



SAJHA YATAYAT
साझा यातायात

BRAND GUIDELINES

Public Transportation Company

Brand Guidelines 2022

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ABOUT US

Established in 1961/1962, Sajha Yatayat is a cooperative company providing public transportation services. Currently, we are operating a fleet of 71 large Euro 3 and 4 standard diesel buses. Most of our buses operate primarily in Kathmandu Valley, servicing around 26,000 passengers daily across the metropolitan region. We also provide long-route transportation services to districts neighboring Kathmandu Valley, including Baglung District, Butwal and Bhairahawa in Rupandehi District, as well as Kushma in Parbat District. We aim to provide clean transportation services. With this aim, we are adding 40 Battery Operated Electric Buses (BEB) to our current fleet and plan to replace all our diesel buses with BEB by 2025.



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ABOUT US (NEPALI)

इस्वी सम्बत १९६१ मा स्थापना भएको साझा यातायात सार्वजनिक यातायात सेवा प्रदान गर्ने सहकारी संस्था हो। हाल, हामी ७१ ठूला यूरो ३ र ४ मानक डिजेल बसहरूको फ्लीट सञ्चालन गर्दैछौं। हाम्रा बसहरू मुख्यतया काठमाडौं उपत्यकामा सञ्चालन हुन्छन्, जसले महानगरीय क्षेत्रमा दैनिक २६,००० यात्रुहरूलाई सेवा दिन्छन्। हामीले बाग्लुङ जिल्ला, रुपन्देही जिल्लाको बुटवल र भैरहवा र पर्वत जिल्लाको कुश्मा लगायत काठमाडौं उपत्यका छिमेकी जिल्लाहरूमा पनि लामो दूरीको यातायात सेवा उपलब्ध गराउँछौं। हामीले प्रदूषण मुक्त यातायात सेवा प्रदान गर्ने लक्ष्य राखेका छौं। यस उद्देश्यका साथ हामी हाम्रो हालको फ्लीटमा ४० वटा ब्याट्री अपरेटेड इलेक्ट्रिक बसहरू (BEB) थप्दैछौं र २०२५ सम्ममा हाम्रा बस सेवाहरूलाई विद्युतीकरण गर्ने लक्ष्य राखेका छौं।



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LOGO VARIATIONS



SAJHA YATAYAT
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LOGO VARIATIONS

The Two Variation



Green Background

This Logo Shall be used with green background only



White Background

This logo shall be used with white background only



Logo Color

Hex Code
#169D24

CMYK
82%-16%-100%-04%

RGB
22-157-36

BLACK & WHITE VARIATION

The Two Variation



Black Background

This logo can be used for black and white printing only.



White Background

This logo can be used for black and white printing only.

Logo Color

Hex Code
#000000

CMYK
75% 68% 67% 90%

RGB
0-0-0



MAIN LOGO ELEMENTS

07



The Logo Mark

SAJHA YATAYAT

Sajha Yatayat's Main Logo to be used in white background.



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MAIN LOGO ELEMENTS

08



The Logo Mark

SAJHA YATAYAT

Sajha Yatayat's Main Logo to be used in white background.



SAJHA YATAYAT
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LOGO DOWNLOAD

PDF FILE

[CLICK HERE](#) TO DOWNLOAD HIGH QUALITY FILE OF SAJHA YATAYAT LOGO



SAJHA YATAYAT
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BUS COLOR & DESIGN



SAJHA YATAYAT
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SIDE VIEW



C:82 M:16 Y:100 K:4
R: 22 ; G: 157 ; B: 36



C:1 M:9 Y:27 K:0
R: 252 ; G: 230 ; B: 191

Logo Variation



E-Bus Branding Logo



BACK VIEW



C:82 M:16 Y:100 K:4
R: 22 ; G: 157 ; B: 36



C:1 M:9 Y:27 K:0
R: 252 ; G: 230 ; B: 191

Logo Variation



E-Bus Branding Logo



FRONT VIEW



C:82 M:16 Y:100 K:4
R: 22 ; G: 157 ; B: 36



C:1 M:9 Y:27 K:0
R: 252 ; G: 230 ; B: 191

"MA TA BIJULI" LOGO COLOR

Logo Color

Hex Code
#125D2F

CMYK
88%-37%-100%-34%

RGB
18-93-47

Hex Code
#FFF200

CMYK
0%-0%-100%-0%

RGB
255-242-0



SAJHA YATAYAT
साक्ष यातायात

"MA TA BIJULI" LOGO DOWNLOAD

PDF FILE

[CLICK HERE](#) TO DOWNLOAD HIGH QUALITY FILE OF "MA
TA BIJULI" LOGO



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SAJHA YATAYAT
साझा यातायात



"I'M ELECTRIC" LOGO COLOR

Logo Color

Hex Code

#125D2F

CMYK

88%-37%-100%-34%

RGB

18-93-47

Hex Code

#FFF200

CMYK

0%-0%-100%-0%

RGB

255-242-0



SAJHA YATAYAT
साझा यातायात

"I'M ELECTRIC !" LOGO DOWNLOAD

PDF FILE

[CLICK HERE TO DOWNLOAD HIGH QUALITY FILE OF "I'M ELECTRIC !" LOGO](#)



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BRAND TYPOGRAPHY



SAJHA YATAYAT
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WRITING SAJHA YATAYAT IN NEPALI

15

Font : JAGAHIMALI (जग-हिमाली)

साझ यातायात

तजभ

18 तजभ त्रगण्णप दचयधल यिह वरुउक यखभच तजभ विशथ मयन जदघद्वछटठडढण
24 तजभ त्रगण्णप दचयधल यिह वरुउक यखभच तजभ विशथ मयन

[Download "JAGHIIMALI"](#)



SAJHA YATAYAT
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ENGLISH FONT

FOR WEBSITE

To be used for Body, Headline,
Header, Footer, and Menu Text



SAJHA YATAYAT
साझा यातायात

Font : Work Sans Family

Work Sans Regular

The quick brown fox jumps over the lazy dog. 1234567890

The quick brown fox jumps over the lazy dog. 1234567890

[Download "WORK-SANS"](#)

CONTACT INFORMATION



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Website

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