



BHUTANAIR

Corporate Identity Manual



Table of Contents

INTRODUCTION

Company Approach

LOGO

Meaning

Colors

Typography

Improper and proper uses

FAVICON AND SECONDARY IDENTITY

Favicon

Secondary Identity

IDENTITY APPLICATIONS

Plane

Kiosk

Stationary

Webpage

Advertisements

Credit Card

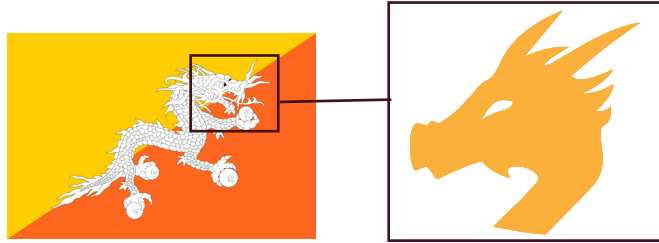


COMPANY APPROACH



BHUTAN AIR

Bhutan Air makes your journey possible. It makes the chance to experience a new culture possible. Travel with peace of mind that comfort is of utmost importance. Fly with Bhutan Air and believe in the journey.

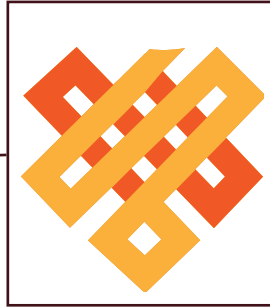
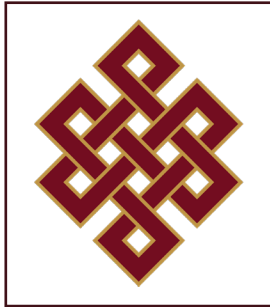


The upper portion of the logo is a dragon, which is inspired directly by the dragon in Bhutan's flag.

LOGO: MEANING



BHUTAN AIR



The lower portion of the logo is inspired by the eternal knot. The eternal knot may symbolize the interconnectedness of wisdom and compassion; the eternal continuum of mind; samsara, the Buddhist concept of the endless cycle of suffering or birth, death, and rebirth; the union of wisdom and method; and the interdependence and interconnectedness of everything in the universe. Since the majority of the population in Bhutan practices Buddhism and the eternal knot is connected to the religion, it is apart of the logo to honor the religion.

LOGO: MEANING



BHUTANAIR

The logo can be presented in two different ways, stacked and side by side. The side by side is used in most instances, except the business card, where the logo and logotype are stacked to accommodate space.



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LOGO: MEANING

COLOR MODES



RGB

R:66 G:22 B:27

CMYK

C:46 M:84 Y:69 K:69



RGB

R:174 G:50 B:36

CMYK

C:22 M:93 Y:100 K:14



RGB

R:241 G:90 B:39

CMYK

C:0 M:80 Y:96 K:0



RGB

R:251 G:176 B:59

CMYK

C:0 M:35 Y:87 K:0

LOGO: COLORS

BHUTAN AIR TYPOGRAPHY

DILEMMA VIABLE ALL CAPS (MODIFIED)

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG

AVENIR NEXT CONDENSED ALL CAPS

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG

Avenir Regular

The Quick Brown Fox Jumps Over The Lazy Dog

RIFT BOLD ITALIC ALL CAPS

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG

LOGO: TYPOGRAPHY

BHUTAN AIR TYPOGRAPHY

WHITNEY SEMIBOLD REGULAR ALL CAPS

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG

WHITNEY BOLD ALL CAPS

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG

WHITNEY LIGHT ALL CAPS

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG

LOGO: TYPOGRAPHY

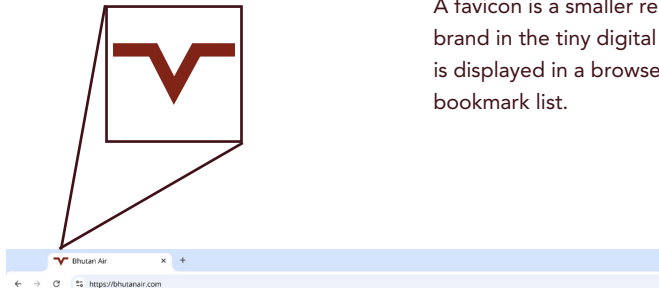
IMPROPER USES



PROPER USES



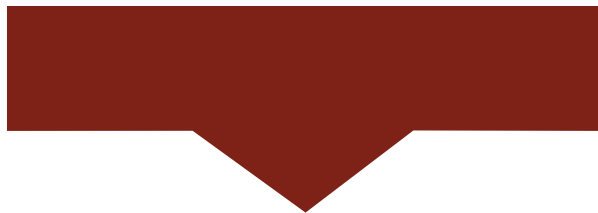
LOGO: IMPROPER AND PROPER USES



A favicon is a smaller representation of a logo and aids a company's brand in the tiny digital places, mainly associated with a URL. It is displayed in a browser's address bar or next to the site name in a bookmark list.

The favicon is also apart of the larger secondary identity. It strengthens the main logo by supporting it with similar elements. Here, it is taken from the bottom point of the main logo.

FAVICON AND SECONDARY IDENTITY



The secondary identity is based on the bottom point of the logo, as is the favicon. The favicon and secondary identity are interconnected. The shape is a rectangle with a triangular point at the bottom. It can be used in a number of combinations as shown. Images can also be put inside the shape.

FAVICON AND SECONDARY IDENTITY



IDENTITY APPLICATIONS: PLANE



IDENTITY APPLICATIONS: KIOSK



(BACK)



(FRONT)

BUSINESS CARD

IDENTITY APPLICATIONS: STATIONARY





LETTERHEAD AND ENVELOPE


IDENTITY APPLICATIONS: STATIONARY



IDENTITY APPLICATIONS: WEBPAGE



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NEW CULTURE***

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IDENTITY APPLICATIONS: ADVERTISEMENTS



EXPLORE DESTINATIONS

BANNER

IDENTITY APPLICATIONS: ADVERTISEMENTS



IDENTITY APPLICATIONS: CREDIT CARD

