

# KANCHENJUNGA

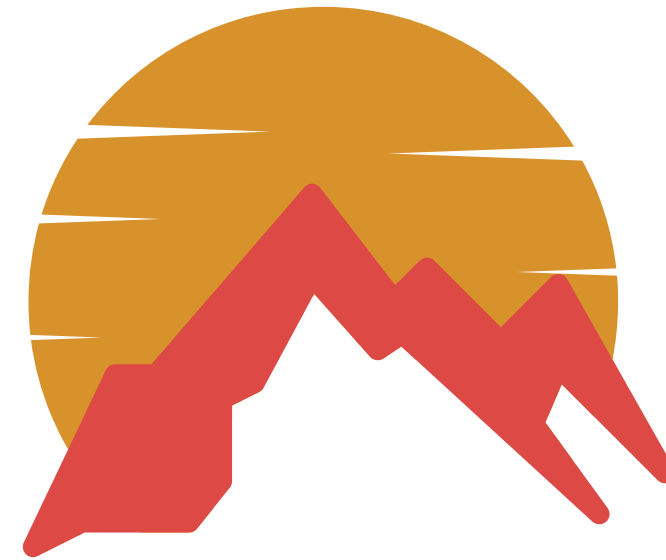
**TOURISM FESTIVAL 2024**

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Culture connects people



presents



# KANCHENJUNGA

**TOURISM FESTIVAL 2024**

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Culture connects people

Option 1



Option 2



This logo is mainly used for use in joint ventures with partner brands. It maintains the festival's core visual identity while incorporating elements that align with the branding of the collaborating entities.

# The primary logo comprises wordmark, symbol & tagline.

As a part of our primary logo it features a mountain symbol and a sun, representing the rugged terrain of the Kanchenjunga range and the festival's vibrant cultural heritage.

The wordmark "Kanchenjunga" uses an irregular font to mirror the uneven contours of North Bengal's hills, reflecting the festival's local character and authenticity.

Our tagline, "Culture Connects People," embodies the essence of the festival, highlighting how the event brings people together through shared cultural experiences and diverse activities.

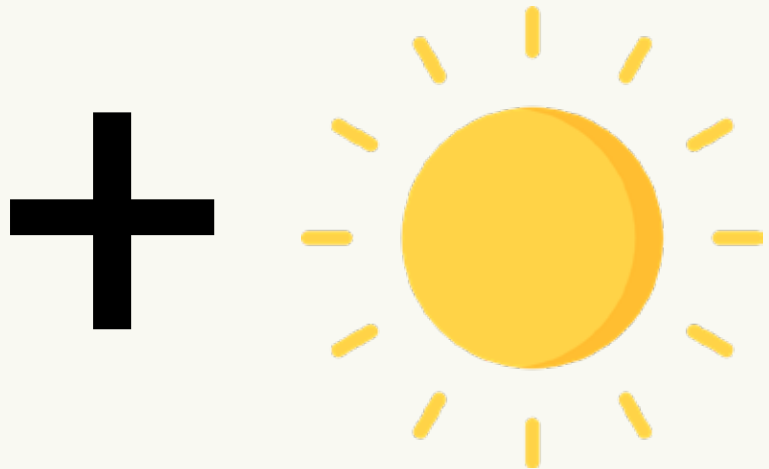
Together, they create a visual identity that honors the region's natural beauty and cultural richness.



## Inspiration



Kanchenjunga Mountain



Sun

# BRAND PALETTE



For the 22nd Kanchenjunga Tourism Festival, our color palette is crafted to reflect the themes of peace, natural beauty, and cultural richness.

- Blue evokes tranquility and represents the peaceful atmosphere of the festival.
- Green symbolizes North Bengal’s lush landscapes and commitment to sustainable tourism.
- Orange adds energy and warmth, highlighting the festival’s vibrant cultural exchanges.
- Violet pays homage to the festival’s history and traditional roots.
- Red signifies celebration and success, marking 22 years of tourism advocacy.

# FONTS

## BANTAYOG

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

SEMI LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

## tapioca

regular

abcdefghijklmnopqrstuvwxyz  
1234567890

shadow

abcdefghijklmnopqrstuvwxyz  
1234567890

The font selected for the Kanchenjunga Tourism Festival 2024 is designed to be versatile and resonate with the festival's vibrant spirit. It is crafted to be used across all communication platforms, ensuring consistency and cohesion in both digital and print media.

# PERSONA



**Cultural  
Enthusiast**

**Eco-Conscious  
Traveler**

**Local Business  
Advocate**

**Family  
Visitor**

**Tourism  
Professional**

**THANK YOU**