



ANH GROUP
LOGO
GUIDELINES



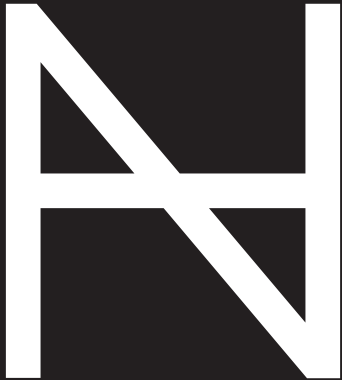
***ANH GROUP* LOGO Narration**

The ***ANH GROUP*** Logo is created with three hidden alphabets: **A**, **N**, and **H**. It is made with two same-sized TRAPEZIUMS in BLUE and YELLOW. These two shapes represent two universal assets — the **SKY** and the **SUN**. The blue trapezium represents the SKY, symbolizing two of our guiding principles: **HONESTY** and **BIGNESS**. These factors together help us to be **TRUE TO OUR SKY-HIGH DREAMS**. The yellow-coloured trapezium represents the SUN, a symbol of two of our guiding principles: **SURVIVAL ZEAL** and **HARD WORK**. These elements work together to ensure our **RISE THROUGH TEAMWORK**.

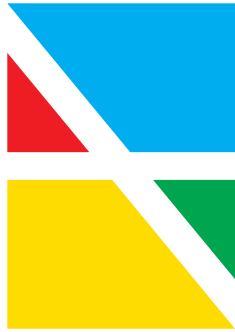
There are two same-sized triangles in our logo, which are RED and GREEN. These two shapes symbolize our two native assets — **PEOPLE** and **CULTURE**. The red-coloured triangle connotes our PEOPLE, who are noted as the symbol of two of our guiding principles: **DIVERSITY** and **PATRIOTISM**. The green colour triangle connotes our CULTURE and directly connects with the guiding principles: **LEGACY** and **UNITY**. These factors work together to help us maintaining the **PATRIOTIC TIES AND AFFLICTION TO OUR CULTURE**.

ANH GROUP
GUIDING PRINCIPLE

HONESTY
BIGNESS
SURVIVAL ZEAL
HARD WORK
DIVERSITY
PATRIOTISM
LEGACY
UNITY



HIDDEN
LINES
THAT
DEFINE
ANH



PICTURE
THAT DEFINES US



SKY - UNIVERSAL ASSET

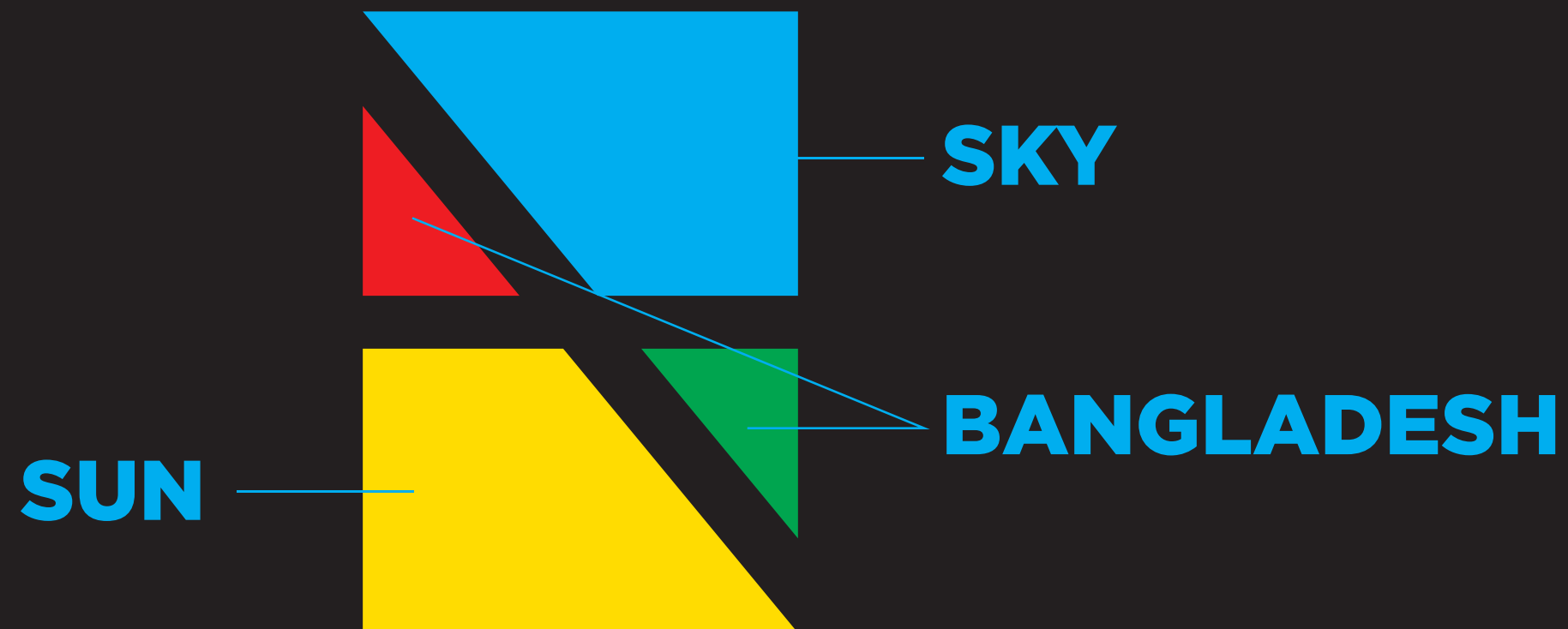
OUR PEOPLE

- NATIONALISTIC ASSET

OUR CULTURE

SUN - UNIVERSAL ASSET







TRUE TO THE SKY-HIGH DREAMS

HONESTY & BIGNESS



PATRIOTIC TIES AND AFFLICTION TO OUR CULTURE

DIVERSITY, PATRIOTISM, LEGACY & UNITY

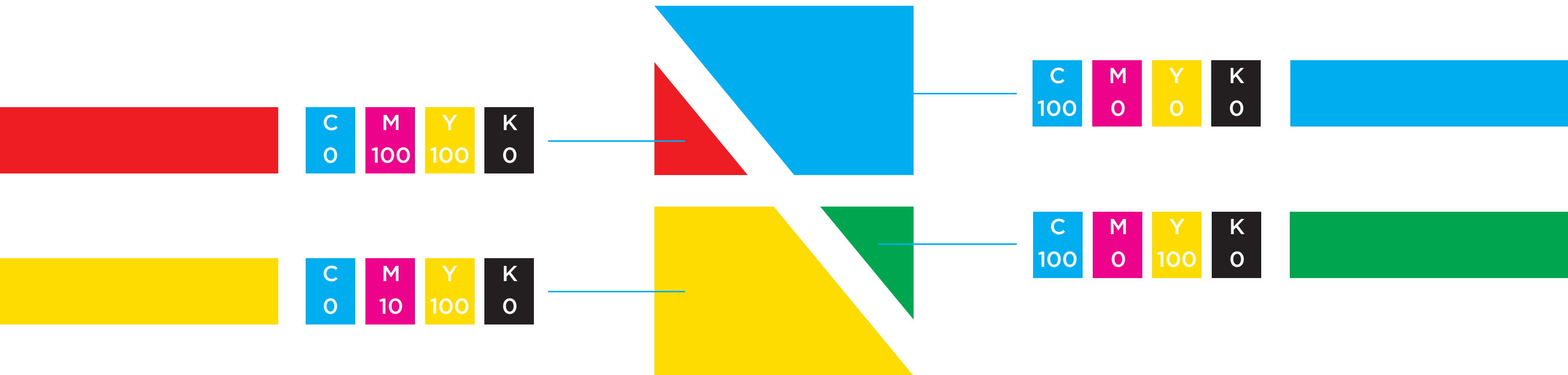


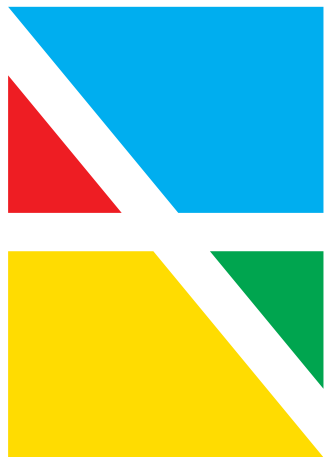
RISE THROUGH **TEAM**WORK

SURVIVAL ZEAL & HARD WORK

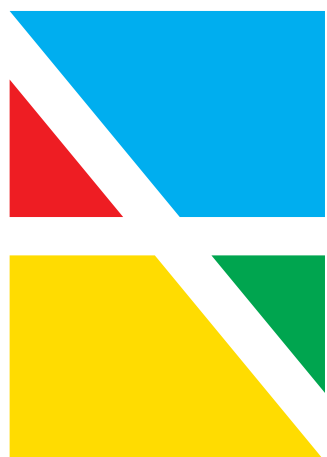


EXAMPLE OF
PIE CHART





এএনএইচ গ্রুপ



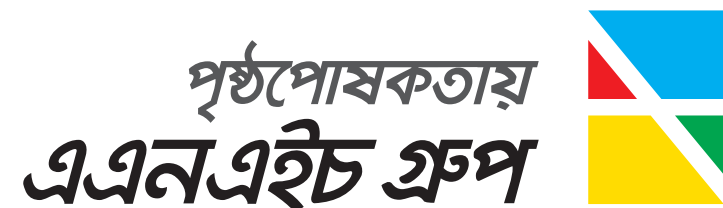
ANH GROUP



এএনএইচ গ্রুপ



ANH GROUP



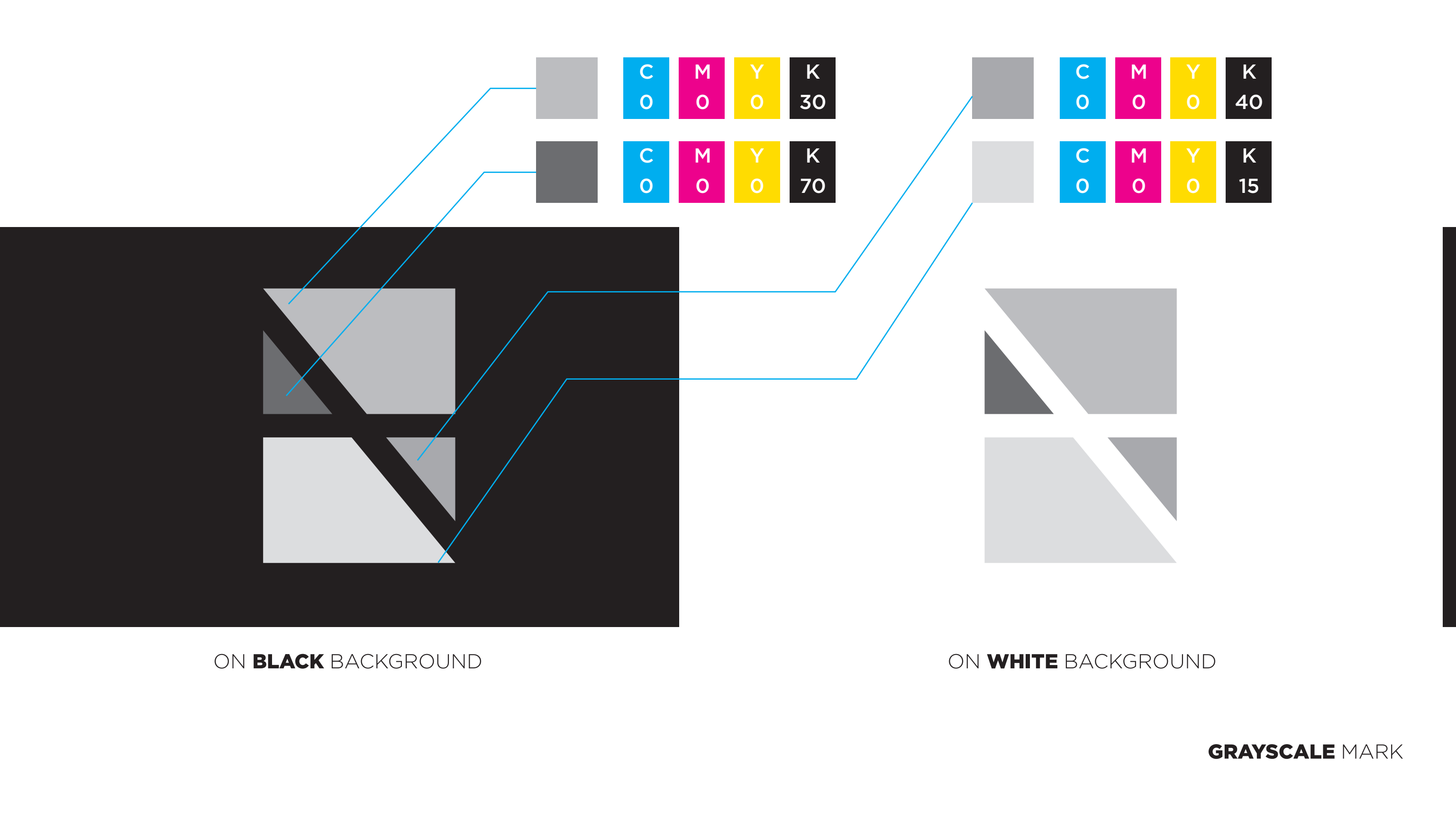
এএনএইচ গ্রুপ
দেশের টাকা
দেশেই থাকুক



এএনএইচ গ্রুপ
দেশের টাকা
দেশেই থাকুক



Use of **ANH GROUP LOGO** with **TAGLINE**



	C	M	Y	K
	0	0	0	30
	C	M	Y	K
	0	0	0	70

	C	M	Y	K
	0	0	0	40
	C	M	Y	K
	0	0	0	15

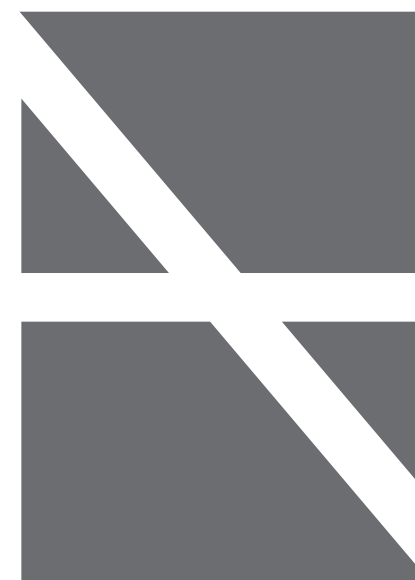
ON **BLACK** BACKGROUND

ON **WHITE** BACKGROUND

GRAYSACLE MARK



ON **BLACK** BACKGROUND



ON **WHITE** BACKGROUND

SINGLE COLOUR MARK



PREFERRED ON **BLACK OR WHITE**

CAN ALSO BE USED ON
OTHER LIGHT COLOUR OR **IMAGE BACKGROUNDS**
KEEPING THE CLARITY



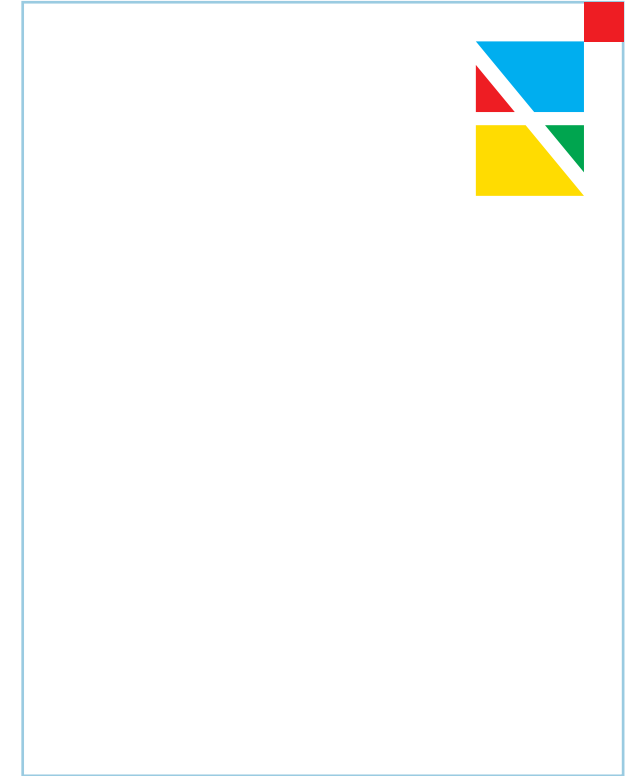
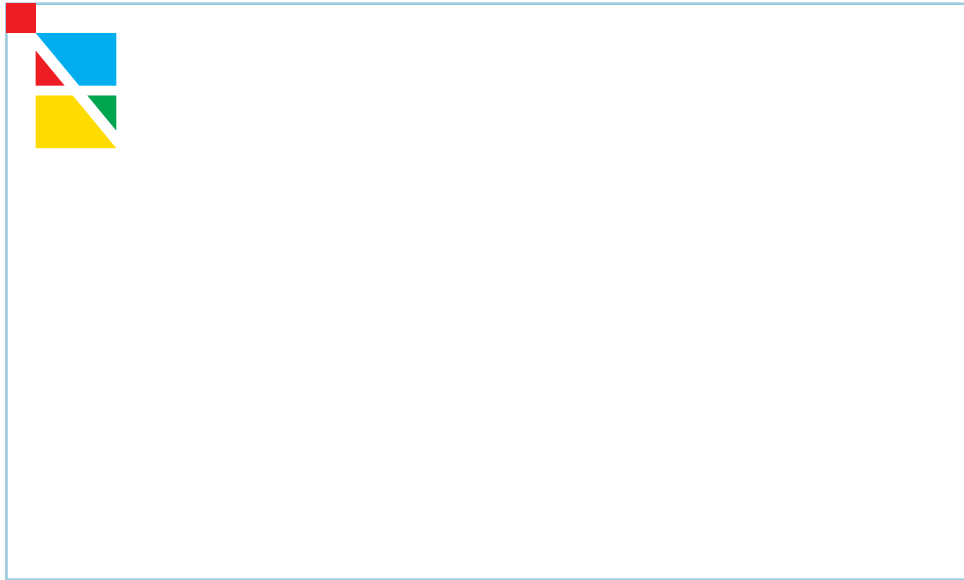
PREFERRED BACKGROUND



EXAMPLE OF
OTHER COLOUR BACKGROUND/S



EXAMPLE OF **IMAGE BACKGROUND**



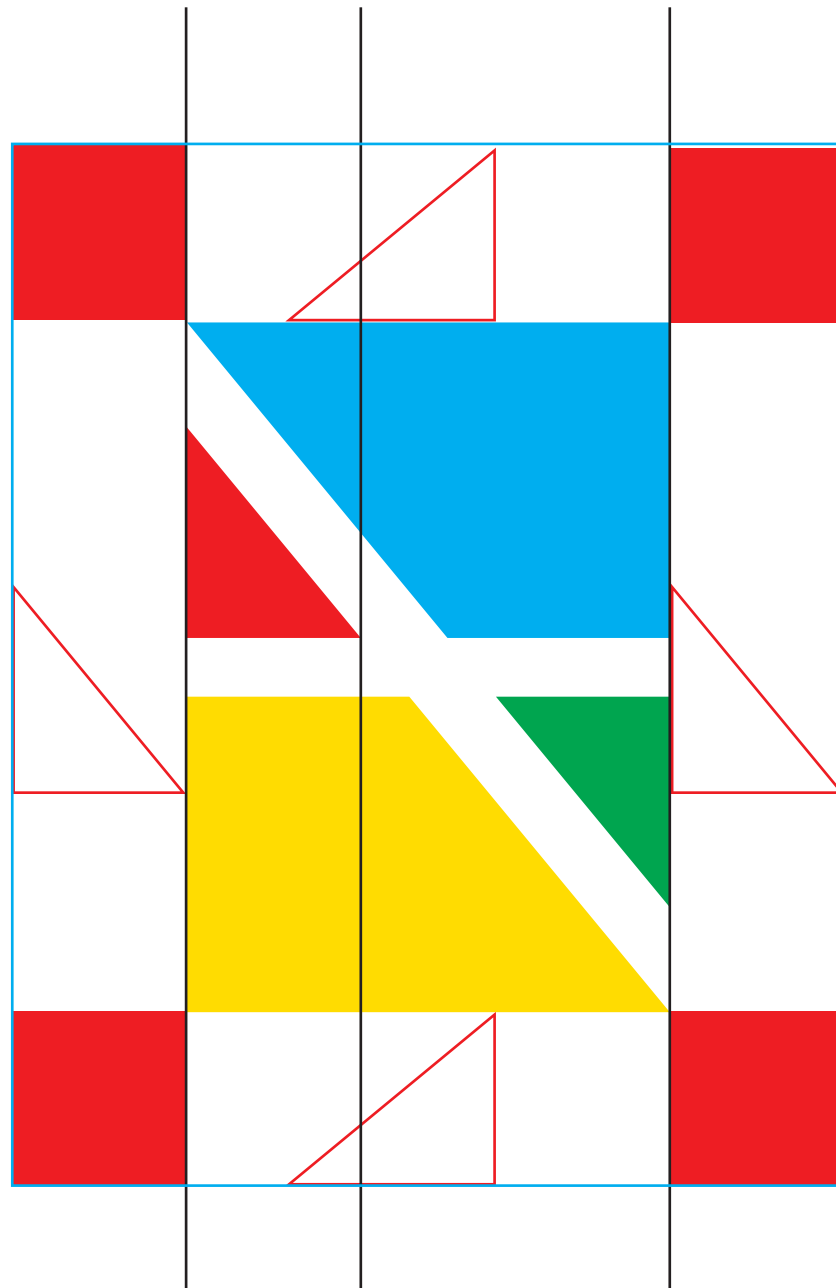
MINIMUM LOGO SIZE

HEIGHT **0.5 INCH**, WIDTH **AS PER RATIO** [0.35 INCH]

MAXIMUM LOGO SIZE WILL BE DECIDED BY ITS HEIGHT
WHICH WILL BE **MAXIMUM 1/5 [ONE FIFTH]** OF THE **BACKGROUND HEIGHT**.

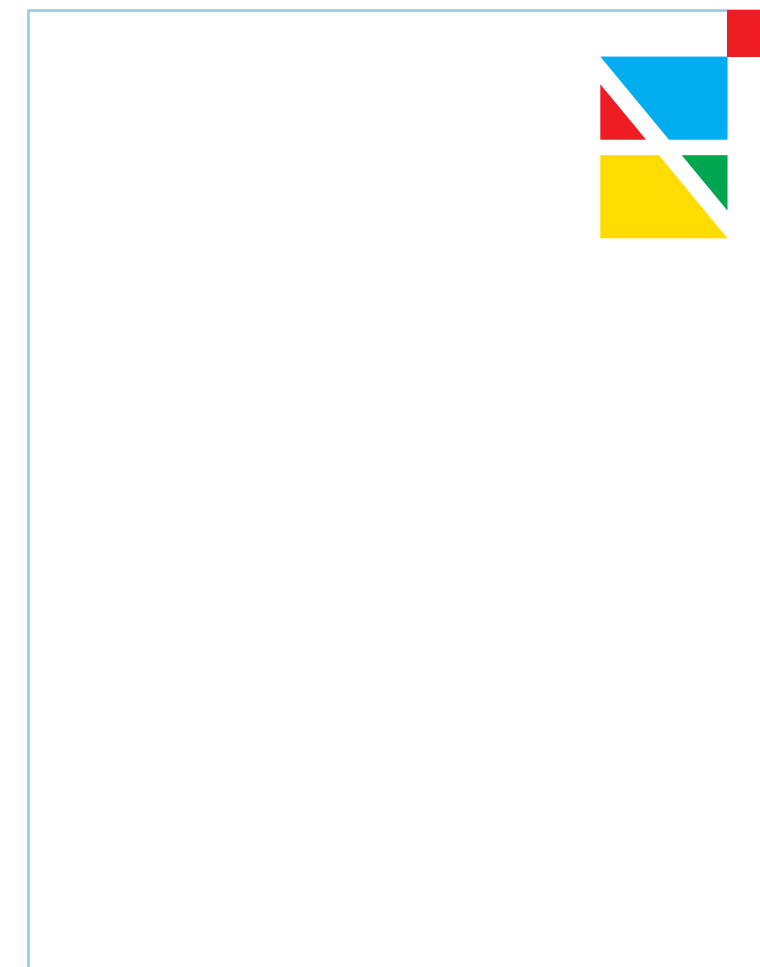
THIS LOGO CAN BE USED ON TOP LEFT OR RIGHT
KEEPING THE SAME DISTANCE OF SAFE SPACE
[MENTIONED IN THE NEXT PAGE]
FROM THE TOP & RIGHT/LEFT BORDER.

**MAXIMUM & MINIMUM SIZE &
USE OF THE LOGO**



A SQUARE CREATED BY
THE **WIDTH SIZE OF RED TRIANGLE**
DETERMINES **SAFE ZONE** AROUND THE LOGO.

SAFE ZONE
AROUND THE MARK



CORPORATE **FONT**

GOTHAM REGULAR FONT FAMILY

GOTHAM THIN

GOTHAM THIN ITALIC

GOTHAM EXTRA LIGHT

GOTHAM EXTRA LIGHT ITALIC

GOTHAM LIGHT

GOTHAM LIGHT ITALIC

GOTHAM BOOK

GOTHAM BOOK ITALIC

GOTHAM MEDIUM

GOTHAM MEDIUM ITALIC

GOTHAM BOLD

GOTHAM BOLD ITALIC

GOTHAM BLACK

GOTHAM BLACK ITALIC

GOTHAM ULTRA

GOTHAM ULTRA ITALIC





APPLY THE MENTIONED PRINCIPLES WHENEVER ANY TYPE OF EXECUTION IS NEEDED.
EVERYTHING THAT HAS ANYTHING TO DO WITH THE **BRAND MUST BE ALIGNED WITH THEM.**
THESE PRINCIPLES **DRIVE THE DESIGN OF ALL TOUCHPOINTS**
FOR THE VARIOUS COMMUNICATION MATERIALS.

VERSION 1.2
IS PUBLISHED ON **29 OCTOBER 2022**
ANH GROUP IS THE OWNER & CUSTODIAN OF THESE GUIDELINES.
IN CASE OF ANY AMBIGUITY, CONTACT ANH GROUP HEAD OFFICE.