



# BRAND GUIDELINES

Version 3



Founded in 1997, Bhutan National Bank (BNB) has emerged as a pivotal entity within Bhutan's financial realm. At the heart of BNB lies a fundamental mission: "To provide financial choice through innovation". This embodies a dedication not only to fulfilling people's financial requirements but doing so in an imaginative, customer-focused approach. The establishment of BNB marked a strategic leap toward fortifying the nation's economic development and stability.

The vision of BNB outlines its ambitious objectives within the regional banking realm: "To gain regional recognition by being #1 in all our services and work culture." This vision symbolizes BNB's aspiration to lead in every aspect of its operations, encompassing superior service and fostering an exceptional work environment that empowers its

workforce to deliver unmatched experiences to its clients.

In harmony with Bhutan's unique and revered Gross National Happiness (GNH) philosophy, BNB goes beyond conventional financial transactions. The bank endeavors to enhance the holistic well-being of Bhutanese society by integrating its services with core values of sustainability, inclusivity, and community welfare.

Bhutan National Bank (BNB) is not just a financial institution; it embodies a commitment to excellence, innovation, and societal well-being. Its brand guidelines serve as a blueprint for maintaining a cohesive and impactful brand presence across all interactions and touchpoints.



# Introduction

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01



## INTRODUCTION

Welcome to the comprehensive brand guidelines for Bhutan National Bank's new brand identity. This document encapsulates the essence, vision, and standards that constitute the foundation of the bank's visual and communicative representation.

At Bhutan National Bank, we understand the profound impact of a strong brand identity on establishing trust, fostering recognition, and shaping perceptions in the hearts and minds of our stakeholders. With an unwavering commitment to innovation and

excellence, we embarked on a journey to redefine our brand identity, aligning it with our core values, aspirations, and the unique essence of Bhutanese culture.

This brand guideline serves as a compass, offering clear direction and uniformity in the use of our brand elements across various platforms and mediums. It is a testament to our dedication to maintaining a cohesive and compelling brand image that resonates with our diverse audience, both within and beyond Bhutan.



# INTRODUCTION

## Our Mission

To provide financial choice  
through innovation

## Our Vision

To gain regional recognition by being #1 in  
all our services and work culture.

## Our Values

Bhutan National Bank upholds the  
following set of core values (**DELIGHT**).

**D** - Discipline in practice, thought and action.

**E** - Entrepreneurship through idea, meritocracy,  
recognition and empowerment.

**L** - Learning by improving continuously and failing  
well.

**I** - Integrity through fairness and transparency in  
our actions.

**G** - Grit through passion and resilience in adversity.

**H** - Humility in the way we interact and deliver  
service.

**T** - Teamwork through individual respect  
underpinned by a united purpose.



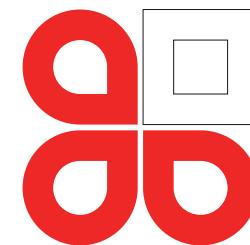


**Logo** 02

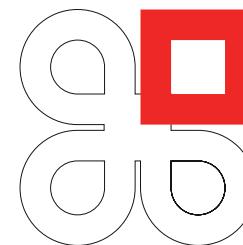
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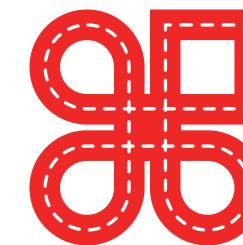
LOGO



Triple Gem  
(Norbu)



The Bank



Seamless Banking  
Experience



## LOGO NARRATIVE

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The emblem captures the spirit of the triple gem and prosperity, artistically depicted with three Norbu (jewel) symbols, each holding profound significance representing enlightened mind, speech, and body.

Interestingly, the square in the design not only signifies stability but also reflects BNB's financial strength. It's a cornerstone symbolizing trust and security. The unbroken path in the logo is a powerful metaphor, symbolizing BNB's seamless banking operations, representing the journey toward the triple gem—fueled by dedication and excellence.

In essence, the logo tells a tale of enlightenment, stability, and unwavering commitment, echoing BNB's promise to guide customers on a prosperous and secure financial journey.

The newly designed BNB logo represents a remarkable combination mark, seamlessly blending a meticulously crafted icon with the distinctive lettermark "BNB".

Significantly, the design mirrors the refined visual style synonymous with well-established International banks, exuding a strong impression of global excellence and professionalism. The icon and lettermark synergize to symbolize BNB's commitment to innovation, reliability, and its vision for a world-class banking experience.

LOGO



LOGO

## LOGO VARIATIONS

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Primary Logo



Secondary Logo



Official Logo



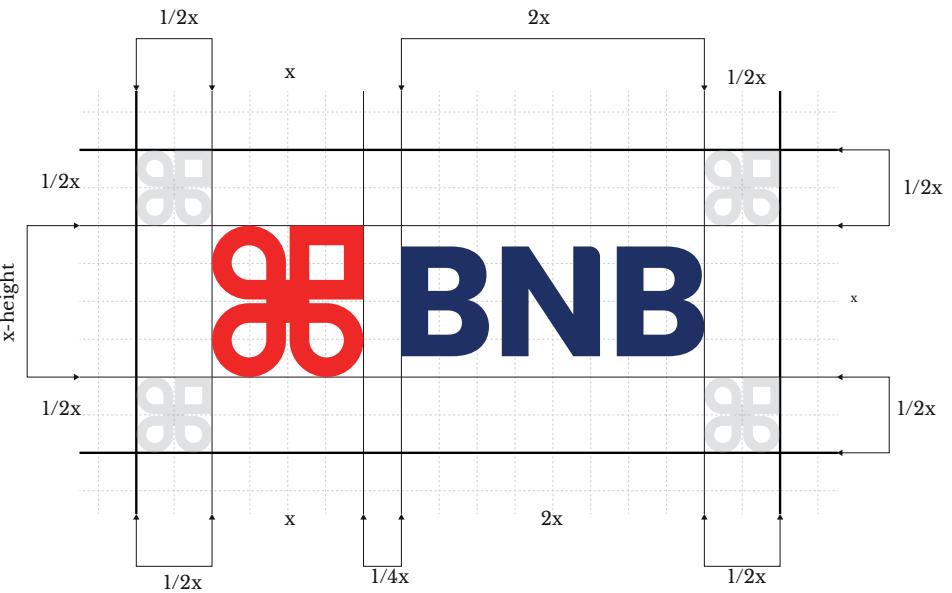


## PRIMARY LOGO

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A primary logo features the Brand Icon with the letter mark “BNB”. The design is responsive, ensuring the logo looks optimal and remains identifiable across a range of BNB touch points. This primary logo stands as the official registered trademark of BNB, embodying the brand's identity and values.

The clear space in a logo refers to the designated area or zone around the logo where no other elements, text, or graphics should intrude. This space is left intentionally empty to ensure that the logo remains visually distinct, uncluttered, and easily recognizable.



LOGO



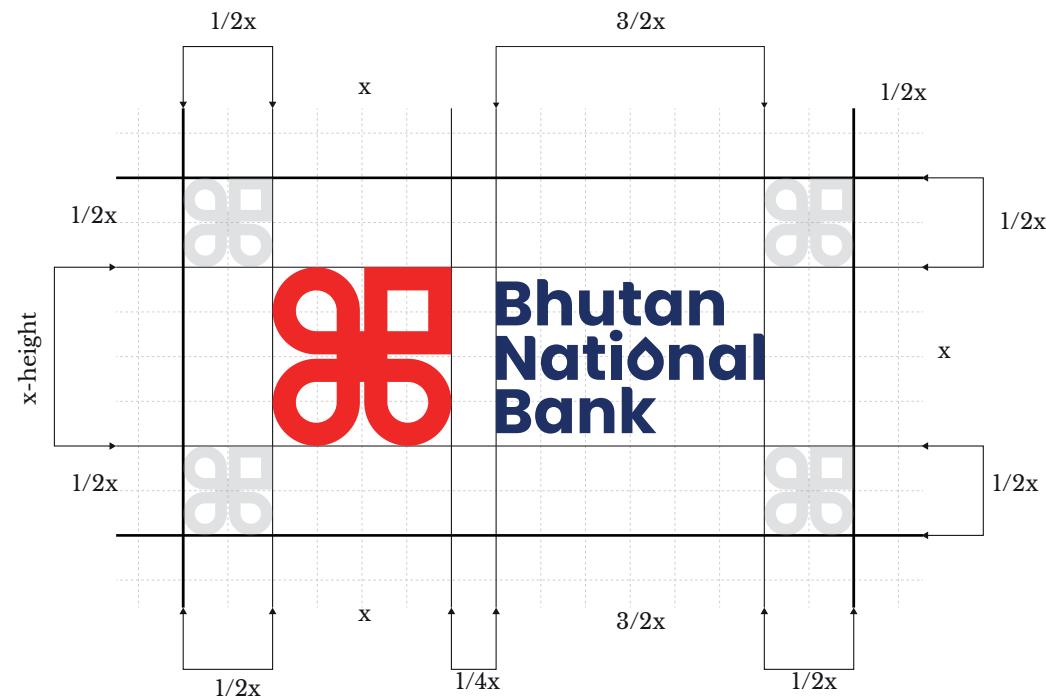
LOGO

## SECONDARY LOGO

A secondary logo, often referred to as a sub-logo or alternate logo, is a variation of the primary logo that retains some core design elements but is adapted or modified to suit specific use cases or contexts. It's an alternative version of the primary logo that offers flexibility while maintaining brand consistency.

The Secondary logo of BNB features the Brand Icon with the word mark "Bhutan National Bank." The design is still responsive, ensuring the logo looks optimal and remains identifiable across a range of BNB touch points.

In summary, a secondary logo provides a versatile tool for a brand to maintain consistency while adapting to various applications, backgrounds, and contexts, ultimately enhancing brand visibility and recognition.

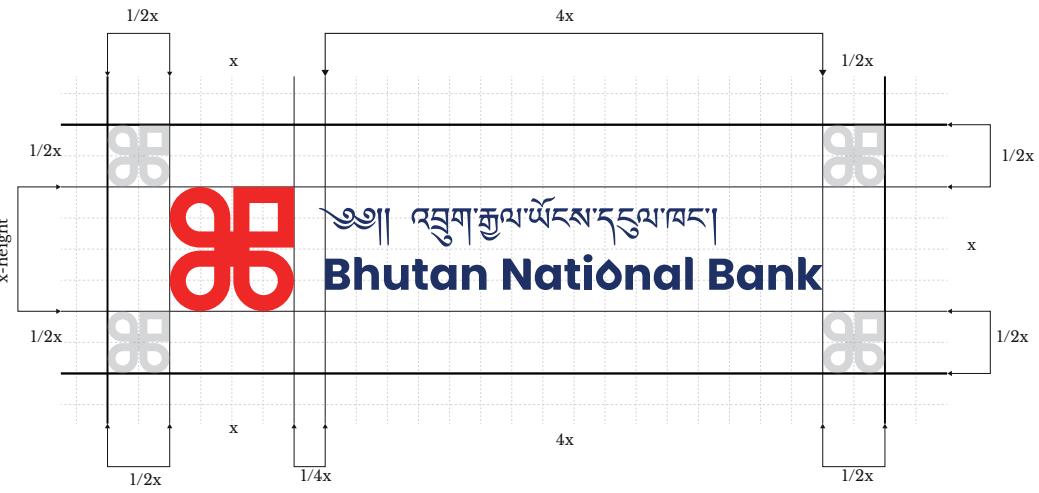




## OFFICIAL LOGO

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The official BNB logo incorporates text in the national language, Dzongkha. This specific version of the logo is primarily utilized for official purposes, including official correspondences within and outside BNB, particularly when the Dzongkha script is required. This practice ensures that the company's branding and communication maintain consistency and inclusivity by incorporating the native language in appropriate settings.



LOGO



LOGO

## LOGO RESPONSIVENESS



Logo responsiveness, also known as adaptive logo design, refers to the ability of a logo to adjust and maintain its visual identity, readability, and recognizability across various platforms, devices, and sizes.



## LOGO MISUSE

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Change in alignment



Change in space between  
icon and typeface



Squeezing in the logo



Stretching out the logo



Changing the space  
between the letters



Warping up



Outlining or Stroking



Using drop shadow



Using low resolution.

LOGO



LOGO

## LOGO MISUSE

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Using textures



Changing typeface



Using gradient



Using 3D effect



Using pxeleted logo



Rotating



Using bounding box



Changing brand color

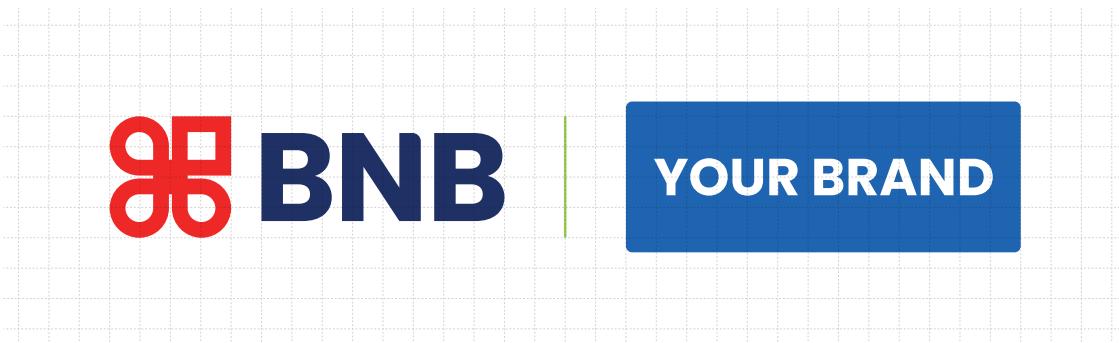
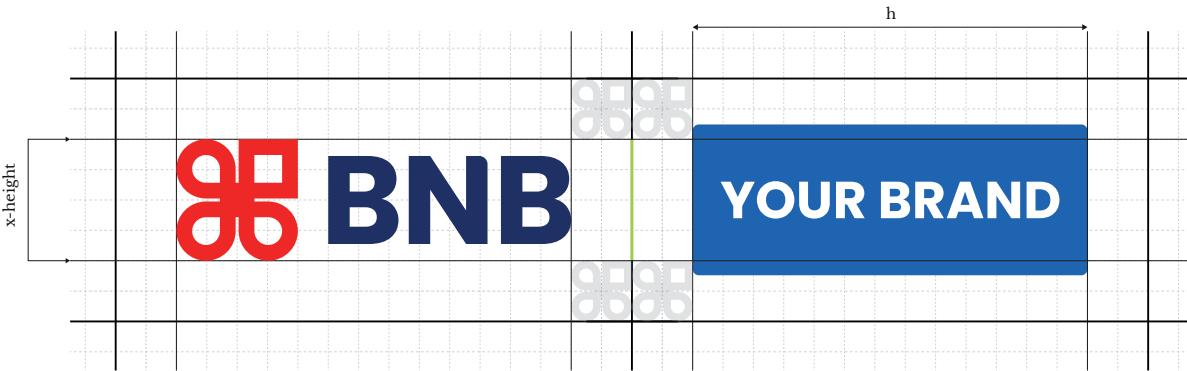


Changing the fixed size  
relationship of the logo



## COLLABORATION - Horizontal Logo

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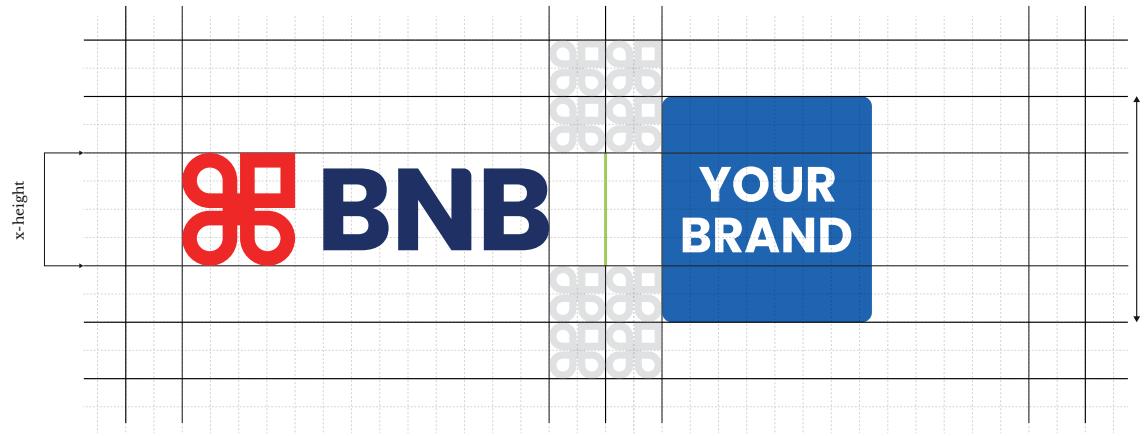
LOGO



LOGO

## COLLABORATION - Vertical Logo

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## LOGO ON BACKGROUND

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LOGO





# Color 03

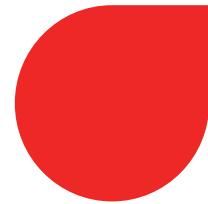
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COLOR

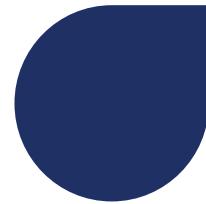
## COLOR PALETTE

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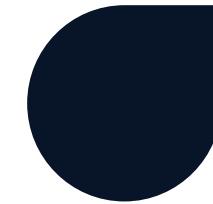
**BNB Red**

Hex #F40000  
CMYK 0, 100, 100, 0  
RGB 244, 0, 0  
Pantone 2347 C



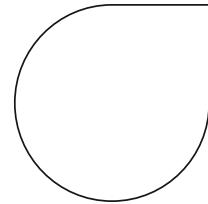
**BNB Blue**

Hex #252D60  
CMYK 99, 92, 22, 24  
RGB 37, 45, 96  
Pantone 2119 C



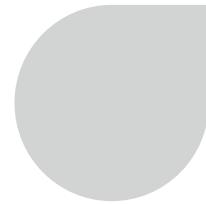
**BNB Dark**

Hex #181D2B  
CMYK 86, 83, 51, 67  
RGB 24, 21, 43  
Pantone 75A7 C



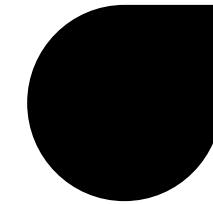
**White**

Hex #FFFFFF  
CMYK 0, 0, 0, 0  
RGB 255, 255, 255  
Pantone WHITE



**Off-White**

Hex #DBDBDB  
CMYK 13, 10, 10, 0  
RGB 219, 219, 219  
Pantone 649 C



**Black**

Hex #000000  
CMYK 0, 0, 0, 100  
RGB 0, 0, 0  
Pantone BLACK



## COLOR NARRATIVE

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**The use of two colors – Red and Blue is a balance of intelligence and power.**

### Trust and Stability

Blue is often associated with professionalism, stability, safety, and trust. In the context of banking, these are vital attributes to instill confidence and trust in customers regarding their finances.

### Power & Confidence

Red represents power, energy, passion and confidence.

### Positive Associations

Red is often linked with positive emotions, energy, and passion. It can create a sense of enthusiasm and a vibrant spirit, which is appealing to both existing and potential customers.

### Universal Appeal

Blue has a universal appeal and is generally liked across cultures. Financial institutions frequently opt for colors that exert a widespread positive influence on their diverse customer base.

CO  
LOR



COLOR

## COLOR CONTRAST WITH TEXT

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**White Text on  
BNB Red**



**BNB Dark Text on  
BNB Red**



**BNB Red Text on  
BNB Blue**



**BNB Red Text on  
BNB Dark**





COLOR

## COLOR CONTRAST WITH TEXT



**White Text on  
BNB Dark**



**White Text on  
BNB Blue**



**BNB Blue Text on  
BNB Dark**



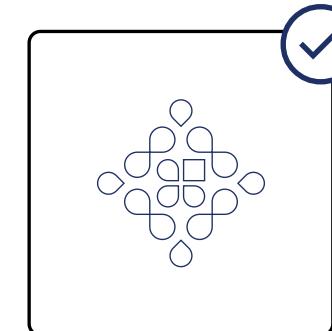
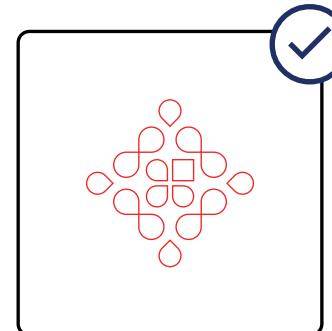
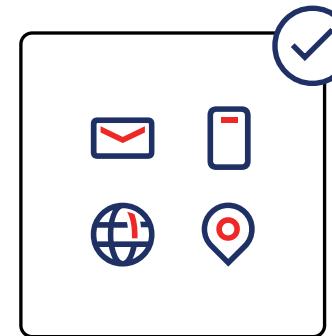
**BNB Dark Text on  
BNB Blue**



COLOR

## USE OF COLOR

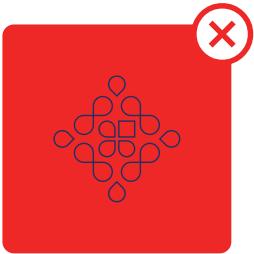
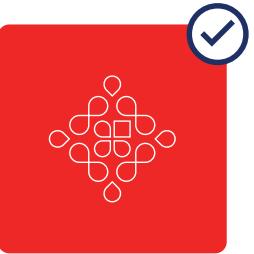
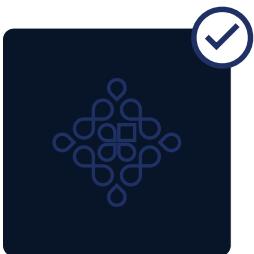
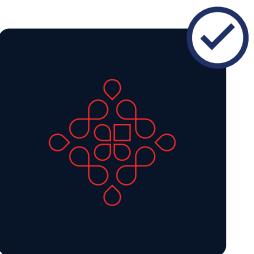
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## USE OF COLOR

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COLOR





# Typography

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# 04



# POPPINS

Regular

Medium

**Bold**

**Black**

# NOTO SERIF

Regular

*Italic*

**Bold**

***Bold Italic***



## PRIMARY TYPEFACE (HEADER)

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# Poppins

In branding, a header typeface refers to the specific font or typography chosen to represent the header or heading elements of a brand's visual identity, particularly in marketing materials, websites, or any communication where headers are used.

"Poppins" is a versatile and contemporary header typeface chosen for BNB, reflecting the brand's desire for a modern,

sleek, and approachable visual identity. Poppins is known for its clean, rounded shapes and excellent legibility, making it ideal for headers and emphasizing key brand messaging. This typeface embodies a sense of professionalism while also maintaining a friendly and inviting tone, aligning well with BNB's branding objectives.

**A B C D E F G H I J K L M N O P R S T U V W X Y Z**

**a b c d e f g h i j k l m n o p r s t u v w x y z**

**1 2 3 4 5 6 7 8 9 0 ~ ! @ # \$ % ^ & \* ( ) { } [ ] < > ? : " ' \ \**

**A a**

TYPOGRAPHY



# TYPOGRAPHY

## SECONDARY TYPEFACE (BODY)

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# Noto Serif

The designated body typeface is “Noto Serif.” This classic serif typeface embodies a timeless and elegant design, providing a high level of readability that renders it suitable for extended blocks of text. The balanced serifs and letterforms of Noto Serif contribute to a professional brand image, aligning seamlessly with design preferences and augmenting effective communication. The selection of Noto Serif as the secondary typeface ensures the maintenance of consistency, aesthetically pleasing written content, and an elevated standard of

readability, thereby enhancing the overall presentation and communication of the brand.

The selection of Noto Serif extends beyond its role as the chosen body typeface; it has been specifically curated for its numbers, recognizing the pivotal significance of numerical representation for a financial institution like BNB. The use of Noto Serif ensures not only a visual harmony but also a commitment to precision and clarity in numerical communication.

A B C D E F G H I J K L M N O P R S T U V W X Y Z

a b c d e f g h i j k l m n o p r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 ~ ! @ # \$ % ^ & \* ( ) { } [ ] < > ? : " " | \

A a



## TYPE BREAKDOWN

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**Heading**  
(26 pt)

# HELLO

**Sub-Heading**  
(16 pt)

## I'm a sub-heading

**Body** (10 pt)

Giasimus anditati nos voluptatur sandit id quos magnimp orerio  
to dolorae rerferum qui nonecta tempos sum qui saperum dolupti  
Giasimus anditati nos voluptatur sandit id quos magnimp orerio to  
dolorae rerferum qui nonecta tempos sum qui saperum dolupti

**Caption** (6 pt)

Tur suntur arum que dit illiqui quiatur, si sequiamus enduci optatem haribust voluptate debis autem. As sum doluptur,  
sit quis omniminum qui iuremporem que sim eum ditist aut alit latatem. Ut que con nis et velibeat earciam nossimp  
erferum quiae omnihicid et acearup tatemporion numquid eliqui desto incibus modit ipsape etus, valor aborum  
quasped enim ex es ut qui corro il mi, coriae verum ut

TYPOGRAPHY



# TYPOGRAPHY

## USE OF TYPEFACE

### POPPINS BOLD 16PT

"Noto Serif" is the chosen body typeface with the size 10pt.



### POPPINS BOLD 26PT

"Noto Serif" is the chosen body typeface with the size 10pt. Noto Serif is a classic serif typeface with a timeless.



### POPPINS BOLD 10PT

The heading should have the minimum of 12pt and with the body typeface size of 10pt.



### POPPINS REGULAR 12PT

Both the heading and body typeface cannot be the same typeface or any font style or size.



### NOTO SERIF BOLD 16PT

Both the heading and body typeface cannot be the same typeface or any font style or size.



### NOTO SERIF BOLD 16PT

"Noto Serif" cannot be used as heading and "Poppins" as body typeface.



### NOTO SERIF NUMBER

1234567890.9876

0000000000.0000

NU. 1,234,567,890

NU. 4,528,658,594



### POPPINS NUMBER

1234567890.9876

0000000000.0000

NU. 1,234,567,890

NU. 4,528,658,594



# TONE OF VOICE

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The tone of voice in branding 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 yet Approachable**
- **Trustworthy yet Dynamic**

BNB speaks with a tone that mirrors the fusion of red and blue – striking a balance between professionalism and energy. We communicate with clarity and assurance, offering you not just financial services, but a partnership that understands your needs and propels you towards success.

At BNB, we're not just a bank; we're your ally in every financial pursuit. Embrace the intelligence of blue, feel the power of red – welcome to the new era of BNB, where your financial journey is as vibrant as our logo.

## **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



# Iconography

05

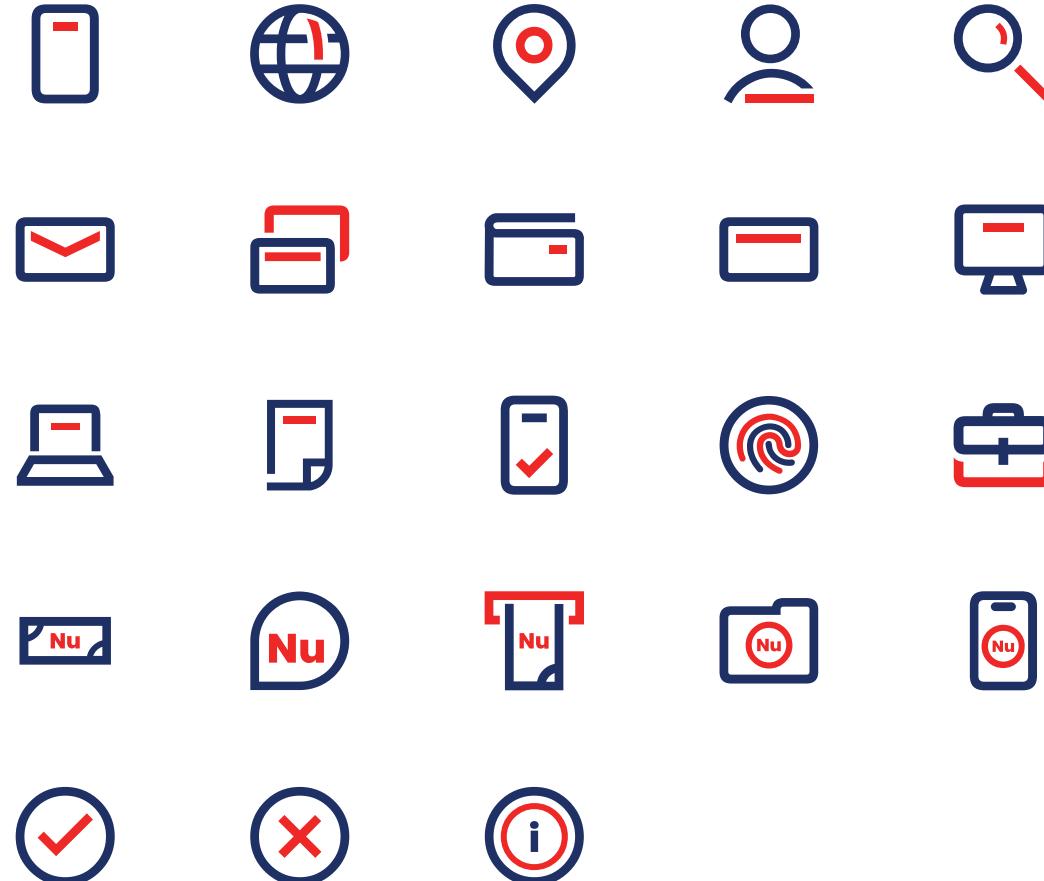


# ICONOGRAPHY



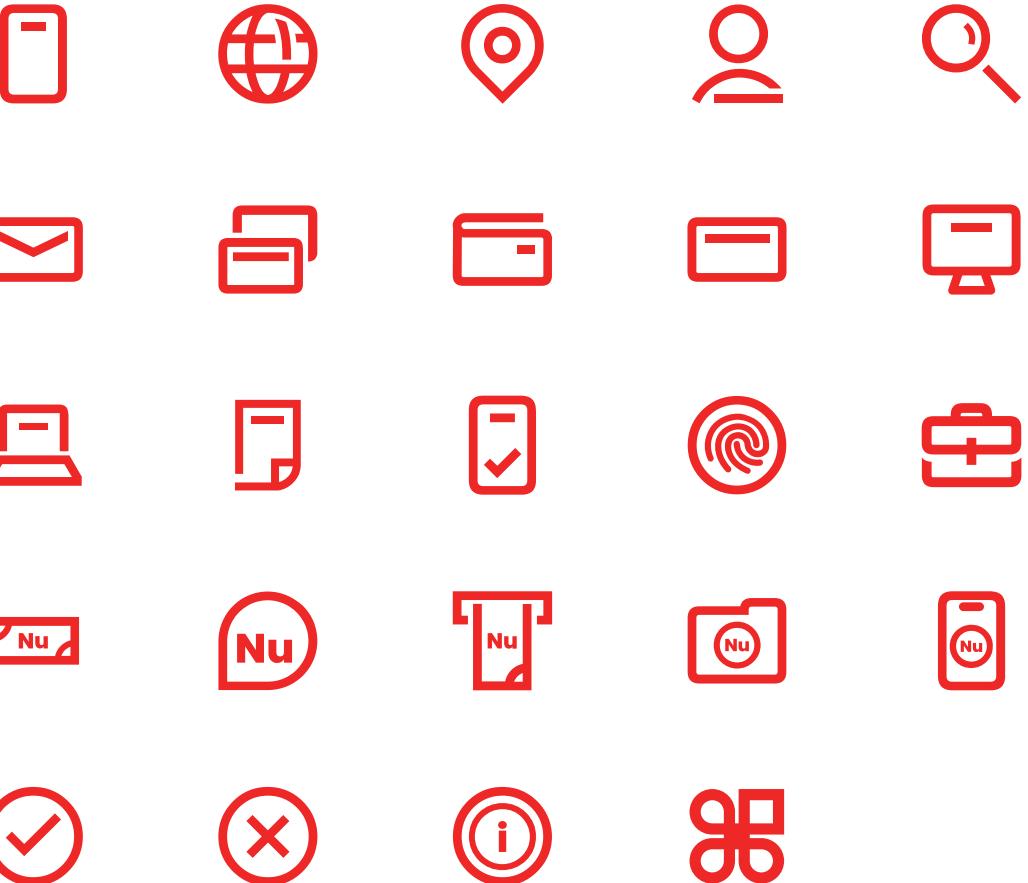
An icon in branding refers to a simple, easily recognizable, and visually distinct symbol, image, or graphic element that represents a brand, product, or service. Icons are often used in logos, mobile apps, websites, and other branding materials. They are designed to be memorable, easily identifiable, and convey the essence or values of the brand concisely.

Icons help in creating a strong visual association with the brand and are an integral part of a brand's visual identity system.





# ICONOGRAPHY



We developed two sets of Iconography:

1. **Duo-Color (BNB Dark & BNB Red)**  
Icon Designs

2. **One-Color (BNB Red)** Icon Designs

The duo-color icons should be used against plain white background while the one-color icons should be used against dark colored backgrounds.





**Pattern**

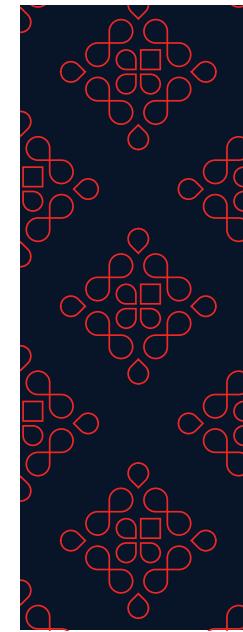
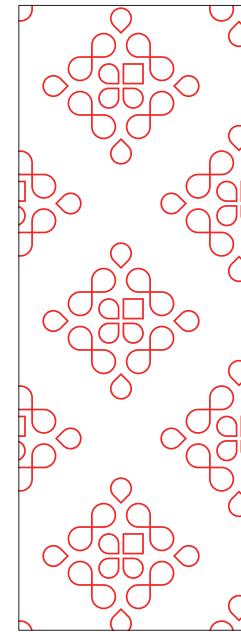
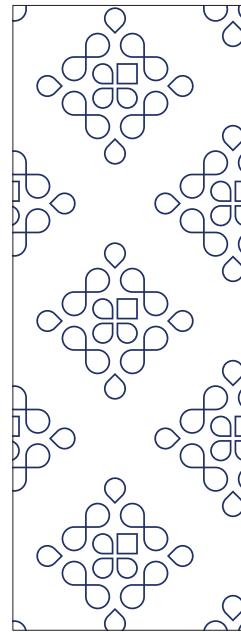
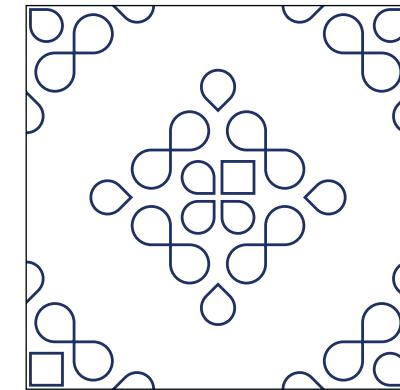
06

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# PATTERN



In branding, a pattern refers to a recurring, visually identifiable design element or arrangement that is used consistently to create a cohesive and recognizable visual identity for a brand. Patterns play a significant role in establishing brand aesthetics and can be applied across various brand materials and touchpoints. They can be integrated into various branding elements, from logos, interior designs to packaging, creating a cohesive and aesthetically pleasing brand identity.









# Imagery 07

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# IMAGERY

## LOGO BADGE

Logo badge is the primary logo enclosed in a rectangular box with its clear space.

It conserves the essence and the consistent color palette in use. The logo badge should be used on top of images/photographs. There are two versions that can be used; for light background images and dark background images.

### LIGHT BACKGROUND IMAGES



- BNB RED ICON
- WHITE LETTERMARK
- BNB DARK BACKGROUND

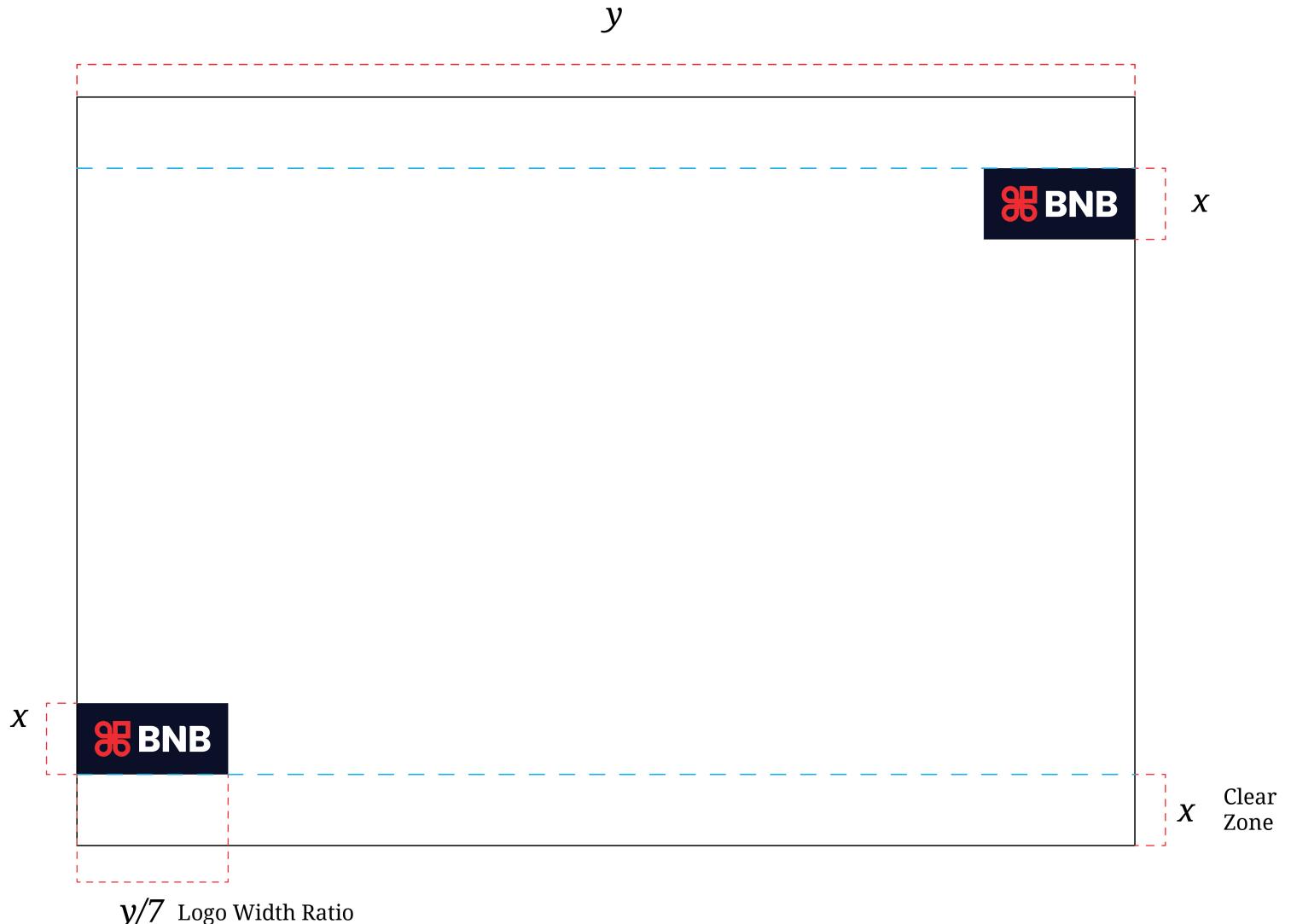
### DARK BACKGROUND IMAGES



- BNB RED ICON
- BNB BLUE LETTERMARK
- WHITE BACKGROUND



## LANDSCAPE IMAGERY

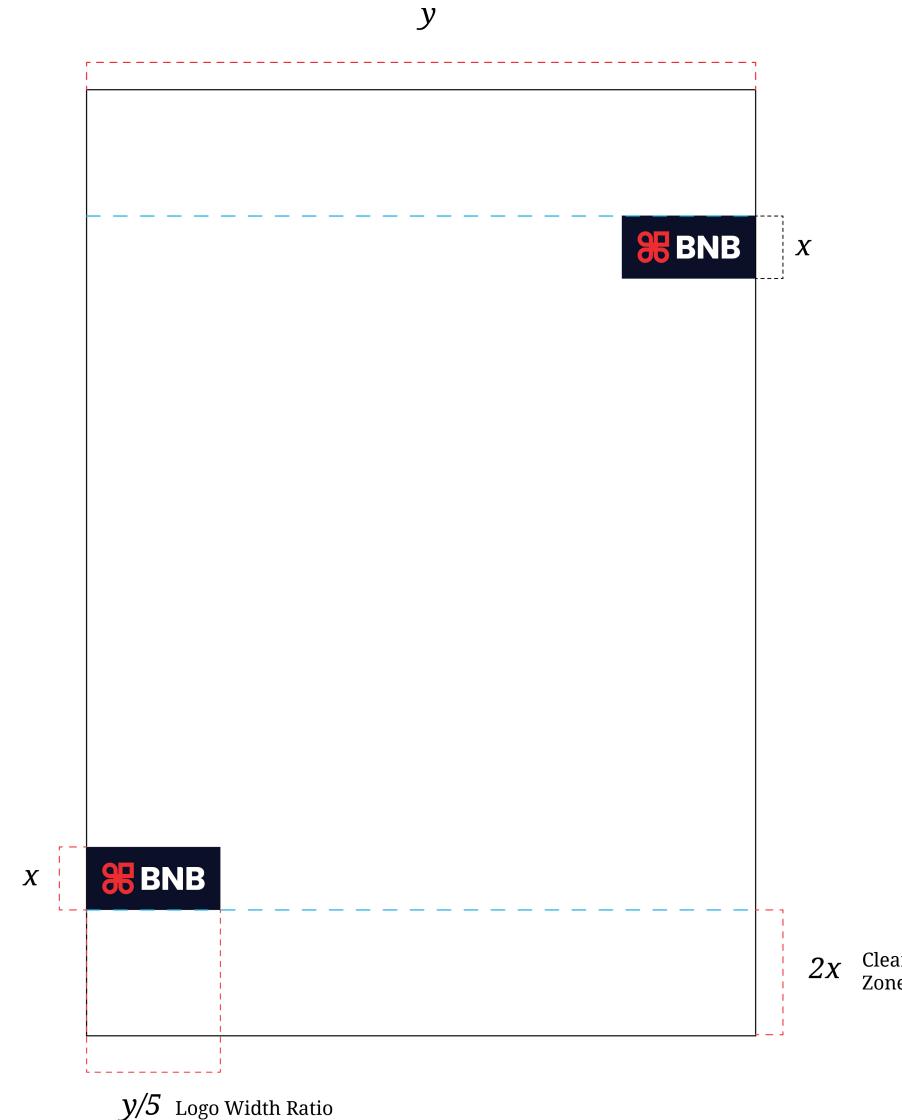


IMAGERY



## IMAGERY

### PORTRAIT IMAGERY





## IMAGERY SAMPLES



IMAGERY





# Identity 08

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# STATIONERY





# STATIONERY

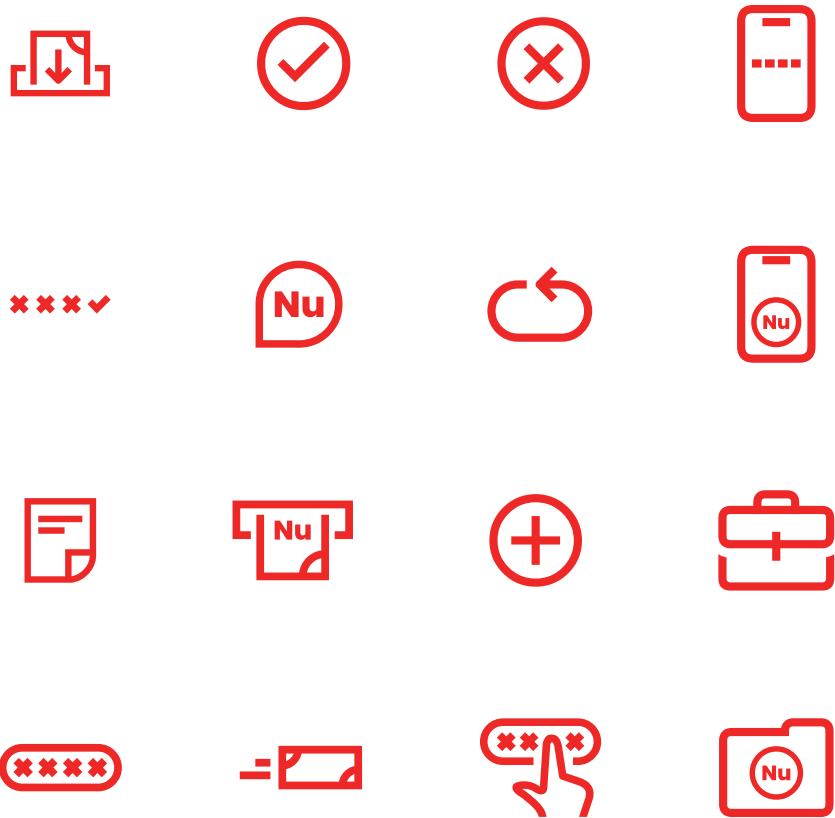
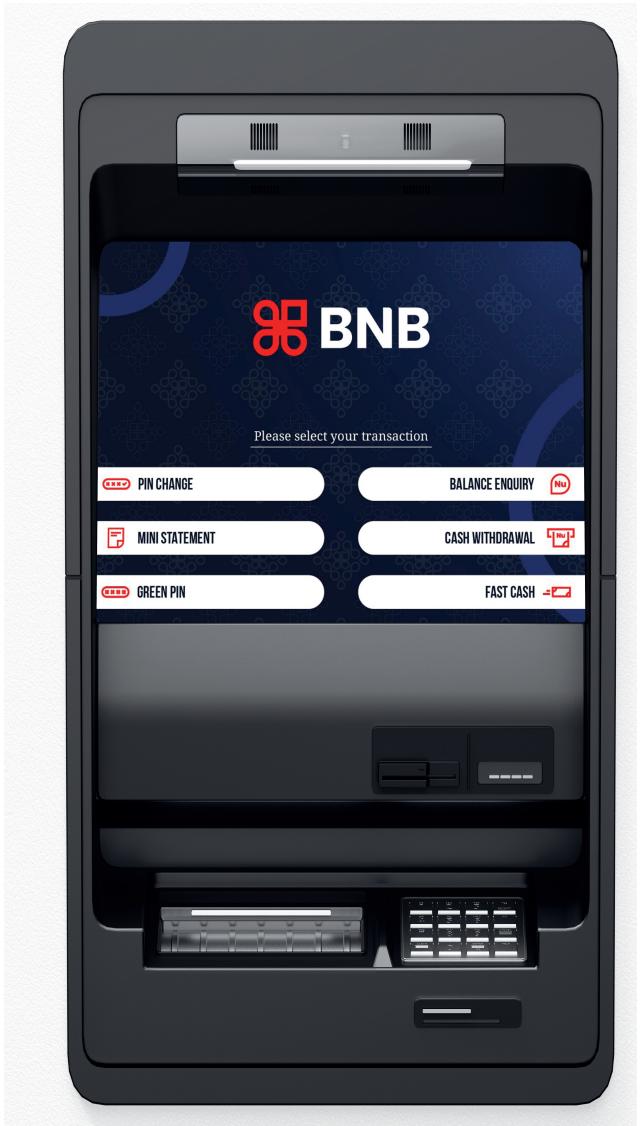


# STATIONERY





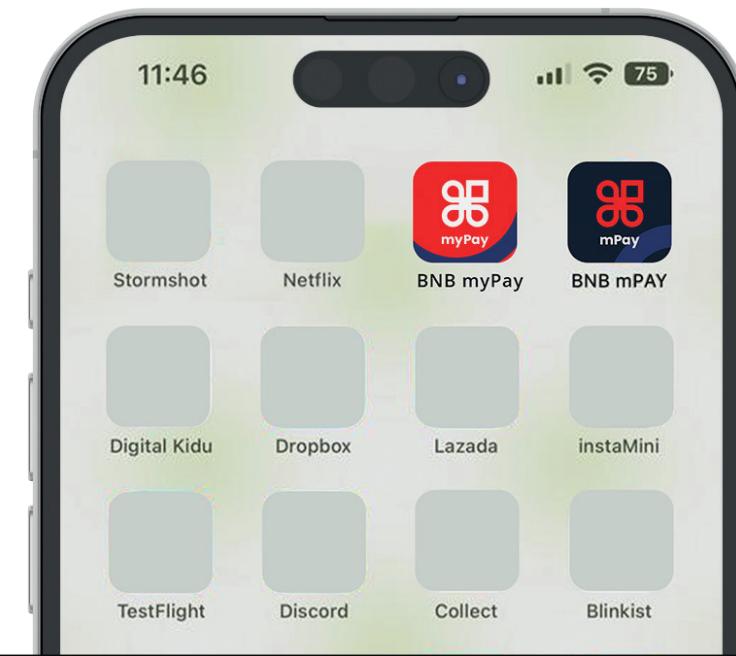
## ATM SCREENS



DIGITAL



DIGITAL





## BNB MOBILE APPS



### mPay

Easy and convenient banking without the hassle of having to visit the bank. BNB mPay brings you the best in mobile banking, giving you a secure and easy way to manage your money on the go with instant sign-up using your mobile number.

Convenience at your  
fingertips



### myPay

BNB myPay is a mobile wallet app which is equivalent to a physical wallet where we can store digital versions of cash, credit and debit cards, loyalty cards, coupons etc. Using this stored value account, we can transfer/receive money, make merchant and utility bill payments.

The Preferred Choice

DIGITAL



DIGITAL

## WEBSITE

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The image shows a laptop screen with a white background. At the top left is the BNB logo. To its right are five navigation links: Individual, Business, Digital Banking, International Banking, and Announcements. Below this is a dark blue horizontal bar containing the text "Wondering what's happening in BNB? Find out here." In the center-left, there is a large text area with the heading "mPay | Convenience at your fingertips". Below this heading is a paragraph of text: "Easy and convenient banking without the hassle of having to visit the bank. BNB mPAY brings you the best in mobile banking, giving you a secure and easy way to manage your money on the go with instant sign-up using your mobile number." To the right of this text is a graphic of a smartphone standing upright. The phone's screen displays the BNB mPay logo, which consists of a red stylized square icon above the word "mPay". Behind the phone is a stack of various banknotes from different countries, including Indian Rupees and US Dollars.



MERCH



brand.bnb.bt