

## **Concept Note**

### **Brand Identity Development for Community Based Tourism, Kerala**

#### **Objective**

To create a unified and impactful brand identity for Community Based Tourism (CBT) Kerala, establishing both a **state-level brand** and **district-level co-brands**

#### **Scope of Work**

##### **1. State-Level Brand Identity**

###### **Deliverables:**

- Brand strategy
- Brand name validation/refinement
- Logo and visual identity
- Typography and color palette
- Tagline
- Brand guidelines

##### **2. District-Level Co-Branding**

Creation of district-level brand adaptations aligned with the state identity.

###### **Deliverables:**

- Local identity integration and District-level Brand Identity
- Template toolkit for district branding