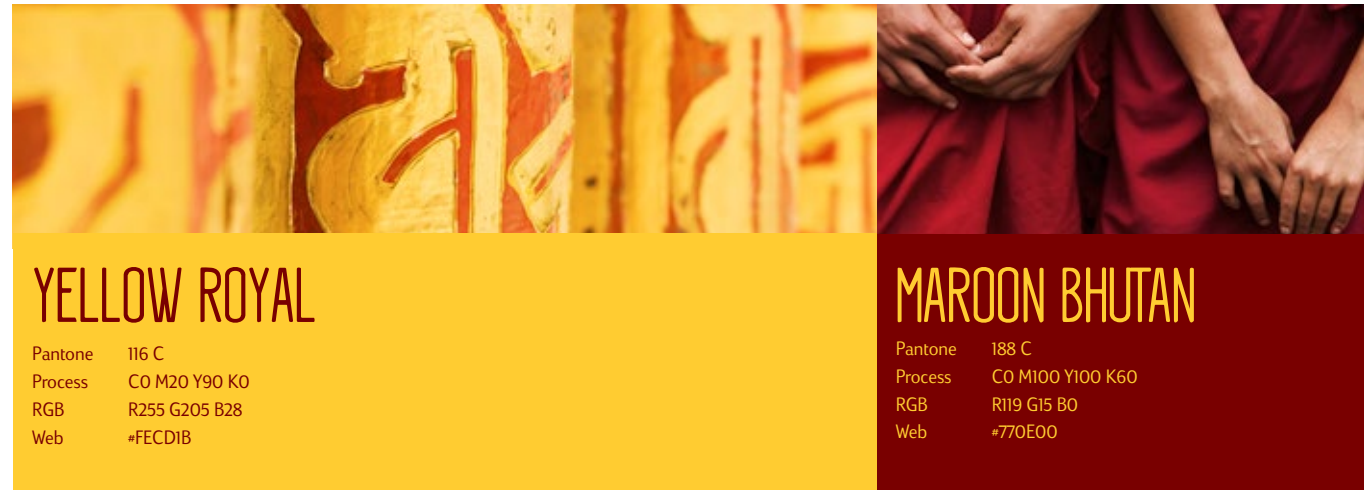
Yellow symbolises rootedness and renunciation. Yellow transforms pride into the wisdom of sameness when visualised in meditation.

Red is related to life force and preservation. Meditating on the colour red transforms the delusion of attachment into the wisdom of discernment.

Blue is associated with purity and healing – It is believed, when meditating on this colour, anger can be transformed into wisdom.

Green is the colour of balance and harmony – it is believed, when meditating on this colour, jealousy can be transformed into the wisdom of accomplishment.

White is the colour of learning and knowledge. If meditated upon, white can cut the delusion of ignorance and turn it into the wisdom of reality.



YELLOW ROYAL	MAROON BHUTAN
Pantone 116 C	Pantone 188 C
Process C0 M20 Y90 K0	Process C0 M100 Y100 K60
RGB R255 G205 B28	RGB R119 G15 B0
Web #FECED1B	Web #770E00



WOOD	CHILLI	SKY	FLAG	RIVER	LEAF
Pantone 143 C	Pantone 186 C	Pantone 278 C	Pantone 2728 C	Pantone 355 C	Pantone 361 C
C0 M40 Y90 K0	C0 M100 Y100 K15	C90 M30 Y0 K0	C90 M65 Y0 K0	C100 M10 Y80 K0	C65 M0 Y80 K0
R247 G168 B35	R201 G12 B15	R0 G135 B204	R39 G90 B165	R28 G157 B91	R98 G181 B90
#F7A723	#C80B0E	#0087CC	#2659A5	#1B9C5A	#61B45A

Typography

Typography plays a significant role in the Brand Bhutan identity system. It carries our personality, our messages and the stories we want to share with the world. It allows us to be consistent and to communicate in many different ways depending on the style and words we choose.

Brand Bhutan has two typefaces: Kraftstoff and Fargo.

Kraftstoff is a special font to be used specifically for headlines. It inspires the natural, human and handcrafted feeling present in Bhutan, and everything that is made and grown in this spiritual land. It comes in one weight and should be used for key headlines. As a rule, ensure headlines are limited to no more than eight words and are always applied in all caps.

Fargo is a contemporary sans-serif font which is available in two weights; Thin and Bold. This font is specifically useful for managing large volumes of information.

When neither Kraftstoff or Fargo are available, please refer to the system font Arial as the default typeface.

Kraftstoff is available for free download at:
<http://www.1001fonts.com/kraftstoff-font.html>

Usage
Titles and
headlines
with 8 words
or less

KRAFTSTOFF

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890

Usage
Body copy

Fargo Lt

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890

Fargo Bd

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890

ATTENTION:
Do not use any
lowercase form
of Kraftstoff

abcdefghijklmn
opqrstuvwxyz

Iconography

Iconography plays an important role in the Brand Bhutan identity system. It is essential for wayfinding and signage, as well as navigation within digital media and editorial publications.

Each icon is a 'symbol of happiness' that represents an element of the Bhutanese environment, heritage, culture and way of life. Each has been inspired by the beauty and creativity that can be found in our landscapes, textiles, handicrafts and architecture.

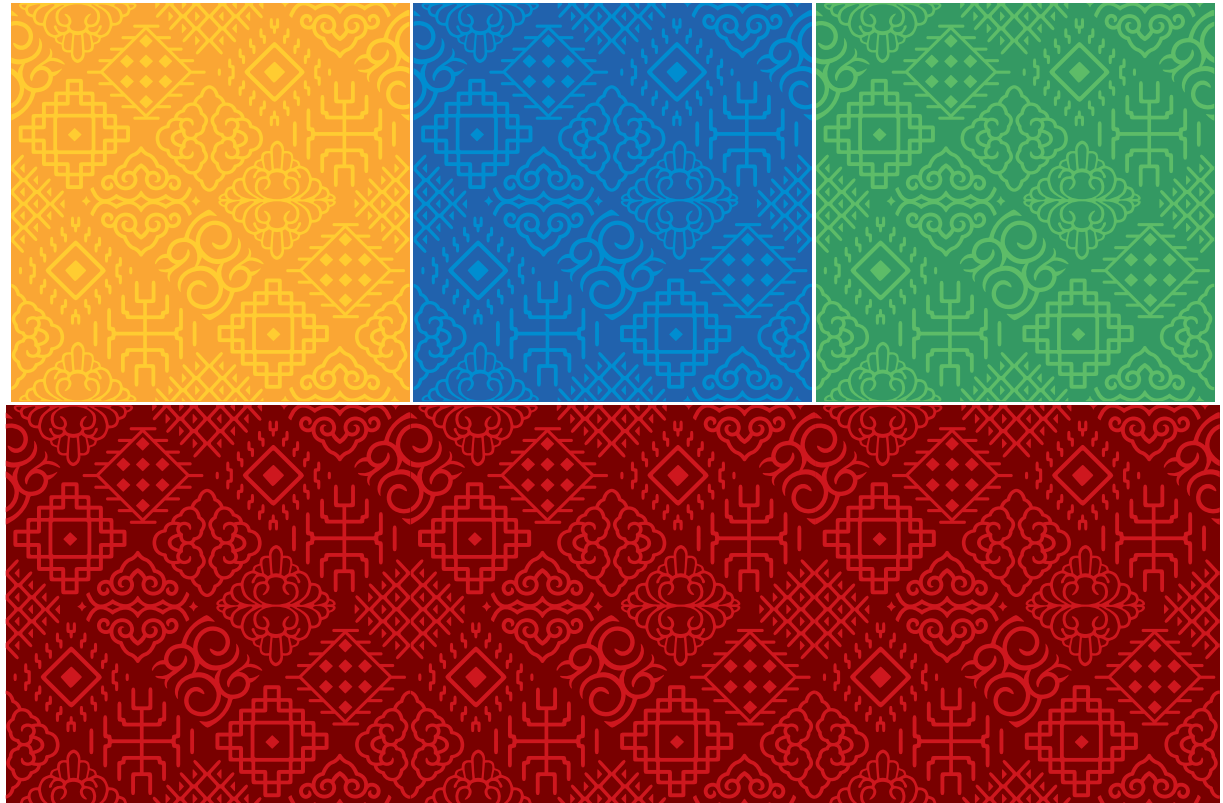
This ownable and distinctive iconography style has been designed specifically for Brand Bhutan. These design principles and colour attributes must be followed should any new icons be created in the future.



Pattern

Four distinctive patterns have been created as part of the Brand Bhutan identity system. Inspired by Bhutanese textiles, each pattern is made from culturally significant shapes and forms found across the kingdom.

The patterns add a uniquely Bhutanese style, detail and are rich in meaning so it is essential they are used appropriately.



The pattern was designed as a modular system that can be repeated. It is highly flexible in terms of usage across different applications, shapes and sizes. It is not allowed to modify the pattern's colour, gradient, format and proportion.

Pattern

The four patterns are a way to infuse Bhutanese culture into our applications. It should always appear in one of the four colour variations and should be used across a variety of applications, as shown in the following examples.



Photography Principles

The natural beauty, unique experiences, gracious people and vibrant textures and details of Bhutan are captured in an emotive and sensorial photographic library. With such a rich visual landscape, photography is a powerful creative tool that aids in the promotion of the Bhutanese culture and experiences on offer.

Note: Images used in these guidelines are for illustration purposes only and belong to third parties who hold the copyrights to the respective works. It is therefore forbidden to reproduce totally or partially these images.



Photography Principles

ELEMENTS

The ingredients that make us special and unique. Capture details that describe local culture, flora, crafts, colours, textures and materials.



PLACES

The open spaces, pristine environments and natural beauty that capture Bhutan's unique landscapes and architecture. Focus on creating dramatic and evocative atmospheres that are unique to Bhutan.



PEOPLE

The kind, generous and gracious nature of our people. Show our culture and the authentic way we live our lives every day.

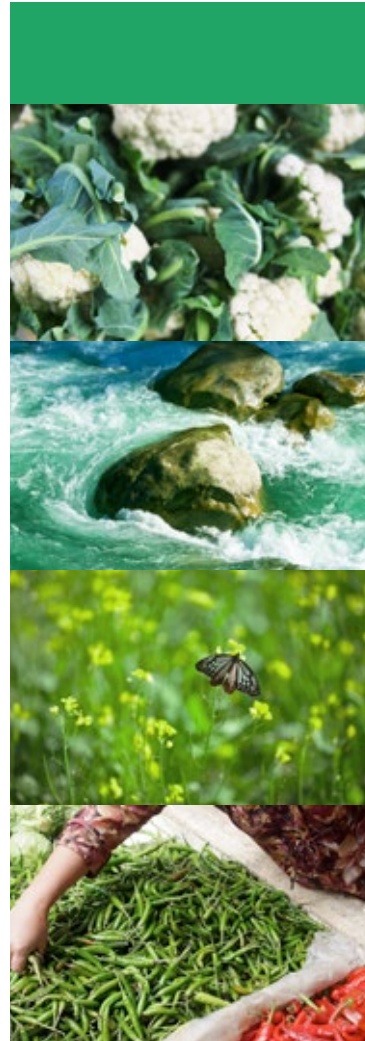


Photography Principles

COLOURS

Colour plays an important role in Brand Bhutan. It represents our spirituality, traditions and beliefs – it is present on everything you see in Bhutan.

Images should have vivid and saturated colours, with hues and tones that reflect our colour palette.



Layout Principles

Simplicity is key when planning any communication piece. Always consider these two questions; ‘Who is the audience?’ and ‘Which elements will most effectively communicate the desired message?’

The current examples provide a spectrum of options to lead and inspire you when developing materials for Brand Bhutan.

Light Text



Image led approach

When the image is key, for example, on book and brochure covers, banners, etc., the diamond graphic can be used to hold titles or headlines with 8 words or less.

Text Heavy



Combination approach

When an image supports the message, a colour bar, with or without the pattern, can be used to contain information.

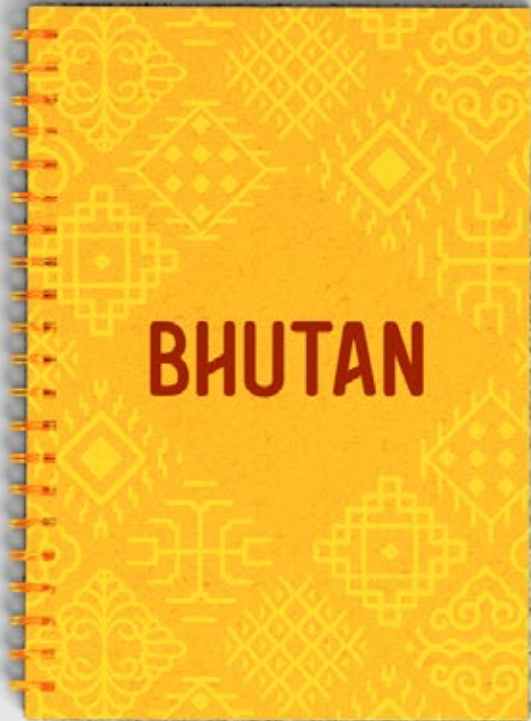


Type led approach

When the message is key, a combination of solid colour backgrounds and patterns can be used. Iconography can also support the intended message.

APPLICATIONS

2.0 Visual Identity System








BHUTAN
HAPPINESS IS A PLACE.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam libero urna, ullamcorper suscipit mauris eget, vestibulum feugiat elit. Praesent suscipit eleifend sollicitudin.





GROWN IN
BHUTAN
ORGANIC
CERTIFIED



Lorem ipsum dolor sit amet,
consectetur adipiscing elit.
Sed sagittis, magna eu
congue sodales.



BHUTAN
WILD
HONEY
INFUSED WITH LEMON



BHUTAN
PURE
WATER

FROM THE
MOUNTAINS



BHUTAN
FRUIT
JAM
NOURISHING



BHUTAN
WILD
HONEY
INFUSED WITH LEMON



BHU
CHI
POW
ENRIC



OUR VERBAL IDENTITY

Our Brand Guidelines capture the way we look through our logo, colour palette, typography and graphics but the way we talk and what we say is equally important. Our verbal identity sends a clear message about who we are as a brand, ensuring communications are on-brand and delivered with complete clarity, coherence and consistency no matter where we share our stories in the world.

Our verbal identity consists of our four tone of voice principles (how we say our messages) and the messaging matrix (what we say and to whom about products that are Made In Bhutan and produce that is Grown In Bhutan). The following pages of this guide provide the key principles and content that will help you ensure that the Brand Bhutan experience shines through at every opportunity.

Tone of Voice

Poetic, yet measured.

Always in tune with nature and at peace with ourselves, we achieve a quietly magical, rhythmic balance of passion in our craft and responsibility in our actions. When we communicate, we are not afraid to imagine and to inspire, but we are also innately conscious of reflecting realities and practicalities.

DO

Say less, mean more

Use imaginative descriptions and comparisons

Use alliteration, where suitable

DON'T

But don't ramble or be curt

Don't use stock phrases, clichéd idioms, or words that are dull / boring

Avoid being repetitive or compromising the message for the sake of style

Tone of Voice

Mindful, yet uncompromising.

Our commitment to environmental and cultural sustainability drives our actions, behaviours and decisions. We make every effort to ensure the comfort of our partners and visitors, but never at the expense of our beliefs. When we speak, we take care to address our audiences' needs, and to understand their sensitivities. At the same time, the language we use reflects our promise to ourselves.

DO

Make references to past insights to show you have listened

Ask questions to engage your audiences

Where / when necessary, firmly but politely stand your ground

DON'T

Beware of coming across as arrogant

But avoid seeming intrusive or prying

Without coming across as defiant or self-centered

Tone of Voice

Uplifting, yet assured.

Our positive world view shines through in our voice, and our clarity of purpose gives us confidence in everything we do and create. We use language that persuades the audience of our ability and inspires them to look at the glass half-full. We inject positivity into the way to speak so that we sound not only self-assured, but also assuring to our audiences.

DO

Be clear and concise

Highlight the positive aspects of any situation

Refrain from using negatives – use the active voice, and the imperative tense

DON'T

But don't be curt

Don't gloss over important facts or details

Don't use language that is overly cheerful or bubbly

Tone of Voice

Hospitable, yet discerning.

We are steadily welcoming the world with open arms into our country, economy and lives. Our language reflects this enthusiasm for sharing our values and culture and making room for visitors, while also ensuring we do not impose on others. We are friendly and attentive in our speech, but intuitively take care not to intrude on personal space.

DO

Use words such as “we”, “us” and “you” to connect with your audiences

Use friendly, polite and courteous language

Express concerns or opinions gently yet effectively

DON'T

Express concerns or opinions gently yet effectively

But don't appear weak-willed or unsure

But ensure you don't appear to impose your opinions on others

MESSAGING MATRIX



Made in Bhutan

Consumers

Objective

To encourage consumers to buy products and services that are made in Bhutan.

Who Are They

Discerning buyers who value the ultimate, the original and truly authentic: they want the 'real thing' and seek experiences that provide a deeper connection.

What Appeals To Them

- Take home an authentic piece of, often handmade, Bhutanese history, people and way of life
- Produced in a pristine environment in a way that adheres to Bhutan's principles and values (e.g. kind, sustainable)
- Made with quality materials and in full compliance with the principles of Gross National Happiness

Role of Communications

Inspire consumers to buy products that are truly unique – not just because they are authentic and handmade, but because they are made in a pristine environment that complies with GNH (which no one else can claim).

Key Theme

HAPPILY MADE
IN BHUTAN

Key Message

Everything crafted in Bhutan comes from our pristine nature, timeless traditions and enduring values, resulting in products that are truly rare and meaningful.

Remind consumers that exceptional quality and craftsmanship doesn't come instantaneously or in large quantities.

WORTH
THE WAIT

Time is precious, which is why from the first stitch to the final cut – we take the time to craft and care for each and every product we make.

Educate consumers that any product branded with 'Made In Bhutan' is officially certified and can be trusted.

TRULY
BHUTANESE

The 'Made In Bhutan' mark means you're taking home a piece of our Bhutanese life, history and culture.

Made in Bhutan

Producers and artists

Objective

To encourage producers and artists to make products and services in Bhutan for domestic and international sale.

Who Are They

Bhutanese craftspeople with artisan skills and spirit, who are open to enterprise and entrepreneurship.

What Appeals To Them

- Build a business for yourself and your family by leveraging traditional Bhutanese values and way of life
- Benefit from government incentives to practice and make a living from your craft
- Utilise the Made In Bhutan brand to create differentiation and tell a unique and compelling story in the market

Role of Communications

Inspire producers and artists with the instrumental role they'll play in sharing the Bhutanese legacy with the world.

Key Theme

INSPIRE
THE WORLD

Key Message

Your craft tells a special story about Bhutanese life, history and culture. By creating products that people from everywhere can enjoy, you are proudly sharing our story with the world and its generations to come.

Inspire producers and artists to build a business based on what is already natural and important to them: Bhutan's values and way of life.

BUILD A BUSINESS
THAT SUSTAINS YOU

Every day, you invest time, effort and the wisdom of our heritage to create meaningful things. What could be more rewarding than building a sustainable business that is true to your talents and beliefs?

Inform producers and artists that the government is making every effort to ensure quality production, technical standards and commercial success.

TOOLS FOR
YOUR SUCCESS

We believe in your talent and craft, which is why we are here to support your development, overcome your challenges and guide your passionate endeavours towards a brighter future.

Made in Bhutan

Private sector corporations

Objective

To encourage corporations to sell products and services that are made in Bhutan in domestic and international markets.

Who Are They

Private sector corporations that are looking to grow with the assurance that they can meet demand without compromising on quality or Bhutanese values and principles.

What Appeals To Them

- Create economic opportunities that leverage Bhutan's values, culture and way of life
- Leverage market trends and demands: Bhutan's commitment to preserving its pristine environment and strong principles (e.g., kind and sustainable production) tells a unique and compelling story in the market
- Partner with local producers and artists and use the 'Made In Bhutan' brand to carve out competitive advantage.

Role of Communications

Educate corporations that they can be profitable, preserve Bhutan's principles and values and support local people and industry all at the same time.

Key Theme

TO GROW SUSTAINABLY

Key Message

Our every action – big and small – is guided by our beliefs and values; there's no reason why our businesses and profits can't be too.

Educate corporations that Bhutan – a nation that's acted in the greater good of its people and the world for generations – is an ideal place to do business in and with.

PARTNER WITH PEOPLE YOU CAN TRUST

Bhutan is a place unlike any other – it's an inspiring country that prides itself on staying true to its beliefs, delivering on its promises and being a nation of people you can certifiably trust.

Inform corporations about the government's efforts (in the form of incentives and technical guidelines) to ensure quality and standards are maintained.

BENEFIT FROM INCENTIVES AND SUPPORT

When you take our products to market, a part of Bhutanese life is being shared. We recognise the significance of this and make every effort to ensure consistently high quality and standards for products and packaging.

Made in Bhutan

Nations and export partners

Objective

To encourage trading partners to buy and sell products and services that are made in Bhutan.

Who Are They

Trading partners like India and Bangladesh that see the potential of products that are made in Bhutan but need further assurance that quality will be consistent and supply and demand will be maintained and met.

What Appeals To Them

- Consistent supply of high-quality goods that meet international standards and expectations
- Leverage market trends and demands: Bhutan's products are made in a pristine environment with high quality materials, a strong purpose and sustainable practices, which tells a unique and compelling story in the market
- Utilise the Made In Bhutan brand to create differentiation and carve out competitive advantage

Role of Communications

Educate trading partners about the competitive advantages of selling products that are not only unique but made responsibly in a pristine environment that complies with GNH (which no one else can claim).

Key Theme

PREMIUM GOODS,
HAPPILY MADE
IN BHUTAN

Key Message

Our products are made sustainably using natural materials, traditional methods and in accordance with our spiritual values, which is a compelling proposition for discerning, socially-aware consumers.

Inform trading partners about the government's efforts (in the form of incentives and technical guidelines) to ensure quality and standards are maintained.

UNCOMPROMISED
QUALITY

Every partnership is important to us and 'quality' is important to every partnership. We understand this and make a consistent, tangible effort to maintain and enhance our expertise and quality standards.

Assure trading partners that Bhutan chooses its business partners carefully; only those who share the country's values and principles are selected.

DISCERNING
PARTNERS

We are a nation that upholds our values and principles in every action and business decision. As a result, we take care to build and nurture partnerships with those who share our beliefs.

Made in Bhutan

Investors

Objective

To encourage investors to invest in products and services that are made in Bhutan.

Who Are They

Conscientious and socially-aware investors looking for business incentives, assurance of economic stability and solid returns.

What Appeals To Them

- Goods produced responsibly in a pristine environment in a way that adheres to Bhutan's principles and values
- Consistent supply of high-quality products that meet international standards and expectations
- Viable initiatives and businesses that contribute to the sustainability of Bhutanese people, culture and way of life

Role of Communications

Educate investors about the government's efforts to facilitate 'ease of doing business' as a means to ensure long-term economic stability

Inform investors about the government's efforts (in the form of incentives and technical guidelines) to ensure quality and standards are maintained.

Assure investors that Bhutan chooses its business partners carefully; only those who share the country's values and principles are selected.

Educate investors about the long-term benefits of investing in an economy generating products that are not only unique but made responsibly in a pristine environment that complies with GNH principles (which no one else can claim).

Key Theme

OPEN FOR BUSINESS

UNCOMPROMISED QUALITY

DISCERNING PARTNERS

MINDFUL INVESTMENTS

Key Message

Our commitment to sustainability means we realise the importance of offering a robust and attractive business environment. We strive to be among the best in the world at facilitating trade and investment.

Every partnership is important to us and 'quality' is important to every partnership. We understand this and make a consistent, tangible effort to maintain and enhance our expertise and quality standards.

We are a nation that upholds our values and principles in every action and business decision. As a result, we take care to build and nurture partnerships with those who share our beliefs.

Our products are made sustainability using natural materials, traditional methods and in accordance with our spiritual values, which is a compelling proposition for conscientious investors. Every dollar you invest contributes to our economic, environmental and cultural sustainability.

Made in Bhutan

CSO's and NGO's

Objective

To encourage CSO's and NGO's to support products and services that are made in Bhutan.

Who Are They

CSO's and NGO's looking to support Bhutan's people and industries in becoming independent and self sufficient.

What Appeals To Them

- Initiatives that are authentic to Bhutan and its people and help to preserve the values, culture and way of life
- Fostering financial independence and economic development for the citizens of Bhutan
- Encouraging stakeholders to meet international quality standards and improve production and conditions generally in Bhutan

Role of Communications

Motivate CSO's and NGO's to work with Bhutanese products and industries by emphasising the direct and tangible impact they'll make to the lives of Bhutanese people overall.

Key Theme

BE THE CHANGE

Key Message

Watch your every action, small or large, result in a positive impact on the lives of our producers and their families.

Inform and inspire CSO's and NGO's with the ways they could help to preserve GNH through social enterprise.

STRENGTHEN FOUNDATIONS

By helping to develop, strengthen and diversify the infrastructure around Bhutan's industries, you can inspire tomorrow's producers and artists to grow and sustain their families, their businesses, and their happiness.

Inform CSO's and NGO's of the training and skills required by Bhutanese people and industries in order to meet increasingly higher levels of quality and standards internationally.

IMPART SKILLS AND BUILD KNOWLEDGE

Share your business expertise and production knowledge to help our producers do what they do, better.



Grown in Bhutan

Consumers

Objective

To encourage consumers to consume food and medicine products that are grown in Bhutan.

Who Are They

Local and international discerning consumers who care about where their food is from and how it is grown.

What Appeals To Them

- Products that are authentic to Bhutan and are completely wholesome, natural, often organic and safe
- Pure, natural and premium ingredients, grown in a pristine environment
- Products bottled or packaged at the source that meet international food and safety standards and grown in full compliance with the principles of Gross National Happiness

Role of Communications

Inform consumers that the price premium is a result of products that are not just wholesome, often organic, and pure, but also grown in compliance with GNH.

Inform consumers that Bhutanese food and medicine products are grown naturally, in traditional ways, and by people who care about the purity and taste of their products as well as the consumers they sell it to.

Educate consumers that any product branded with 'Grown In Bhutan' is officially certified and can be trusted.

Key Theme

HAPPILY GROWN
IN BHUTAN

FROM OUR
FAMILY TO YOURS

TRULY
BHUTANESE

Key Message

The 'Grown In Bhutan' mark indicates more than wholesome, often organic goodness – it is a testament to the values of sustainability and happiness that make your food and medicine product so unique.

Every food and medicine product grown in Bhutan is made naturally, traditionally and with great responsibility and care – by our families, for yours.

The 'Grown in Bhutan' mark means you're consuming a premium and safe product that you can trust.

Grown in Bhutan

Producers

Objective

To encourage food producers to grow food and medicine products in Bhutan for domestic and international sale.

Who Are They

Bhutanese farmers and their families who need support in producing, packaging and marketing their products to meet local and international standards.

What Appeals To Them

- Build a business for yourself and your family by leveraging traditional Bhutanese values and way of life
- Benefit from government incentives to make a living from the type of farming or production you already practice
- Utilise the Grown In Bhutan brand to create differentiation and tell a unique and compelling story in the market.

Role of Communications

Inspire producers with the instrumental role they'll play in putting Bhutan on the world map as a premium, natural and organic agricultural source.

Inspire producers to build a business based on what is already natural and important to them: Bhutan's values and way of life.

Inform producers that there is both local and global demand (which is being cultivated by government promotion in international markets) for what they grow and produce.

Inform producers that the government is making every effort to support them by providing the tools, knowledge and capabilities needed to make earning a living easier and more sustainable.

Key Theme

INSPIRE THE WORLD

BUILD A BUSINESS THAT SUSTAINS YOU

CULTIVATE YOUR FUTURE

TOOLS FOR YOUR SUCCESS

Key Message

Every seed you plant contributes to the story about Bhutanese life, history and culture. Proudly share Bhutan with the world by growing produce people everywhere will relish today and for generations to come.

Every day, you invest time and effort in cultivating the land to grow premium produce. What could be more rewarding than building a sustainable business that is true to your heritage and beliefs?

The world awaits your story and your produce; we have fruitful trade partnerships in place and when there is such demand, success is sure to follow.

We believe in you and your story, which is why we are here to support your growth and development, overcome your challenges, and guide your business towards a brighter future.

Grown in Bhutan

Private sector corporations

Objective

To encourage private sector corporations to sell food and medicine products that are grown in Bhutan.

Who Are They

Private sector corporations that are looking to grow with the assurance that they can meet demand without compromising on quality or Bhutanese values and principles.

What Appeals To Them

- Partner with local producers and create economic opportunities that leverage Bhutan's values, culture and way of life
- Leverage market trends and demands: Bhutan's commitment to preserving its pristine environment and strong principles (e.g., kind and sustainable production) tells a unique and compelling story in the market
- Consistent supply of high-quality produce that meets international safety and quality standards

Role of Communications

Educate corporations that they can be profitable, preserve Bhutan's principles and values and support local people and industry all at the same time.

Key Theme

GROW
SUSTAINABLY

Key Message

Our every action – big or small – is guided by our beliefs and values; there's no reason why our businesses and profits can't be too.

Educate corporations that Bhutan – a nation that's acted in the greater good of its people and the world for generations – is an ideal place to do business in and with.

PARTNER WITH
PEOPLE YOU
CAN TRUST

Bhutan is a place unlike any other – it's an inspiring country that prides itself on staying true to its beliefs, delivering on its promises and being a nation of people you can certifiably trust.

Inform corporations about the government's efforts (in the form of incentives and technical guidelines) to ensure quality and standards are maintained.

BENEFIT FROM
INCENTIVES
AND SUPPORT

When you take our produce to market, a part of Bhutanese life is being shared. We recognise the significance of this and make every effort to ensure consistently high quality and standards for products and packaging.

Grown in Bhutan

Nations and export partners

Objective

To encourage trading partners to buy and sell food and medicine products that are grown in Bhutan.

Who Are They

Trading partners like India and Bangladesh that see the potential of produce that is grown in Bhutan but need further assurance that quality will be consistent and supply and demand will be maintained and met.

What Appeals To Them

- Consistent supply of high-quality produce that meets international safety and quality standards
- Leverage market trends and demands: Bhutan's produce is grown in a pristine environment with completely wholesome, natural and, often, organic ingredients and farming practices, which tells a unique and compelling story in the market
- Utilise the Grown In Bhutan brand to create differentiation and carve out competitive advantage

Role of Communications

Educate trading partners about the competitive advantages of selling produce that is not only wholesome, natural and, often, organic, but grown responsibly in a pristine environment that complies with GNH (which no one else can claim).

Inform trading partners about the government's efforts (in the form of incentives and technical guidelines) to ensure quality and standards are maintained.

Assure trading partners that Bhutan chooses its business partners carefully; only those who share the country's values and principles are selected.

Key Theme

PREMIUM PRODUCE,
HAPPILY GROWN
IN BHUTAN

UNCOMPROMISED
QUALITY

DISCERNING
PARTNERS

Key Message

Our produce is grown sustainably using wholesome, natural and, often, organic ingredients in accordance with our spiritual values, which is a compelling proposition for discerning, socially-aware consumers.

Every partnership is important to us and 'quality' is important to every partnership. We understand this and make a consistent, tangible effort to maintain and enhance our expertise and quality standards.

We are a nation that upholds our values and principles in every action and business decision. As a result, we take care to build and nurture partnerships with those who share our beliefs.

Grown in Bhutan

Investors

Objective

To encourage investors to invest in food and medicine products that are grown in Bhutan.

Who Are They

Conscientious and socially-aware investors looking for business incentives, assurance of economic stability and solid returns.

What Appeals To Them

- Produce grown responsibly in a pristine environment and made from pure, natural and premium ingredients in a way that adheres to Bhutan's principles and values
- Consistent supply of high quality products bottled or packaged at the source that meet international food and safety standards
- Viable initiatives and businesses that contribute to the sustainability of Bhutanese people, culture and way of life

Role of Communications

Educate investors about the government's efforts to facilitate 'ease of doing business' as a means to ensure long-term economic stability.

Assure investors that Bhutan chooses its business partners carefully; only those who share the country's values and principles are selected.

Inform investors about the government's efforts (in the form of incentives and technical guidelines) to ensure quality and standards are maintained.

Educate investors about the long-term benefits of investing in an economy generating products that are not only natural and delicious but grown responsibly in a pristine environment that complies with GNH principles (which no one else can claim).

Key Theme

OPEN FOR BUSINESS

DISCERNING PARTNERS

UNCOMPROMISED QUALITY

MINDFUL INVESTMENTS

Key Message

Our commitment to sustainability means we realise the importance of offering a robust and attractive business environment. We strive to be among the best in the world at facilitating trade and investment.

We are a nation that upholds our values and principles in every action and business decision. As a result, we take care to build and nurture partnerships with those who share our beliefs.

Every partnership is important to us and 'quality' is important to every partnership. We understand this and make a consistent, tangible effort to maintain and enhance our expertise and quality standards.

Our produce is grown sustainably using wholesome, natural and, often, organic ingredients in accordance with our spiritual values, which is a compelling proposition for discerning consumers. Every dollar you invest contributes to our economic, environmental and cultural sustainability.

Grown in Bhutan

CSO's and NGO's

Objective

To encourage CSO's and NGO's to support food and medicine products that are grown in Bhutan.

Who Are They

CSO's and NGO's looking to support Bhutan's people and industries in becoming independent and self sufficient.

What Appeals To Them

- Initiatives that are authentic to Bhutan and its people and help to preserve the values, culture and way of life
- Fostering financial independence and economic development for the citizens of Bhutan
- Encouraging stakeholders to meet international quality standards and improve production and conditions generally in Bhutan

Role of Communications

Motivate CSO's and NGO's to work with Bhutanese producers and industries by emphasising the direct and tangible impact they'll make to the lives of Bhutanese people overall.

Key Theme

BE THE CHANGE

Key Message

Watch your every action, small or large, result in a positive impact on the lives of our producers and their families.

Inform and inspire CSO's and NGO's with the ways they could help to preserve GNH through social enterprise.

STRENGTHEN FOUNDATIONS

By helping to develop, strengthen and diversify the infrastructure around Bhutan's industries, you can inspire tomorrow's citizens to grow and sustain their families, their businesses, and their happiness.

Inform CSO's and NGO's of the training and skills required by Bhutanese people and industries in order to meet increasingly higher levels of safety, quality and standards internationally.

IMPORT SKILLS AND BUILD KNOWLEDGE

Share your business expertise and production knowledge to help our producers do what they do, better.

THANK YOU FOR PERUSING THE BRAND BHUTAN GUIDELINES.

The continued protection of our brand is essential. For further questions and guidance, always actively seek information and approval of the Brand Management.

Branding agency

FutureBrand

www.futurebrand.com