



Brand Guidelines

Version 1.0



PART A

Defining our Brand

Who we are



Bhutan Telecom Limited (BTL) is one of the telecommunications and internet service providers in the Kingdom of Bhutan.

Besides fixed line telephony, it provides GSM Mobile services under its flagship brand B-Mobile, and internet services under the brand name of DrukNet. BTL is the only fixed line telephony service provider in the country.

Mission

Provide Innovative and Reliable ICT Services

Vision

To be the Company of choice

Brand Values



TEAMWORK

We are a team, sharing unique talents and skills to achieve a common goal of the company. We help each other succeed.

INTEGRITY

We value in conducting our business with honesty, transparency, accountability, and highest level of corporate ethics.

GROWTH

We believe and commit to create an enabling environment for employees to come up with new innovative ideas, which will contribute to the employees and the company's growth. To continuously develop human capacities and capabilities through education and training of employees.

EXCELLENCE

We believe and commit to strive for the highest possible standards while conducting business with continuous improvement, constantly seeking solutions to problems. To deliver quality services to meet customer expectations (external) and exerting efforts to obtain feedback from customers to understand their needs and wants.

RESPONSIVENESS

We believe and commit to respond swiftly to the fast-changing market environment and requirements/feedbacks of customers. We should be able to anticipate emerging needs of the customers and market dynamics.

Brand History



BTL came into existence on July 1, 2000 as a fully state-owned company, with the corporatization of the erstwhile Department of Telecommunications which was established in 1970. The first rudimentary works in building a telecommunication network in the country was taken up in 1963 to aid development works of the First Five Year Plan for modern economic development of the country. From its modest origins, BTL has come a long way, and it now boasts an optical fiber backbone network and fully digital microwave network spanning the whole nation.

BTL has left no stone unturned in its efforts towards fulfilling both its commercial and social mandates. Today, BTL's revenue and customer base are growing at a sustained pace. B-Mobile has taken its services to even the remotest corners of the country where commercial viability is out of the question and its network has covered all 205 Gewogs (Blocks) in the country.

Tone of Voice



The tone of voice is critical, influencing how a brand is perceived and connects with its audience.

Maintaining a consistent tone establishes a memorable and distinctive brand identity.

Confident not pretentious

Optimistic not ignorant

Ambitious not unrealistic

Crafty not devious

Authentic not exploitative

Words we like:

1. We are pleased to...
2. Thank you for your patience.
3. Dear valued customers,
4. Our sincere apologies.
5. Have a pleasant day.

Words not encouraged:

1. We have to...
2. Thanks for waiting.
3. Attention customers,
4. Sorry for the inconvenience.
5. Goodbye.



PART B

Logo Design

Primary Logo



Logo Inverse



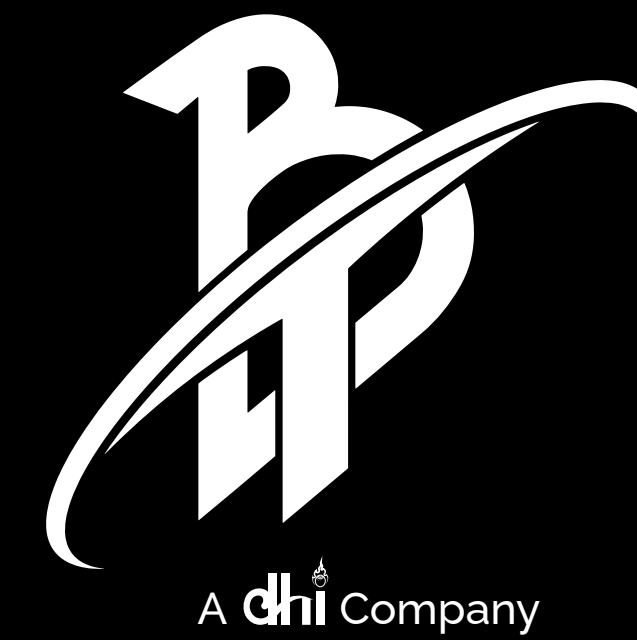
The logo has two reversed versions that is used when either the background color or background image is darker.

In such instances, BT icon remains the same, while the DHI word mark is turned from black to white (#FFFFFF).

However, in order to keep the logo as readable as possible, the white monochrome version should be used if the background image is complex. (Refer Logo Monochromatic)



Logo Monochromatic



Logo Variations

The iconic monogram logo made with the letters BT is the Primary Logo.

The Secondary Logo is a combination of the Primary Logo and the wordmark Bhutan Telecom in 2 lines.

The Official Logo is a landscape lockup of the Primary Logo with the wordmark in both Dzongkha & English.



**Bhutan
Telecom**



འབྲུག་བརྒྱུད་འཕྲིན་ཚད།
Bhutan Telecom Ltd.

Logo Misuse



Do not change
the alignment



Do not change
the spacing



Do not warp up
the logo



Do not rotate
the logo



Do not stretch
out the logo



Do not use
drop shadow



Do not use low
resolution logo



Do not change
the brand colors



Do not outline
or make strokes
of the logo



Do not squeeze
the logo



Do not use 3D
effect on the logo



Do not use
bounding box
around the logo



Here, we break down the use of different logo lockups for BT.

The BT logo mark is used in a series of logo lockups to represent the various programs, departments, teams, groups, initiatives and partnership of our organization.

Our lockup categories are primary, secondary, official and partnership, which establish identities for all use cases.

Logo Construction



The iconic monogram logo made with the letters BT is the primary logo. The letters are customized to fit the ring around it.

For an optimal presentation, the logotype should maintain enough white space around it. A safe zone must be used and no other elements should interfere with this space (other logos, icons, pictures, etc.) except for the DHI work mark.

A  Company



Official Lockup

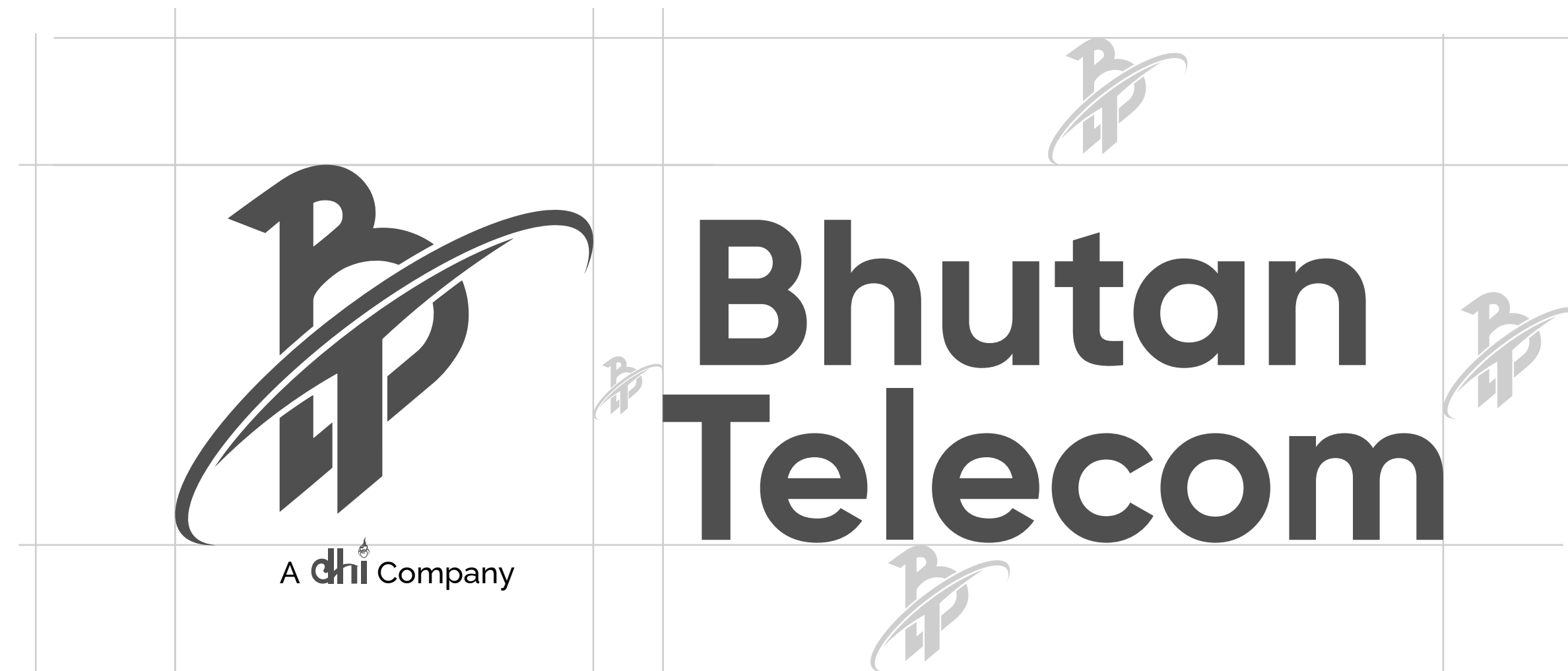


This is the Official Logo Lockup.

We lock up the BT icon with the name beside it.
The name should appear in Gilroy Bold. The dzongkha font used is DDC Uchen.



Secondary Lockup



This is the Secondary Logo Lockup.

We lock up the BT icon with the name beside it.
The name should appear in Gilroy Bold.



Partnership Lockup



The partnership lockup is used for communication around approved BT partnerships.

We lock up the BT Primary logo with a partner logo, placing the BT logo either to the left or top of the partner's logo. We add clear space between the logos equal to the size of the monogram icon divided by 3.

Both logos should feel of equal size. Partner Logos should be aligned to the optical baseline of the BT logo.



Brand Tagline



The brand tagline is "Always there for you!" set in Sedgwick Ave Regular.

When using the tagline it can be placed in one line under the primary logo.

Always there for you!



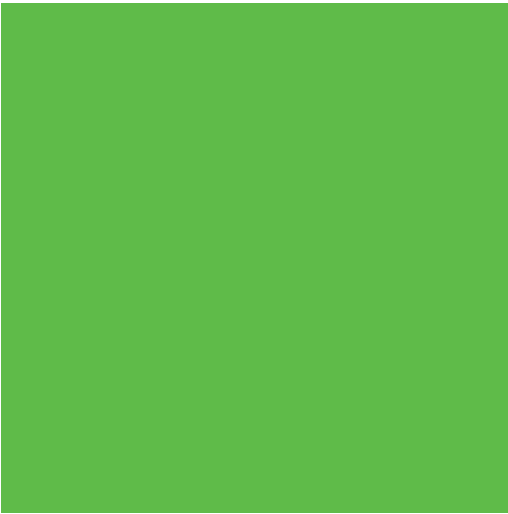
Always there for you!



PART C

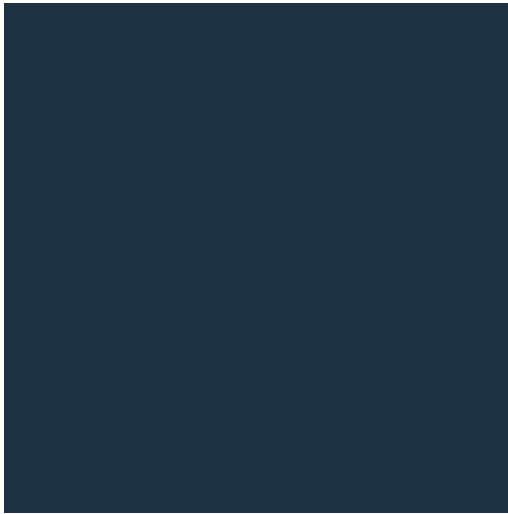
Brand Colors

Brand Colors



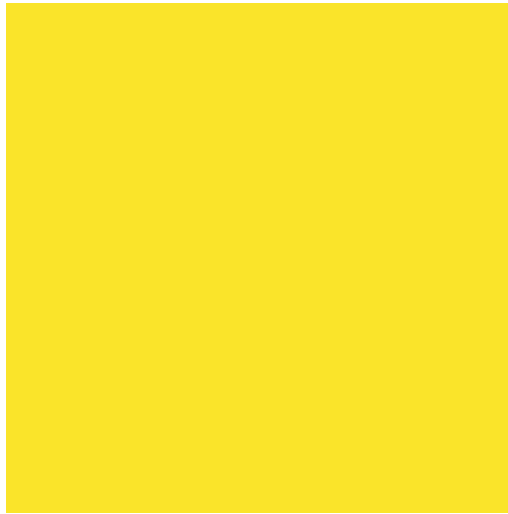
BT GREEN

HEX
#5FBB49
RGB
95, 187, 73
CMYK
66, 0, 98, 0



DEEP BLUE

HEX
#1C3144
RGB
28, 49, 68
CMYK
90, 73, 49, 48



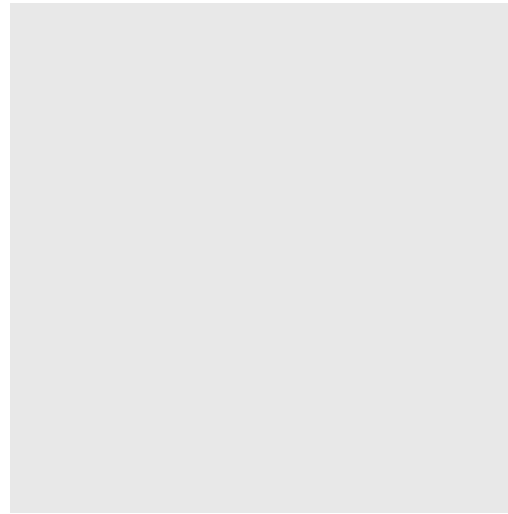
DRUK YELLOW

HEX
#FAE42A
RGB
250, 228, 42
CMYK
4, 4, 94, 0



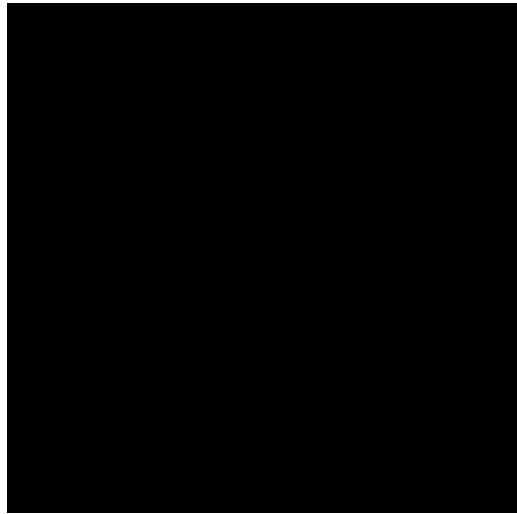
DRUK ORANGE

HEX
#F37B26
RGB
243, 123, 38
CMYK
1, 64, 98, 0



AIR

HEX
#E8E8E8
RGB
232, 232, 232
CMYK
8, 6, 6, 0



BLACK BLACK

HEX
#000000
RGB
0, 0, 0
CMYK
75, 68, 67, 90

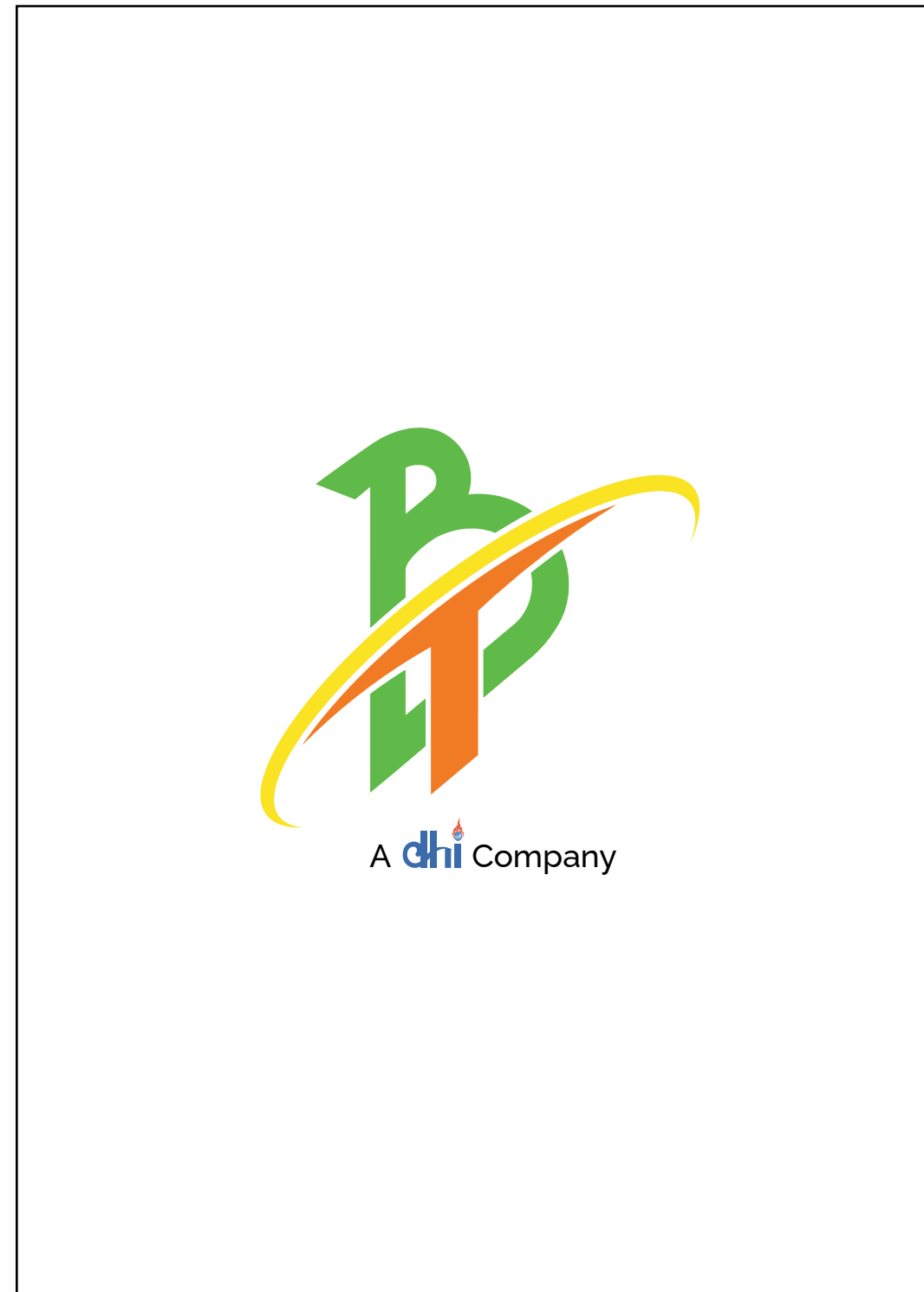
Accessible Color Combinations



All examples shown below pass the contrast standards.

BT Green on Air BT Green on Air	Deep Blue on Air Deep Blue on Air	Black Black on Air Black Black on Air
Air on BT Green Air on BT Green	Deep Blue on BT Green Deep Blue on BT Green	Black Black on BT Green Black Black on BT Green
BT Green on Deep Green BT Green on Deep Blue	Air on Deep Green Air on Deep Blue	White on Deep Green White on Deep Blue

Logo on Backgrounds





PART D

Brand Typography

Typography – Gilroy



Bhutan Telecom headlines are set in **Gilroy**. When using Gilroy to create headings on embedded or printed collateral for BT, always typeset it with optical kerning, set the tracking to 0, and set in sentence case. Do not set in all caps or all lowercase.

The preferred weight for the titles is **Bold (Gilroy)**.

The preferred weight for the body is Regular and **Semibold (Gilroy)**.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz 0123456789

Regular Bhutan Telecom

Semibold Bhutan Telecom

Bold Bhutan Telecom

Typography – Space Grotesk



Typeset all footer text and accent text in Space Grotesk. When using Space Grotesk to set text on embedded or printed collateral for BT, always typeset it with optical kerning, set the tracking to 0. You may set in all caps or all lowercase.

When using Space Grotesk to typeset text on the web, set the letter spacing to 0px for all texts.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz 0123456789

Regular Bhutan Telecom

Medium Bhutan Telecom

Bold Bhutan Telecom



PART E

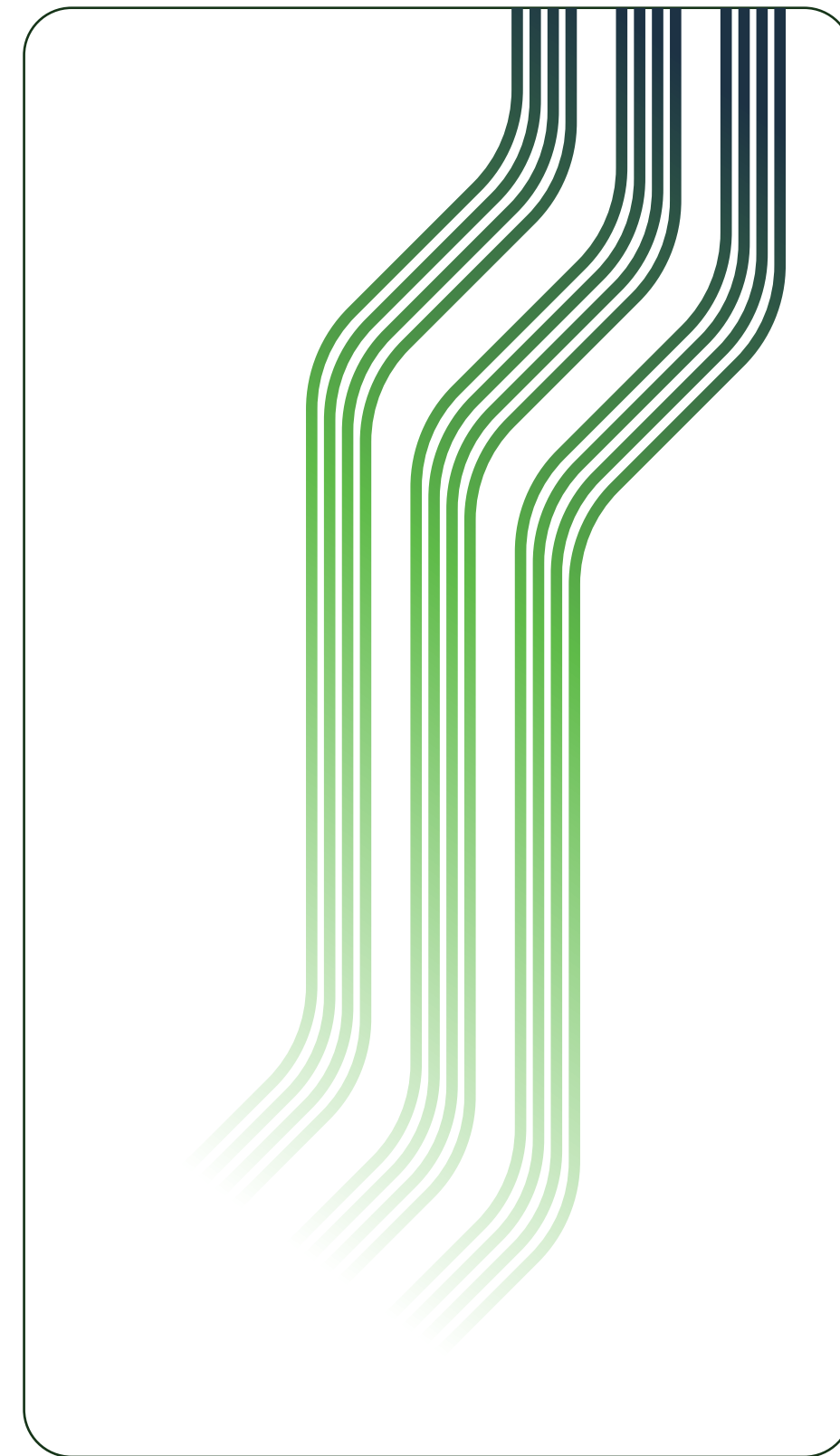
Brand Pattern

Brand Pattern



The brand pattern is a series of connectivity lines showing the network linked by Bhutan Telecom.

There are two versions of the pattern design - light & dark version and either can be used according to the usage.





PART F

Brand Identity






འབྲུག་བརྒྱུད་འཕྲིན་ཚད།
Bhutan Telecom Ltd.

Bhutan Telecom Ltd.
Drophen Lam 2/28 - Thimphu, Bhutan

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www.bt.bt 



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Associate Marketing Officer

 +975 17 426 810
 migma.dema@bt.bt
 www.bt.bt



**Bhutan
Telecom**



New Message



Recipients

Subject

Dear WS Team

This is the mockup for the email

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magnaisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis.

Best Regards

Migma Dema Ghishing

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Sans Serif



B

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A



Send





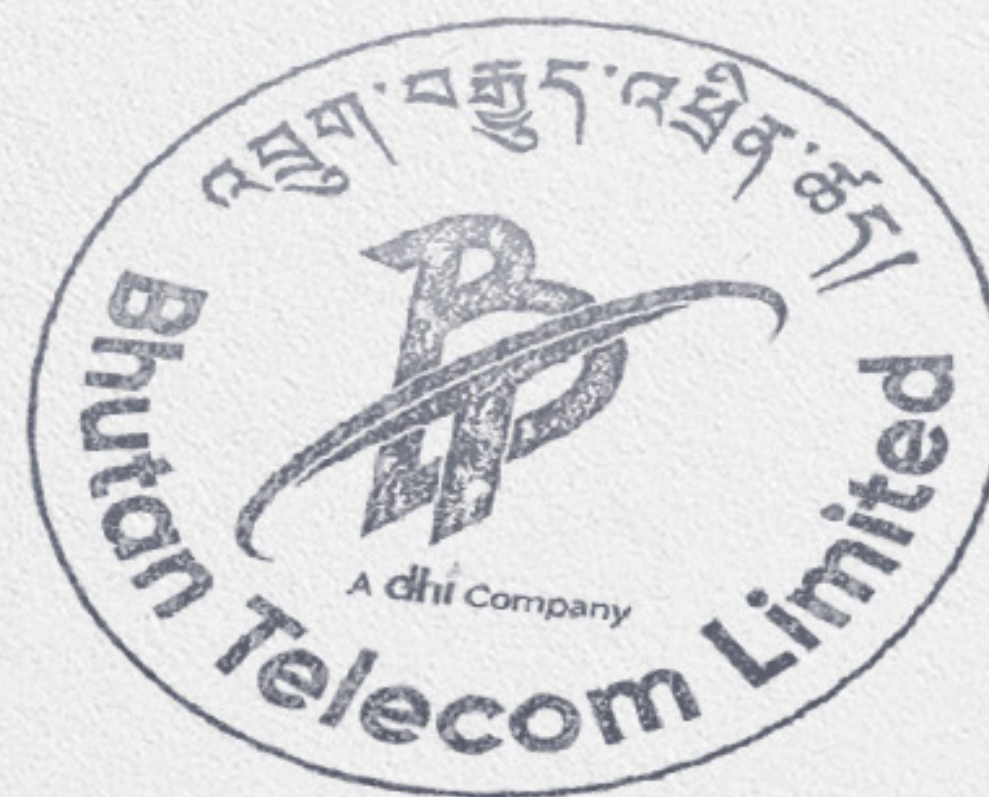
Bhutan
Telecom



ISSUING AUTHORITY - 2021

Mr. Karma Jurme
Chief Executive Officer

Employee ID 01
Blood Group B+
CID No. 1020000000000







Thank You

Brand Guidelines Developed by

wangyel
studio 

