



बौद्ध सर्किट
THE BUDDHIST CIRCUIT
BRAND IDENTITY
USAGE GUIDELINES

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SOUTH ASIAN BUDDHIST HERITAGE: PAST, PRESENT AND FUTURE

South Asian Buddhist heritage is indisputably one of the most important in the world. A number of sites and locations currently dispersed across the region are directly linked to the historical Buddha's life and the spread of his philosophy around the world.

Despite the significance of this unique heritage and the fact that around 500 million Buddhists worldwide strive to visit these most sacred sites in their lifetime, the Buddhist Circuit as one integrated whole has not been successfully developed.

One of the issues is the lack of a common identity, an engaging interpretation and linkages between sites and locations across the region. Previous investments in Buddhist destinations have been largely limited to the site level in their scope, without locating the sites in their broader historical contexts and landscapes through, for instance, the provision of physical and interpretative connections with other significant Buddhist sites across countries and the region. The resulting interventions and attractions today offer the visitor only a narrow understanding of Buddhist heritage and fail to establish an overall identity for this wealth of assets, weakening its integrity as a unique asset not only for spiritual enrichment, but also for development in South Asia.

In addition, previous investments have not established socioeconomic linkages between Buddhist assets and local communities, focusing instead mostly on small-scale beautification and ad-hoc site improvements.

The communities residing in and around the sites are therefore often excluded from the economic and social benefits of such heritage, diminishing their sense of ownership and role in the stewardship of the sites and their surrounding sacred landscapes.

As a result of the lack of a common identity, integrity and local linkages, the South Asian Buddhist Circuit remains highly uncompetitive in comparison to similarly significant pilgrimage routes around the world. Visitation is limited and opportunities for job creation and revenue generation for local communities are generally missed. As of today, only 0.005% of Buddhists actually visit the sacred Buddhist sites of South Asia.

Acknowledging these challenges and untapped opportunities, South Asian countries have shown a commitment to establishing and applying an inclusive approach to the development of the Buddhist Circuit as a holistic pilgrimage route and tourism product across the region.

To achieve that, a series of actions are being taken including (i) the formulation of a shared vision and brand identity, (ii) the establishment of a multi stakeholder platform for planning, decision-making and management, (iii) the preparation of action plans for the provision of sensitive infrastructure and services and (iv) improvements in regulatory frameworks and business environment for increased private sector investment in the Buddhist Circuit in South Asia.

OBJECTIVES AND AUDIENCE

These guidelines are offered as a practical tool for the use of a coherent brand for Buddhist sites and destinations within the Circuit and across South Asia.

These guidelines are tailored to all public entities intending to use any elements of the brand identity as part of investments and/or activities in Buddhist destinations in the region in all of their potential applications. They should also guide any private entities authorized by the Ministry of Tourism, Government of India, and other associated government agencies in the region to utilize elements of the identity for promotion of the inner and/or outer circles, or the Buddhist Circuit and its related products as a whole.

The use of the guidelines seeks to ensure that all graphic, interpretative and even service delivery and architectural efforts to develop and promote the Buddhist Circuit are designed and implemented consistently in line with its unique identity.

WHY A COMMON VISUAL AND BRAND IDENTITY?

Currently, South Asian countries depend on fragmented visual identities and unrelated branding strategies that do not adequately represent Buddha’s teachings and life in South Asia, nor tie the countries’ most significant Buddhist assets and destinations together as a connected, thematic pilgrimage route and tourism product.

Therefore, a strong, recognizable brand identity is required to unite the many parts of this multi-location, multi-experience route and leverage its true potential, the Buddhist Circuit requires a strong, recognizable brand identity. Many types of audiences travel through the dispersed Buddhist Circuit locations, each of which has its own set of sites to visit. Some people visit all the Circuit locations and their main sites, while others visit only a small portion. Regardless of where their journey takes them, visitors should sense and understand the sites and destinations they explore as one part of a larger, cohesive whole.

Ultimately they are expected to enhance the positioning of the Buddhist Circuit in the regional and global tourism and pilgrimage market.

The guidelines draw on scholarly research and consultations as well as the findings of destinations profiling and market demand analysis. During its formulation, several other guidelines for brand usage have been reviewed to ensure the guidelines incorporate global standards and learnings from other similar experiences already in place worldwide.

A common brand identity for the Buddhist Circuit is thus offered to contribute to enhance people’s understanding of the content and value of these assets and their surrounding landscapes, stories and people from a historic, spiritual, economical and cultural perspective, while better positioning the Circuit as a consolidated tourism product in the region and globally.

METHODOLOGY FOR THE CREATION OF THE BRAND IDENTITY

The brand identity is a distillation of core concepts, synthesized into highly recognizable imagery. It was developed in a manner that is sensitive to and beneficial for the sanctity of the Circuit’s history, sites, landscapes, and people, while enhancing visitor understanding of the Buddha’s teachings and life.

Following global standards and exemplary global practices in route and circuit development, the creation of the brand identity entailed a series of actions from scholarly research to reconnaissance visits and validation with stakeholders.

Its creation started with a scholarly research from eminent academics on Buddha’s teachings (Sutras, Tripiṭakas and Vinayas) as a way of providing the necessary textual references concerning the life of the Buddha and any other relevant historical detail. In addition, reconnaissance visits to some of the main places associated with Buddha’s life were conducted.

Resulting maps and a conceptual framework were presented to Elders and Monastics for review and validation of their accuracy and authenticity.

Consultations were also carried out with policy makers, private investors and local scholars, monks, nuns and communities to ensure relevance and ownership.

The next step entailed further research into Buddhist elements, imaginings, colors and stories, as well as the linkages between them and their significance across various Buddhist groups.

Based on this comprehensive documentation and consultative process, initial design concepts for the brand identity were prepared and shared with Buddhist scholars and monastics for feedback on the identity element as well as of its constituting parts—its imagery, colors, wording and script. With feedback incorporated, the final, refined designs were shared back with these stakeholders for their final consideration and approval

NOMENCLATURE

The brand identity captures and promotes the places and experiences that are most respected and recommended by Elders, devotees, and locals, among other stakeholders.

As a pilgrimage route and tourist product, the Buddhist Circuit aims to take Buddhists and other visitors on a variety of journeys: personal, spiritual, cultural, ecological. No matter where those journeys will begin or end, they are expected to offer discoveries both of the self and of the countries, landscapes, histories and people through which they pass and experience.

To this end, a clear system of naming for the different components of the Buddhist Circuit is essential, given its complex nature as a multi-location, multi-experience route. The guidelines adopt the following nomenclature:

- ✓ The **Buddhist Circuit** indicates the multi-location pilgrimage route and tourism product encompassing the “inner circle” and the Ashokan and Silk road layers of the “outer circle”. Taken as a whole, it is a destination and product in itself.
- ✓ **Locations** refer to the towns and cities along the Circuit, each of which comprise of multiple historical, natural, cultural and living sites.

- ✓ **Sites** refer to individual places of sacred, historical, natural and/or cultural importance to Buddhism’s past, present and future.

A physical route, the Buddhist Circuit follows in the footsteps of the historical Buddha. According to the Sutras, in the 45 years of teachings that followed his enlightenment in Bodhgaya, the Buddha wandered an area equivalent to 200,000 square kilometers – from the Himalayan foothills in the north to the southern edge of the Ganges watershed; from Kankjol at the Bangladesh border in the east to Mathura in the west – meeting as many people as possible.

Of all of them, eight sites represent the birthplace and earliest development of Buddhism. They form the “**inner circle**” of the Buddhist Circuit. As per the Maha-Parinibbana Sutta “there are four places, the sight of which will arouse strong emotions in those with faith. Here [Lumbini in Nepal] the Tathagata was born. Here [Bodhgaya in Bihar in India] the Tathagata attained enlightenment. Here [Sarnath in Uttar Pradesh in India] the Tathagata set in motion the wheel of the Dharma. Here [Kushinagar in Uttar Pradesh in India] the Tathagata attained final Nirvana. And the monk, the nun, the layman or laywoman who has faith should visit these places”.

The “inner circle” consists of eight key sites that represent the birthplace and earliest development of Buddhism in South Asia

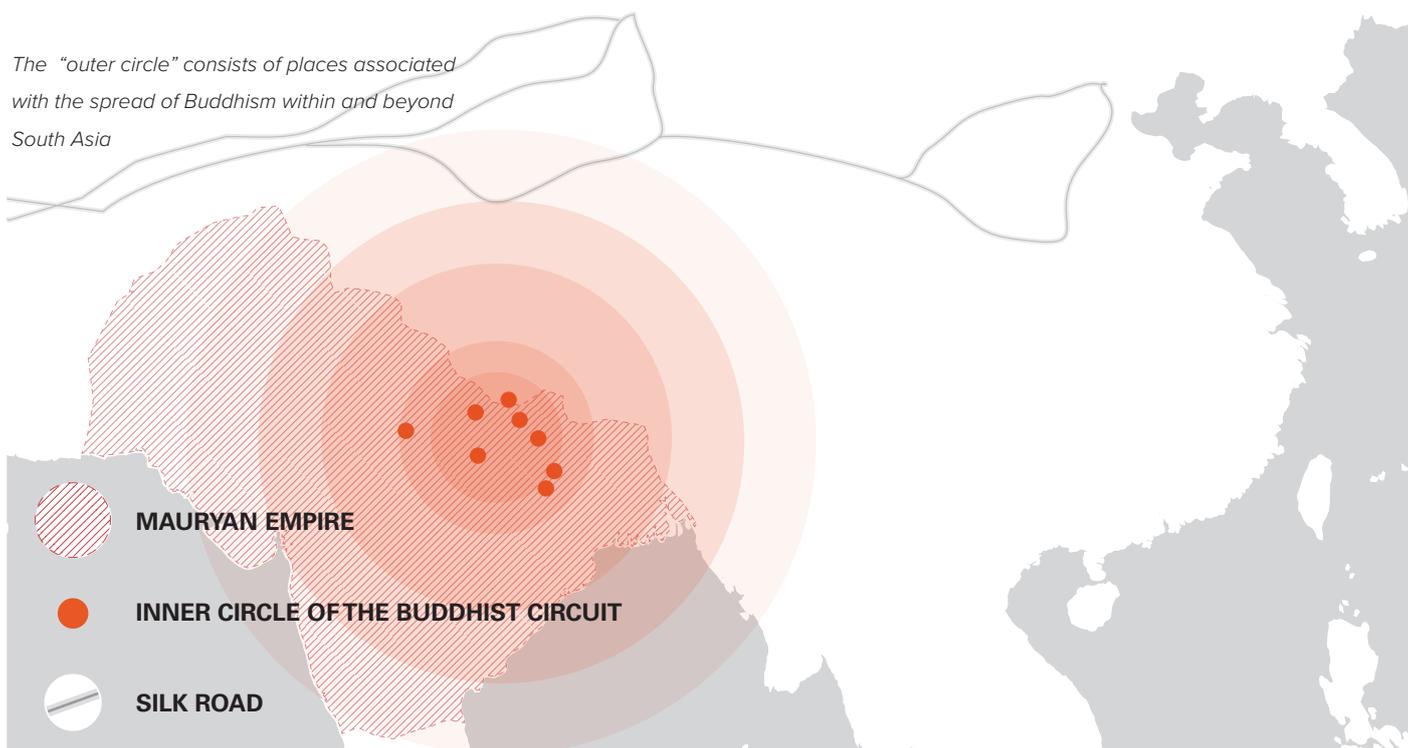


NOMENCLATURE

Four additional sites in the region are linked to Buddha’s other significant life events: Rajgir and Vaishali in Bihar and Sravasti and Sankasia in Uttar Pradesh. Rajgir is where he was first offered land for the Sangha. Vaishali is where he ordained nuns for the first time. Buddha spent 24 rain retreats teaching in Sravasti. And in Sankasia he returned to earth after teaching his mother.

From the inner circle, Buddhism spread across South Asia and beyond, carried by devotees, scholars and rulers. The Mauryan Emperor Ashoka (270 to 233 BC) left behind a legacy larger than that of any Indian ruler. He shaped his empire based on Buddhist precepts, erecting pillars across the region – in India, Nepal, Bangladesh, Afghanistan, Pakistan and Sri Lanka – inscribed with encouragements to his subjects to live in harmony with one another. His legacy contributed substantially to the spread of Buddhism across Asia through the Silk and Spice Routes, some of the oldest trading routes in the world, connecting Persia with India and China.

Along these routes, many Chinese scholars, pilgrims and missionaries would further spread the word of Buddhism across and beyond the region, erecting monasteries and statues, inscribing rock faces and sharing the teachings of the Buddha. Most notably, in the 5th and 7th centuries AD the Chinese scholars Faxian and Xuanzang traveled the Silk Road from China to India, collecting Buddhist texts and teachings for translation and dissemination in China, Japan and Korea. These places, associated with the spread of Buddha’s teachings both within and beyond South Asia, shape the “**outer circle**” of the Buddhist Circuit.



ELEMENTS

Consistent application of the logomark and its elements across all potential applications is essential to ensure that visitors recognize the Circuit sites within their individual contexts but also as one part of a larger, cohesive whole.

Applications include architectural, graphic, spatial, landscape, and interpretive elements of the inner circle, as well as graphic and interpretative elements of the outer circle.

To ensure its consistent use across all applications, the brand identity is presented in terms of its constituting parts, each of which is to be applied according to these guidelines.

The brand identity comprises of seven elements:

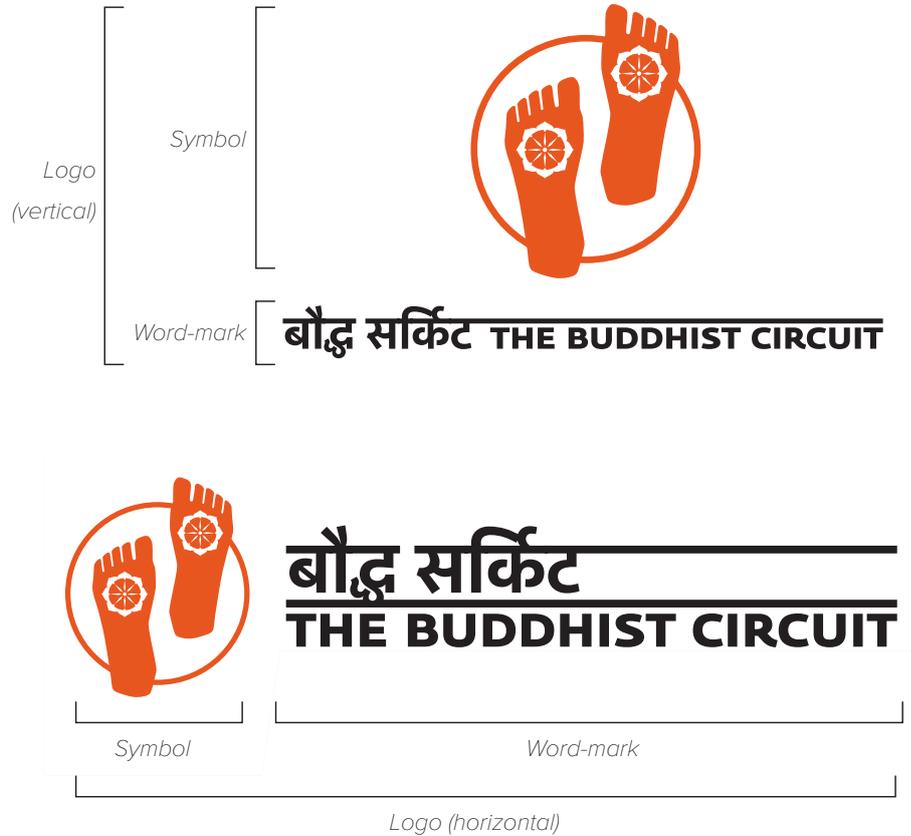
- **Inner circle logo**
- **Outer circle logo**
- **Inner circle motto**
- **Outer circle motto**
- **Color**
- **Typography and script**
- **Variations**

Brand identity refers to the complete system of logos, symbols, word-marks, color, typography & script, and the variation system.

Logo refers to the combination of a symbol and a word-mark.

Symbol refers to either the inner circle symbol of the Buddha’s footsteps or the outer circle symbol of the Dharmachakra and lotus.

Word-mark refers to the stylized text graphic that accompanies the symbol for different variations.



Logo parts explained using the Inner Circle logos as an example.

INNER CIRCLE LOGO

Throughout the inner circle, the Buddha's footsteps serve as both a guiding path through Buddhist teachings and a grounding connection to the specific places and moments of his journey. With its roots in historical Buddhist iconography, the footprint is also a universal motif familiar to a wide range of visitors of diverse backgrounds and beliefs.



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OUTER CIRCLE LOGO

Throughout the outer circle, the Dharmachakra serves as a symbol of the interconnected nature of the entire Buddhist Circuit. Radiating from the Buddha's origins in South Asia, it connects everyone around the world who follows Buddhist teachings or is interested in discovering more about Buddhism.



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INNER CIRCLE LOGO WITH MOTTO

The motto developed for the inner circle, “Walk in the footsteps of the Buddha”, may be used in conjunction with the basic inner circle mark in the given format to further add to the sense of a journey through the Circuit.



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WALK IN THE FOOTSTEPS OF THE BUDDHA

OUTER CIRCLE LOGO WITH MOTTO

The motto developed for the outer circle, “Inner and outer journeys through South Asia”, may be used in conjunction with the basic outer circle mark in the given format to highlight specific locations, countries or regions along the Circuit.



बौद्ध सर्किट THE BUDDHIST CIRCUIT

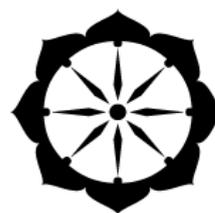
INNER AND OUTER JOURNES THROUGH SOUTH ASIA

COLOR

A study on the predominance and significance of certain colors in the Buddhist traditions generated a “Buddhist rainbow”—a spectrum of spiritually significant, warm and inviting colors that are consistently seen across the sites of the Circuit from which the colors of the logo (and its “system”) were drawn.

From the rich red, maroon and orange tones of the robes of Buddhist monks and nuns used in the logo, to the white of flowers offered in devotion used for text, the Buddhist Circuit’s color inspiration is incorporated throughout the brand identity.

Black and white version of the logo and its variations are provided in case of monochrome products, as shown below.



TYPOGRAPHY AND SCRIPT

The typefaces selected for the Buddhist Circuit are Lato for Latin script and Mukta for Devnagari script. Both typefaces are available online as open source fonts.

TYPE SPECIMEN

Lato

LATIN LIGHT
12 PT

"Whatever Dhamma and Vinaya I have pointed out and formulated for you, that will be your Teacher when I am gone." (Mahaparinirvana Sutta, [D.16]).

This Sutta is incorporated in Sutta Pitaka of Theravada Buddhism. This longest Sutta of the Pali Canon concerns the end of Gautama Buddha's life - his parinibbana, also called mahaparinirvana or simply parinirvana.

LATIN BOLD
12 PT

"Whatever Dhamma and Vinaya I have pointed out and formulated for you, that will be your Teacher when I am gone." (Mahaparinirvana Sutta, [D.16]).

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Mukta

DEVNAGARI LIGHT
12 PT

"यह सम्भव है की कुछ अब सोचें की 'हमारे शकिष्क अब अतीत में चले गए हैं और अब अब हमारा कोई शकिष्क नहीं।' लेकिन ऐसा नहीं सोचना चाहिए, आनंद, जो भी प्रशकिष्ण या मार्गदर्शन मैंने दिया है, मेरे मरणोपरांत अब वही तुम्हारा शकिष्क है।" कुछ समय में उनका देहांत हुआ और फरि उनके शरीर को देह-संस्कार के लिये तैयार किया गया। दाह-संस्कार के बाद वस्तुओं को आठ स्मारकों में स्थापति करा गया।

DEVNAGARI BOLD
12 PT

"यह सम्भव है की कुछ अब सोचें की 'हमारे शकिष्क अब अतीत में चले गए हैं और अब अब हमारा कोई शकिष्क नहीं।' लेकिन ऐसा नहीं सोचना चाहिए, आनंद, जो भी प्रशकिष्ण या मार्गदर्शन मैंने दिया है, मेरे मरणोपरांत अब वही तुम्हारा शकिष्क है।" कुछ समय में उनका देहांत हुआ और फरि उनके शरीर को देह-संस्कार के लिये तैयार किया गया। दाह-संस्कार के बाद वस्तुओं को आठ स्मारकों में स्थापति करा गया।

TYPOGRAPHY AND SCRIPT

The languages used are Hindi (Devanagari script) and English. Other languages can be added through a mobile digital layer, depending on the audiences to be targeted.

Hindi + Thai

बौद्ध सर्किट เส้นทางพุทธธรรม

Hindi + Japanese

बौद्ध सर्किट 仏教聖地巡礼

Hindi + Bahasa / Malay

बौद्ध सर्किट SIRKUIT BUDDHA

Hindi + Mandarin / Cantonese

बौद्ध सर्किट 佛學集會

Hindi + Thai

बौद्ध सर्किट
เส้นทางพุทธธรรม
ตามรอยบาทพระศาสดา

Hindi + Japanese

बौद्ध सर्किट
仏教聖地巡礼
仏陀の足跡を歩く

Hindi + Bahasa / Malay

बौद्ध सर्किट
SIRKUIT BUDDHA
JALAN DI JEJAK
SANG BUDDHA

Hindi + Mandarin / Cantonese

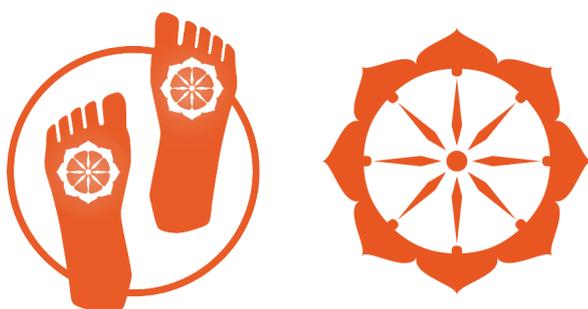
बौद्ध सर्किट
佛學集會
跟隨佛陀的腳步

VARIATIONS

Five pre-defined variations are permitted to maximize brand usage across all potential applications.

Symbol only

The symbols of the inner circle and the outer circle may be used without the word-marks or motto in certain applications of the brand identity.



Logo

The inner circle and outer circle logos may be presented in 2 configurations, horizontal or vertical.



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बौद्ध सर्किट THE BUDDHIST CIRCUIT



बौद्ध सर्किट
THE BUDDHIST CIRCUIT



बौद्ध सर्किट
THE BUDDHIST CIRCUIT

Logo with motto

The inner circle and outer circle logos may be presented together with their mottos in two forms, 1-line or 2-line.



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WALK IN THE FOOTSTEPS OF THE BUDDHA



बौद्ध सर्किट THE BUDDHIST CIRCUIT

INNER AND OUTER JOURNEYS THROUGH SOUTH ASIA



बौद्ध सर्किट
THE BUDDHIST CIRCUIT
WALK IN THE FOOTSTEPS
OF THE BUDDHA



बौद्ध सर्किट
THE BUDDHIST CIRCUIT
INNER AND OUTER JOURNEYS
THROUGH SOUTH ASIA

Destination-specific logo

Versions of the logo that allow for specification of a Circuit destination are also provided.



बौद्ध सर्किट
THE BUDDHIST CIRCUIT
LUMBINI



बौद्ध सर्किट
THE BUDDHIST CIRCUIT
SANCHI



बौद्ध सर्किट
THE BUDDHIST CIRCUIT
SARNATH



बौद्ध सर्किट
THE BUDDHIST CIRCUIT
PATALIPUTRA

Themed logo

A “message” may be added to the logo, presenting details of any important related event.



APPLICATIONS

Buddhist Circuit logos for the inner circle and outer circle have been developed with the following potential applications in mind:

- **Print:** The Buddhist Circuit logos and variations may be used on all informational and promotional print materials relating to the Circuit (e.g. maps, brochures). The logos may also be used in relevant stationery (e.g. letterheads, envelopes, business cards), by the Ministries of Tourism across South Asia.
- **Online, mobile and audiovisual:** The logos may be used in all websites relating to the Circuit. The brand identity may be adapted for mobile and audiovisual interfaces as well.
- **Architecture and landscape:** The inner circle and outer circle symbols may be applied directly on buildings and the landscape. Visitors Centers, for instance, may have a sculptural feature that displays the symbols at their entrance.
- **Site interpretation:** Informational signage and interpretative materials (e.g., information boards and signage at site entrances) in Buddhist Circuit sites should display relevant symbols.
- **Private Services and Merchandise:** Non-governmental and private entities may be allowed to use selected elements of the brand identity for related services and products.

The following guidelines describe the permitted usage of the brand identity elements for each of the above applications.

PRINT

Variations

All variations of the brand identity may be used in print applications.

Minimum size and resolution

The symbol only variation should be printed no smaller than 15mm diameter.

The vertical configuration of the logo should be printed no smaller than 75mm in width.

The horizontal configuration of the logo should be printed no smaller than 60mm in width.

All digital files to be used for printed material should be no less than 150dpi in resolution.

Recommended sizes

The minimum sizes recommended are for use in documents of A4 size and smaller. Logos should be scaled proportionally when used on larger print products.

Spacing, Color, Background

The logos should be clearly visible on a page. Sufficient spacing should be provided and logo should be placed on plain backgrounds of either light or dark color. Black and white variations should be used against mid-tone backgrounds or when printing in black and white. Logos shall not be placed on top of busy backgrounds.

Resources and templates

Files in .png and .svg format are provided for all variations in color, black and white. Raster files (.png) are provided in multiple sizes.



**Inner circle symbol and logos shown above as examples. Same applies to outer circle symbol and logos, and to the other five variations of each.*

ONLINE, MOBILE & AUDIOVISUAL

Variations

All variations of the brand identity excluding the black and white variations may be used in online, mobile and audiovisual applications.

Minimum dimensions

The inner circle or outer circle symbol should be no smaller than 40x40 pixels wide.

The vertical configuration of the logo should be no smaller than 220 pixels in width.

The horizontal configuration of the logo should be no smaller than 150 pixels in width.

Spacing, background and positioning

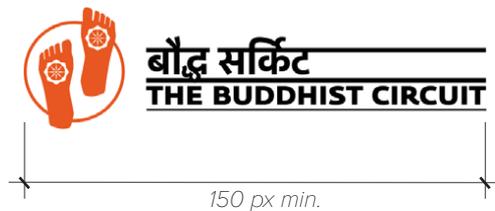
The logos should be clearly visible on a page. Sufficient spacing should be provided and logo should be placed on plain backgrounds of either light or dark color. Black and white variations should be used against mid-tone backgrounds or when printing in black and white. Logos should not be placed on top of busy backgrounds.

Mobile and Audivisual

Logos may be adjusted proportionally to fit various screen types for mobile and audiovisual use

Resources

Files in .png and .svg format are provided for all variations in color, black and white. Raster files (.png) are provided at multiple sizes.



**Inner circle symbol and logos shown above as examples. Same applies to outer circle symbol and logos, and to the other five variations of each.*

ARCHITECTURE & LANDSCAPE

Variations

Only the inner circle and outer circle symbols may be used in architectural and landscape applications. No variation of the logos that use the word-mark, motto and/or additional text may be used.

Architecture and landscape applications should be strictly limited to use in official buildings in Buddhist Circuit locations, on signs that indicate directions to Buddhist Circuit sites, and at entrances of sites.

Additionally, all Visitors Centres may include a centrally located sculptural feature that displays the appropriate Buddhist Circuit symbol.

Materiality

The symbols may be formed or carved directly in architectural surfaces of stucco, concrete, or stone slab. The indented surface of the symbol should be of the same finish as the surrounding material. If applying in surfaces of other materials such as wood, marble or brick, the symbols may be fabricated using bronze and securely fastened on to the surfaces.

Recommended dimensions

The symbols should measure no smaller than 250mm in width. Symbols formed into architectural and landscape surfaces should be indented a minimum of 15mm into the surface. Thickness should be scaled up proportional to width and height of symbol. Fabricated bronze symbols should also have minimum thickness of 15mm.

Location and Placement

Symbols may be presented adjacent to Buddhist Circuit site gates; at markers indicating directions to sites; at entrances of official Buddhist Circuit related buildings.



Minimum dimension



Embossed in concrete



Fabricated with bronze and mounted on brick surface

**Inner circle symbol and logos shown above as examples. Same applies to outer circle symbol.*

APPLICATIONS

SITE INTERPRETATION

Variations

Appropriate inner circle or outer circle symbols should be used on site interpretation panels. No variation of the logos that use the word-mark, motto and/or additional text may be used.

Recommended dimensions

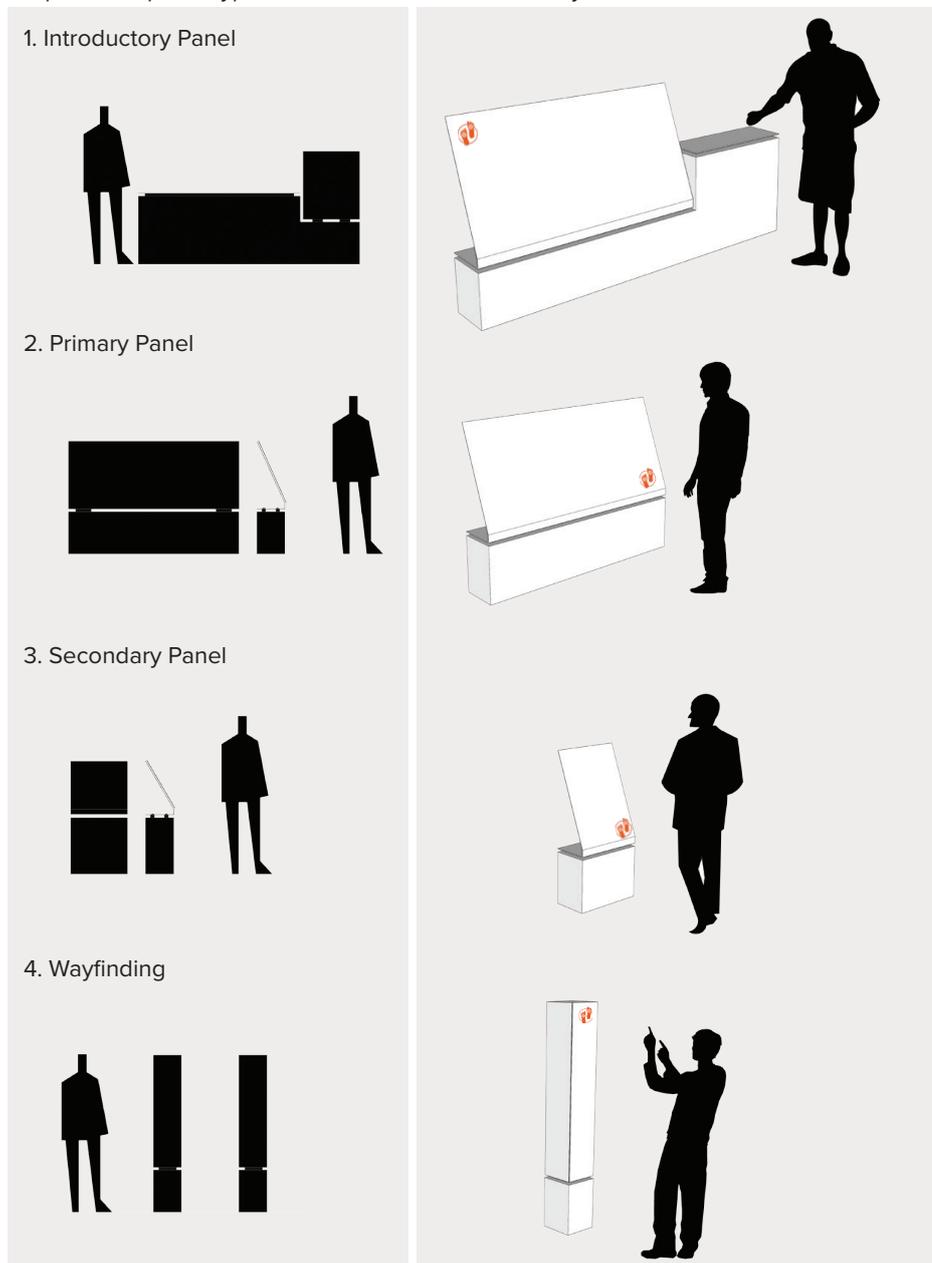
The symbols should be no smaller than the height of the text in the interpretation panel.

Placement

Introductory interpretation panels may present the inner circle or outer circle symbols at the top left corner. Primary and secondary panels may present the symbols at the bottom right corner. Wayfinding panels may display the symbol at the top.

Intepretation panel type

Placement of symbol



**Inner circle symbol and logos shown above as examples. Same applies to outer circle symbol.*

PRIVATE SERVICES AND MERCHANDISE

The Ministry of Tourism, Government of India, may permit the use of elements of the brand identity by certain private entities involved in promoting the Buddhist Circuit. These may include, for example, tour operators or travel agents, producers of Buddhist-themed merchandise and publications, service providers along the Circuit, etc. Below are some examples of themed merchandise.



DONT'S

In addition to the usage guidelines presented here, users of the logo should note a few specific ways in which the logo should not be used.

- X Don't edit, crop or reconfigure any elements of the logo.**
- X Don't adjust the proportions of the logo. Any resizing must retain the original proportions.**
- X Don't change the orientation of the logo.**
- X Don't apply any effects to the text or whole of the logo (e.g. shadow, bevel, glow)**
- X Don't overlay the logo on a white box if the background of the material is dark.**
- X Don't create a border around the logo.**
- X Don't adjust the colors of the logo beyond the permitted adjustments specified in this document.**
- X Don't place the logo on a similarly-colored background or on a very busy background.**
- X Don't reproduce the logo from previously printed materials.**