

RULES AND REGULATIONS
for the Collective Mark
MADE IN BHUTAN



Department of Trade
Ministry of Economic Affairs
Royal Government of Bhutan
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1 Introduction

In the vogue of contribution towards Bhutan's economy in promoting exports based on the value systems existent in Bhutan, the BRAND BHUTAN initiative was launched by the Prime Minister's Office in February 2016 to develop an overall umbrella brand along with sectoral brand to position the country in the international arena. Highest level government support has been provided in form of policy documents (Economic Development Policy 2016 and inclusion the 12th Five Year Plan).

The purpose of the brand is to position Bhutan in the context of different sectors and to propel exports with Bhutan's own overarching umbrella brand. In this context, BRAND BHUTAN shall particularly stimulate and diversify the export of high quality products, whose production is in line with Bhutan's priority on environment conservation, preservation of culture and tradition, equitable socio-economic development, and good governance, identified as the four pillars of Gross National Happiness (GNH).

Under the overall umbrella of BRAND BHUTAN, the brand architecture suggested the registration of three sectoral brands, namely:

- MADE IN BHUTAN
- GROWN IN BHUTAN
- BHUTAN – HAPPINESS IS A PLACE.

The brand architecture was endorsed in a long consultation process with the different stakeholders in 2015/2016 who nominated the Department of Trade (DoT) of the Ministry of Economic Affairs (MoEA) of the Royal Government of Bhutan to be the brand owner. The national stakeholders recommended that BRAND BHUTAN should be embedded in the Department of Trade with a BRAND BHUTAN secretariat as the DoT shares common goals, objectives and responsibilities.

A unique visual identity system, brand values and brand personality was created for the three sectoral brands in 2015/2016, which form the basis of the rules and regulations of MADE IN BHUTAN. MADE IN BHUTAN shall allow buyers to identify premium products truly originating from Bhutan.

2 BRAND BHUTAN framework

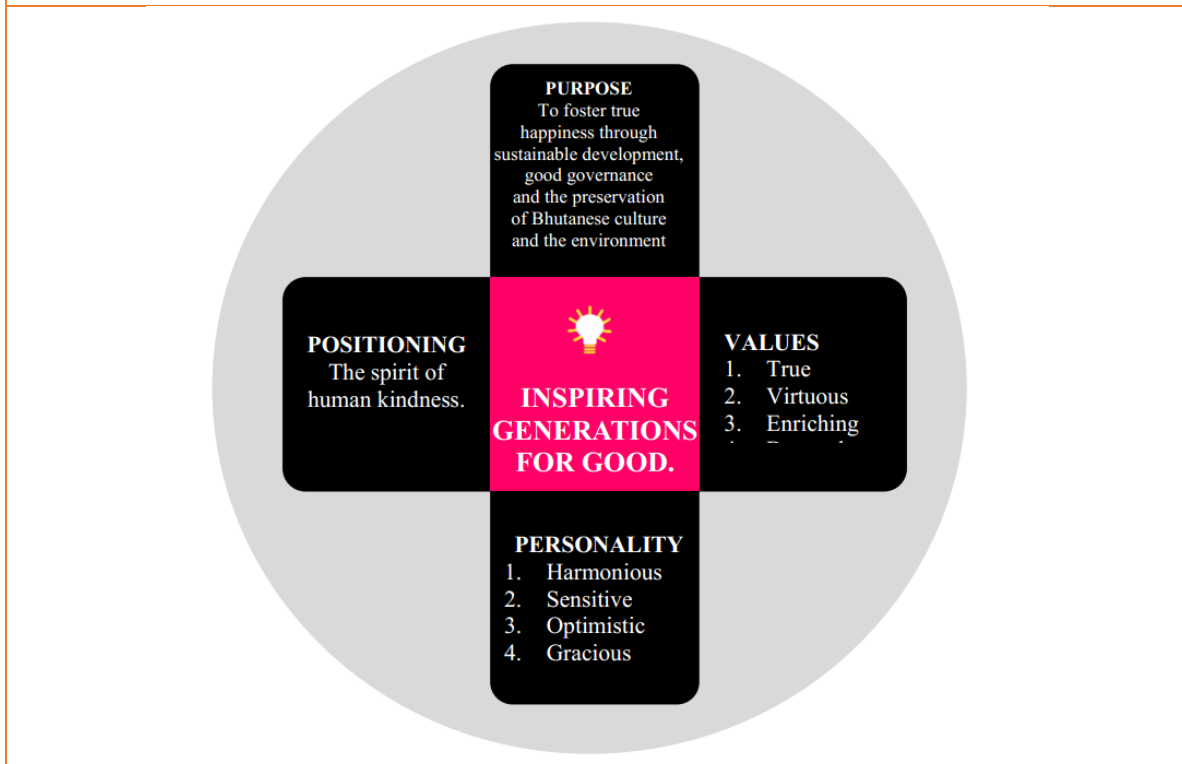
BRAND BHUTAN shall provide an enabling and conducive environment for trade, tourism, and investment in Bhutan and shall add premium to the existing goods and services, thereby driving preferences and choices of the consumers within and outside the country through the unique selling proposition of Bhutan.

BRAND BHUTAN'S purpose is to foster true happiness through sustainable development, good governance and the preservation of Bhutanese culture and the environment. This unique

proposition is to basically compete in the virtual market with other countries and markets.¹

All products to be marked MADE IN BHUTAN under the BRAND BHUTAN umbrella have to be in line with BRAND BHUTAN's value and personality.

Picture 1: BRAND BHUTAN values



Brand Bhutan values are:²

- **TRUE:** Bhutan originates from the pure, pristine and natural mountains of the Himalayas, which has influenced the traditions, and continues to resonate down through to everything said and done today.
- **VIRTUOUS:** Cultivating truly meaningful and personal experiences, by genuinely connecting with the people at every opportunity.
- **ENRICHING:** Changing lives for better, by inspiring a sense of belonging and well-being, and making a positive impression that lasts a lifetime.
- **BENEVOLENT:** Borne from the innate concern for others; warm –hearted kindness, friendliness and compassion are synonymous with the culture and way of life.

The destination's brand personality has been established through identifying what is truly unique about BHUTAN. This represents a succinct summation of the BHUTAN's simple developing principal GNH, defining characteristics and reflects how "BHUTAN" would like to be seen by its key audience. Therefore, the brand personality is the summation of the BHUTAN's character, which describes the way "Bhutan" is perceived and reflects the people's

¹ FutureBrand, Brand Bhutan Guidelines 2015

² FutureBrand, Brand Bhutan Guidelines 2015

attitudes towards it.

Brand Bhutan's personality should reflect:

- **HARMONIOUS:** By being balanced and totally in tune with the rhythms of nature-aware of how the elements work together to create peace and accord.
- **SENSITIVE:** By being perceptive and attuned to what is going on around and responding to the need and feelings of others.
- **OPTIMISTIC:** By being positive in our outlook and sharing this perspective with the world around us.
- **GRACIOUS:** By being kind, generous and considerate to the people regardless of who they are and where they come from.

3 Registration of the brand MADE IN BHUTAN

The registration of the brand MADE IN BUTAN is important not only from the legal prospective but also for the implementation and monitoring purpose. During consultation with the IPD Officials, the MADE IN BHUTAN logo shall constitute as a Collective Mark to be registered as per the Industrial Property Right Act 2008 and its Rules and Regulation. As per Part IV, Section 24 (ii) defines *“Collective mark “as any visible sign designated as such in the application for registration and capable of distinguishing the origin or any other common characteristic, including the quality, of goods or services of different enterprises, which use the sign under the control of the registered owner of the collective mark”*.

4 Visual identity system

The diamond shape that can be found in the art, architecture and handicrafts in Bhutan inspired the MADE IN BHUTAN logo. It represents Bhutan's culture and heritage. The “endless knot” is a Bhutanese cultural symbol of the unity of wisdom, great compassion and the illusory character of time. It also represents harmony and the insight and knowledge.

The following specifications have to be respected when using the logo. It is vital that all mark users consistently apply the visual identity system set out in the Brand Bhutan Guidelines in order to build strong visual recognition.³

³ FutureBrand, Brand Bhutan Guidelines 2015

Picture 2: MADE IN BHUTAN logo

Clear Space

Clear space refers to the area around the logo. It should remain clear of visual clutter. It must never be decreased and no other elements should be positioned within this space.



1/2 B

B



Minimum Size

A minimum size has been set for the logo. This is to ensure visibility of the logo.

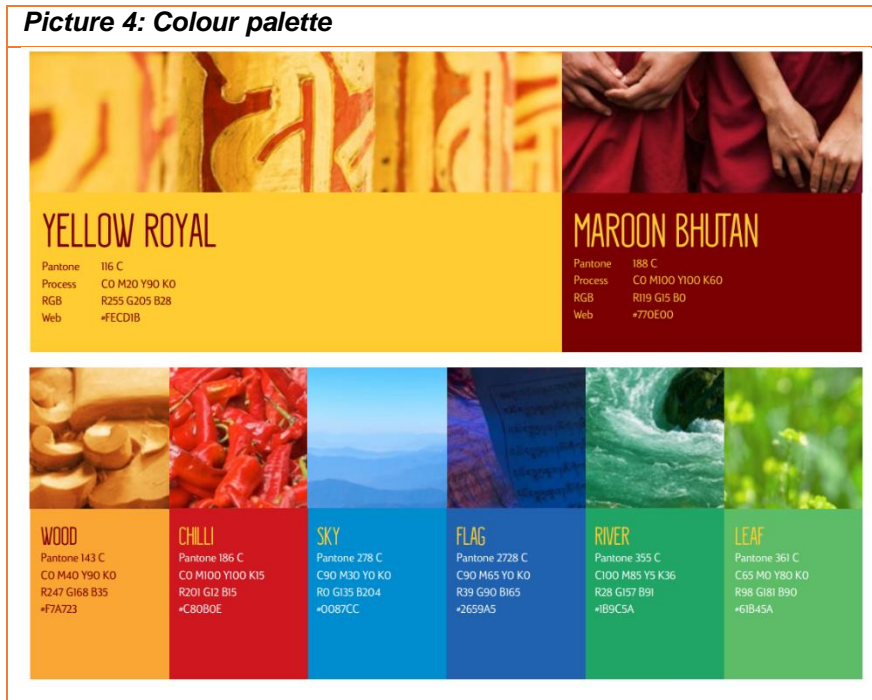


Different colour versions of the MADE IN BHUTAN logo have been created to ensure contrast and legibility when using both colours and solid images as backgrounds. Logo users are only allowed to use the colours from the primary colour palette when choosing colours as a background to the logo.

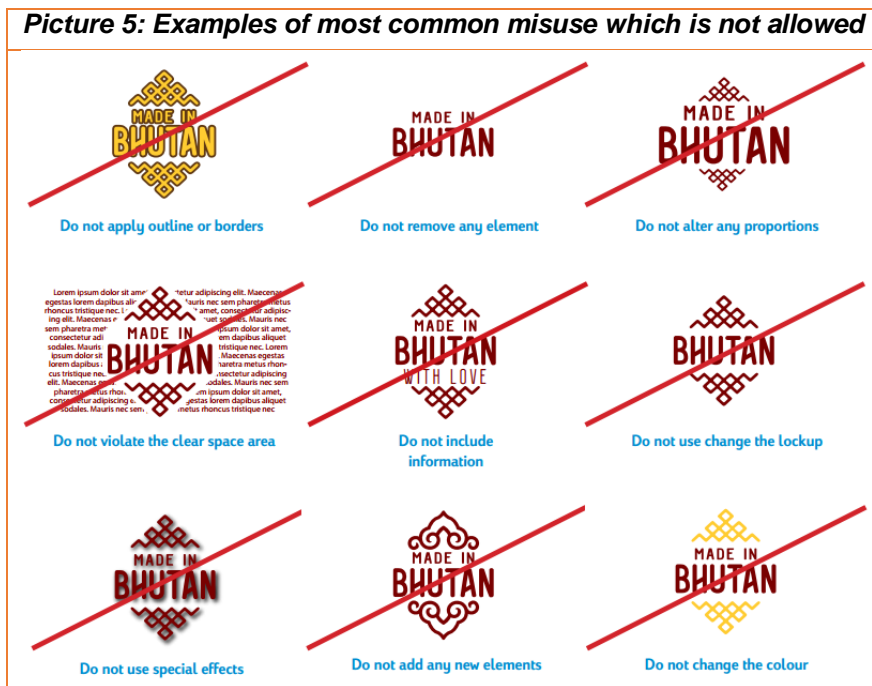
Picture 3: Different color versions of the MADE IN BHUTAN logo



The use of the logo is strictly limited to the colour palette allowed by BRAND BHUTAN as indicated below.



The examples shown below in picture 5 demonstrate the most common misuse of the MADE IN BHUTAN logo elements and are not allowed as such use would weaken or damage the authenticity, integrity and consistency of the brand Bhutan identity system overall.



5 Application procedure

All individuals, companies and organisations having a license or registration in Bhutan to produce or trade one of the product groups approved for MADE IN BHUTAN can apply for using the brand. The brand is open to individual producers, community groups, cooperatives, private businesses and agencies. Individuals, companies and organisations who want to use the mark have to complete a product group specific mark application form.

The application questionnaire has to be completed for one specific product only. If an applicant wants to apply for different products, a separate questionnaire has to be filled in for each product.

Applicants are requested to provide information according to their best knowledge and information. The provision of misleading or wrong information will lead to losing the right of applying for the mark for five years.

The mark application form has to be submitted to the BRAND BHUTAN Secretariat managed by the Department of Trade. The mark application form has to be accompanied by a product sample. A documentation of the product sample is kept for reference.

The Brand Bhutan Committee consisting of members from the Department of Trade and relevant agencies will assess the completed questionnaires and product samples.

In case of incomplete, unclear or missing information, the Brand Bhutan Secretariat may ask the applicant to provide further details and may inspect the business premises where goods are produced or packaged by providing prior notice to the applicant.

The Brand Bhutan Committee will notify the applicant about the outcome of the application. The decision can be as follows:

- **Non-approval:** The applicant does not fulfill with the criteria of MADE IN BHUTAN.
- **Approval with condition:** The goods or services are approved but with certain conditions with period to rectify them, after which products or services are accredited.
- **Approval without condition:** The products or services are granted an accreditation without any condition provided that an undertaking of compliance is signed. The certificate of accreditation will bear the sign of Brand Approval Committee chair.

The right to use the mark will be granted for three years, as long as the rules and regulations of using the mark are respected. After three years, new applications have to be submitted, if the business intends to continue using the mark.

Applicants who are granted the right to use the mark have to sign and submit a declaration of Undertaking of Compliance.

The Brand Bhutan Committee may be monitoring the product for which accreditation is granted and may withdraw the accreditation in case of non-continued compliance with the rules and regulations.

Applicants have the right to appeal against decisions of the Brand Bhutan Committee. The appeal must be in writing and shall be filed at the Department of Trade within 10 days from the date of issue of notice. The appeal shall specifically disclose the reason of the appeal. The appeal shall be placed before the Brand Bhutan Committee who shall fix a date for hearing the appeal.

6 Product evaluation and criteria

A positive country image is regarded crucial for the success of the country worldwide, given the intense competition, most of all for the availability of the product and services. Producing a positive influence on the value of products and on consumer decision to buy them is the main objective. Since Bhutan has embarked on the implementation of BRAND BHUTAN, it is important to have holistic and dynamic evaluation criteria for the eligibility and application of BRAND BHUTAN and its sector brands.

The brand should not only be confined to the quality and origin of the product and services but also reflect the values of the Bhutanese society, history, GNH philosophy, etc. The brand will communicate the unique values of Bhutan and how the development philosophy of GNH affects the way these products are produced and delivered, thus promoting and preserving the historical, cultural property and the Bhutanese identity.

The products shall adhere to high quality standards and shall have functional value for buyers. As such, the criteria to evaluate, which products and services can use the brand, should be multidimensional, encompassing all the important elements of goods and services, and the country, people and the society. Thus, it is critically to have criteria to maintain quality and standard of products that would be exported under the MADE IN BHUTAN logo creating reputation and image of the country.

The lead criterion applied for products MADE IN BHUTAN is: **“Premium goods, happily and sustainably made in Bhutan with uncompromised quality by reliable business partners”**.

The lead criterion is a combination of the assessment of the origin of the product combined with further criteria reflecting the specific values and spirit of Bhutan. The lead criterion builds on five different elements:

- Premium quality
- Happily made
- Sustainably made
- Made in Bhutan
- Made by reliable business partners.

These five different elements of the lead criterion are broken down to product group specific detailed criteria, which shall be met by the applicant.

As an example, the five different elements of the lead criterion are further specified for handicraft products by 10 individual criteria as follows. For other product groups, similar breakdowns of criteria will be applied.

Table 1: Criteria specified for handicrafts

Lead criterion: “Premium goods, happily and sustainably made in Bhutan with uncompromised quality by reliable business partners”		
Made in Bhutan	1. The final product underwent its last substantial, economically justified production or processing in a production facility in Bhutan.	
	2. At least 50% of the value addition can be attributed to production or processing in Bhutan.	
Premium quality	3. The final product is handmade by artisans using authentic cultural heritage techniques and patterns or is an innovative product inspired by cultural heritage.	
	4. The design, artisanship, materials used and finishing are of superior quality as deemed by the committee or relevant authority.	
Happily made	5. Fair payment of workers and suppliers going beyond the Bhutanese Minimum Wage.	
	6. Decent work: Work conditions and work safety comply with national laws and provide a favourable, child labour-free and gender-sensitive context.	
Sustainably made	7. Any natural raw material from Bhutan used in the production comes from sustainable sources.	
	8. Cleaner production techniques are applied, such as eco-optimized production processes, waste management and use of recyclable material.	
By reliable business partners	9. The applicant is a licensed or registered entity.	
	10. No adverse record and major complaints in business were reported in the last 3 years.	

7 Rights of using the MADE IN BHUTAN promotion material

The applicant has two options for using the MADE IN BHUTAN mark:

- **Option 1:** Branding of the products under his own name, trade mark and label, and additionally using the MADE IN BHUTAN mark
- **Option 2:** Branding the product only as MADE IN BHUTAN without using an own brand name.

Option 1 is the preferred way of applying MADE IN BHUTAN. In general, the use of MADE IN BHUTAN should go along with an own company branding.

The mark owner will make a set of promotion material, like hangtags or stickers available to the applicant that can be used on the approved products. For mass production, the applicant may be allowed to print and apply the mark on the approved product.

The MADE IN BHUTAN mark can only be used in direct connection with the approved product, not with general company information only. The product itself, a product photo or product description may go along with the logo or other advertisement material, while a general company description, without presenting the approved product, cannot go along with the logo.

Considering that Bhutan lives in harmony with the environment, wherever possible the use of natural and locally sourced materials like wood, organic cotton and handcrafted materials is suggested for producing promotion material to add value and give a more human touch and natural feeling to our brand. The mark user should avoid using anything that associates an industrialized synthetic or unnatural feeling with the brand.