

ປີທ່ອງທ່ຽວ
ລາວ 2024
Visit Laos Year 2024



VISUAL IDENTITY



LOGO

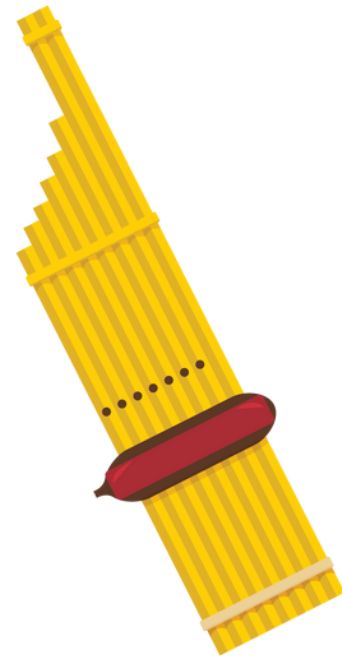
At the forefront of the logo is a joyous gray elephant, an emblem of Laos' cultural and natural heritage, portrayed in mid-celebration. This elephant, with its trunk artfully holding the Khaen, a traditional Lao instrument, invites a sense of music and festivity, embodying the country's rich traditions and the festive spirit that awaits our visitors.

The text component, elegantly rendered in both Lao script and English, proclaims "*Visit Laos Year 2024*", symbolizing an open invitation to the world. This bilingual presentation not only highlights the national pride in Lao language and script but also ensures the message of welcome is understood far and wide.

The logo is a beacon for tourism, beckoning travelers to discover the enchanting blend of tranquility and celebration that defines Laos.

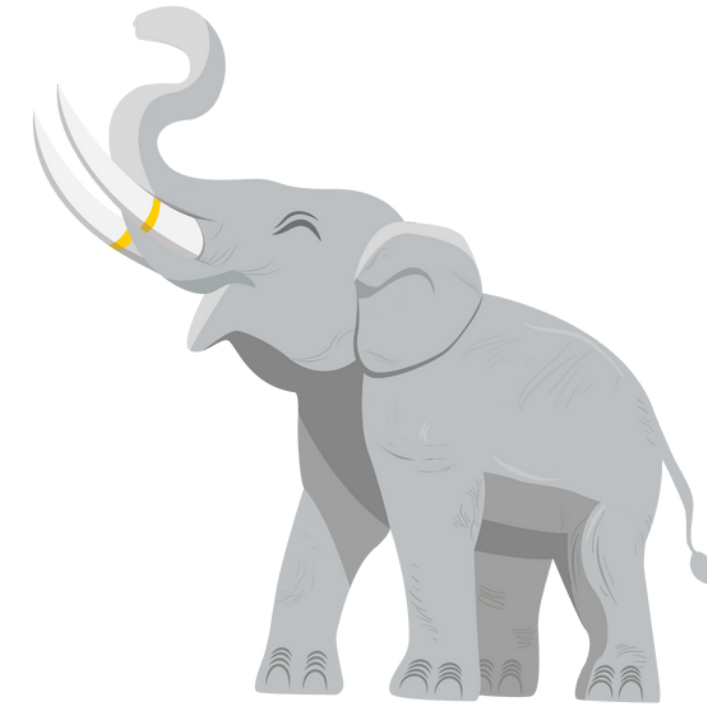


SYMBOLISM



KHAEN

The Khaen, central to the "Visit Laos Year 2024" logo, is more than an instrument; it's a Lao cultural emblem. Recognized by UNESCO, the Khaen is integral to Lao heritage, symbolizing the nation's musical essence and communal celebration. It is played at cultural events, embodying Laos's celebratory spirit and musical tradition. Within the logo, the Khaen invites visitors to discover the rich, cultural sounds of Laos and its harmonious lifestyle.



ELEPHANT

The elephant depicted in the logo is a significant figure in Laos's cultural tapestry, symbolizing strength and regal history. Highly revered in Lao tradition, its portrayal with the Khaen reflects Laos' rich heritage and its people's inviting nature. As a cultural guardian and a natural wonder, the elephant in the logo promises a majestic and authentic experience to visitors.

TYPOGRAPHY

The typeface selected for the English language in our visual identity is **Asiyah Script**, which radiates elegance and flexibility. It imparts a stylish, legible quality to the content, providing a unique charm that elevates the overall design.

For the Lao language, **PB Warnjai Bold** has been chosen for its clarity and directness. Its simplicity complements the Asiyah Script, ensuring a cohesive and harmonious pairing between the two typefaces.

Lao Font

PB Warnjai Bold

ກ, ຂ, ຄ, ງ, ຈ,
ສ, ຍ, ຕ, ນ, ບ,
ຝ, ພ, ຜ, ພຸ, ວ,
ຫ, ອ, ສ

English Font

Asiyah Script

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

COLOR PALETTE & SCHEME

The color scheme for the campaign strategically incorporates serene blues evoking Laos' tranquility and stability, while the grey tones portray modernity and inclusivity.

Complemented by vibrant accents of gold, earthy tones, and deep reds, symbolizing cultural richness, heritage, and warmth, encouraging a captivating and diverse tourist experience.



#233f83

C: 100, M: 88,
Y: 18, K: 4



#858584

C: 50, M: 42,
Y: 42, K: 6



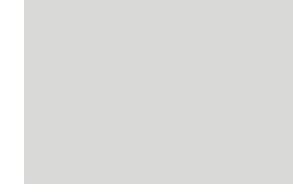
#a09f9f

C: 40, M: 32,
Y: 33, K: 0



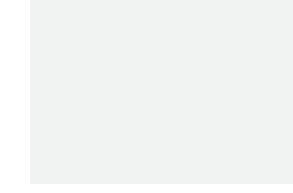
#bcc0c2

C: 27, M: 18,
Y: 19, K: 0



#d9d9d8

C: 14, M: 11,
Y: 11, K: 0



#f1f2f2

C: 0, M: 0,
Y: 0, K: 5



#e1b224

C: 13, M: 29,
Y: 100, K: 0



#ffce03

C: 0, M: 18,
Y: 100, K: 0



#5c3826

C: 43, M: 70,
Y: 80, K: 50



#aa2c35

C: 23, M: 95,
Y: 82, K: 15



#CB333B

C: 14, M: 94,
Y: 81, K: 4

LOGO

VARIATIONS

Our adaptable logo variants offer versatile designs, ensuring maximum visual impact across diverse content, maintaining consistency and brand recognition effortlessly.



Logo on lighter toned backgrounds



EXAMPLE



Logo on darker toned backgrounds



EXAMPLE

INCORRECT USE OF LOGO



Changes of font/image colors



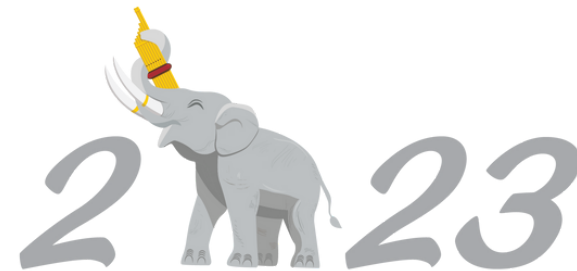
Font changes



Stretching/vertical/horizontal compressing of logo



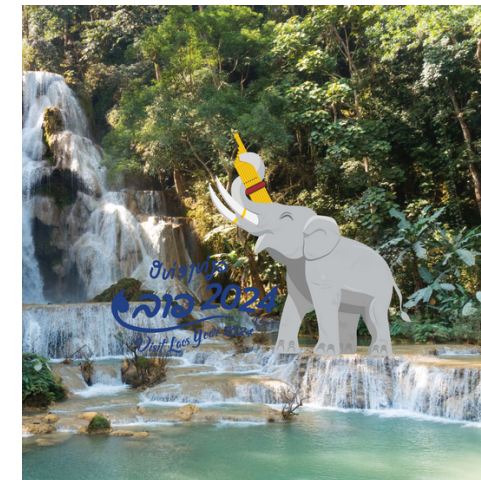
Adjusting text logo and image logo sizes that is not scaled evenly



Separation of text and image logo for individual use



Gradient added



With backgrounds where the logo is not clearly visible



With solid color backgrounds on top of background image