

BRAND CAMBODIA
MINISTRY OF TOURISM



CAMBODIA
Kingdom of Wonder



www.mot.gov.kh

Please join the Ministry of Tourism in promoting Cambodia to your clients by using our new branding campaign in your marketing materials.

This guidebook outlines the reasoning behind our new campaign and gives specific guidance as to how and when to use each of the seven new identities. It also contains an accompanying CD inside the back cover.

The CD contains files for each of the seven logo designs in Adobe Illustrator and JPEG formats, as well as a soft copy of this brand book. These are to be used as you wish when promoting Cambodia.

Logo designs can also be accessed by downloading them from our website at: www.mot.gov.kh

Thank you for assisting us in promoting Cambodia, the ‘Kingdom of Wonder’.



CAMBODIA

Kingdom of Wonder

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COMMUNICATION EXPLANATION

Cambodia has launched a new brand identity.

This identity has been developed to demonstrate 3 key elements of Cambodia:

1. Cultural Attractions

A unique cultural heritage, spanning more than a thousand years of history

2. Natural Attractions

Astonishing scenery with dense, unexplored mountains, forests, rivers, caves and waterfalls

3. People and Traditions

Cambodians are extremely hospitable, resilient, welcoming and kind; smiles are heartfelt

Each of the three elements above are intrinsic to Cambodia and the essence of what we want to project as a country, through our identity both locally and globally.

BRAND PERSONALITY AND ESSENCE

Personality: the tone of all communications

Physical Experience	Personality	
Enchanting People Welcoming Confident Authentic Respectful Strong	Warm Respectful	
Unique Culture Religion Heritage Traditional Lifestyles Energy and Art	Original Inspiring	
Beautiful Places Forest Wildlife Beaches Mountains	Natural	

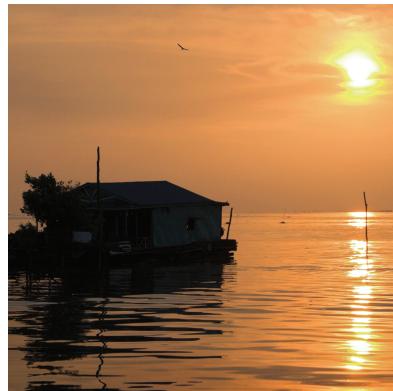


Photo Credit: Svetlana Dingarac



Photo Credit: Svetlana Dingarac



Photo Credit: Svetlana Dingarac



Photo Credit: Chean Long

**Natural****Respectful****Original****Inspiring****Warm**

The primary brand colour is golden orange.

Monk's robes, tied fabric on stones, sunsets, warm climate, warm people, shadow puppets and vibrant culture together represent Cambodia's golden "Kingdom of Wonder".

Brand Essence

Physical Experience	Personality	Visitor Leaves	In Essence	Benefits
Enchanting People Welcoming Confident Authentic Respectful Strong	Warm	Charmed and Welcomed by the people		Feel safe Looked after
Unique Culture Religion Heritage Traditional Lifestyles Energy and Art	Respectful Original	With knowledge And an open mind	A rewarding experience	Relaxed Learned about history Observed different cultures More open-minded Stories to tell
Beautiful Places Forest Wildlife Beaches Mountains	Inspiring Natural	Wowed by Cambodia's places		Sense of freedom and adventure

UNDERSTANDING THE IDENTITY

Rationale: ‘Identity not identical’

As Cambodia is unique, rich and varied, the following identity offers the same diversity.

It gives flexibility to deliver more than one of Cambodia’s distinct features using consistent elements along with a clear, distinctive visual language.

It captures not one static element of Cambodia, but is evolved to link with and identify many different aspects of the country’s culture.

Like Cambodia, it is not uniform but speaks in many ways.

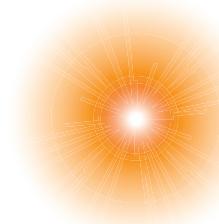
The identity for Brand Cambodia is made up of 3 Fixed Elements:

Kingdom of Wonder

The tagline ‘Kingdom of Wonder’

CAMBODIA

The word ‘Cambodia’



Warm, energetic, living golden light
(usually from the sun)

The fourth element is variable depending on which unique aspect of Cambodia is being highlighted.

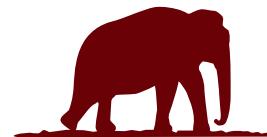
The flagship identity will be the unique and iconic Angkor Wat.
The others are to be used when promoting the following destinations and activities of interest to tourists:

**Angkor**

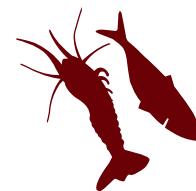
Spectacular and grand, it is the reason most tourists visit Cambodia and is at the heart of national pride. Also to be used when promoting other temple sites throughout the country.

**Culture**

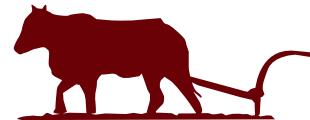
Represents traditional celebrations, festivals and other cultural activities.

**Nature and Ecotourism**

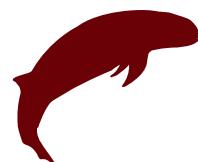
Represents nature, strength, heritage and wisdom. To be used when promoting nature-based tourism, ecotourism and northeast Cambodia.

**Cuisine**

Represents Cambodia's cuisine and vibrant markets.

**Community-Based Tourism**

Represents rural daily life and traditional ways. To be used when promoting community-based tourism and village homestays.

**The Mekong**

Unique to Cambodia, the playful Mekong River Dolphin represents fun and the Mekong. To be used when promoting activities along the Mekong River including Kratie and Stung Treng Provinces.

**Coastal Destinations**

Representing Cambodia's diverse beach destinations and mangrove forests. To be used when promoting Sihanoukville, Kep, Kampot, and Koh Kong.

Kingdom of Wonder

Kingdom refers of course to the King – it is a very respectful word. But it also paints imagery in your mind of a vast and varied country. Diverse and Grand.

Wonder refers to something new, magnificent, perhaps even surprising. It is also a subtle reference to Angkor being nominated as one of the New Seven Wonders of the World.

The phrase ‘Kingdom of Wonder’ then gives the impression of a place you can explore and discover. A sense of adventure. Perfect for tourists looking for something new – away from predictable resorts and tours.

The Cambodia typeface is classic. It looks as strong and dignified now as it did 100 years ago and will look the same in years to come.

CAMBODIA

The large A at the end gives symmetry and balance with the silhouettes, particularly when using the Angkor logo.

The tagline typeface is clearly written by hand. This gives the brand identity a human touch.
Most people who visit Cambodia are warmed by the wonderful people.

It has not been written by a young hand. It has wisdom, but plenty of energy still.

It was written with an old-style pen or even a brush.
A nice reference to Cambodia's natural arts and crafts.

Kingdom of Wonder

Orange gives warmth from the sun and represents the warmth of the people.

The colours also give a sense of gold. This works with the traditional saying, "Cambodia – the Golden Land". Golden times – showing prosperity and good fortune.



The natural strong brown represents the earth
from which everything grows.

All logos are available on the CD inside the back cover of this book.
They can also be downloaded through the Ministry of Tourism's website at:

www.mot.gov.kh

THE FLAGSHIP IDENTITY

Angkor Wat

It is recommended that this logo be used in promotions involving:

- The Angkor temple complex, a UNESCO World Heritage Site
- Preah Vihear (also a UNESCO World Heritage Site), Banteay Chhmar, Koh Ker, Sambor Prei Kuk and any other temple sites throughout the country
- Architecture tours including city tours of Phnom Penh



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THE OTHER LOGOS IN THE IDENTITY

Community-Based Tourism

It is recommended that this logo be used in promotions involving:

- Community-based, rural tourism products including visits to villages, rice paddy fields, silk weaving farms, etc. Particularly effective if tourists visit these places via oxcart.
- Village homestays

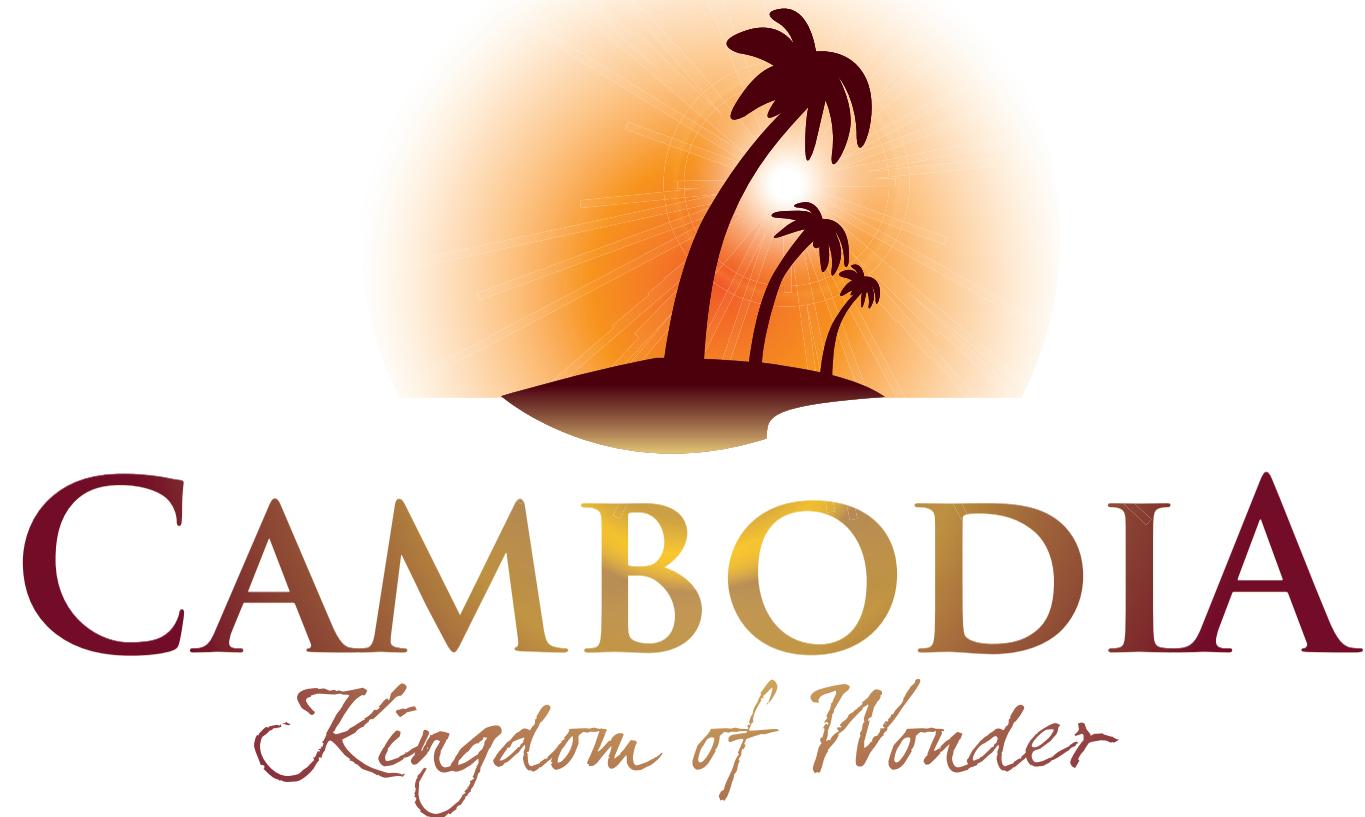


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Coastal Destinations

It is recommended that this logo be used in promotions involving:

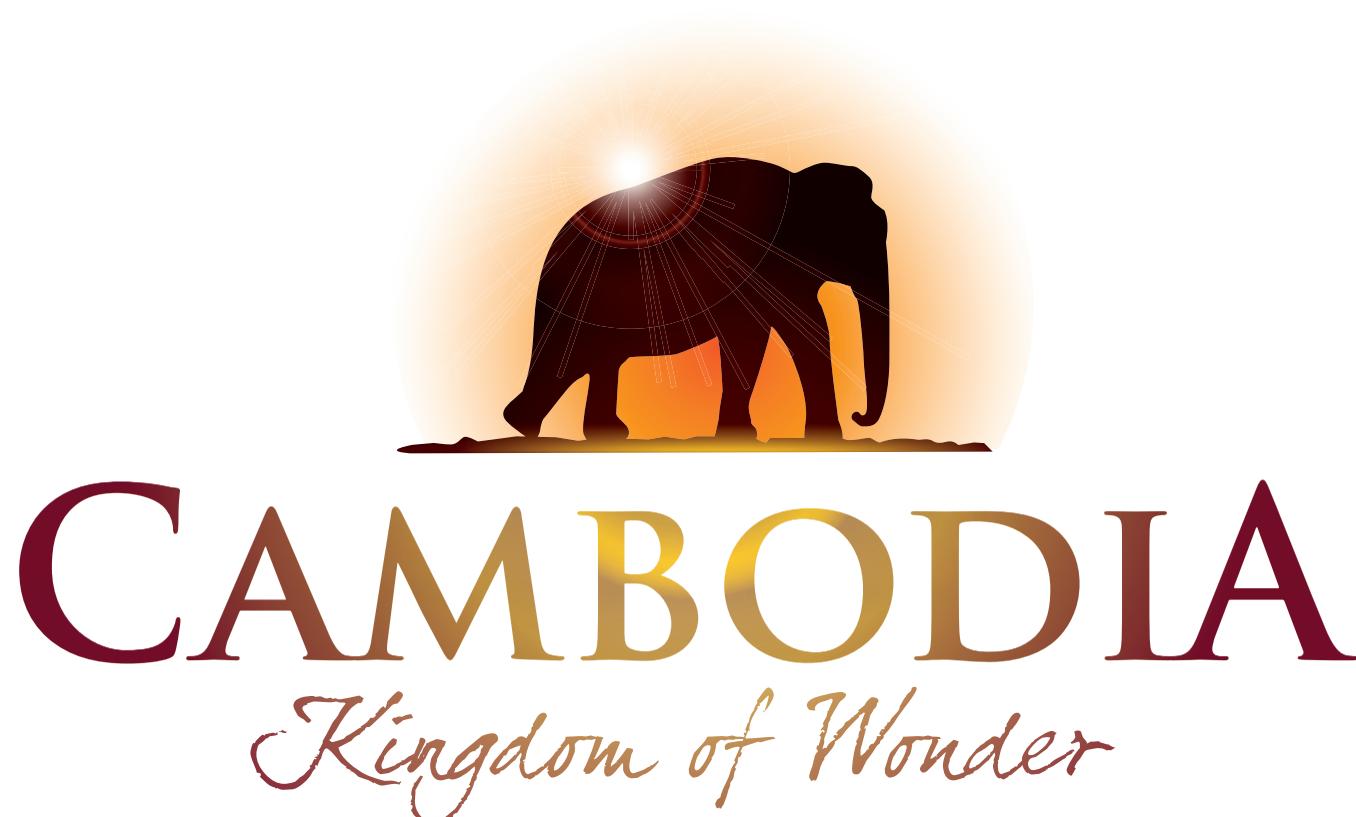
- Tourism to the southern coast's white-sand beaches and off-shore islands including Sihanoukville and surrounding areas
- The mangrove systems of Ream National Park, Kampot, Kep and Koh Kong



Nature and Ecotourism

It is recommended that this logo be used in promotions involving:

- Nature-based tourism including travel to mountains, forests, rivers, caves and waterfalls
- Any ecotourism-related activities
- Elephant trekking
- Indigenous cultures of Mondulkiri and Rattanakiri
- Areas of outstanding natural beauty and primary jungle that are home to a variety of animal species



The Mekong

It is recommended that this logo be used in promotions involving:

- The Mekong River
- The Mekong River Dolphins
- Kratie, Stung Treng and journeys up to the Lao Border

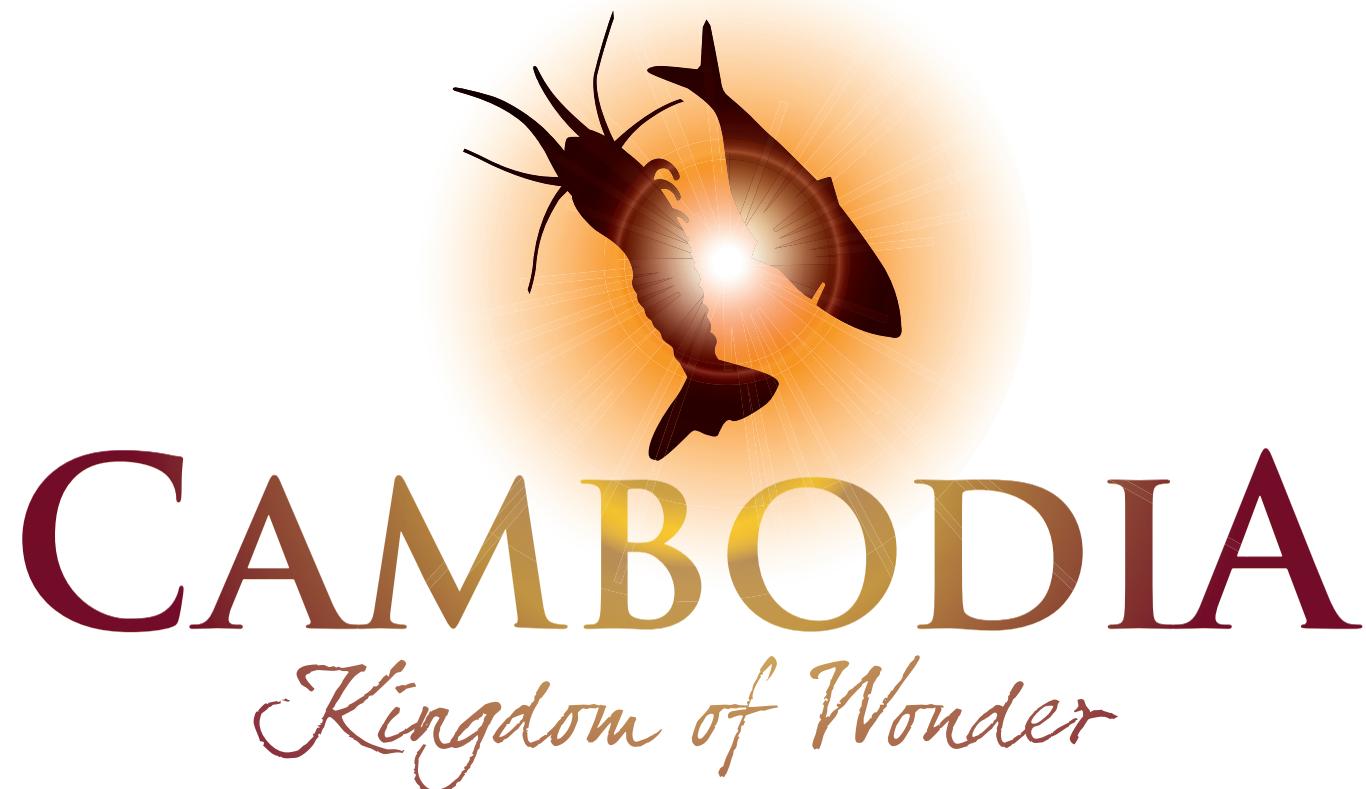


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Cuisine

It is recommended that this logo be used in promotions involving:

- Food - including cooking classes
- Restaurants offering tasty Khmer cuisine
- Vibrant markets
- Festivals



Culture

It is recommended that this logo be used in promotions involving:

- Traditional music and dance including the famous Apsara dancers
- World-renowned institutions like the Cambodian Royal Ballet
- The Royal Palace and National Museum
- Silk and other handicrafts, silk weaving, and stone and wood carvings
- Anything representing Cambodian culture and reflecting the country's warm, welcoming people and famous "Khmer smile"

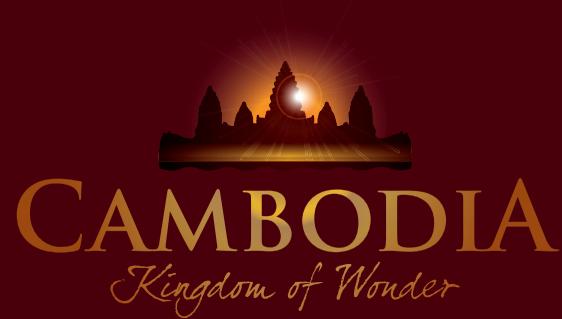


COLOUR VARIATIONS

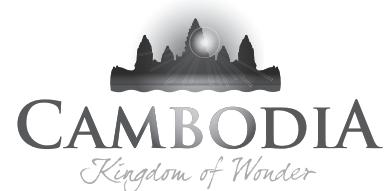
White (recommended whenever possible)



Reversed



Greyscale (newspaper)



Black and White (fax)



Monocolour (1 colour print)



BRAND CAMBODIA

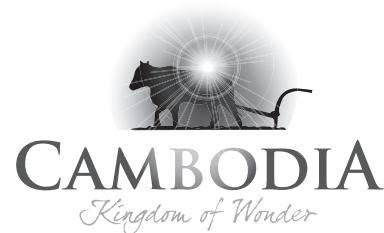
White (recommended whenever possible)



Reversed



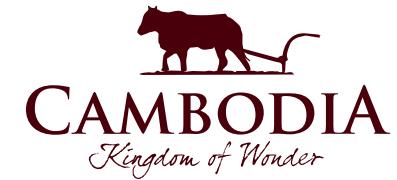
Greyscale (newspaper)



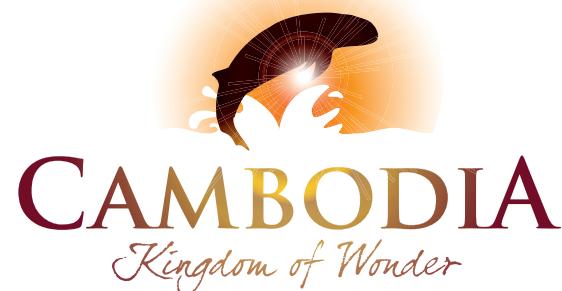
Black and White (fax)



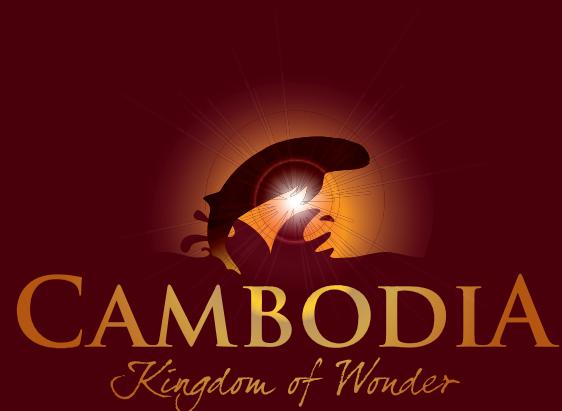
Monocolour (1 colour print)



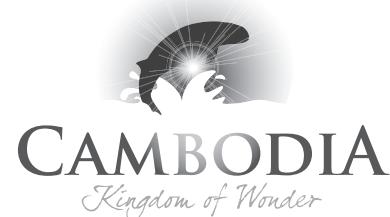
White (recommended whenever possible)



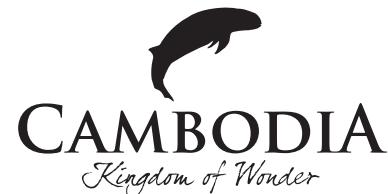
Reversed



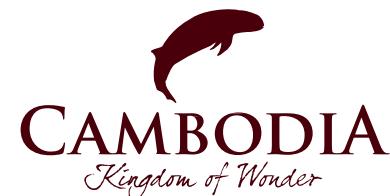
Greyscale (newspaper)



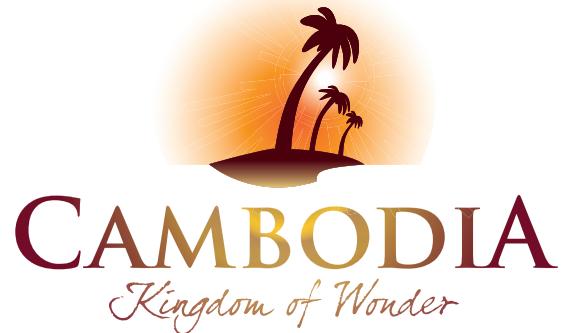
Black and White (fax)



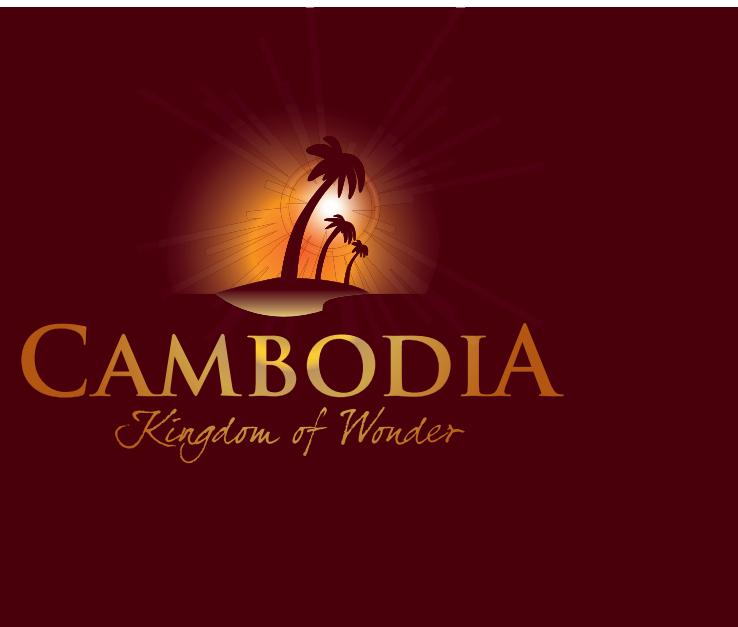
Monocolour (1 colour print)



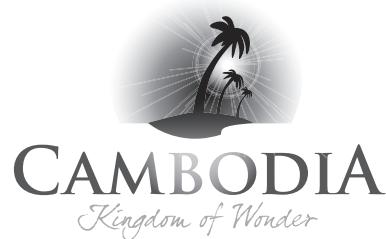
White (recommended whenever possible)



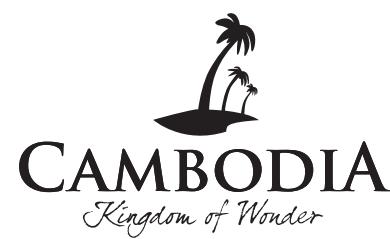
Reversed



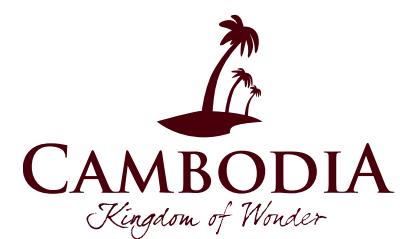
Greyscale (newspaper)



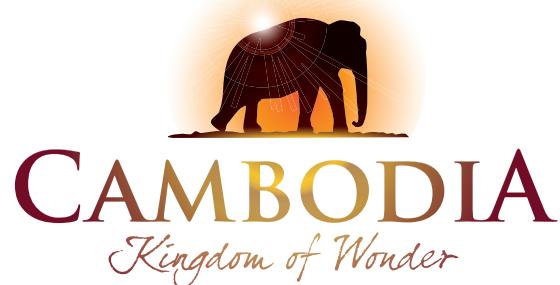
Black and White (fax)



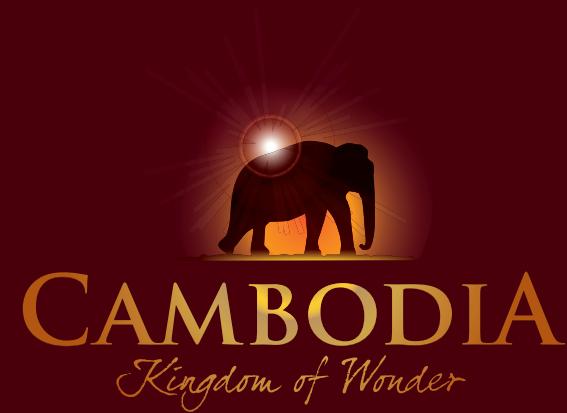
Monocolour (1 colour print)



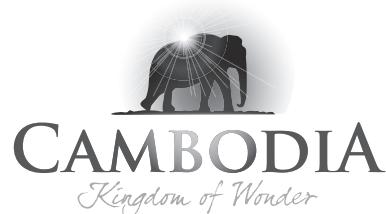
White (recommended whenever possible)



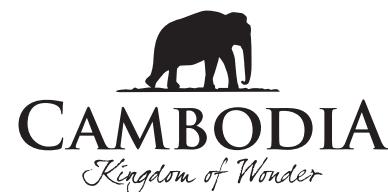
Reversed



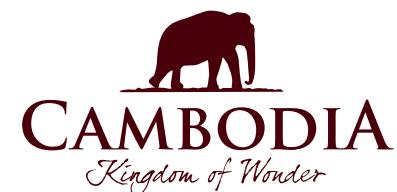
Greyscale (newspaper)



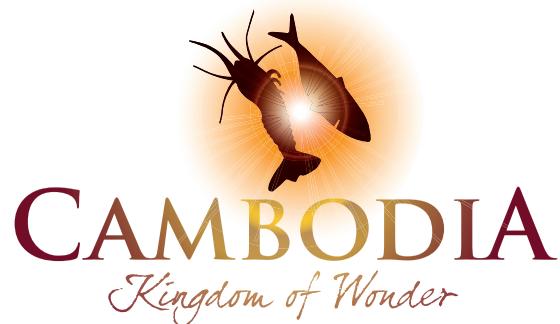
Black and White (fax)



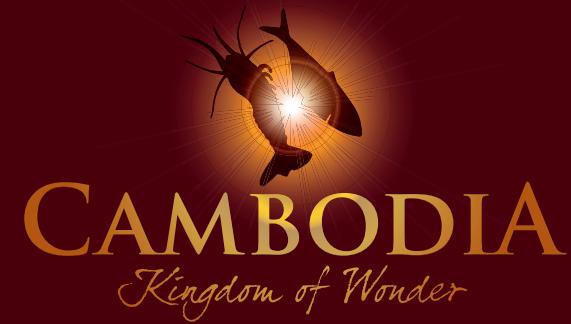
Monocolour (1 colour print)



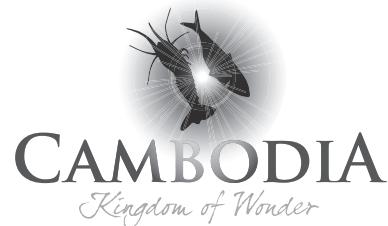
White (recommended whenever possible)



Reversed



Greyscale (newspaper)



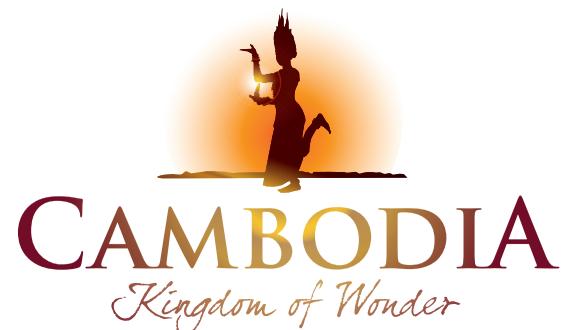
Black and White (fax)



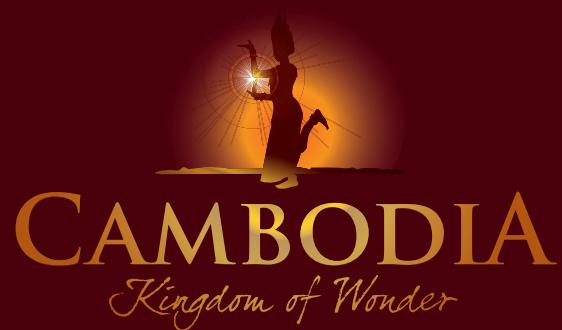
Monocolour (1 colour print)



White (recommended whenever possible)



Reversed



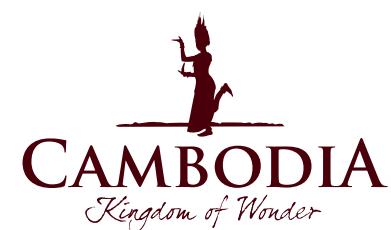
Greyscale (newspaper)



Black and White (fax)



Monocolour (1 colour print)



COLOURS AND FONTS

HEADLINES
(TRAJAN)

TRAJAN BOLD
THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG

TRAJAN REGULAR
THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG

Body Copy
(Gill Sans family)

Gill Sans Bold
The quick brown fox jumps over the lazy dog

Gill Sans Regular
The quick brown fox jumps over the lazy dog

Gill Sans Light
The quick brown fox jumps over the lazy dog

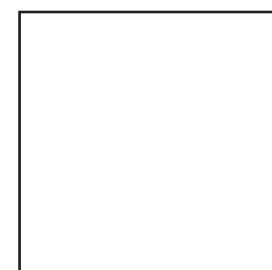
Primary



C44 M88 Y72 K67



C0 M50 Y100 K0



C0 M0 Y0 K0

Secondary



C0 M80 Y95 K0



C0 M0 Y0 K100



C5 M0 Y90 K0

Tertiary



C90 M30 Y95 K30



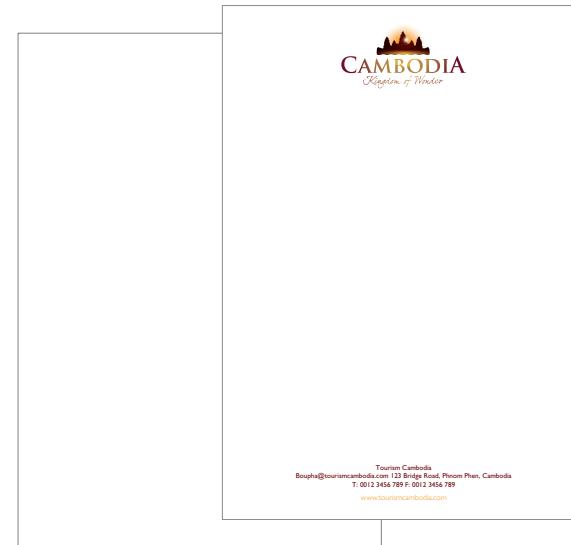
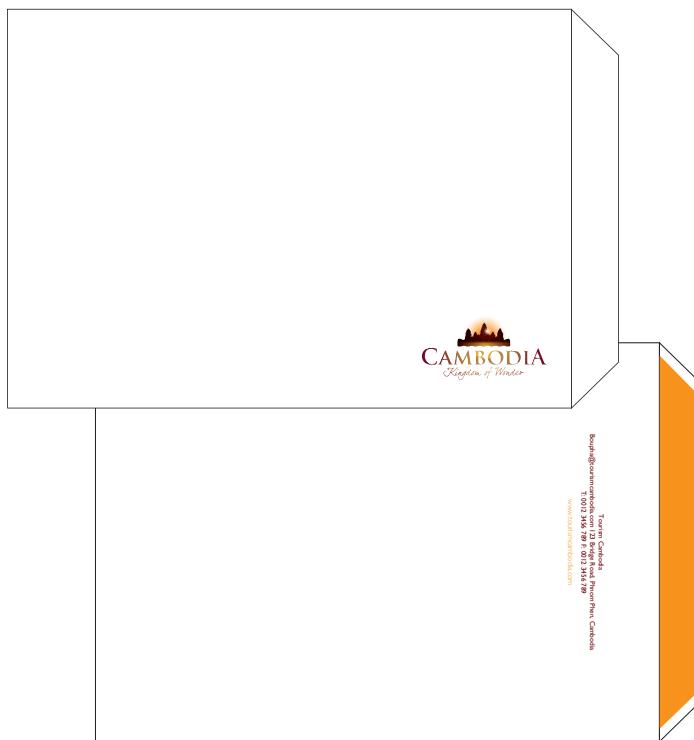
C20 M0 Y100 K0



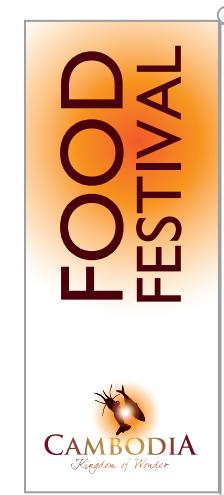
C30 M50 Y75 K10

APPLYING THE IDENTITY

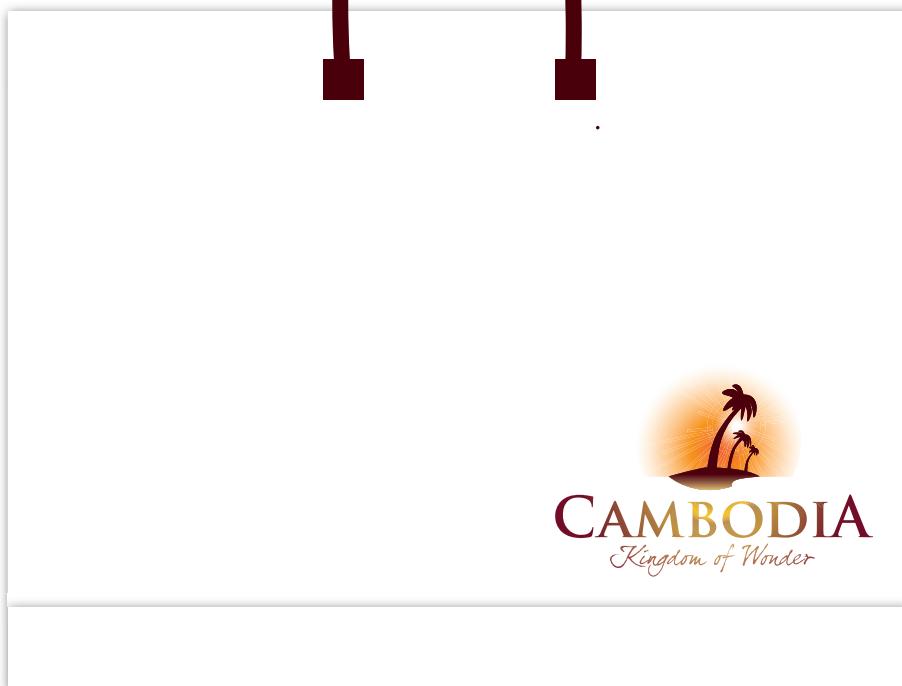
Stationery



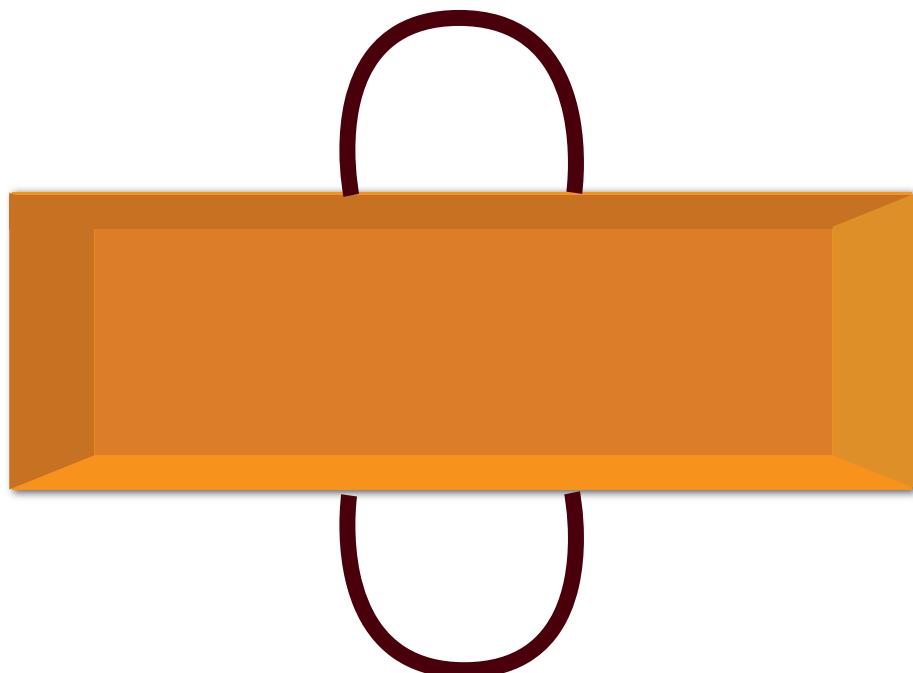
Stone Signage and Flags



Shopping Bag



Branded bag - sideview



Shopping bag - topview (print orange inside)

T-shirts

Small logo may need to be monocolour



Full colour logo (will need to be bigger)



Banners

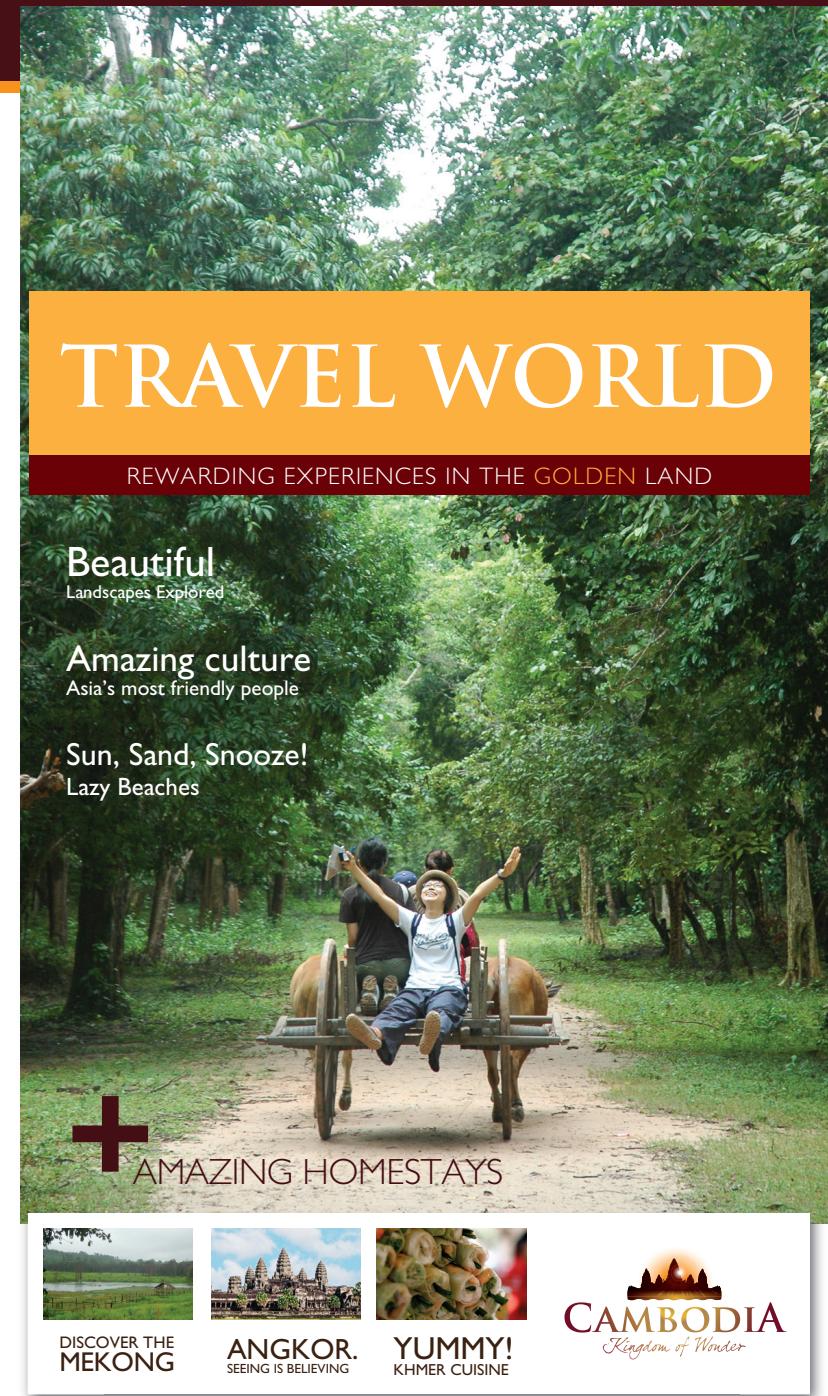
Layout: Clean and generous white space, logo centered at top, images central. Minimal use of brand colours.

Language: Should come directly from or be inspired by the brand essence grid.



Possible Brochure Cover

- Brand colours
- Short headlines (language reflects brand personality and essence)
- One large main photo reflecting lead article
- Smaller articles listed at the bottom
- Logo bottom right
- Brand fonts



Magazine spread: Option I

Magazine and brochure spreads. Large photos and white space.

Place relevant logo bottom right. Use brand fonts and colours.

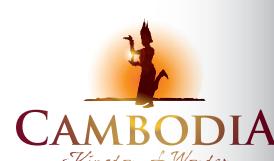
BOLD HEADLINE RUNS HERE

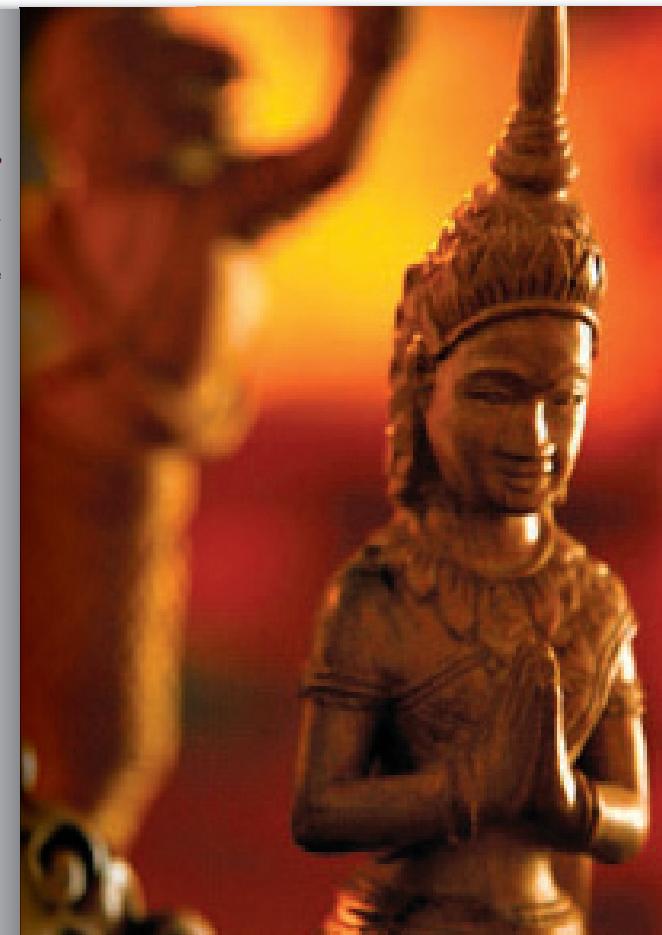
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t, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incident ut labore et dolore magnam aliquam quaerat voluptatem. Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi consequatur? Quis autem vel eum iure reprehenderit qui in ea voluptate velit esse quam nihil molestiae consequatur, vel illum qui dolorem eum fugiat quo voluptas nulla pariatur





Magazine spread: Option 2

Magazine and brochure spreads. Large photos and white space.
Place relevant logo bottom right. Use brand fonts and colours.

BOLD HEADLINE

BOLD HEADLINE

sit amet, consectetur adipisicing elit, sed do eiusmod tempor

incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum

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dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt

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Magazine spread: Option 3

Magazine and brochure spreads. Large photos and white space.

Place relevant logo bottom right. Use brand fonts and colours.

BOLD HEADLINE

sit amet, consectetur adipisicing elit, sed do eiusmod tempor

incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum

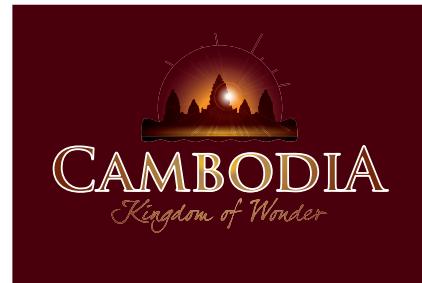
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Kingdom of Wonder

TAKING CARE OF BRAND CAMBODIA

Never change the colour



Never use outline



Never change the colour



Never use outline



Never alter the shape
of the icon or logotype



Do not re-set the type



CAMBODIA

Missing elements



Missing elements



CAMBODIA
Kingdom of Wonder

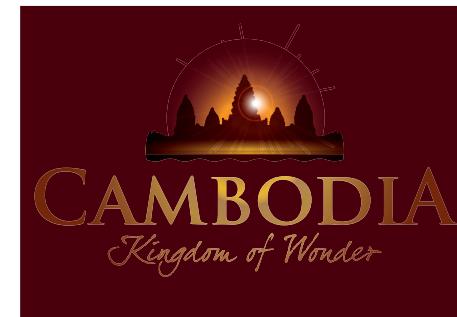
Never stretch the logo



Correct



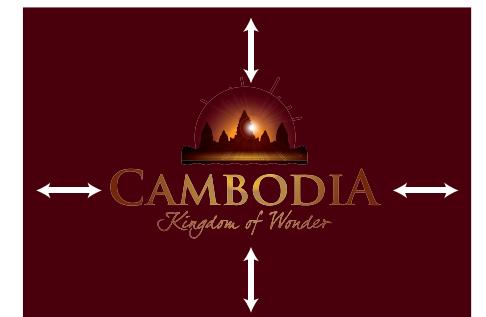
Too close to the edges



Never crop tight around the logo



Correct

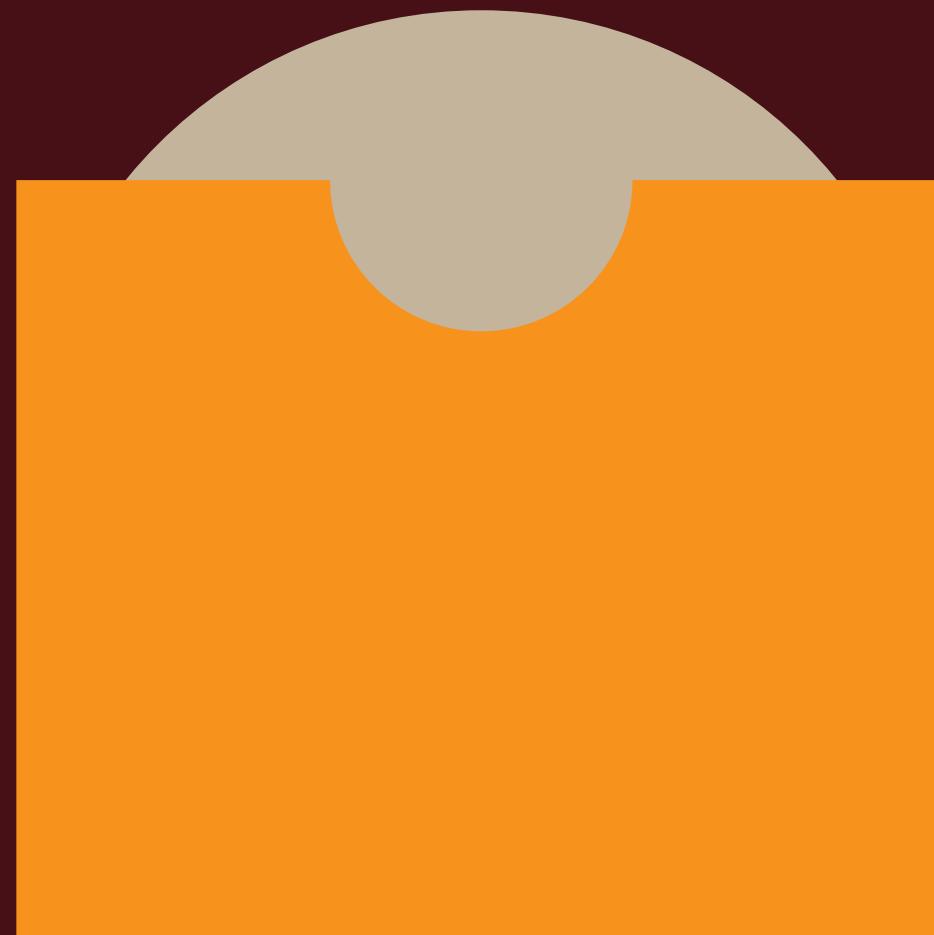


Allow 25% space around the logo

Please use the files contained in the CD below in your marketing and promotional materials.

The CD contains files of each of the seven logo designs in Adobe Illustrator and JPEG formats, as well as a soft copy of this book.

Logo designs can also be accessed by downloading them from the Ministry of Tourism's website at: www.mot.gov.kh





**International
Finance Corporation**
World Bank Group



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#3, Preah Monivong Blvd. Phnom Penh, Cambodia
tel: +855 (0)23-720-100 fax: +855 (0)23-720-101
www.mot.gov.kh



gtz