

# Brand Guideline

National Land Commission Secretariat



The Brand Book of a National Land Commission Secretariat is a document that outlines the guidelines, standards, and rules for the use and application of the Secretariat's brand identity. The primary purpose is to ensure consistency and coherence in the commission's visual and communication materials, as well as to protect and maintain the integrity of the commission's brand.

The Brand Guideline typically includes information about the Secretariat's logo, color palette, typography, imagery, and other visual elements. It also provides guidelines for the use of the brand in various contexts, such as print and digital media, advertising, and promotional materials. Additionally, the Brand Guideline includes information about the Secretariat's brand voice and messaging, as well as guidelines for the use of the brand by third-party organizations or partners.

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A sepia-toned photograph of a mountain trail. In the foreground, a steep, rocky slope is covered with dry, brownish vegetation. A narrow dirt path winds up the hill. Several pack animals, likely mules or horses, are visible on the path, carrying large, round, woven baskets or barrels on their backs. The background shows a vast, hazy mountain range under a soft, warm light, suggesting a sunrise or sunset. The overall mood is serene and historical.

**Geo-enabled nation with par  
excellence land governance**



# Our brand

This section covers our Brand Strategy  
and how it reflects the many facets of our  
work for sustainable land management

## Our Story | Who we are

The National Land Commission Secretariat (NLCS) was established in 2007 as an independent agency responsible for managing the country's land resources. The Commission was established under the Land Act of Bhutan 2007, which aimed to provide a comprehensive legal framework for sound spatial land use planning and land use zoning in the country.

The NLCS's main objectives are to ensure equitable access to land, promote socio-economic development through land use practices, and safeguard the interests of landowners and tenants. The Secretariat is also responsible for managing land transactions, resolving land disputes, and ensuring compliance with land-related laws and regulations.

Over the years, the NLCS has played a crucial role in promoting land reform and enhancing the efficiency and transparency of land administration in Bhutan. The Commission has also implemented several programs and initiatives aimed at promoting sustainable land use practices, conserving biodiversity, and improving the livelihoods of rural communities.



## Tag line |

Geo-enabled nation with par excellence land governance

**“Geo-enabled nation with par excellence land governance”** refers to the country’s efforts to use modern technology and geographical information systems (GIS) to improve land management and administration.

Bhutan, being a small and mountainous country, has a unique topography that presents challenges in land management and administration.

However, through the use of geo-spatial technology, the government of Bhutan has been able to collect and analyze accurate data on land use, land cover, and land ownership. This has facilitated the development of a comprehensive land use plan and land administration system, which is aimed at ensuring equitable access to land and reducing land-related disputes.

Furthermore, the tagline suggests that Bhutan’s land

governance system is of high quality and efficiency. The government has established clear policies and regulations that guide land use and management. It has also put in place mechanisms to ensure transparency, accountability, and citizen participation in land-related decision-making processes.

Overall, the tagline reflects Bhutan’s commitment to leveraging technology and good governance practices to ensure sustainable and equitable land use, which is crucial for the country’s socio-economic development and preservation of its unique environment and cultural heritage.

# Our brand defined | What we do

*The National Land Commission Secretariat brand represents equitable access, fair allocation, and efficient utilization of land resources while upholding the rule of law and promoting social justice and economic development. Through inclusivity and collaboration, the brand fosters trust and open dialogue with diverse stakeholders.*

## Brand Vision

Our vision is to be a leading institution in the sustainable management and administration of public land, recognized for our commitment to promoting the public interest and supporting the country's development agenda.

## Brand Mission

Our mission is to manage and administer public land in a sustainable manner, promote equitable access to land, and support the country's development agenda through the provision of expert advice and services.

## Brand Values

**Integrity:** We operate with the highest levels of integrity, honesty, and transparency in all our interactions with stakeholders.

**Professionalism:** We are committed to delivering quality services through our team of highly skilled and experienced professionals.

**Accountability:** We take responsibility for our actions and are accountable to our stakeholders for our decisions and their outcomes.

**Innovation:** We embrace innovation and creativity in our work, constantly seeking new and better ways to achieve our goals.

**Collaboration:** We believe that working together with our stakeholders is essential to achieving our mission and vision.



## Why a new brand strategy?

A new brand strategy for the National Land Commission Secretariat is essential to enhance its reputation, meet evolving stakeholder needs, differentiate itself from other organizations, and enable targeted communication.

By emphasizing its core values, achievements, and unwavering commitment to responsible land governance, the commission can rebuild trust and confidence among stakeholders. A well-defined brand strategy will effectively showcase the commission's professionalism, integrity, and dedication to establishing it as a credible and authoritative entity in the field.

This differentiation is crucial in positioning the commission as a leading authority and trusted source of expertise in land governance. Moreover, the brand strategy will enable the commission to effectively communicate its purpose, objectives, and initiatives to stakeholders, fostering meaningful engagement and collaboration. By aligning with changing needs and priorities, the commission can adapt and respond to emerging challenges in the realm of land management, making a positive impact on sustainable development and equitable resource allocation.

Ultimately, the new brand strategy empowers the National Land Commission Secretariat to strengthen its positioning and drive responsible land governance practices for the benefit of society.

*NLCS's brand strategy was developed over a four-month period by a dedicated team from BridgeGen, a voluntary group at the organization in consultation with the staff members. Their contributions have helped make a brand strategy truly representative of our organization, reflecting the many facets of our work.*

# Our brand principles

## 10 ways NLCS's new brand strategy supports a geo-enabled nation

1. **Integrity:** The NLCS operates with the highest levels of honesty and transparency, ensuring that all stakeholders are treated fairly and equitably.
2. **Accountability:** The NLCS takes responsibility for its actions and decisions, ensuring that they are in line with the best interests of the people and the nation.
3. **Professionalism:** The NLCS operates with a high degree of professionalism, ensuring that all staff are well-trained and competent in their roles.
4. **Collaboration:** The NLCS values collaboration and partnerships, working with other agencies, organizations, and stakeholders to achieve common goals.
5. **Innovation:** The NLCS is committed to innovation and continuous improvement, embracing new technologies and ideas to improve its services and processes.
6. **Responsiveness:** The NLCS is responsive to the needs of its stakeholders, listening to their concerns and feedback and taking appropriate action.
7. **Sustainability:** The NLCS is committed to promoting sustainable land use practices that protect the environment and support long-term economic development.
8. **Accessibility:** The NLCS is committed to providing accessible and user-friendly services, ensuring that all stakeholders can easily access the information and services they need.
9. **Inclusivity:** The NLCS values inclusivity and diversity, ensuring that all stakeholders are included in decision-making processes and that their voices are heard.
10. **National Interest:** The NLCS always puts the interest first, ensuring that its decisions and actions are in line with the long-term development goals of Bhutan.

## Brand messaging

The National Land Commission's messaging focuses on the following key themes:

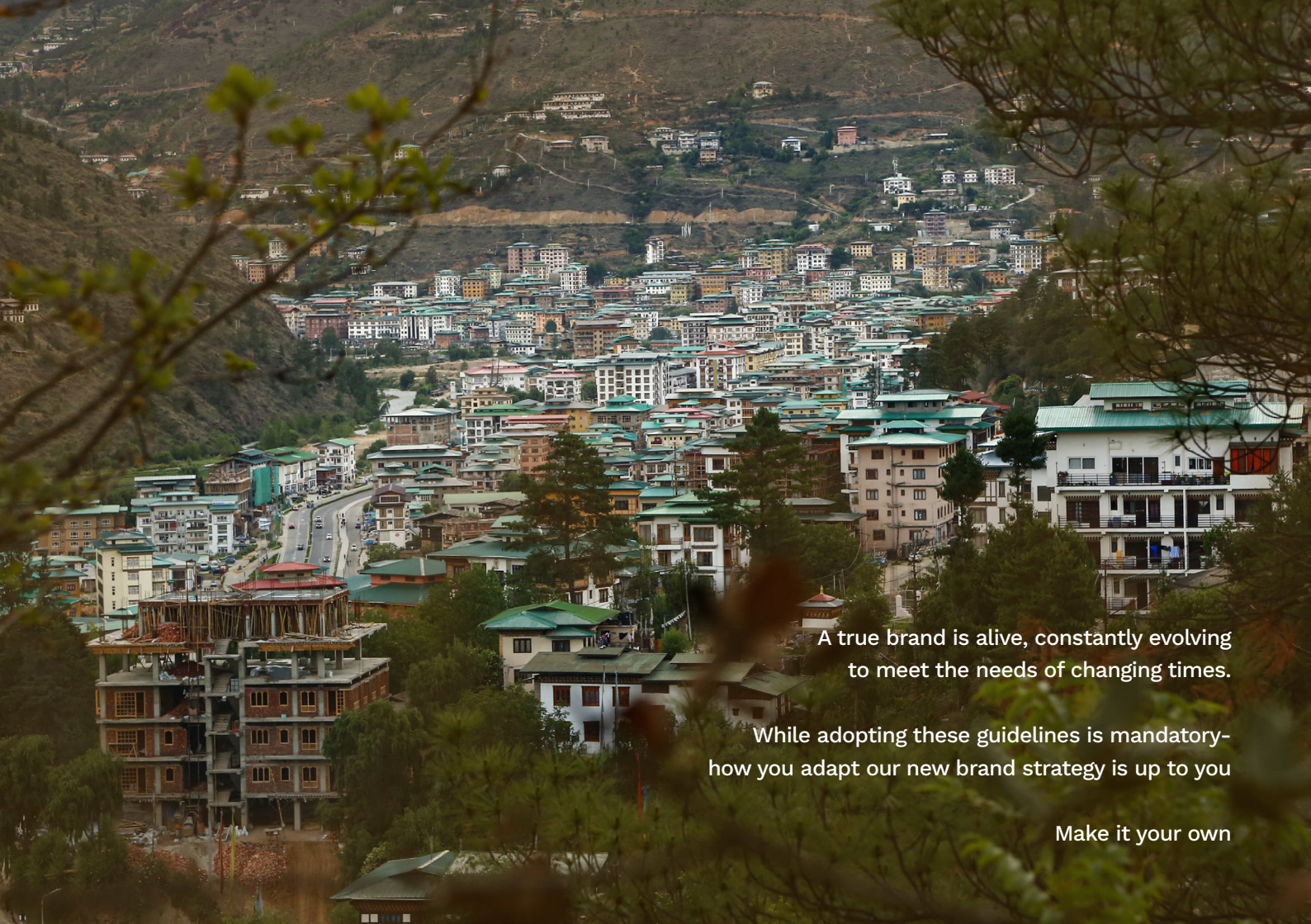
**Equity and Access:** We believe that all Bhutanese have the right to equitable access to land, and we work to promote and ensure this right.

**Expert Advice and Services:** We provide expert advice and services on matters related to land management and administration, working with stakeholders to find solutions that support sustainable development.

**Transparency and Accountability:** We operate with transparency and accountability, providing clear and concise information on our activities and decisions, and engaging with stakeholders in an open and inclusive manner.







A true brand is alive, constantly evolving  
to meet the needs of changing times.

While adopting these guidelines is mandatory-  
how you adapt our new brand strategy is up to you

Make it your own



# Graphic visual guide

This section provides direction on the key graphic elements of the new brand strategy and includes guidance on v brand touchpoints including photography, videos, publications, web and social media content, and other public-facing materials

## Logo | logo description



**Circle:** Representation of the land, denoted by a dissected globe.

**3 Gems:** The trinity of refuge & Tsa Wa Sum of the country.

**The flaming gems** denotes the ever-rising wealth of the nation built through sound land governance in the country.

**An imaginary satellite path and binary numbers** embedded on the land coloured dissected portion of earth represents the National Land Commission aspiring to be leading technology driven agency and promotes the Location Intelligence (LI) all across.

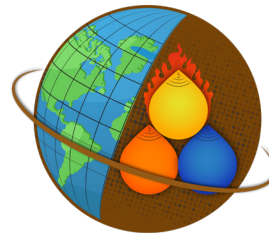
## Logo | logo guideline

The following guidelines should be followed when using the NLCS logo:

- The logo should not be distorted or altered in any way.
- The logo should always be displayed in its original colors on a white or light-colored background.
- The logo should be used consistently across all communication channels.

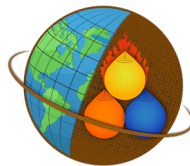
## Logo | logo signature

### VERTICAL LOGO SIGNATURE



ཀྲུལ་ཡོངས་ས་ཆ་ལྷན་ཚོགས།  
National Land Commission  
Secretariat

### HORIZONTAL LOGO SIGNATURE



ཀྲུལ་ཡོངས་ས་ཆ་ལྷན་ཚོགས།  
National Land Commission  
Secretariat



## Colour palette | earthly brown

**NLCS Brown** is how we are instantly recognised

The primary colors of the NLCS is **Earthly Brown** (**#78451c**). The following guidelines should be followed when using colors for communications:

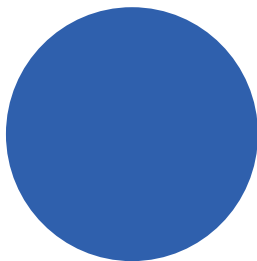
- Use the same colors consistently across all communication channels.
- Use only the approved color palette.



## Colour palette | secondary colours

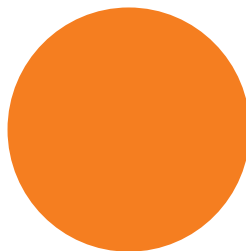
While our primary colour is NLCS Brown, we also use a selection of secondary colours to support our design and messaging, and to complement our use of NLCS Brown

**Secondary colours** are useful in special situations such as emergency responses, calls to action, text boxes in reports and presentations, containers around statements in social media and digital posts, and graphic treatments such as infographics. Secondary colours should not take prominence over NLCS Brown.



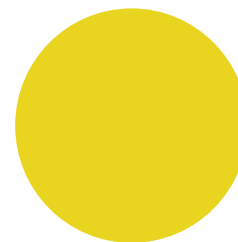
**#3d5ea6**

**CMYK** C90 / M75 / Y14 / K2  
**RGB** R53 / G83 / B145  
**HSB** H221 / S63 / B65



**#E58536**

**CMYK** C7 / M57 V Y87 / K0  
**RGB** R229 / G133 / B59  
**HSB** H26 / S74 / B79



**#E8D647**

**CMYK** C11 / M9 / Y82 / K0  
**RGB** R232 / G214 / B79  
**HSB** H53/ S66 / B91

## Colour palette | brown treatment

**NLCS Brown** should be used in all our visual communication to help unify our brand. By representing NLCS consistently across everything we do, we build trust and awareness, and allow for audience recall.

The application of a brownwash effect on selected photos symbolizes NLCS's presence and capacity to act on land related matter.

### EXAMPLE OF WAYS TO INTEGRATE NLCS BROWN IN CREATIVE ASSETS



## Typography | fonts

**Work Sans** is the primary typeface for english. and **DDC Jogyig** for Dzongkha. Our typography features clean, modern sans-serif fonts, communicating our commitment to clarity and simplicity. The following guidelines should be followed when using typography for communications. communications:

- Use the same font size and style consistently across all communication channels.
- Use only the approved font styles and sizes.

### Work Sans

Light *Light Oblique* **Semi-bold** **Semi-bold Oblique**  
**Bold** **Bold Oblique** **Extra-bold** **Extra-bold Oblique**

འཛིན་སྐྱོད་ལྷན་ཁག་གི་  
ཐོབ་ཐུག་གི་ལྷན་ཁག་

Arial with font size 11 should be used in all the official correspondences written in english and can be used when Work Sans is not available.

### Arial

*Regular Italic* **Bold** **Bold Italic**

Roboto can be used on websites and videos to replace Work Sans.

### Roboto

Regular



## Photography

Use photographs that reflect the values and mission of the National Land Commission Secretariat. Whenever possible, use photographs that showcase the diverse landscapes and people of Bhutan. These images can help convey the importance of land management in sustaining Bhutan's unique environment and cultural heritage.

If using images of individuals, always obtain consent and respect their privacy. Avoid using photographs that perpetuate stereotypes or portray people in a negative light.



## Photography

Use photographs that highlight the role and impact of the National Land Commission Secretariat, Bhutan in promoting land management policies and initiatives. Always provide clear captions or voice-overs to indicate the organization's role in the image.

Avoid using images that are overly staged or artificial. Instead, use authentic, natural-looking photographs that convey the real-life situations and experiences of people in Bhutan.

Overall, the National Land Commission Secretariat, Bhutan should strive to use photographs that effectively communicate its message and promote its values and mission.



# Video

Use videos that align with the values and mission of the National Land Commission Secretariat. Ensure that the videos are consistent with the brand guidelines and support the organization's brand identity. Use appropriate fonts, colors, and design elements that align with the organization's visual identity and values.

Make sure that the fonts used in the videos are legible and easy to read, especially on mobile devices and social media feeds.

Avoid using videos that are overly sensational or manipulative. Instead, use videos that are informative, engaging, and respectful of the dignity and privacy of the individuals or communities depicted.

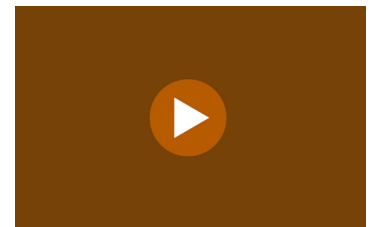
Consider accessibility when producing videos. Add closed captions or subtitles for viewers who are deaf or hard of hearing, and provide audio descriptions of visual elements for viewers who are blind or have low vision.

## Formats

NLCS's edited videos are primarily for social media, such as Facebook, YouTube, and Instagram. Most of them tailor their video viewing experience to the square 1:1 format. Videos should be edited in this format as well as 16:9 for YouTube. All the visual guidelines in this section for video content production apply to the square format as well as the regular 16:9. Shooting and production should be planned in advance for video that is delivered primarily in square 1:1 format. For example, in this format you may want to shoot slightly wider, or compose shots more symmetrically, than you normally would.



1:1 aspect ratio



16:9 aspect ratio

## Video | Lower Thirds and Subtitles

### Lower Third

The person's name should be displayed in **Roboto Medium UPPERCASE**. Below it, the person's title should be displayed in Roboto Light Title Case, and substantially smaller than the person's name.

A NLCS Earthly Brown container is used to highlight a person's name and title.

The container should be created using the NLCS Brown HEX Code with transparency no less than 80%.

### Subtitles

Subtitles should be in white with a slight black outline in **Roboto Medium**. To increase legibility, apply a transparent linear black gradient behind the text.



# Video

## Informational Text

Informational text refers to text that provides important information about the story or topic being presented. The prescribed font for NLCS is **Roboto Medium** in white. If necessary, words or phrases can be emphasized by highlighting them with the official color palette HEX code.

It's important to ensure that the font size of the text is appropriate for the video format and does not cover any important visual elements such as faces or other important elements that help tell the story.



## Closing cards

All videos should end with the NLCS animated video end tags appearing over a black or white screen. The transition from the final shot of the video to the NLCS end tag is at the editor's discretion.





# Social Media

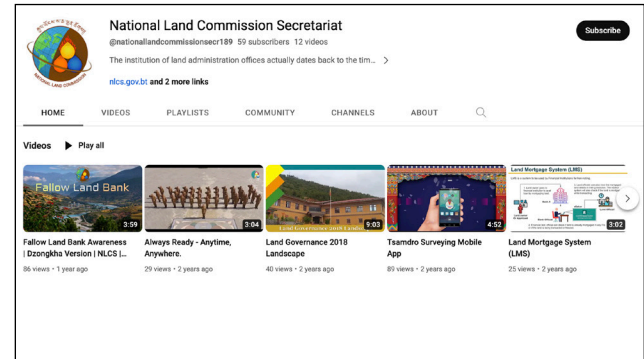
## Facebook



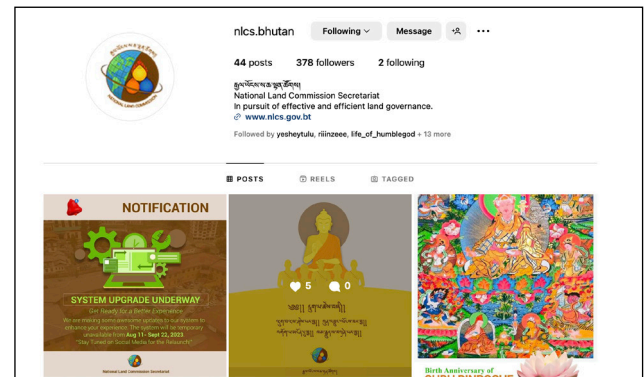
## Profile Picture

The profile image should be the NLCS logo lock-up in white background.

## YouTube



## Instagram



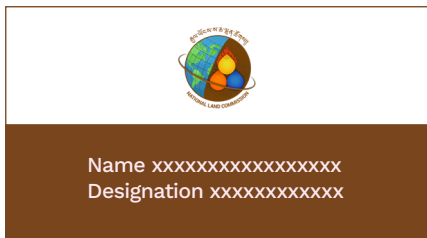


# Presentation and Stationary

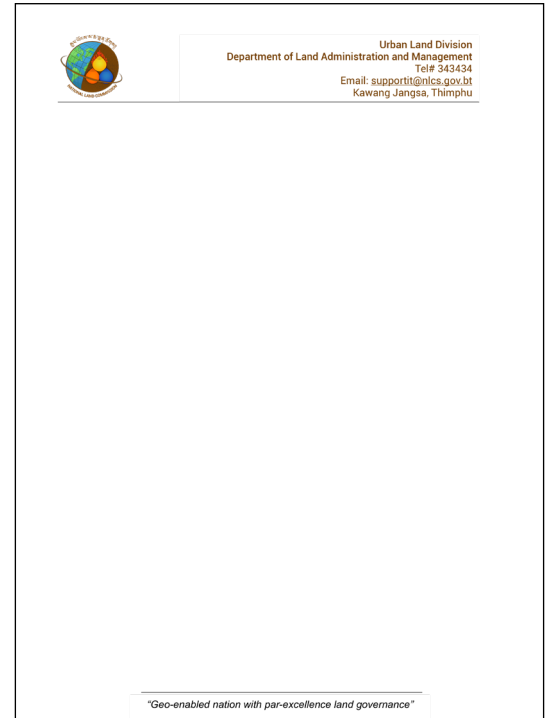
Slide presentations and stationery play an important role in re-inforcing NLCS's brand identity. The use of these templates and the adaptation of these examples is recommended, especially for communication with external audiences.



**Powerpoint Presentation Template**



**Business Card Template**



**Letterhead Template**

# Branded material and Signage

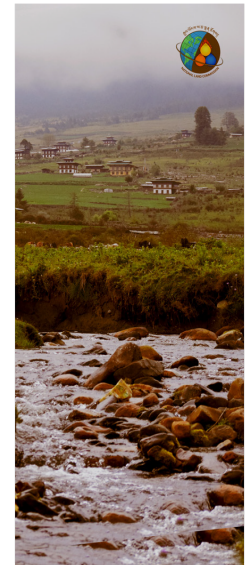
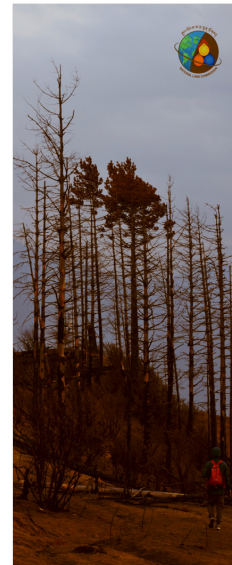
## Best practice for branded material and signage

- Branded signage should be kept as simple as possible.
- Any text should just be limited to a -clear brand statement or a minimal call to action.



Office Branding

- Be sure to use photographs that have a high-enough resolution for the final artwork size so your image is sharp.
- Brownwash images are preferred for branded material.



Retractable Banner

# Monitoring and Implementation

Monitoring the implementation of a brand guideline is crucial to **ensure consistency and adherence** to the established brand identity. Here are some steps you can take to effectively monitor the implementation of a brand guideline:

## 1. Clearly Define Guidelines

In the initial stages of brand development or revision, it is crucial to establish clear and comprehensive brand guidelines. This involves articulating guidelines for logo usage, color schemes, typography, and other key brand elements. These guidelines should be compiled into a document accessible to all relevant stakeholders, forming the foundation for a consistent brand identity.

## 2. Training and Education

Concurrently, conduct training sessions for the teams involved, both upon the release of new guidelines and for new team members. These sessions, whether in-person or virtual workshops, serve to educate team members on the importance of brand consistency. The goal is to instill a sense of ownership and understanding, ensuring that all team members are aligned with the established guidelines.

## 3. Regular Audits

To maintain consistency over time, schedule regular audits – typically quarterly or bi-annually. These audits should cover a range of touchpoints, including marketing materials, digital content, and packaging. Utilize a systematic checklist based on the guidelines to assess adherence and identify areas for improvement.

# Monitoring and Implementation

## 4. Designate a Brand Guardian

During the guideline creation phase, appoint a brand guardian within the marketing or brand management team. This individual assumes the responsibility of overseeing compliance and providing guidance to teams. The brand guardian plays a crucial role in maintaining vigilance and addressing brand consistency issues proactively.

## 5. Feedback Mechanism

Implement an ongoing feedback mechanism through dedicated communication channels. This encourages team members to report instances of non-compliance and facilitates open discussions for resolution. The feedback loop contributes to a culture of continuous improvement within the organization.

## 6. Use Technology

Integrate technology tools, especially during the guideline implementation phase. These tools may include design software plugins, collaboration platforms, or dedicated brand management tools. Automated checks for digital assets against brand guidelines help minimize human error and enhance efficiency.

## 7. Centralised Asset Management

Implement centralized asset management from the guideline launch onward. Utilize a digital repository accessible to all team members, ensuring everyone has access to the latest brand assets. Regularly update and organize assets to prevent the use of outdated or inconsistent materials.

# Monitoring and Implementation

## 8. Recognition and Rewards

Acknowledge adherence to brand guidelines through regular recognition and rewards during team meetings. This not only motivates teams but also reinforces the value of consistency and its positive impact on the brand's perception.

## 9. Client and Customer Feedback

Continuously monitor client and customer feedback through various channels, including customer support, surveys, and social media. This feedback provides valuable insights into external brand perception, allowing for prompt adjustments to enhance brand representation and overall satisfaction.

Prepared by **BridgeGen**

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[www.nlcs.gov.bt](http://www.nlcs.gov.bt)

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February 2024

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