



DOITUNG

III

BRAND GUIDELINE

Lifestyle for Livelihood™

BUSINESS

Our business is to develop products and services from Doi Tung Development Project that will improve the livelihood of Doi Tung Communities.

PASSION

We commit to actualize and extend HRH the Late Princess Mother's vision to the world with great pride and uncompromising dignity.

POSITIONING

We are the legacy social entrepreneur.

ATTRIBUTES

Sustainability
Creativity
Dignity
Sufficiency
Benchmark

PROMISE

To return privilege to the people & planet.
A privilege to live with "clause & class"
A privilege to live with "nature & future"

Brand Architecture

Corporate Brand



Social Entrepreneur / Proprietary Brand



Mae Fah Luang Foundation
Centre for Social Entrepreneurship

Master Brand

DOITUNG

PRODUCTS & SERVICES

Core Activities

Product & Service Brands

AGRICULTURE

DOITUNG

- Plants
- Cultures
- Landscape design

FOOD

DOITUNG

- Coffee
- Macadamia
- Spread
- etc.

FASHION

DOITUNG

- Dress
- Accessories
- etc.

HOUSE WARE

DOITUNG

- Ceramic
- Carpet
- Sa paper

TOURISM

DOITUNG

- Bed & Breakfast
- Conferences
- Food Services

Retail Brands

Cafe
DOITUNG

DOITUNG
Lifestyle

DOITUNG
Lodge

Excursion Brands

- MFL Garden

- Mae Fah Luang Art & Cultural Park
- Hall of Opium

Pay off Line

Lifestyle for Livelihood™

OUR IDENTITY



This is **Mae Fah Luang Foundation** logo. It will be used as the “corporate brand“ for all of our activities.



This is **Doi Tung Development Project** logo. It will be used only for our community development activities at Doi Tung.

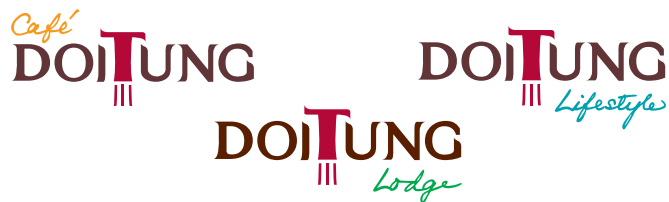


Mae Fah Luang Foundation
Centre for Social Entrepreneurship

This is **Mae Fah Luang Foundation CSE** logo. It is one of MFL Foundation’s services. It will be used only for the activities of consultancy & knowledge management service.



This is **Doi Tung** logo. It is MFL Foundation’s products & services brand. It will be used mainly for the commercial purpose such as on packaging, in advertisement and sale collaterals.



This is **Doi Tung** Retail logo. It will be used on the signage system to identify service types, used on its collateral materials that are deem appropriated.



This is our **Doi Tung Pay Off Line**. It must be used along with the Doi Tung logo.

DOITUNG

Café
DOITUNG

DOITUNG
Lifestyle

DOITUNG
Lodge



PANTONE # 201
M 100 Y 60 K 30



PANTONE # 497
M 70 Y 100 K 80



PANTONE # 144



PANTONE # 321
M 100 Y 30 K 30



PANTONE # 355

FULL COLOR LOGO

Please follow the proportion, position and color combination as shown.

No alterations are allowed.

Obtain the master logo from Corporate Communication department.

DOITUNG
|||

Café
DOITUNG
|||

DOITUNG
||| *Lifestyle*

DOITUNG
||| *Lodge*

BLACK & WHITE

Please follow the proportion, position and color combination as shown.

No alterations are allowed.



PAY OFF LINE LOCK UP

Use this in the situations that call for Doi Tung brand as the master driver for communication.



Use this in the situations that Doi Tung brand is already established.



Use this in the conditions that the audiences can identify "Doi Tung" ; i.e. as slogan in the shop, tag on Doi Tung products and on Doi Tung letterhead.

Applications of Logo & Pay Off Line

Corporate Brochure Doi Tung Development Project

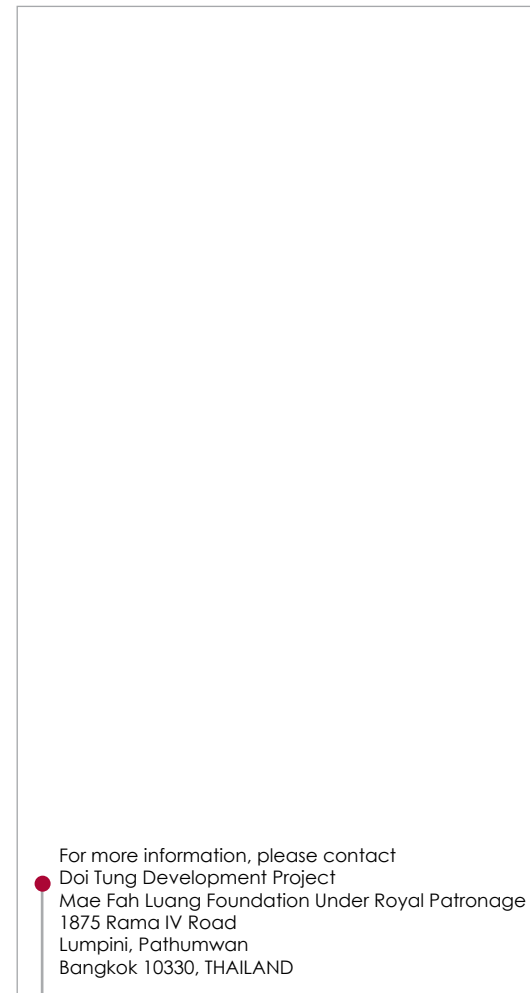
• Use Doi Tung Development Project logo



DOITUNG
Lifestyle for Livelihood™

• Use pay off line here at the bottom of the brochure

FRONT



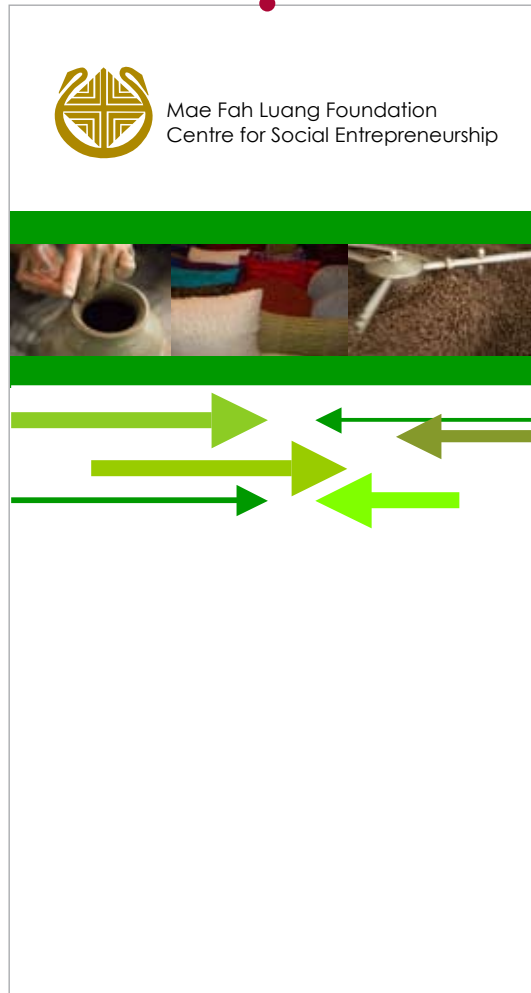
For more information, please contact
Doi Tung Development Project
Mae Fah Luang Foundation Under Royal Patronage
1875 Rama IV Road
Lumpini, Pathumwan
Bangkok 10330, THAILAND

• Use MFL address as the contact address

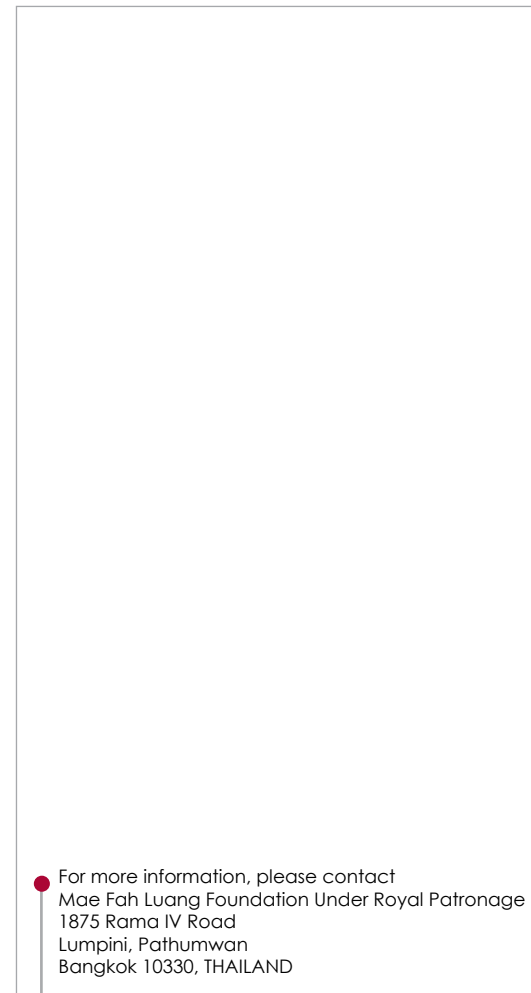
BACK

Corporate Brochure MFL Centre for Social Entrepreneurship

● Use Mae Fah Luang
CSE logo



FRONT




● For more information, please contact
Mae Fah Luang Foundation Under Royal Patronage
1875 Rama IV Road
Lumpini, Pathumwan
Bangkok 10330, THAILAND

● Use MFL address as the
contact address



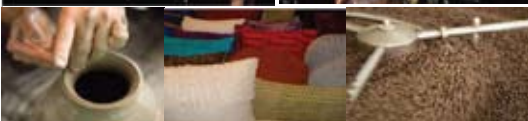
BACK

Sale Brochure Doi Tung

- Use Doi Tung Master Logo




- Visuals for all Doi Tung materials must compose of :
 - Picture of Doi Tung
 - Picture of Doi Tung people
 - Pictures of products

Use pay off line here at the bottom of the brochure

Lifestyle for Livelihood™

FRONT



The sale of this product contributes to the achievement of drug free world. Through alternative sustainable development, villagers who once depended on opium production and use can now earn secure legitimate incomes by making these products.

Doi Tung is the brand name of products from Doi Tung Development Project, one of the flagship projects of The Mae Fah Luang Foundation Under Royal Patronage founded by HRH The Late Princess Mother. The Foundation is a non-profit organization dedicated to Humanitarian, Cultural and Spiritual works.

For more information, please contact
Doi Tung Development Project
Mae Fah Luang Foundation Under Royal Patronage
1875 Rama IV Road
Lumpini, Pathumwan
Bangkok 10330, THAILAND

• Always have UNODC logo here in back panel

• Use MFL address as the contact address

BACK

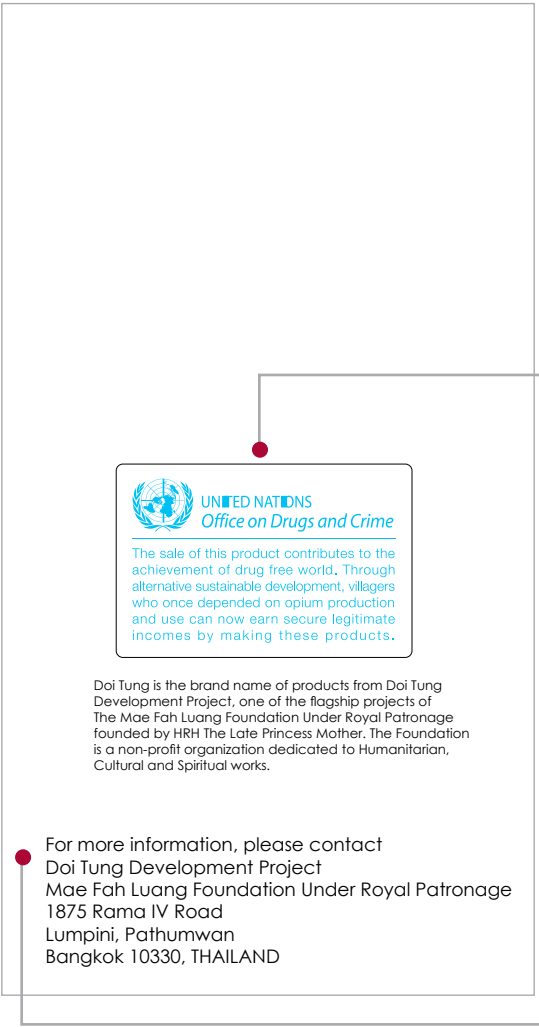
Sale Brochure

● Use Doi Tung Master Logo

- Visuals for all Doi Tung materials must compose of :
- Picture of Doi Tung
 - Picture of Doi Tung people
 - Pictures of products



FRONT



BACK

● Always have UNODC logo here in back panel

● Use MFL address as the contact address

Flyer



Lifestyle for Livelihood™

Café
DOITUNG
|||

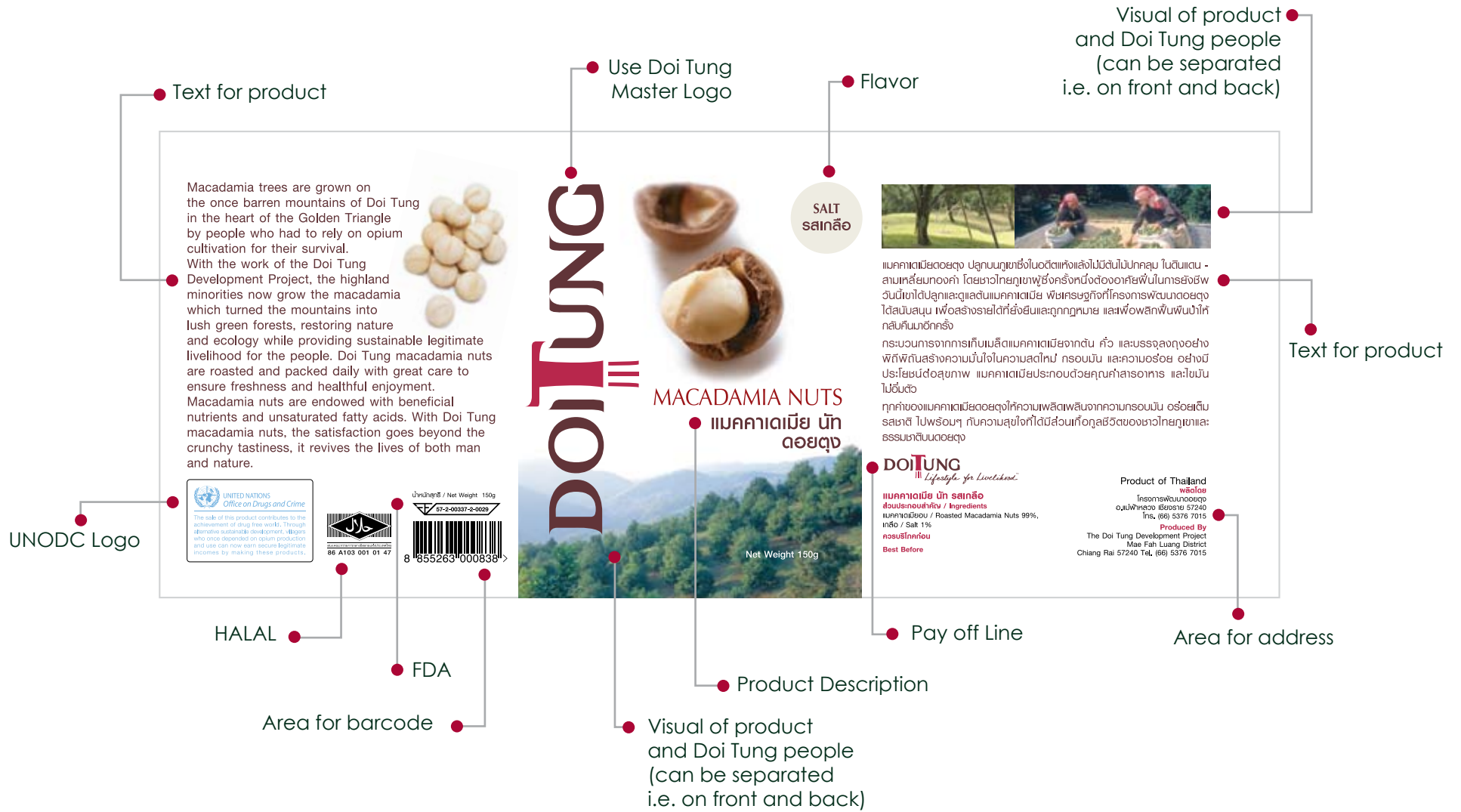
ANNUAL SALE
30% - 50%



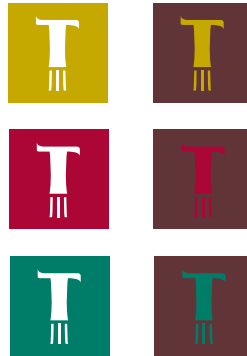
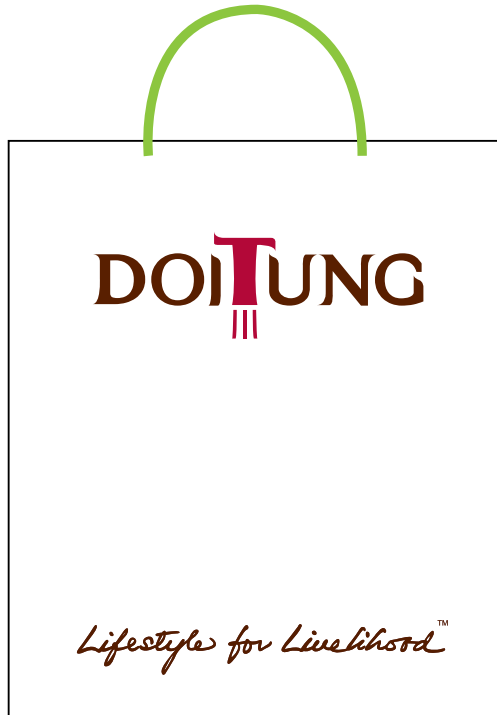
Lifestyle for Livelihood™

DOITUNG
||| Lifestyle

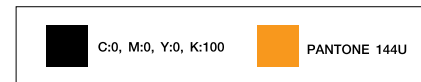
Packaging Design



Merchandising System



Hot Cup 8oz.



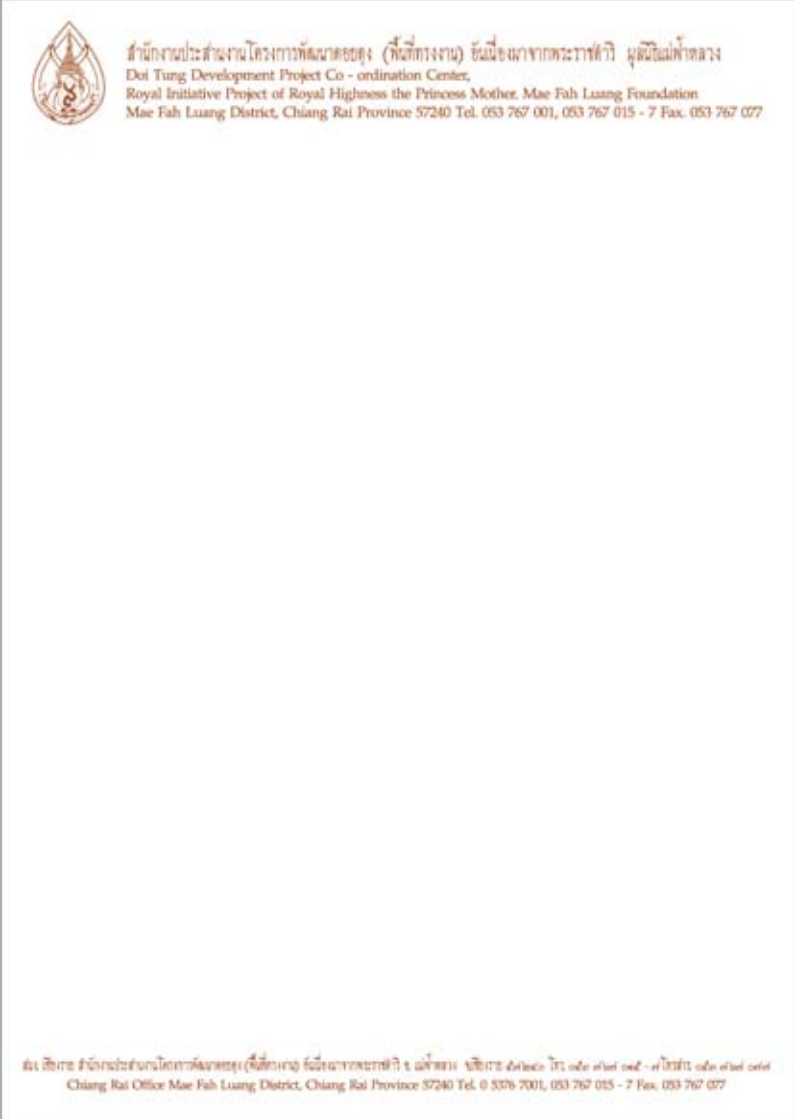
Stationery

Letterhead : Mae Fah Luang Foundation



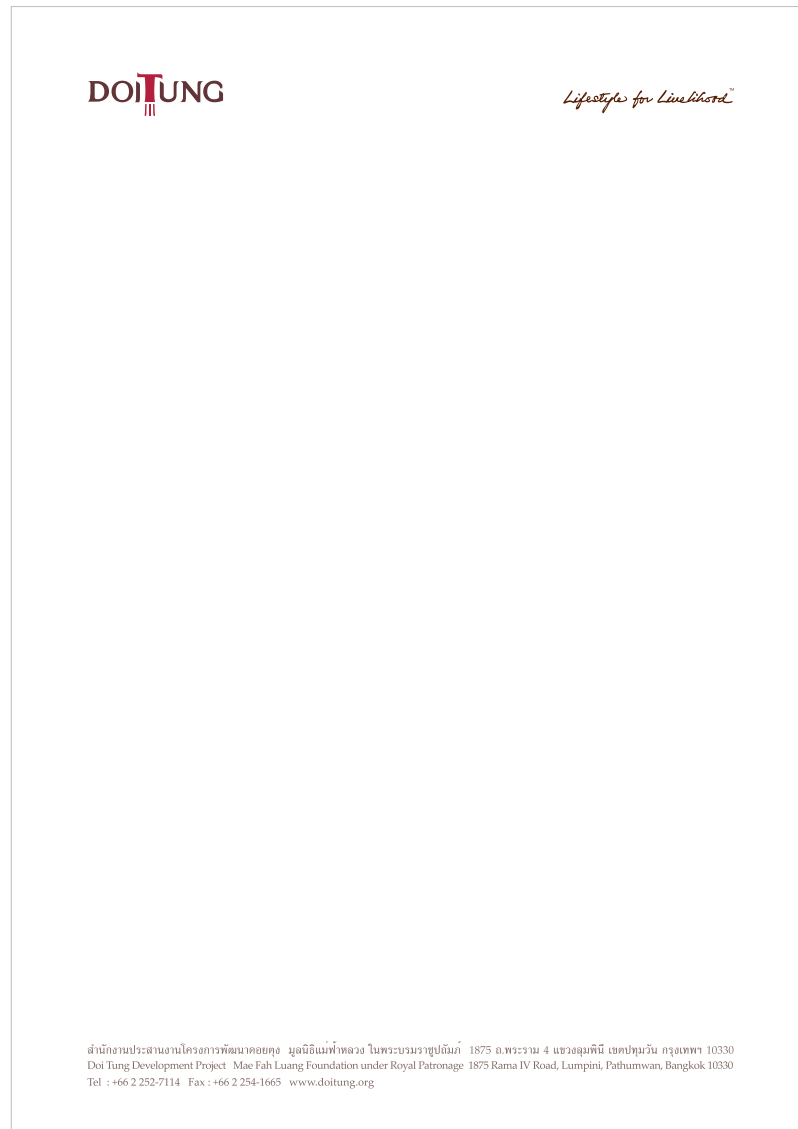
- MFL letterhead printed in gold is for use of the Foundation Directors only
- MFL letterhead in gold color is for non-commercial use of the Foundation

Letterhead : Doi Tung Development Project



- To be used for DTDP community development purpose only
- Electronic print in black & white is allowed to save cost

Letterhead : Doi Tung Master Brand



- To be used for Doi Tung commercial purpose of
 - Enabling / Back Office
 - Agriculture Dept.
 - Tourism Dept.
(except Doi Tung Lodge)
 - Food Dept.
(except Café Doi Tung)
- Electronic print in black & white is allowed to save cost

Letterhead : Doi Tung Product & Service Brand



- To be used for Doi Tung commercial purpose of
 - Café Doi Tung
 - Doi Tung Lifestyle
 - Doi Tung Lodge
- Electronic print in black & white is allowed to save cost

Fax Form : Doi Tung Development Project

 **สำนักงานประสานงานโครงการพัฒนาอยุ่สูง (พื้นที่ทรงงาน) อันเนื่องมาจากพระราชดำริ มูลนิธิแม่ฟ้าหลวงฯ**
Doi Tung Development Project Co-ordination Centre,
Royal Initiative Project of Her Royal Highness the Princess Mother,
Mae Fah Luang Foundation
สำนักงานกรุงเทพฯ 1875 อ. พระราม 4 แขวงลุมพินี เขตปทุมวัน กทม. 10330
Bangkok Office: 1875 Rama 4 Road, Lumpini, Pathumwan, Bangkok 10330 Thailand
Tel: 02-252-7114 Fax: 02-254-1665 <http://www.doitung.org>

เรียน / **To:** หน่วยงาน / **Company:**

หมายเลขโทรสาร / **Fax No:** วันที่ / **Date:**

เรื่อง / **Subject:**

จาก / **From:** จำนวนหน้า (รวมต้นหน้า) / **Total number of pages**
including this page

ข้อความ / **Message**

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- To be used for DTDP community development purpose only
- Print in black & white only

Fax Form : Doi Tung Master Brand

DOI TUNG *Lifestyle for Livelihood*

เขียน/To จาก/From
 แผนก/Dept แผนก/Dept
 บริษัท / Company
 โทรศัพท์/Tel โทรศัพท์/Tel
 โทรสาร/Fax โทรสาร/Fax
 จำนวนหน้า (รวมแนบหน้า)/Total number of pages including this page
 วันที่/Date เรื่อง/Subject

สำนักงานประสานงานโครงการพัฒนาหอดูดาว มูลนิธิแม่ฟ้าหลวง ในพระบรมราชูปถัมภ์ 1875 ถนนระดม 4 แขวงจตุจักร เขตจตุจักร กรุงเทพฯ 10330
 Doi Tung Development Project Mae Fah Lueang Foundation under Royal Patronage 1875 Rama IV Road, Lumpini, Pathumwan, Bangkok 10330
 Tel : +66 2 252-7114 Fax : +66 2 254-1665 www.doitung.org

- To be used for Doi Tung commercial purpose of
 - Enabling / Back Office
 - Agriculture Dept.
 - Tourism Dept.
(except Doi Tung Lodge)
 - Food Dept.
(except Café Doi Tung)
- Print in black & white only

Fax Form : Doi Tung Product & Service Brand

Café DOITUNG Lifestyle for Livelihood

DOITUNG Lifestyle Lifestyle for Livelihood

DOITUNG Lodge Lifestyle for Livelihood

收件人/To จาก/From
แผนก/Dept แผนก/Dept
บริษัท / Company
โทรศัพท์/Tel โทรศัพท์/Tel
โทรสาร/Fax โทรสาร/Fax
จำนวนหน้า (รวมแนบหน้า)/Total number of pages including this page
วันที่/Date วันที่/Subject

สำนักงานบริหารและพัฒนาภาคเหนือ มูลนิธิพัฒนาโครงการหลวง 1875 ถนนระวี 4 แขวงสุริยพงษ์ เขตสุริยพงษ์ กรุงเทพฯ 10330
Doi Tung Development Project Mae Fah Luang Foundation under Royal Patronage 1875 Rama IV Road, Lumpini, Pathumwan, Bangkok 10330
Tel : +66 2 252-7114 Fax : +66 2 254-1160 www.doitung.org

- To be used for Doi Tung commercial purpose of
 - Café Doi Tung
 - Doi Tung Lifestyle
 - Doi Tung Lodge
- Print in black & white only

Envelope : Mae Fah Luang Foundation



มูลนิธิแม่ฟ้าหลวง สำนักงานประสานงานโครงการพัฒนาอยตุง
Mae Fah Luang Foundation Doi Tung Development Project Co-ordination Centre

อาคารเอนกประสงค์ พระตำหนักตอยตุง อำเภอแม่ฟ้าหลวง จังหวัดเชียงราย 57240
Multi-Purpose Hall, Doi Tung Royal Villa, Mae Fah Luang, Chaing Rai 57240 Tel. 053 767 015-7 Fax. 053 767 077

- MFL envelope printed in gold is for use of the Foundation Directors only
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Envelope : Doi Tung Developmet Project



สำนักงานประสานงานโครงการพัฒนาอยตุง (พื้นที่ทรงงาน) อันเนื่องมาจากพระราชดำริ มูลนิธิแม่ฟ้าหลวง
Doi Tung Development Project Co - ordination Center,
Royal Initiative Project of Royal Highness the Princess Mother Mae Fah Luang Foundation

อาคารเอนกประสงค์ พระตำหนักตอยตุง อำเภอแม่ฟ้าหลวง จังหวัดเชียงราย 57240
Multi-Purpose Hall, Doi Tung Royal Villa, Mae Fah Luang, Chaing Rai 57240 Tel. 053 767 015-7 Fax. 053 767 077

To be used for DTDP community
development purpose only

Envelope : Doi Tung Master Brand



- To be used for Doi Tung commercial purpose of
 - Enabling / Back Office
 - Agriculture Dept.
 - Tourism Dept. (except Doi Tung Lodge)
 - Food Dept. (except Café Doi Tung)
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Envelope : Product & Service Brand



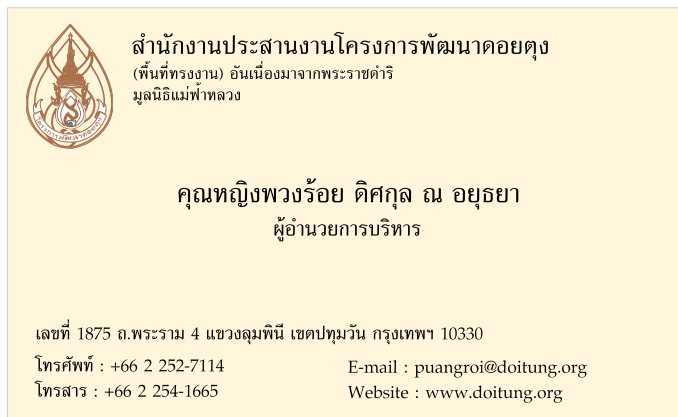
- To be used for Doi Tung commercial purpose of
 - Café Doi Tung
 - Doi Tung Lifestyle
 - Doi Tung Lodge
- Print in black & white is allowed to save cost.

Name Card : Mae Fah Luang Foundation



To be used by the Foundation Directors
and CSE staff only

Name Card : Doi Tung Development Project



To be used by

- Community Development staff
- Enabling / Back Office staff

Name Card : Doi Tung Master Brand



To be used by Marketing and Front Office staff of

- Agriculture Dept.
- Tourism Dept. (except Doi Tung Lodge)
- Food Dept. (except Café Doi Tung)

Name Card : Doi Tung Product & Service Brand



To be used by Marketing and Front Office staff of

- Café Doi Tung
- Doi Tung Lifestyle
- Doi Tung Lodge

