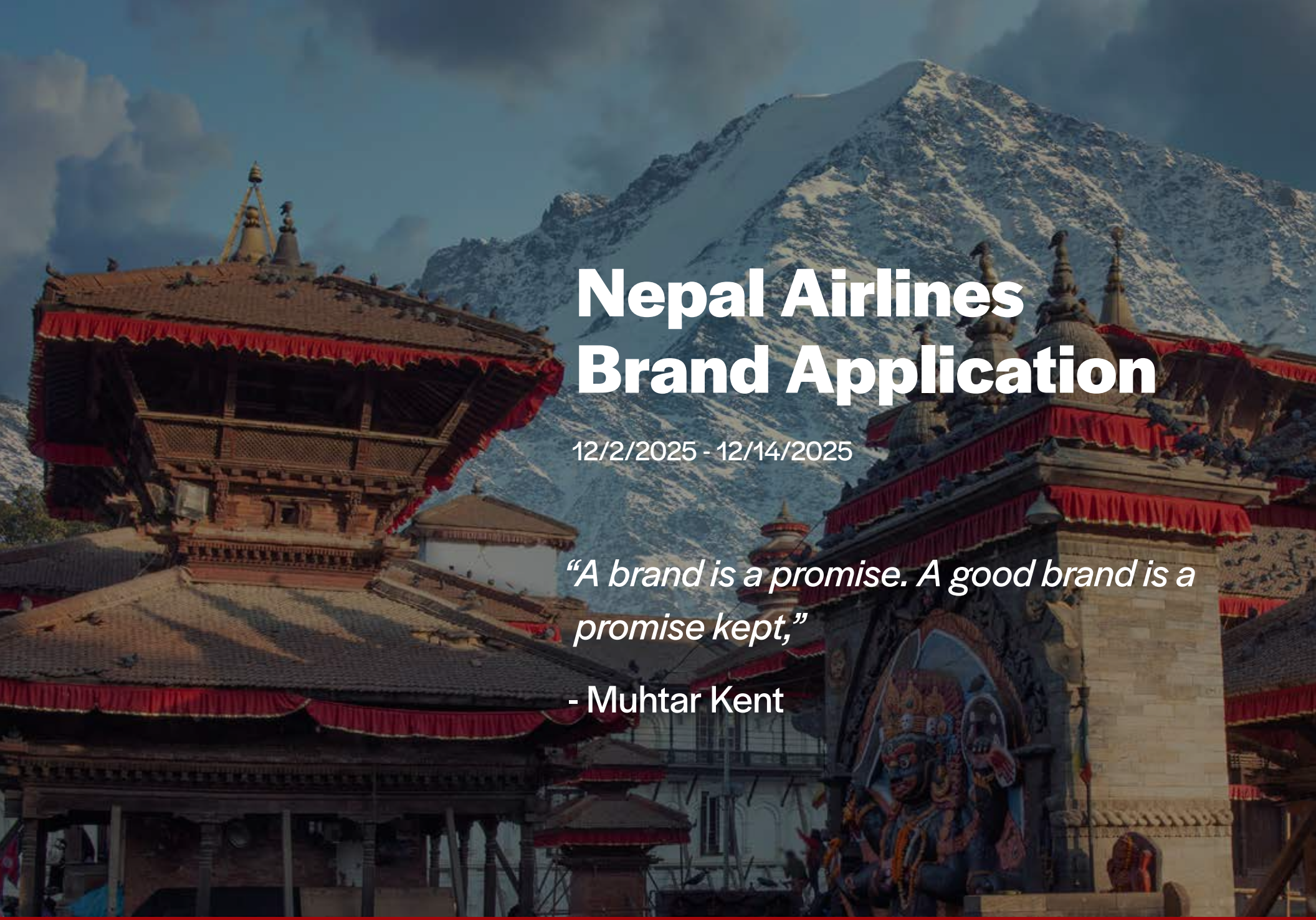


Nepal Airlines Brand Application

12/2/2025 - 12/14/2025

“A brand is a promise. A good brand is a promise kept,”

- Muhtar Kent

CONTENTS

DEFINE

DISCOVER

DESIGN

DELIVER

PONDER

CONTENTS

DEFINE

PROJECT BRIEF 4

TARGET DIAGRAM 5

LOGO AND COLOR PALETTE 6 - 7

FIRST IMPRESSIONS 8

NEPAL AIRLINES LAYOUT 9

LEARNING SUMMARY 10

DISCOVER

PHOTOGRAPHY ASSETS 12

VISUAL INSPIRATIONS 13

SKETCHES 14

LEARNING SUMMARY 15

DESIGN

ROUGH DRAFTS 17

REFINEMENTS 18 - 20

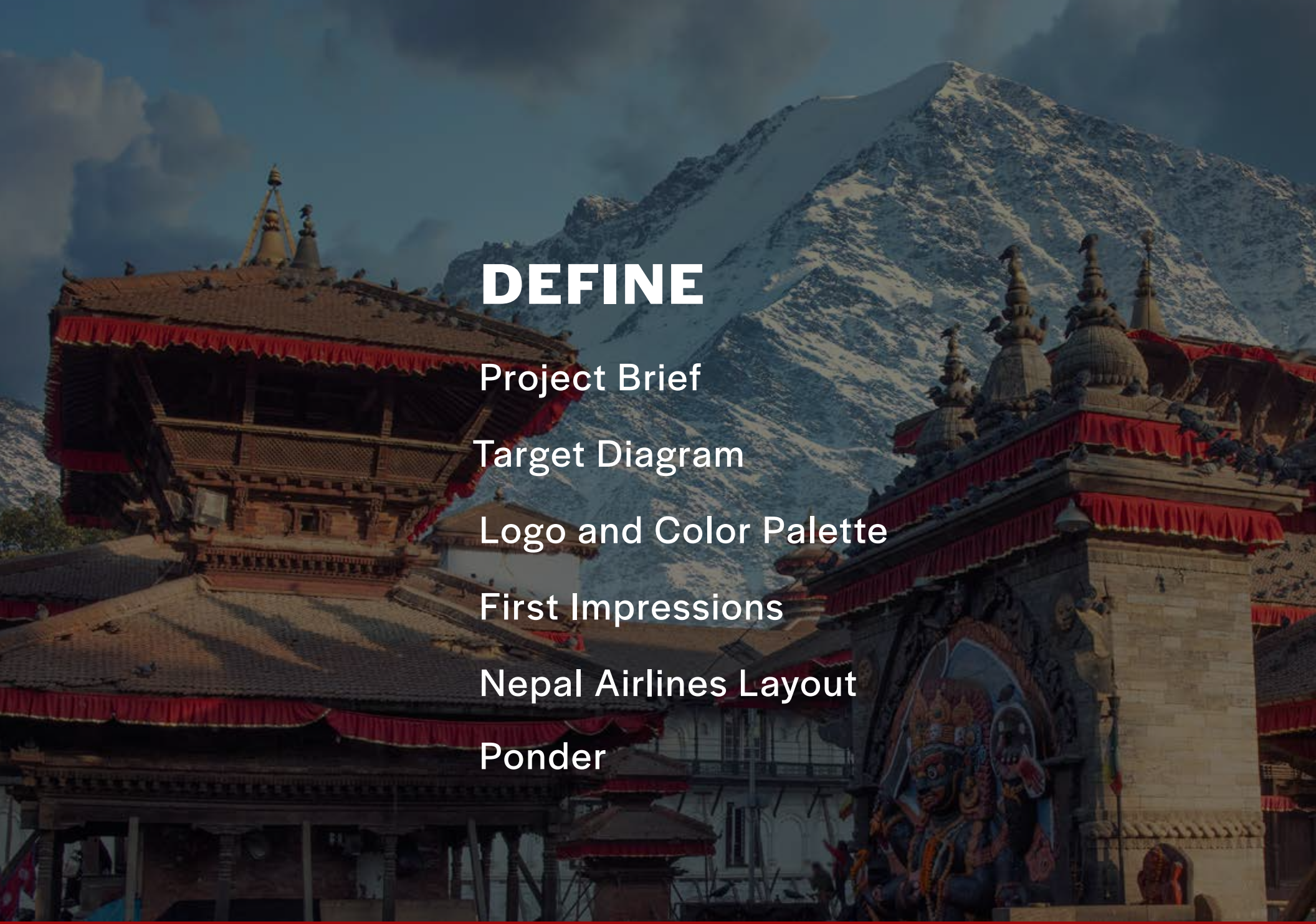
LEARNING SUMMARY 21

DELIVER

FINAL IMAGES 22 - 23

LEARNING SUMMARY 24

PROJECT PONDER 26



DEFINE

Project Brief

Target Diagram

Logo and Color Palette

First Impressions

Nepal Airlines Layout

Ponder

CONTENTS

DEFINE

DISCOVER

DESIGN

DELIVER

PONDER

Project Brief

Using a brand guide and project parameters, interpret the brand so that the project feel fresh while adhering to the overall spirit and visual language of the brand.

CONTENTS

DEFINE

DISCOVER

DESIGN

DELIVER

PONDER

Target Diagram

We carry the essence of Nepal its culture, kindness, and courage in everything we do. From the warmth of our service to the red and blue of our wings, Nepal's spirit flies with us.

Every flight is more than travel it's an ascent. We uplift comfort, hospitality, and trust, making every journey as breathtaking as the Himalayas.

As Nepal's national airline, we fly with responsibility blending tradition with innovation, ensuring safety, sustainability, and pride in every mile.

We connect people, families, and cultures. Whether it's Kathmandu to Tokyo or a traveler's first step into Nepal, we bridge hearts and horizons.

CONTENTS

DEFINE

DISCOVER

DESIGN

DELIVER

PONDER

Previous Logo and Rebranded Logo

CONTENTS

DEFINE

DISCOVER

DESIGN

DELIVER

PONDER

Color Palette

NEPAL AIRLINES

PRIMARY COLOR

Midnight Navy
HEX: 02124d
HSB: 225, 97, 29
RGB: 2, 18, 76
CMYK: 100, 96, 32, 45

Nepal Flag Red
HEX: a2070b
HSB: 357, 95, 63
RGB: 162, 7, 11
CMYK: 24, 100, 100, 21

Himalayan Gold
HEX: ffd93b
HSB: 49, 76, 100
RGB: 255, 217, 59
CMYK: 1, 12, 87, 0

SECONDARY COLOR

Sky Blue

Cornflower Blue

Azure Blue

Imperial Blue

Bright Fire Red

NEUTRAL COLOR

Off-White

Silver Cloud

Frost Gray

Pebble Gray

Stone Gray

CONTENTS

DEFINE

DISCOVER

DESIGN

DELIVER

PONDER

First Impressions

Based On Target Diagram

- Connection through families and heritage.
- Taglines and headlines should say something more than just “take a trip with us,” etc.
- What is the spirit of Nepal? What does that look like?

Ground, Clouds/Sky, and Mountains is what the logo is. Is the Nepal experience one of the Ground, Clouds, and Mountains?

Based On Mockups/Design

- Professional
- Mystical
- Elegant
- Clean
- Simplistic
- High End

Possible Taglines

Find Adventure

Adventure Over Skies

Adventure Over Mountains

Adventure Over Hills

The Unforgettable Experience

Experience Connection

Experience Majesty

Experience Quality

Experience The Spirit of Nepal

Elevate Connection

Elevate Beauty

Elevate Adventure

CONTENTS

DEFINE

DISCOVER

DESIGN

DELIVER

PONDER

Current Nepal Airlines Layout

Website Layout:

Home:
- Nav
- Hero Image
- Offers and Promotions
- Section
  - Nepal Travel Information
  - Ground Support
  - Cargo AWB
  - Boarding Pass Privileges
- Safe and Convenient Mobile App
- Explore Destinations
- Why Choose Us
- Footer

Nav
- Booking Tickets
- Services
- Schedule
- Destinations
- Publications
- Boarding Pass Privileges
- Career
- Notices
--- Search
--- Mail/Login
--- Job Application
-- Notifications

Footer
- Spokesperson
- About Us
- Information
- Information Officer

CONTENTS

DEFINE

DISCOVER

DESIGN

DELIVER

PONDER

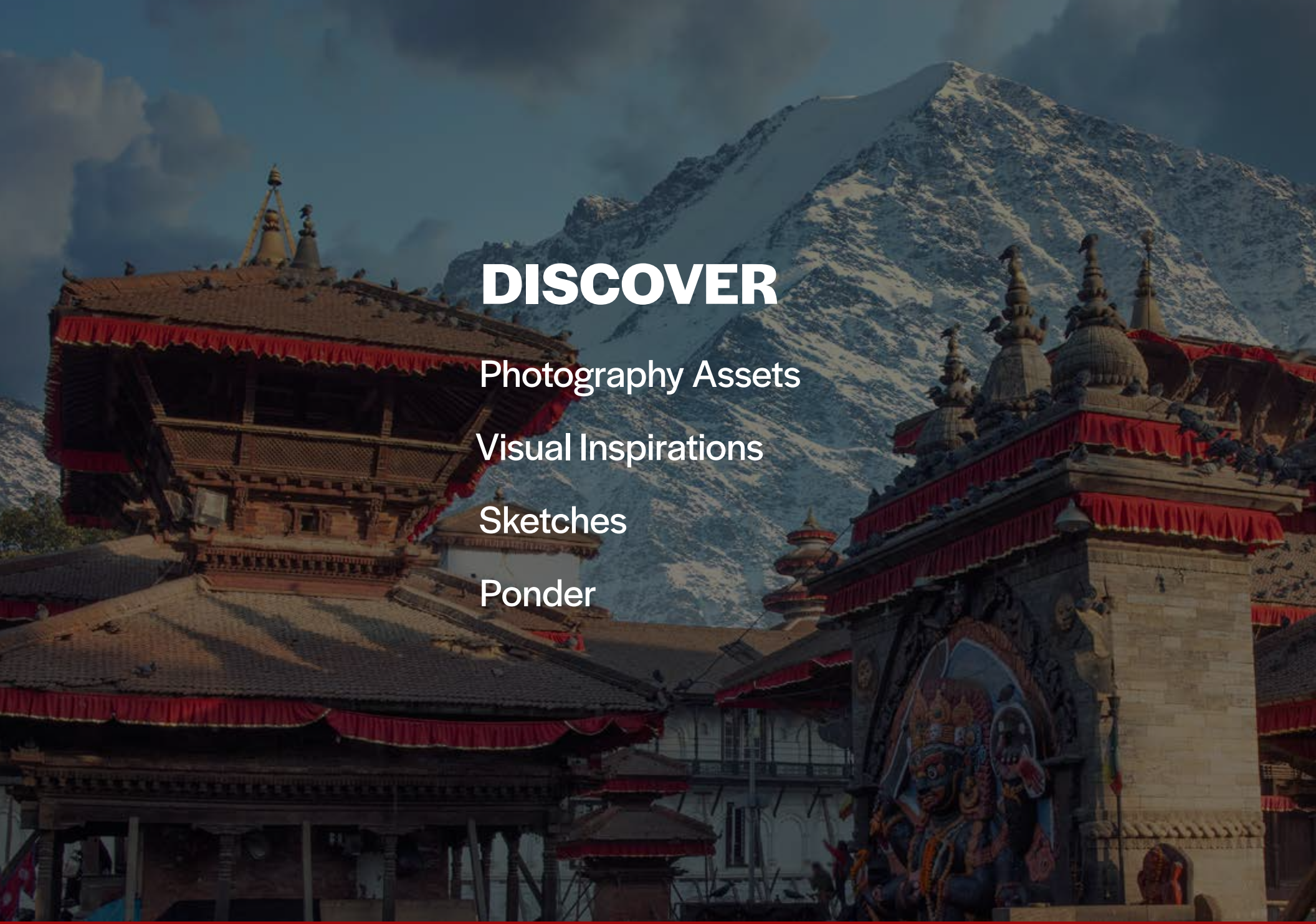
Learning Summary

Transitioning Branding

It appears as though this brand is much more professional than The Mammoth Site (that I am currently working on) is. This is going to be interesting because I will have to shift my thinking to be more professional and find ways to elevate this brand that aren't the same ways I created the brand for the Mammoth Site.

Utilizing The Logo

I had the designer of this system explain the logo to me, and I think this is a super clever idea how he built the logo. I just with it showed up in more places and the meaning was more obvious. Perhaps using the elements in the logo would help to make everything feel a bit more unified.



DISCOVER

Photography Assets

Visual Inspirations

Sketches

Ponder

CONTENTS

DEFINE

DISCOVER

DESIGN

DELIVER

PONDER

Photography Assets

CONTENTS

DEFINE

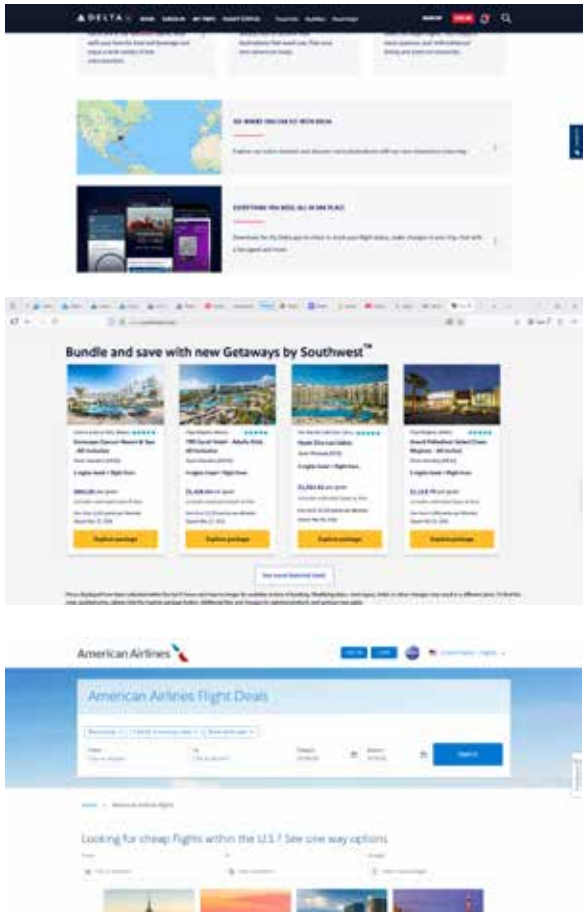
DISCOVER

DESIGN

DELIVER

PONDER

Visual Inspiration | Airline Websites



CONTENTS

DEFINE

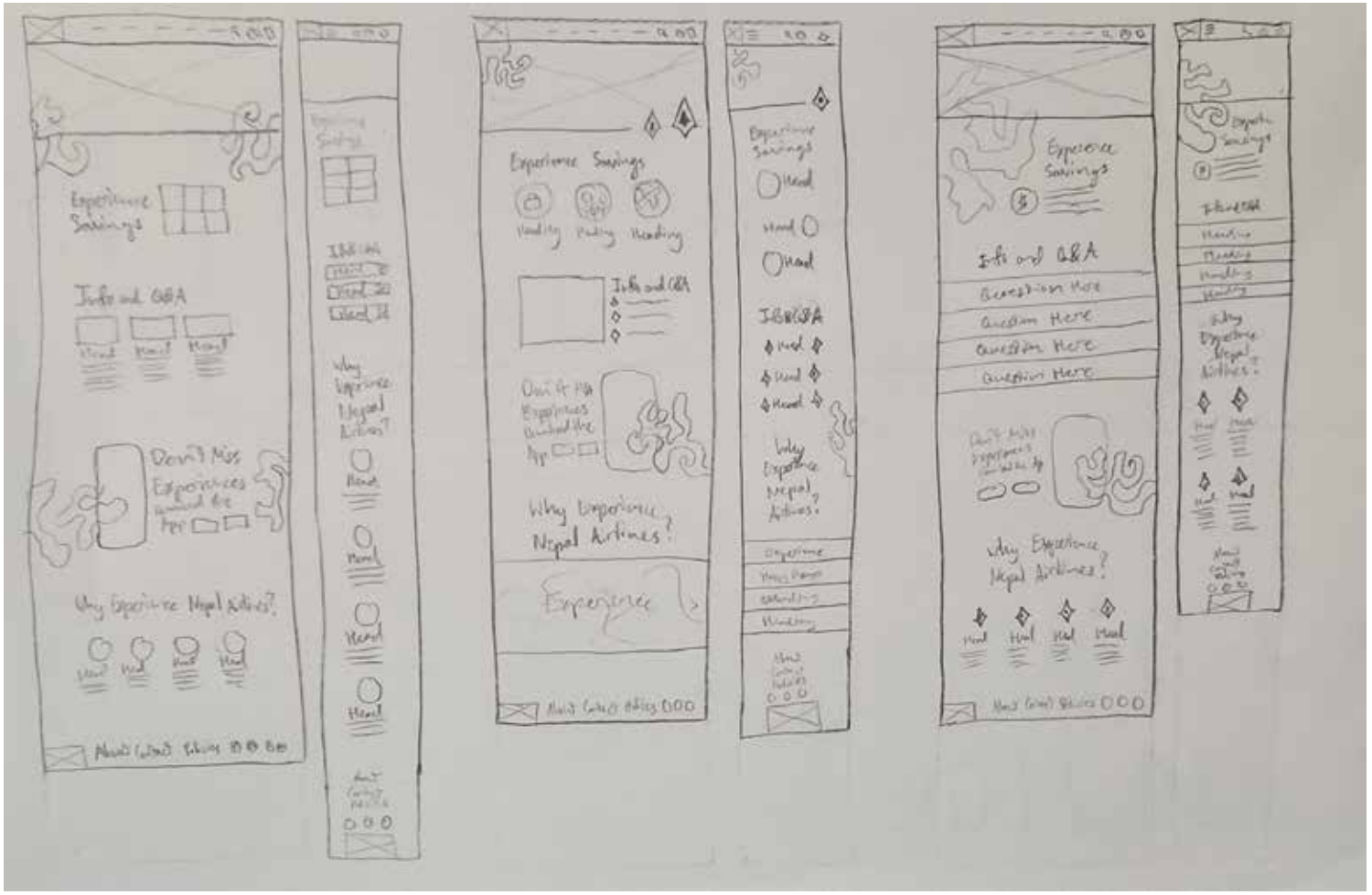
DISCOVER

DESIGN

DELIVER

PONDER

Sketches



CONTENTS

DEFINE

DISCOVER

DESIGN

DELIVER

PONDER

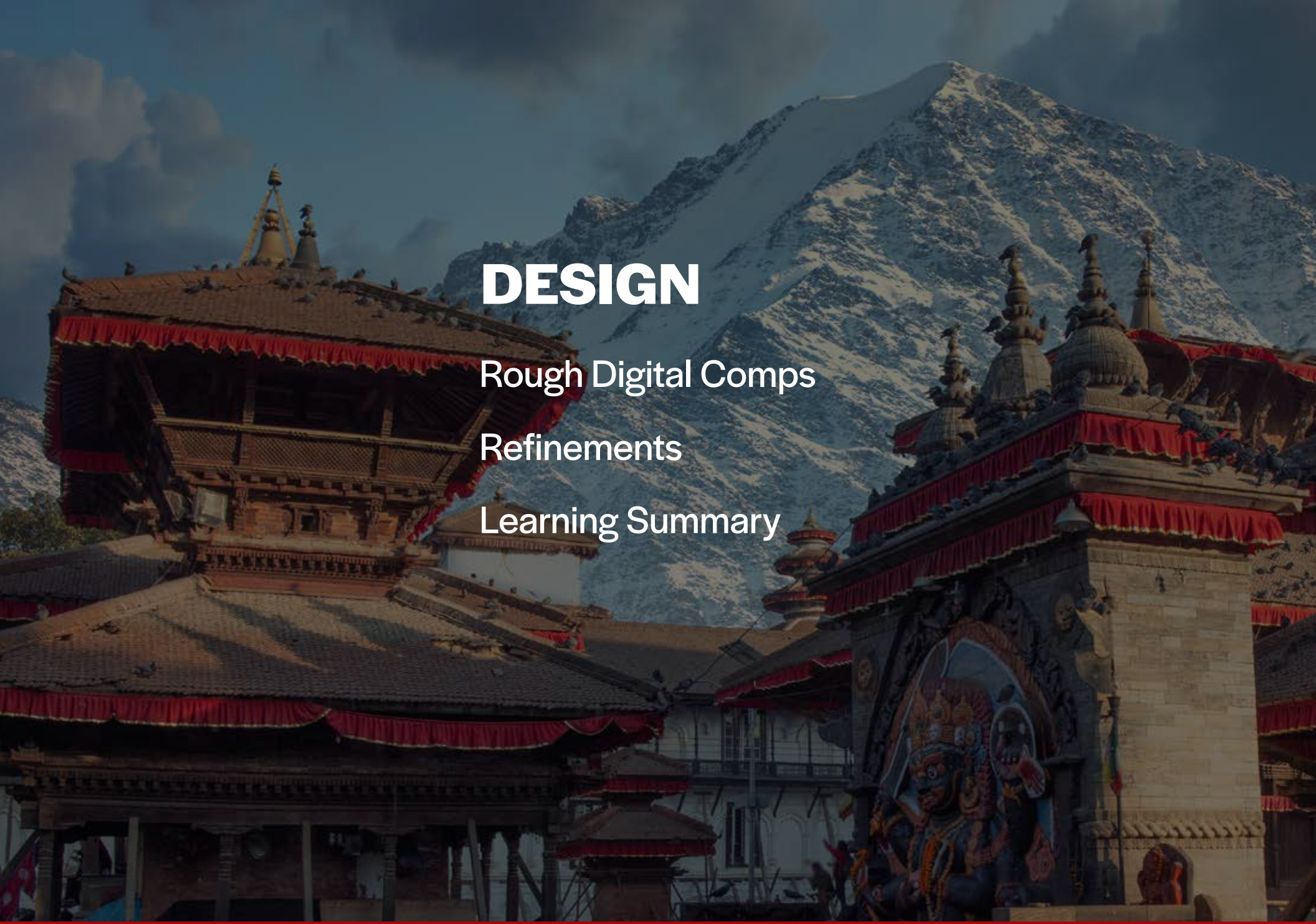
Learning Summary

Brand Gap

One of the biggest things that I saw when I was looking at other websites was pictures of locations or parts of experiences. I think this is what is missing from the brand. A lot of the marketing material is great, but without strong visuals on the website, people won't know why they want to travel or why Nepal Airlines is different from other services. I am going to try to bring lots of visuals into the website so that people not only find what they are looking for, but leave feeling like they want to travel somewhere, even if they were not quite serious about it before coming onto the website.

Nepal Airlines Reputation

There were also a lot of examples of websites that had small portions of useful information. When I was looking at the current website layout, I noticed it had those sections like "savings" and "download the app." I need to make this more obvious and enticing for users that come onto the site. I also think that there should be an area that explains why Nepal Airlines is different and better than other airlines because it will help strengthen their appearance, and provide the customers with an opportunity to get to know and hopefully trust the brand/company.



DESIGN

Rough Digital Comps

Refinements

Learning Summary

CONTENTS

DEFINE

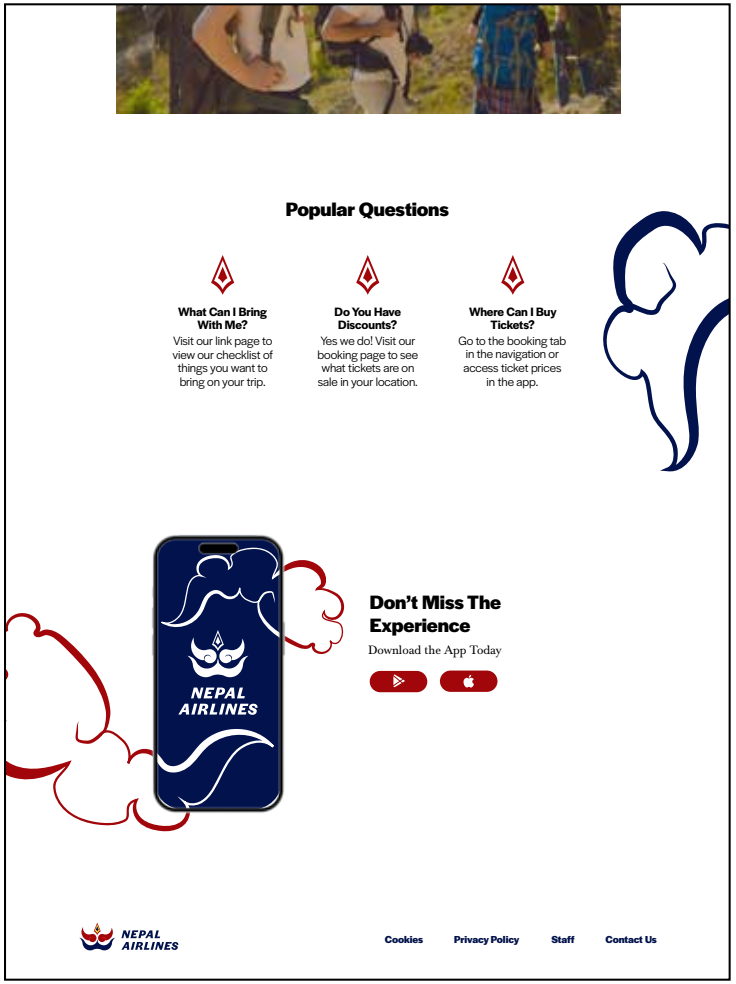
DISCOVER

DESIGN

DELIVER

PONDER

Rough Draft | Website



CONTENTS

DEFINE

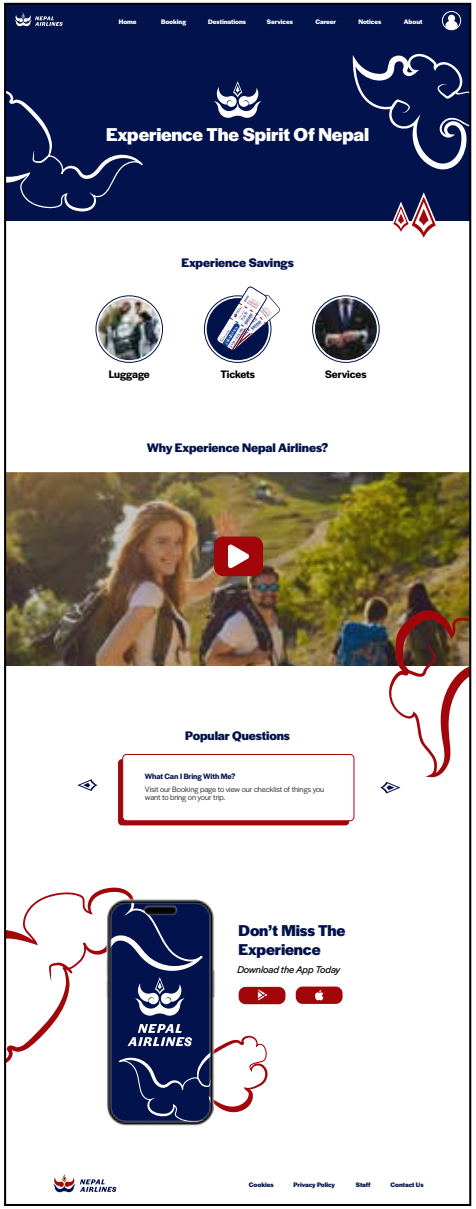
DISCOVER

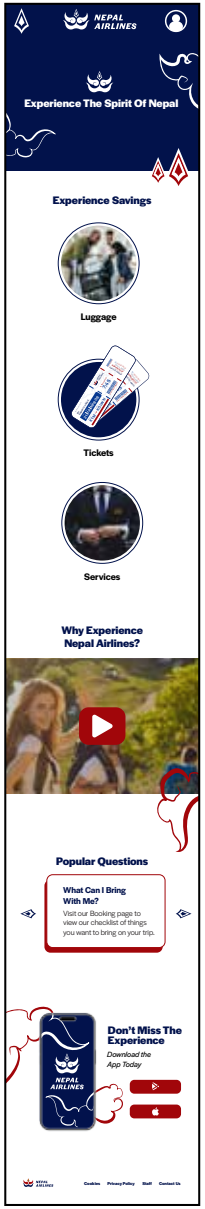
DESIGN

DELIVER

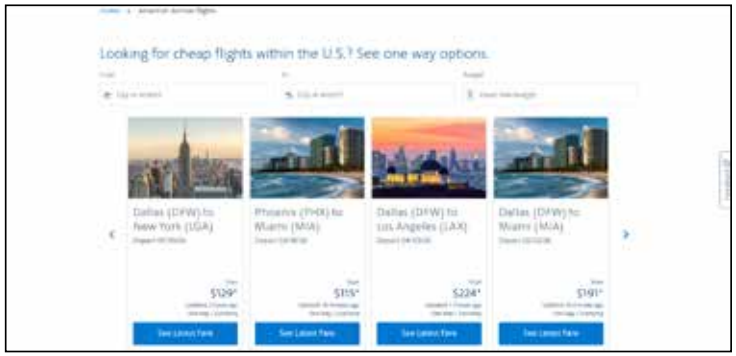
PONDER

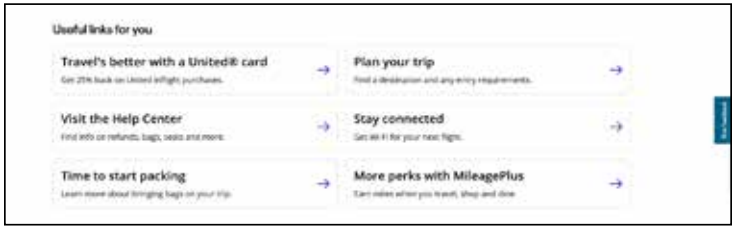
First Draft | Website and Mobile





Visual Inspiration | Airline Websites Revisited





CONTENTS

DEFINE

DISCOVER

DESIGN

DELIVER

PONDER

Learning Summary

Website Elements

When I revisited the website, I noticed a couple things about it that I wasn't doing that I could add. Instead of a Q & A section on the main page, quick links would be more helpful because it would take them to more general information they might need. I also got feedback and noticed that I needed a reward or exciting element that might get the customers hooked and more involved with the brand. I will try to play around with it and see what I come up with.

Hero Image GIF

While I didn't include it in my process (since GIFS take up a lot of space), I made sure that the hero image became the main GIF so that customers/users would become more interested in Nepal, or perhaps even develop a small desire to go there at first glance. This also strengthens the tagline that follows the series of pictures and tagline statements, of experiencing the Spirit of Nepal.

DELIVER

Final Images

Learning Summary

CONTENTS

DEFINE

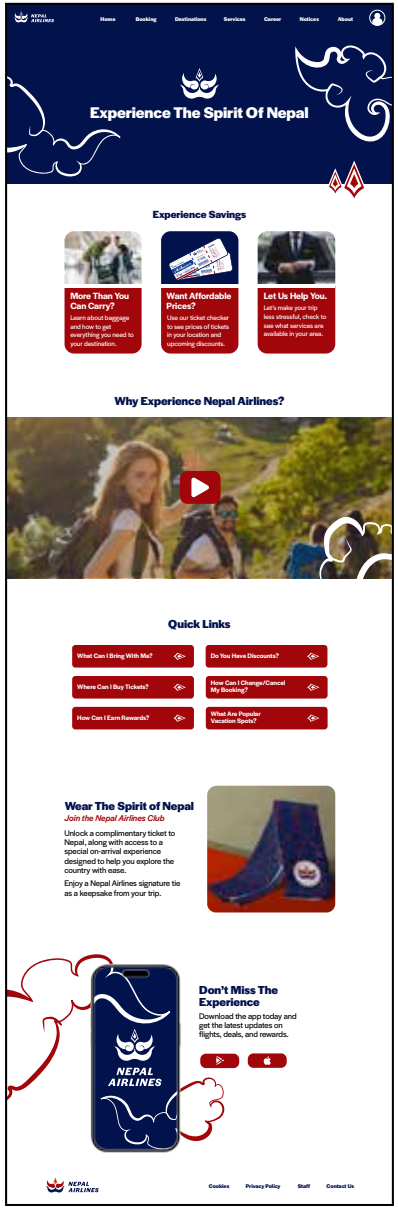
DISCOVER

DESIGN

DELIVER

PONDER

Final | Website and Mobile



CONTENTS

DEFINE

DISCOVER

DESIGN

DELIVER

PONDER

Website and Mobile Mockup

CONTENTS

DEFINE

DISCOVER

DESIGN

DELIVER

PONDER

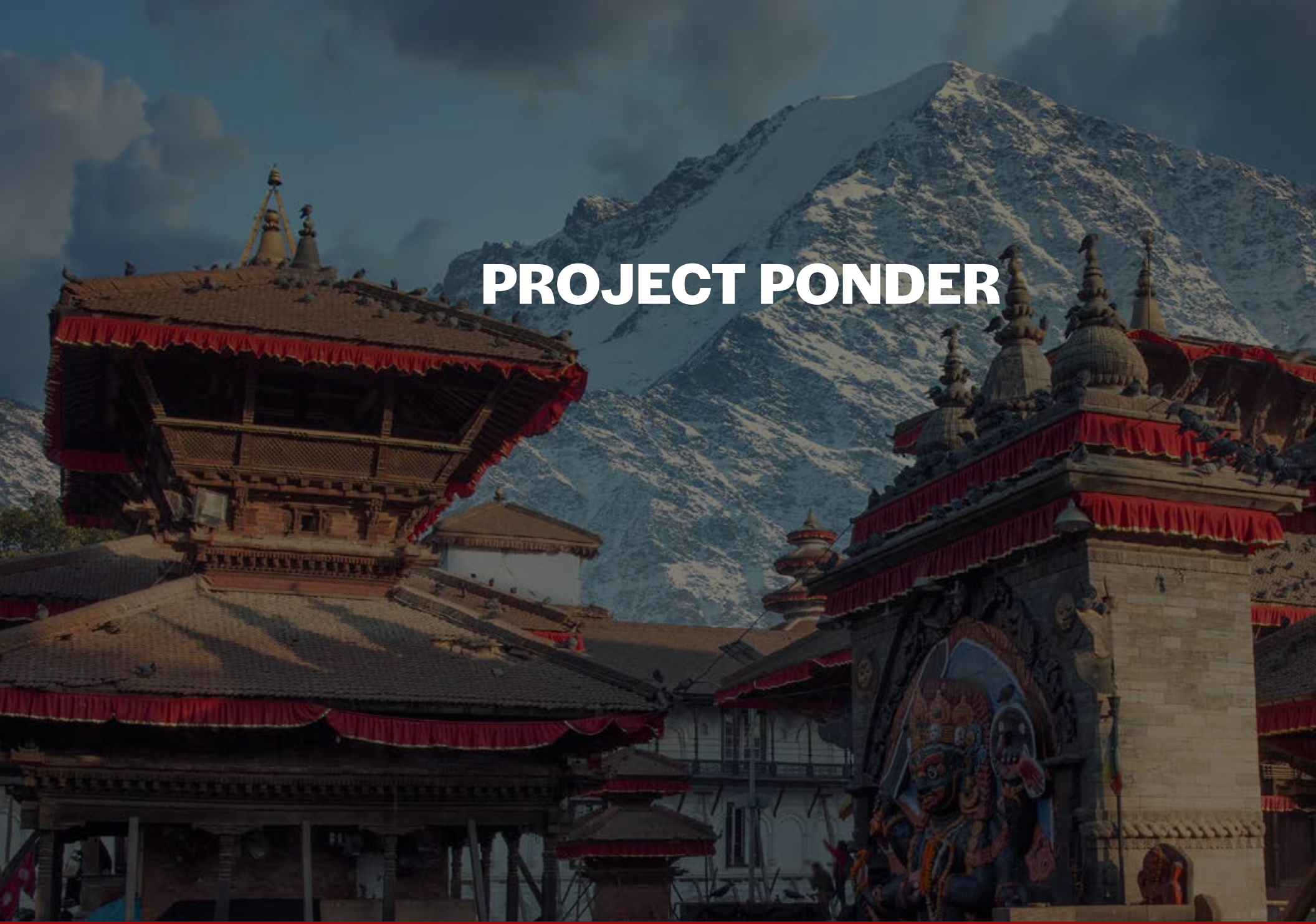
Learning Summary

Pictures

At first, I started utilizing the more stock-looking photos because they reminded me more of typical airport photos. However, I got feedback that this made the experience feel more fake and less genuine. Since my main goal was strengthen the brand through stronger visuals/pictures, I knew I had to pivot. Since the brand is all about the Spirit of Nepal, I chose to replace most of my current pictures with pictures of Nepal. This strengthened both the visual interest, and the brand story and appeal.

Website Elements

I add the "Wear The Spirit Of Nepal" section because I saw that I had a gap that needed some excitement. I thought this would go well under the quick links since everything else above would be things that the customer would most likely need before wanting to know about special offers.



PROJECT PONDER

CONTENTS

DEFINE

DISCOVER

DESIGN

DELIVER

PONDER

Project Ponder

Translation To The Mammoth Site Rebrand

Since I was nearly finished with the Mammoth Site rebrand when I did this project, it was very interesting to apply what I had learned while doing that project to this one. I know that one of my first thoughts when I looked at this brand was how is Nepal Airlines different from others? What makes them unique? What is their certain quirk the makes them relatable, run, or interesting?

The phrase, “The Spirit Of Nepal” was interesting in that regard because while it was fascinating, it was never truly defined. At first I thought my job may have been to define it, but then I realized that for Nepal Airlines, the “Spirit of Nepal” was experiencing Nepal. Everyone’s own experiences will speak to them; getting them there is the thing to focus on. That propelled a lot of my design choices and as I mentioned before, strong visuals and consistent graphics helped to connect the website to the other applications.