

# BRAND BOOK

D E C H E N   P H U N T S H O

# WHO AM I



My name is Dechen Phuntsho, born on 2002 Sept 18, and I am currently a 4th year student at Gyalpozhing College of Information Technology. As an INTJ-T (Architect), I am strategic, independent, and driven by curiosity, always seeking to create innovative solutions through logic and design.

I have strong foundations in programming (Java, Python, React, and backend development) and a growing interest in cybersecurity and data analytics. I enjoy challenges that push me to think critically and approach problems with fresh perspectives.

Outside of academics, I explore creativity through design and digital tools like Adobe Illustrator and Krita. I also value adaptability, networking, and leadership, skills I've honed during my time at iHub Bhutan and through collaborative projects with international peers.

For me, technology is more than just code; it's a way to connect people, optimize systems, and shape the future with purpose and originality.

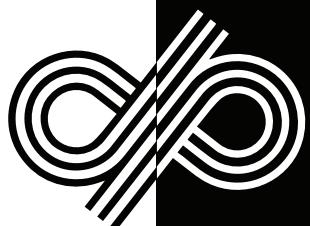
# BRAND FRAMEWORK

## *Vision*

To grow as an innovative and independent professional who leverages creativity, technology, and critical thinking to design solutions that inspire progress, empower communities, and create infinite possibilities for the future.

## *Mission*

I am committed to continuously learning, adapting, and applying my technical and creative skills, from programming and cybersecurity to design and data analytics, to deliver impactful solutions. Guided by rational thinking, determination, and originality, I aim to contribute to organizations and communities by building efficient systems, fostering collaboration, and setting new standards of excellence.



# CORE VALUES

1

*Innovation*

2

*Integrity*

3

*Growth*

4

*Excellence*

5

*Independence*

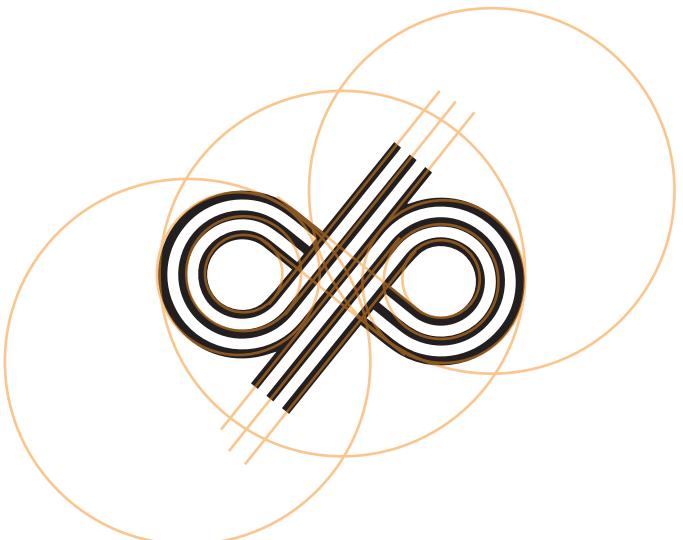


# LOGO GUIDE



## *Design Overview*

My logo is built around the infinity symbol, a timeless representation of limitless potential. By rotating it 45 degrees, the symbol reveals my initials "d p", a clever integration of identity and philosophy. The design is minimal, geometric, and modern, making it versatile across digital and print platforms.



# LOGO GUIDE

## *Symbolism*

Infinity Shape ( $\infty$ ): Represents boundless possibilities, continuous growth, and lifelong learning.

Rotation: Suggests perspective, adaptability, and the ability to see opportunities from different angles.

Initials “d p”: Grounds the abstract infinity in personal identity, making the brand unique and memorable.

Rotation (90°): Reveals the number 8, a symbol of power, material success, balance, and the cycle of giving and receiving.

## *Meaning*

The logo communicates “Infinite Possibilities with Defined Purpose.”

It embodies your vision to innovate without limits while staying true to who you are.

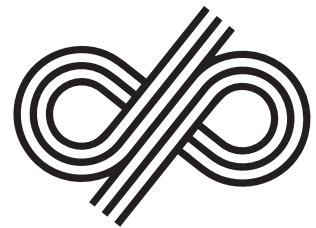
The design reflects both logic (geometric precision) and creativity (transformative meaning).

It positions you as someone who blends technology, originality, and personal identity into everything you create.

Number 8: Reflecting both ambition and the responsibility to contribute back to society.



# LOCKUP



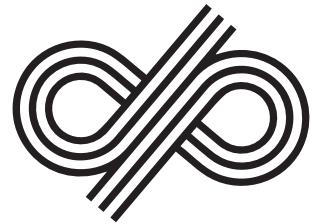
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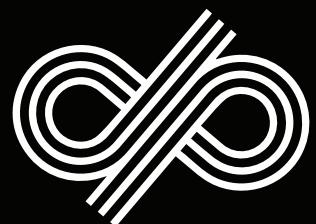
# COLOR PALETTE



## *Logo Color*

Primary:

Black #000000 (strength, precision)



White #FFFFFF (clarity, openness)

# TYPOGRAPHY

## *Primary Typeface*

Helvetica Inserat Roman

Usage: Logo and key brand headings

Style: Bold, condensed, geometric

Personality: Strong, modern, and timeless; conveys clarity and authority

## *Hierarchy & Usage*

Logo / Headlines- Helvetica Inserat Roman

Subheadings- Helvetica Condensed Bold  
Oblique

Body Text - Roboto Regular (Sentence case,  
easy readability)

Captions / Footnotes - Roboto Light

## *Secondary Typeface*

Helvetica Neue (Neutral, versatile, professional)

Roboto (Digital-friendly, clean, modern)

## **HEADING**



### *Subheading*

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### CAPTIONS

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# **CONNECT WITH ME**

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# THANK YOU

