What is branding? ठे'विग'प्रार्टेट'म्याबाचि In Marketing a "brand" is the unique identity or personality of your company. It gives shape to your message

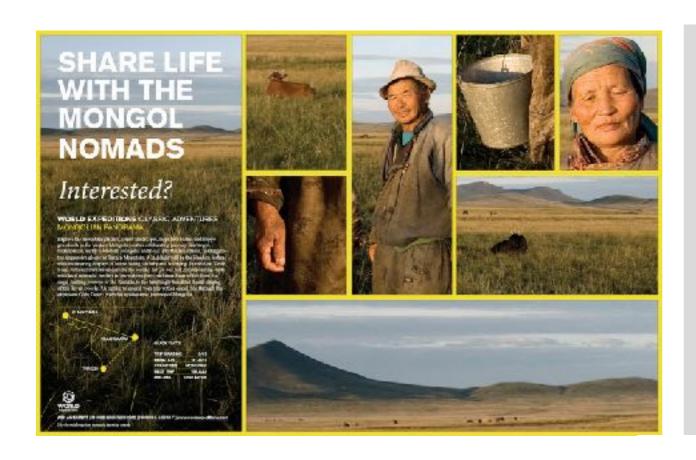
र्षिभाराख्वीरापर्केटाब्रटातुर्केटाह्मण्याकी र्षित्रण्णे खुक्षणाह्मराण्या मित्रभेणसायस्थ्याणे खुत्र केंसात्र र्टे प्रेसिक्कें सुत्र पेरे प्रेत्र प्रेसिक्ष खुत्र र्णे स्मृत्र काया स्थापा स्यापा स्थापा स्यापा स्थापा स्थाप

A brand is a set of ideas and images that reflect your company, product or experience.

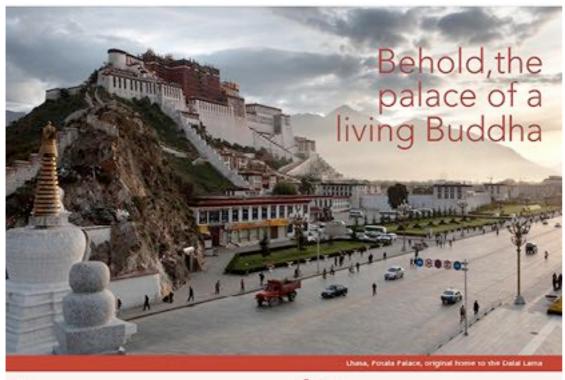
र्वेद म्वाय के खें द ग्री खुक मारे द ग्वाद द द र्थे के इस स्था के मारे के स्वाद के स्था के स्थ

A brand is usually represented by a logo and a recognizable and consistent graphic design and photography

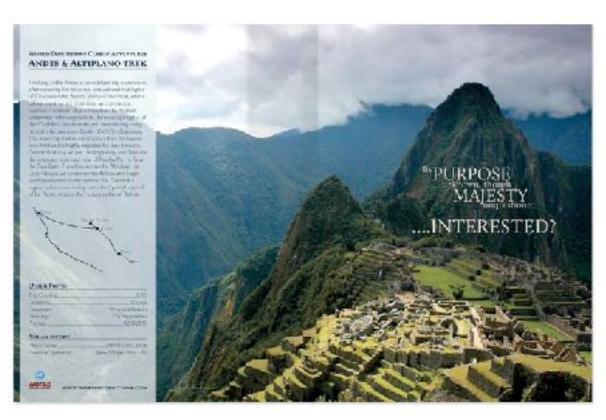
ह्येर केंट म्माया वे अर्के म्माया प्राप्त कर केंद्र स्वापित केंद्र स्वापित केंद्र स्वापित स्वा







Interested?



Why is branding important?

- To make it easy for people to recognize you
 মীশাল্বশুভীমার্ট্রিস্থাতীর মীরাইশিভীরাম্বামানী শ্রীমা
- To build trust
 ग्लिंदु चे प्येत्र के श चे वा प्य प्य प्र चे ग्य प्य प्य प्र चे ग्य प्य प्र चे ग्य प्य प्र चे ग्य प्य प्र चे ग्य चे ग्य प्र चे ग्य प्र चे ग्य प्र चे ग्य चे



Kev incredients of effective branding

- 2. Your message: your values in a clear message to your potential customers र्ष्ट्रिंट ग्री क्ष्रिंट ग्री के विद्वार क्ष्रिंद क्षर क्ष्रिंद क्ष्र

Brand values র্কিচ'র্ন্থবিশ্ব ক্রির্মান ক্রিলিক ক্র

What makes your company unique: your product, your personality & story, your purpose डे बेग गैथ हिंद है सुद्र गहेर गर्द द्ये ज्ञु त्रयान नर्जे तबिद र्थेदार्हित है स्थार्हित है र्चे हिंद है गुर्नित है राम्य पुर्या

Memorable ন্ট্র্'র্ম্ব্'মা
Unique ব্ম'রু'র্ম্ম্ব্ম'না
Actionable মদাবস্কুম'র্ম্মানা
Clear দাদ্যম্মার্মা



Nike brand value is to bring inspiration and innovation to every athlete in the world. However, the Nike brand values further identify that anyone who has a body is an athlete in their eyes. In other words, Nike is about encouraging success, motivating athletes, and reminding everyone (no matter their fitness level) that they can achieve their goals.

FIND YOUR GREATNESS.



2. Message अ5. क्रियं प्रमुद्

Slogan पर्नेर्केंग

Simple and catchy phrase that goes together with a logo. अर्कें कुन्य क

A slogan tells what makes a product special or the brand values of a company. दर्ने दर्जेमा मोबा र्वेन ह्या दे 'हे लेगा मोबा द्योगाबा प्राया पाया पाया का प्राया के प्राया मोबा के प्राया के प्रा

> A slogan helps people remember a product. पर्नेर्'केंग'गैश'क्षे'क्षश'प'र्चेक्'ह्रेश'रे'र्क्'पर'ग्रेर्।















Walmart ::



Driving Machine

























The real guide to the Tibeton world



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GESARTOUR 카(정도)전(1)졌도!



2. Message
শ্বস্ক্রম্ম্রশ্বীবা
Brand story
র্কিম্দ্রশ্ব্যাশ্বীশাদ্ধ্যাশ্বস্

It is important to have a story that people can understand and connect with भैंग्गल्य ग्रैसर्द्य र्मेम्प्रिय प्रदेश प्रद

While it had been many years since Baima Dorji had last set foot in his native land, fond memories came pouring back. He remembered the excitement of climbing local mountains as a young boy, the intimate solitude of his town's temples, and the people who helped define him as a person.

Finally, Baima was home. The rush of emotions made him wonder: How could he give back?

What more could he do? Soon it all became clear. He thought about the region's rich culture and how he could create a way for travelers to come and experience a new way of life; a place that was more than the usual hotel and gift shops, a place where guests could immerse themselves in living history.

So Baima turned his family's small guesthouse into the first Songtsam lodge.

Inspired by the rich Tibetan culture, he worked with local artisans and members of the community to help produce and run Songtsam Green Valley. Many years later, Baima's vision continues to grow, and so does the Songtsam experience.

ભૂરી જુરા તુર્શુદ્દ ક્રિંગ ક્રિંચી નુર્ટ ફ્રેંટી ના હ્રિંટ ક્રી હ્ર્યા સ્વુર્ગ ક્રિંગ ના ના ના હ્રિંટ ક્રિંગ તુરા તુરા તુરા તુરા ક્રિંગ ક્રિંગ ક્રિંગ ક્રિંગ ક્રિંગ ક્રિંગ ક્રિંગ ક્રિંગ ક્રોંગ ક્રિંગ ક્રિં

2. Message শ্বস্ক্ৰমণ্দ্ৰীৰা

Your core communication using the marketing mix ર્હેન્'ગુઃશેશશ્યાંગુઃક્ષન'ઢશઃકુન'ઢશંન'ફુન'ફુન'સેન'ફુન'ય-'ગુેના

3. Your visual identity

וווביחיאוב איבובישוביבום יביבון

- Logo design, colours and use
 क्ष्मिं मुन्य क्षेत्र क्षेत्र
- Company colours
 श्रुक् माहे साम स्मि केंद्र स्मि केंद्र
- Do's and don'ts अपूर्वा या प्राप्त के किया था
- Style and theme of photography and how to use it

यर देश कु नर्वे नक्ष नद नहें द क्षेट । दे नाद द ने द केंद्र द ने नाव कि नाव कि

Our logo is a very valuable asset. We must treat it nicely. Never abuse our logo, it doesn't have arms so it can't fight back (our lawyers however, are another story).

Or Print logo
This logo is to be used for all printed colleteral
Industry all printed publications, advertising,
billbaseds, posters, fivers and product packaging.

Oil Screen logs.
This is our logs to be used for all screen work, including websites, between and presentations, Please ratie sure you are using the latest, version as we have made it IT's nice than the earlier version.





Logo dos and donts.

You wouldn't wear one blue sock and one orange sock. Take a moment to think about how you apply the Skype logo.

We're not a rules and regulations kind of company, nonetheless here are some examples of what we think is cool and what should be punishable by red-hot Skype poker to the buttocks.

Always leave the logo some space to breathe. Use white or neutral backgrounds.





Don't sit the logo on yucky colours.





Our colours.

SKYPE BLUE

You can
only reproduce
the Skype
logo in this
colour.

Pantone Process Cyan C CMYK 100/0/0/0 RGB 0/175/240 HEX 00AFF0 SKYPE GREEN

Pantone 376 C CMYK 55/5/100/0 RGB 135/200/10 HEX 87C80A

Our typeface. Print.

Chaletbook
The Chaletbook type family is our corporate font. Not that any of us wear suits too often.

Chaletbook is a nice, simple font, good for anything from headlines to text. Use Chaletbook wherever possible.



abcdefghijklmnopgrstuvwxyz

(...:?!£\$&@*) O123456789

Chaletbook Bold

Chalesbook also comes in bold. It's called Chaletbook Bold.

You will need to adjust the kerning a bit. The larger Chaletbook gets, the more tightly it needs to be kerned.



ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghljklmnopgrstuvwxyz (...;?!£\$&@*) 0123456789

08 09

OPULENTIA ORGANICS BRAND GUIDELINES

LOGO

This is the Opulentia Organics logo. It should be used in full on all corporate literature to maintain branc consistency. The dashed grey lines represent the minimum space that should ideally be left clear around the logo at all times.



Colour On White



Colour On Grey



3lack only



Colour On Turquoise

Advice for use

- . The logo should only be reproduced from the source files supplied
- . It should not be stretched, squashed or atered in any way
- . Where possible it should be used in colour on a white or grey background
- If necessary it can also be used on a turquoise background or in black/white only

COLOURS





Turquoise Pantone 3265C C:70 M:0 Y:35 K:0 R:104 G:204 B:204 HTML #68CCCC

Dark Grey Pantone 447C C:30 M:0 Y:35 K:0 R:48 G:56 B:60 HTML #30383C

Advice for printed items

The above Pantone colour specifications should be used wherever possible. If Pantone colours are not available the CMYK values should be used, although it will not be possible to achieve an exact match.

Advice for web items

The RGB and HTML values should be used for web based items.

TYPEFACES

Primary Typeface - MrsEaves Bold

MrsEaves Bold

1234567890 !@£\$%^&*()-=+ abcdefghijklmnopqrstuvvxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ

Secondary Typeface - MrsEaves Italic

MrsEaves Italic

1234567890 !@E\$%^&*() - = + abcdefghijklmnopqrstuvw:yz



3.00 NOTE

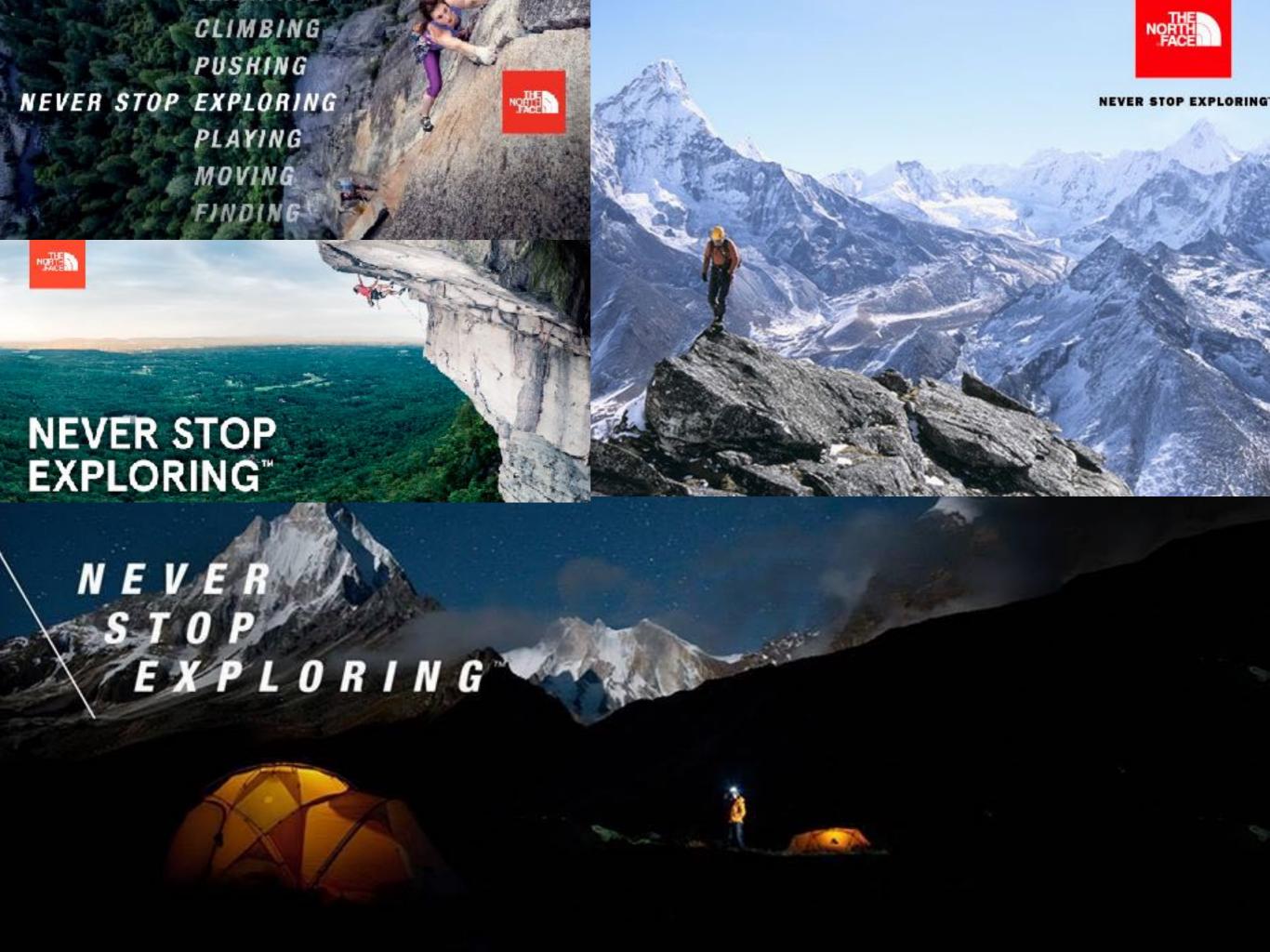
HiyaCar



The logo quiz अर्केन मण्णे पर्ते सोरा

Your visual identity ฐัราซิาพรัสานราซูราสเรารัวรับ

- At least always use good quality photographs to show the quality of your services ড়ূ্বি শূলব্য জ্বী শ্লুষা ক্রমের ব্যাহার ক্রমের ক্র
- One good quality large image is often better than many small images शुगळॅ ५ 'ख्र प्रापि प्राप्ते प्राप्ते का केंग्रिय प्राप्ते का केंग्रिय प्राप्ते का क्ष्मा केंग्रिय प्राप्ते का किंग्रिय का क्ष्मा केंग्रिय का किंग्रिय का किंग



norlha

Our Slogan र र्केंदि पर्ने र केंग

Another Kind of Luxury কুষা শ্রুষা শ্রীষা শাল্ব লিশ

Our Values द र्केंदि देन प्रदा

At Norlha, we believe in the exceptional qualities of a rare fiber, in the skill of our dedicated artisans, and the creation of superior products. We honor each of these guiding principles equally and without compromise.

र्वे र द्वराट के बार के बार के प्रति के प्रति का कार्या के प्रति के प्रति

Our Message ८ केंद्री नर पश्चेता

In a world where fast fashion dominates, we offer a product that will last a lifetime, to the shared with generations to come

तह्रभाष्ट्रीत्त्वराम्बर्भाक्त्रम्थान्यत्त्रम्यत्त्रम्थान्यत्त्रम्थान्यत्त्रम्यत्त्रम्थान्यत्त्रम्थान्यत्त्रम्यत्त्रम्थान्यत्त्रम्यत्त्रम्यत्त्रम्थान्यत्त्रम्यत्त्

Our Logos केंदि सर्कें क्रम्मा

The Meaning of "Norlha"र्बेस क्षेत्र क्रा क्षेत्र क्ष

In Tibetan, the word Norlha translates to the "Wealth of the Gods." Tibetan nomads appropriately call their yak "Nor" as they are the source of all their wealth and provide for all their needs year round. વર્તું માર્ગ વર્તુ માર્ગ માર્ગ વર્તુ માર્ગ માર્ગ વર્તુ માર્ગ માર્ગ માર્ગ વર્તુ માર્ગ માર





HOTELS and RESORTS

Our Vision ८ कॅंद्रे प्रकर पावी

To be the first choice for guests, colleagues, shareholders and business partners.

क्रूट. ऱ्योब. ट्ट. जय. ऱ्योबाघ. मेट. उद्दीवा. शावथी शत्रेय . त्यू. यूर्याय. ग्री. श्रेट. टे. योटश. वा. कु. ची. खुर्या. ये. पत्री ट. की.

Our Mission र क्रिये पश्चित चुके प्रवित र देवायर व र देवायर स्था

To delight our guests every time by creating engaging experiences straight from our heart.

८:क्र्या-८्ट्या-स्वावना क्रिंट-सा-त्रावना त्यापाया प्राप्त-राजा प्रमेत विवाय विवाय

Our Message ८ क्षेत्रे प्रम् तसेत्रा

"To treat a stranger as one of our own"

Branding values ॐट.चला.वृत्रवा.वृते.देव. इट.।

Humility বৃষ্ণস্কুদ্রশ্ Courtesy ঋ্বন্যমা Respect গ্রুষ্ণবৃদ্ধমা Helpfulness হ্র্যাষ্ণ্রমা Sincerity চুদ্র্ণস্কুদ্র





The Shangri-La 'S'

Our 'S' logo, which resembles uniquely Asian architectural forms, suggests majestic mountains reflected in the waters of a tranquil lake.

World-class service amidst tranquil surroundings, coupled with inspirational architecture and design.





Be honest and create the right expectations! रूप्यें रूप्यक्षार्थे रुष्ट्रस्याक्षार्थे रुष्ट्रस्य