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’.
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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
### Brand Cambodia

**Personality:** the tone of all communications

<table>
<thead>
<tr>
<th>Physical Experience</th>
<th>Personality</th>
</tr>
</thead>
<tbody>
<tr>
<td>Enchanting People</td>
<td>Warm</td>
</tr>
<tr>
<td>Welcoming</td>
<td></td>
</tr>
<tr>
<td>Confident</td>
<td></td>
</tr>
<tr>
<td>Authentic</td>
<td></td>
</tr>
<tr>
<td>Respectful</td>
<td>Respectful</td>
</tr>
<tr>
<td>Strong</td>
<td></td>
</tr>
<tr>
<td>Unique Culture</td>
<td>Original</td>
</tr>
<tr>
<td>Religion</td>
<td>Inspiring</td>
</tr>
<tr>
<td>Heritage</td>
<td></td>
</tr>
<tr>
<td>Traditional Lifestyles</td>
<td>Natural</td>
</tr>
<tr>
<td>Energy and Art</td>
<td></td>
</tr>
<tr>
<td>Beautiful Places</td>
<td></td>
</tr>
<tr>
<td>Forest</td>
<td></td>
</tr>
<tr>
<td>Wildlife</td>
<td></td>
</tr>
<tr>
<td>Beaches</td>
<td></td>
</tr>
<tr>
<td>Mountains</td>
<td></td>
</tr>
</tbody>
</table>

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**Brand Personality**

6
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”.
<table>
<thead>
<tr>
<th>Physical Experience</th>
<th>Personality</th>
<th>Visitor Leaves</th>
<th>In Essence</th>
<th>Benefits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Enchanting People</td>
<td>Warm</td>
<td>Charmed and Welcome by the people</td>
<td></td>
<td>Feel safe</td>
</tr>
<tr>
<td>Welcoming</td>
<td>Respectful</td>
<td></td>
<td></td>
<td>Looked after</td>
</tr>
<tr>
<td>Confident</td>
<td>Original</td>
<td>With knowledge and an open mind</td>
<td></td>
<td>Relaxed</td>
</tr>
<tr>
<td>Authentic</td>
<td>Inspiring</td>
<td></td>
<td></td>
<td>Learned about history</td>
</tr>
<tr>
<td>Respectful</td>
<td>Natural</td>
<td>Wowed by Cambodia’s places</td>
<td></td>
<td>Observed different cultures</td>
</tr>
<tr>
<td>Strong</td>
<td></td>
<td></td>
<td></td>
<td>More open-minded</td>
</tr>
<tr>
<td>Unique Culture</td>
<td></td>
<td></td>
<td></td>
<td>Stories to tell</td>
</tr>
<tr>
<td>Religion</td>
<td></td>
<td></td>
<td></td>
<td>Sense of freedom and adventure</td>
</tr>
<tr>
<td>Heritage</td>
<td></td>
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</tr>
<tr>
<td>Traditional Lifestyles</td>
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<tr>
<td>Mountains</td>
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<td></td>
</tr>
</tbody>
</table>

**In Essence**

A rewarding experience

**Benefits**

Feel safe
Looked after
Relaxed
Learned about history
Observed different cultures
More open-minded
Stories to tell
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:

- The tagline ‘Kingdom of Wonder’
- 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 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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**CAMBODIA**

*Kingdom of Wonder*
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
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
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"
The Other Logos in the Identity

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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

The Mekong

COLOUR VARIATIONS
White (recommended whenever possible)

Reversed

Greyscale (newspaper)

Black and White (fax)

Monocolour (1 colour print)

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
White (recommended whenever possible)

Greyscale (newspaper)  Black and White (fax)  Monocolour (1 colour print)

The Other Logos in the Identity

30 Colour Variations
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.
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)

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
- Angkor Wat
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)

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

Applying the Identity
Brand Cambodia

Stationery

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.

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

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- **Cuisine**
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- **Culture**
  - Represents traditional celebrations, festivals and other cultural activities.

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

- **Coastal Destinations**
  - Representing Cambodia's diverse beach destinations and mangrove forests. To be used when promoting Sihanoukville, Kep, Kampot, and Koh Kong.
Stone Signage and Flags
The identity for Brand Cambodia is made up of 3 Fixed Elements:

- Warm, energetic, living golden light (usually from the sun)
- The word ‘Cambodia’
- The tagline ‘Kingdom of Wonder’

Branding the Identity

Applying the Identity

Branded bag - sideview

Shopping bag - topview (print orange inside)
As Cambodia is unique, rich and varied, the following identity of its diverse features 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.

**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.
Physical Experience

Enchanting People

Welcoming

Confident

Authentic

Respectful

Strong

Unique Culture

Religion

Heritage

Traditional Lifestyles

Energy and Art

Beautiful Places

Forest

Wildlife

Beaches

Mountains

Personalit

Warm

Respectful

Original

Natural

Inspirin

Visitor Leaves

Charmed and Welcomed by the people

Feel safe

Looked after

Relaxed

Learned about history

Observed different cultures

More open-minded

Stories to tell

Sense of freedom and adventure

With knowledge

And an open mind

Wowed by Cambodia's places

Benefits

A rewarding experience

In Essence

Brand Essence

Applying the Identity

45
Magazine spread: Option 1
Magazine and brochure spreads. Large photos and white space.
Place relevant logo bottom right. Use brand fonts and colours.
Magazine spread: Option 2
Magazine and brochure spreads. Large photos and white space.
Place relevant logo bottom right. Use brand fonts and colours.
Magazine spread: Option 3
Magazine and brochure spreads. Large photos and white space. Place relevant logo bottom right. Use brand fonts and colours.
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.

**Taking Care of Brand Cambodia**
Never change the colour

Never use outline
Never alter the shape of the icon or logotype

Do not re-set the type

Missing elements

Missing elements
Never stretch the logo

Correct

Too close to the edges

Correct

Never crop tight around the logo

Allow 25% space around the logo
Please use the files contained in the CD below in your marketing and promotional materials.

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