



a  **BRAC BANK** company

Vol 1.0

BRAND BOOK

BRAC IT SERVICES LIMITED

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Introduction

Welcome to biTS brand Book. This standard document describes the basic elements of our corporate identity system, our brand and provides usage guidelines. Adherence to these guidelines is essential in maintaining a consistent and professional public identity for BRAC IT SERVICES LIMITED.

The objective of this brand book is to establish a consistent application of the brand identity across all marketing & corporate communication efforts. Any disorganized, irrational look and feel of all branded communications is fatal for building a solid brand and corporate image. Any use of the brand's logo, color, taglines, and other brand elements must adhere to the standards set onward in the guide.

Understanding the Brand

Value Proposition

In addition to the name & logo, biTS also constructs its Brand Value Proposition and Brand Pillars to reflect precisely who the organization is and what biTS stands for today.

biTS is a proud member of the BRAC family with the rich heritage of helping those in need in their communities. This heritage serves as a solid foundation for building a standard organization going forward and continuing to help professionals to perform & improve their business efficiency.

Our Value Proposition

We are promised to our customers to provide innovative technology based solutions as they believe that technology helps them operate with accuracy for better business performance.

What it is

The Value Proposition is a clear description of what biTS offers to its potential target audience & serves to the existing clients.

Why it is Significant

The Value Proposition briefly captures what we do as an organization. It helps explain how we serve and support our clients.

Understanding the Brand

Brand Pillars

What they are

Together, these four Brand Pillars are the essence of our corporate brand. These pillars support our Vision, Mission and Values.

Why they matter

These four pillars are relevant to each other and they distinguish biTS from other IT organizations. They describe the genetic makeup of our organization. These pillars provide our organizational direction on what we do, why we do, how we do & who we serve. As professionals, everything we do should affirm our commitment to these four following pillars.

1	2	3	4
What we do	Why we exist	How we serve	Whom we attend
We manage enterprise with accuracy through innovative technology based solution.	We desire to create flexible, easy and affordable solutions locally and globally. Our main objective is to understand the customers' business and we aim to become the dream destination for IT professionals.	We serve our clients with the CRISP (Caring, Reliable, Innovative, Simple, Positive) approach so that the clients can get accurate, hassle free and seamless solution for their business needs.	<ul style="list-style-type: none">• Professionals who want to manage their business processes with accuracy• Clients with the intention of aligning IT with their business directions

Understanding the Brand

Brand & Branding

Brand refers to a noticeable and meaningful element like a name, term, symbol, design or sound to identify its products and services. Brand effectively conveys those varied set of attributes that depend on how actively we demonstrate and reflect our corporate values in everything that we do. Brand gives us a unique corporate identity and helps to grow trust on our promise.

No matter how old or new our business is or whether we are product or service focused organization, we will be benefited from developing and maintaining a recognizable brand to show our internal and external clients or customer the way to adapt our corporate standards.

Branding refers to the communication process of a significant brand element, including things like core corporate values, unique selling points and features of the products and services we provide. Branding allows an enterprise to differentiate its products and services from the competition by creating a bond with its customers. It aims to create customer loyalty and creates position in the customers mind.

Brilliant

Our 'ideas' are always brilliant when providing business solutions to our clients. We attempt to hire the most talented and highly efficient IT professionals so that we can deliver the best IT solutions to our valued customers. We desire to be known as a leading intelligent organization in the country as well as in the world. We would like to have our own recognition in the IT world for our extra ordinary intelligence.

Inspiring

We would like to set an example in the world IT industry. We want to hold such a significant position in the world that people will become inspired hearing our success stories. We would like to share our stories to captivate people. The essence of our brand is a symbol of reliability and comfort to all the people.

Transparent

This is a part of biTS personality that helps to see our clarity. Our corporate transparency describes the extent to which our actions are observable by outsiders. This is a consequence of regulation, local norms, and the set of information, privacy, and business policies concerning corporate decision making and operations openness to employees, stakeholders, shareholders and the general public.

Sincere

Seriousness and honesty are two key personality features of biTS which is utilized to communicate and reach our audience. Along with patience and compassion, sincerity is one of the prime attributes biTS applies to converse its message to its people. Sincerity is vital to our consumers, to our company and most importantly, to one's self and one's values.

BRAND ESSENCE

Reliable Technology Partner

Brand Identity

Core Letters

Technology Perspective

The name Bits is the short form for binary digit, the smallest unit of information in computing and digital communications. The term was first used in 1946 by John Tukey, a leading statistician and adviser to five presidents of USA.

Business Perspective

Bits is a set of strategic movements or ideas associated with a specific activity to earn corporate achievement.

Theoretical meaning of the letters

Written Form	Meaning	Description
biTS	BRAC IT SERVICES	The root letters have different alphabetic expressions. Here the combination of Small and Capital letters have different corporate meaning.
b	BRAC	Small letter “b” is derived from the BRAC logo which appears there as small “b” and express our origination.
iT	INFORMATION TECHNOLOGY	Capital letters “IT” are universally accepted acronyms of information technology and stand to mean in what business we are in. Here we are following the visual expression of our logo.
S	SERVICES	Capital letter “S” represents the word Services what we deliver to the customers.
These four letters (b,i,T,S) separately do not carry any unique meaning of our organization. It is mandatory to use the short form biTS in Calibri font while using in various documents.		

Do's

Use **Calibri** font in any document of BRAC IT SERVICES LIMITED except for web development purpose. For web development use a suitable Google font close to Calibri.

Always write biTS to endorse the short form of BRAC IT Services

Keep the “bi” in small caps and “TS” in capital “**biTS**”

TYPOGRAPHIC FORM

Full Form

BRAC IT SERVICES LIMITED

BRAC IT Services Limited

BRAC IT Services

Short Form

biTS Ltd.

biTS

We also can write biTS Ltd. “a BRAC BANK Company” to express our corporate full name

Don'ts

- Don't use this text format biTS as logo in any documents
- Don't use biTS in any graphical presentation

TYPOGRAPHIC FORM

Full Form

BRAC IT SERVICES (biTS) LIMITED

BRAC IT Services Limited (biTS)

BRAC IT Services (biTS)

Brac IT Services Limited

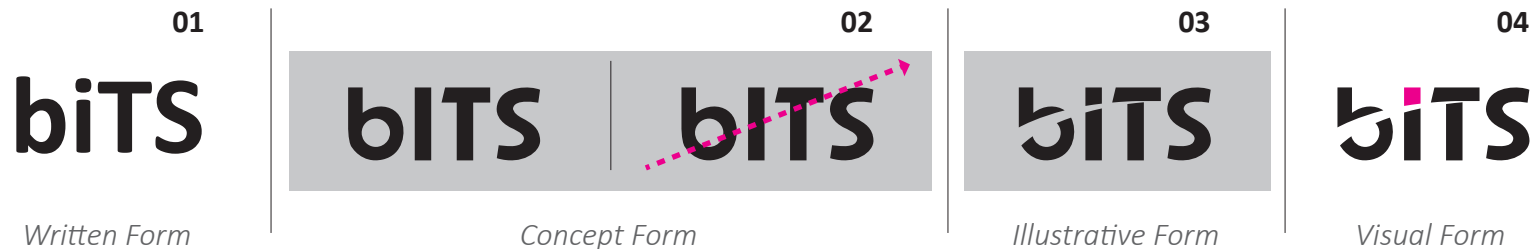
Short Form

bits Ltd.

BITS LTD.

Interpretation of the Design

biTS logo is constructed with **KozGoPr6N-Bold** font.



The construction of the logo made with seven different unique parts. This is absolutely our intangible asset with unique graphical presentation. Logo is not font or style, it is the visual expressions of our corporate identity.

We cannot use the 02 sign in any public communication or presentation.

biTS = **biTS**

Brand Identity

Corporate Colors

Consistent use of our logo, brand colors and key logical messaging across all communication channels is important and will help to reinforce our brand identity.



C 0, M 100, Y 0, K 0
R 235, G 0, B 139
Hex EC008B



C 0, M 0, Y 0, K 100
R 0, G 0, B 0
Hex 000000



C 0, M 0, Y 0, K 100
R 146, G 148, B 151
Hex 7F7F7F

Magenta: In color psychology, magenta is a color of joyfulness, happiness, satisfaction and appreciation for what we have acquired or achieved. Most of the professionals feel more optimistic when any business holds magenta as brand color. It influences our whole personal and spiritual development.

Black: In color psychology, black means power and control, hanging on to information and things rather than giving out to others. Black implies self-control and discipline, independence and a strong will, and giving an impression of authority and supremacy.

Gray: Grey or gray is an intermediate color between black and white. Grey is a neutral or achromatic color, meaning literally that it is a color "without color." From a color psychology perspective, gray is the color of cooperation. Gray conforms - it is conventional, reliable and practical. It is a color of maturity, responsibility, stability and natural

Graphical meaning of the logo



Visual brand language is branding terminology for a unique "alphabet" of design elements – such as shape, color, appearance, typography and arrangement – which directly and subliminally communicate a company's values and personality through compelling imagery and design style. This "alphabet", properly designed, results in an emotional connection between the brand and the consumer.

The sign “b” remains the same after intersected by the arch. The capital “I” intersected by the arch and shaped like “i” and the magenta dot is the inherited brand color of our mother corporate brand **BRAC** with the significance of happiness with inspiration. Here “T” is also intersected accordingly and capital “S” remains the same.

	BRAC	Symbolic Small “b” is derived from the BRAC logo is intersect by the upward arch and visible as Small “b”
	INFORMATION	I is universally accepted acronym of Information. Here the capital letter “I” is intersected in to two parts by the arch and became small “i” with magenta upper dot.
	TECHNOLOGY	Symbolic Capital “T” is universally known as the abbreviation of Technology which is noticeable as intersected by the arch into two parts and visible as capital “T”
	SERVICES	Capital letter “S” represents the word service that we deliver to the valued customers.

The utilization of **magenta** color on top dot of the small “i” signifies the uniqueness of the logo. This is the creative mix of our corporate logo.

Brand Identity

Arch



Upward arch

We use the arch to indicate our rising direction towards success and economic empowerment by providing innovative technology based solution.

The arch is also a commitment to minimize the negative social, economic and environmental impacts of our working practices. We are passionate about what we do, bringing together our experience and positive attitude to provide the technology, advice & solution they need.

Usage Guidelines

Corporate Logo

Two-color logo



One-color logo on black



One color logo



Logo on black



The biTS logo is a graphical symbolic design that represents BRAC IT Services Limited, biTS in short. The logo serves as a graphical illustration of the company's leadership, innovation and performance. It is significant that the logo is displayed in a consistent manner to present our company in a professional manner. biTS logo is a vital marketing tool as it appears on all the promotional materials, from corporate stationeries such as letter-heads and business cards, to advertisements in newspapers and other media.

Minimum size allowed



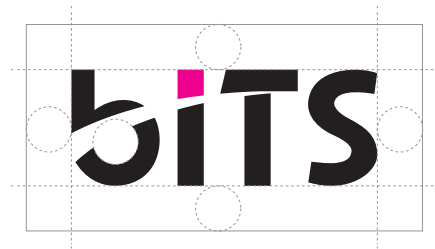
The ratio between the length and height of the biTS logo is 50:19 and the logo has to maintain a minimum size of 1inch X 0.38 inch.

Usage Guidelines

Clear Space Guideline

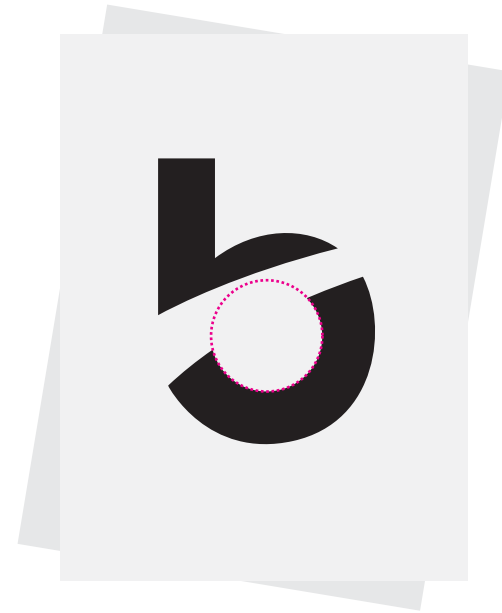
All the letters in the logo (b,i,T,S) are drawn at equal height.

The inner circle of "b" in the bits logo plays a vital role in the measurement of the logo. The diameter of that circle is needed to measure the distance between the biTS logo texts and the borders.



The left border is drawn keeping a distance equal to the diameter of that circle from the letter "b". Similarly, the right border is drawn at a distance of the diameter of the circle from "S".

The upper and the lower borders are drawn keeping the distance equal to the diameter of the circle from the logo texts.



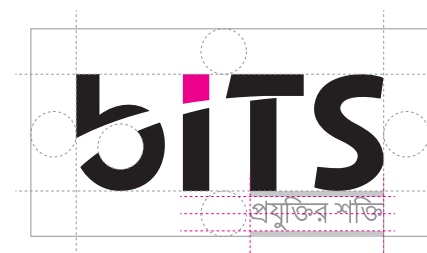
Usage Guidelines

Tagline

When putting together marketing or corporate materials for publication, include either the biTS logo or the biTS logo and tagline, depending on the material produced.

The upper and the lower borders are drawn keeping the distance equal to the diameter of the circle from the letters. The tagline of the organization will appear between the letters and the lower border.

Refer to the option on the right for a comprehensive listing of when to use the logo and tagline for each different type of media.



The tagline has to be ended right at the vertical line touching right of "S" and the lower borderline. The tagline can be extended at left as much as necessary.

Usage Guidelines

Usage of "A BRAC BANK Company"

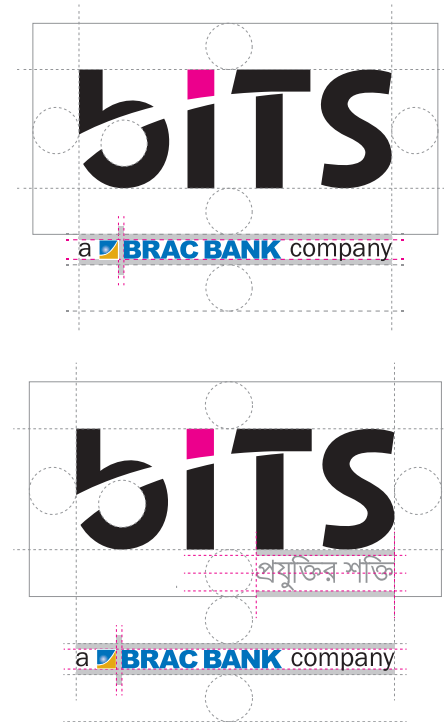
Since BRAC Bank is the parent organization of biTS, sometime it is recommended to mention "a BRAC BANK company" with biTS logo.

a  **BRAC BANK** company

The distance between all the words and the monogram should be 0.5 times the height of the text "BRAC BANK".

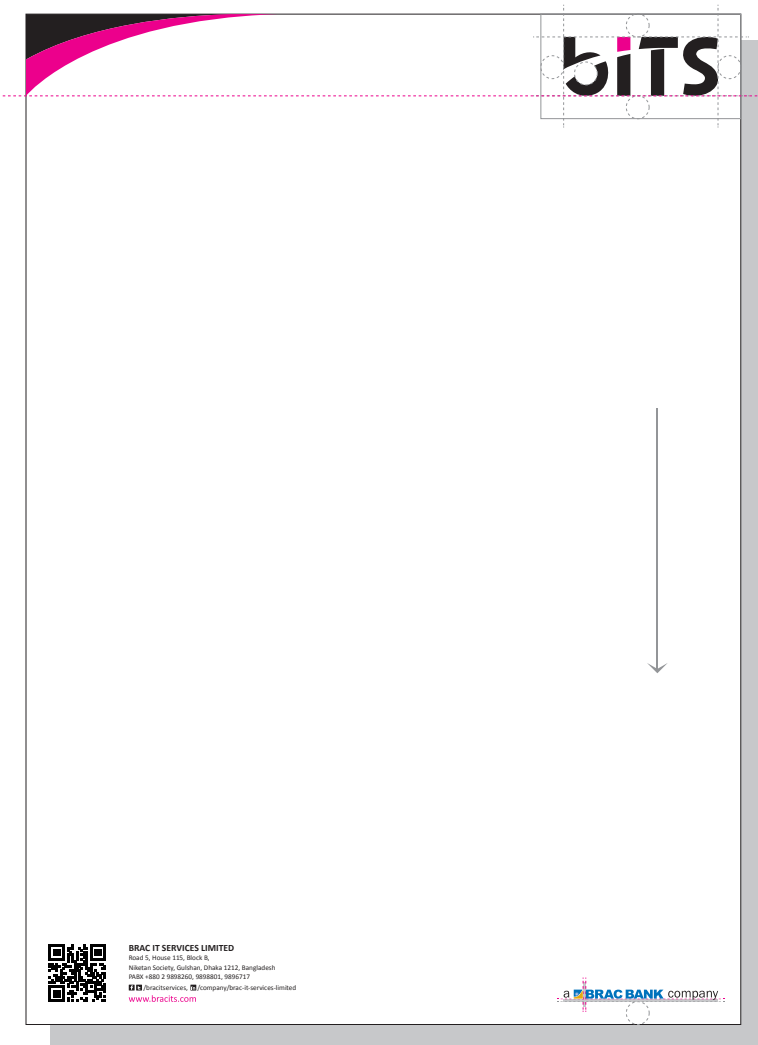
"a BRAC BANK company" texts will be placed at a distance of the diameter of the inner circle of 'b' from the bottom border line. The "a BRAC BANK company" texts will start from the vertical line touching the left side of the letter "b" and it will be ended at the vertical line touching the right side of "S".

The "a BRAC BANK company" texts can be placed at two places: right below the biTS logo or at the right bottom corner of the page or design.



Usage Guidelines

Staging with Arch



01. The biTS logo will be placed at the top right corner of the A4 sized letterhead keeping the distance equal to the diameter of “b” at the top and at the right corner.

02. The arch will be placed at the left top corner of the paper.

03. A line has to be drawn parallel to the top edge of the paper. That line will touch the bottom of the “biTS” text. The arch will start from the intersection point of the parallel line and the left edge of the paper.

04. A BRAC BANK Company will be placed at the right bottom corner of the page leaving a distance equal to diameter of “b” at the right end & at the bottom end of the page.

Usage Guidelines

Restrictions

biTS corporate logo acts as a powerful corporate identity tool by which people recognize the organization. It's a distinct symbol that works as a unique identifier of biTS. biTS follows certain rules and regulations to use the corporate logo in various places so that it can be represented properly. Some restrictions are mentioned below-



Do not reduce the transparency of the logo



Do not skew or stretch the logo



Do not use gradient to recreate the logo



Do not use red or other background of the logo. Only white and black backgrounds are allowed



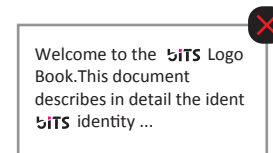
Do not create the full logo with magenta or other colors.



Do not use the logo without color fillers



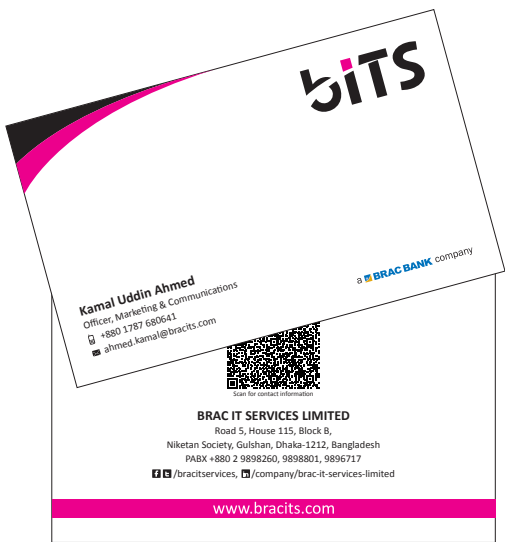
Do not place the logo over any graphical or patterned background



Do not use the logo to represent the text for biTS in a sentence or diagram

Design Samples

Stationery Samples



Design Samples

Polo Shirt, ID & Ribbon



Front



Back



Written Communication

Clear communication is an essential part of the biTS brand, and consistent typography plays a significant role in achieving this goal. Our corporate typeface is Frutiger, and this typeface should be used for all print material and any online text when possible.

The standard logo font size is 11 and the font style is "Calibri".
If the logo is needed to be reduced then the font can be reduced up to size 5. The logo texts can not be reduced below 5.

BRAC IT Services Limited	(Light)
<i>BRAC IT Services Limited</i>	<i>(Light Italic)</i>
BRAC IT Services Limited	(Regular)
<i>BRAC IT Services Limited</i>	<i>(Italic)</i>
BRAC IT Services Limited	(Bold)
<i>BRAC IT Services Limited</i>	<i>(Bold Italic)</i>

Communication Guidelines

Email Signature Templates

To communicate with a clear and consistent brand identity to our stakeholders, it has been identified that we need to standardize our email signature formats, as email is the most important medium of communication. Please follow the below rules and guidelines to create the e-mail signature:

Image Templates

- Copy and paste the relevant template below in to your automated Signature in Outlook and edit to include your information. It's mandatory to use only the information in the templates below in your signatures.
- Signature formatting can be found on your Outlook under Tools/ Options/ Mail Format/ Signatures

Thanks, _____	Font Size: 11
Kamal Uddin Ahmed _____	Font Size: 11 Bold
Officer, Marketing & Communications _____	Font Size: 10
Cell +880 1787 680641 II PABX Ext. 0000 _____	Font Size: 10

SAMPLE

Communication Guidelines

Email Signature in Ordinary Text

In outlook webmail and on Mac you will not be able to include the logo and the format may look slightly different – however you should be able to follow the basic format below.

Thanks, _____

Kamal Uddin Ahmed _____

Officer, Marketing & Communications _____

BRAC IT SERVICES LIMITED _____

Road 5, House 115, Block B, Niketon Society, Gulshan, Dhaka 1212 _____

Cell – 017 777 98 161 || PABX : +88.02. 9898260 || +88.02.9898801 _____

Font Size: 11


Font Size: 11 Bold

Font Size: 10

Font Size: 11 Bold (UPPERCASE)

Font Size: 10

Font Size: 10



Communication Guidelines

Email Signature Rules of Use

Images & Logos

Do not use any other personal images or logos within the email signature in addition to the corporate one. If you are not able to include a logo or signature image you are sending an email from your smartphone etc. it is not essential feature of the template. If you are unable to use the before mentioned logo in the email sent from webmail or smart devices, send the mails without logo.

Personal Contact Information

The signature is designed to be kept as short as possible while providing the most important corporate contact information. Do not include personal contact information, with the exception of a mobile phone you use for business. Only include alternate business-related contact fields (IM, Skype, etc) if you have a unique role that requires this information and inclusion of such information is absolutely necessary.

Social Media Addresses

Only use if important to your business and consider your audience. It's mandatory to use the corporate website address to get guidance, do not include personal link (facebook, linkedin, twitter) with the exception of a mobile phone you use for business.

Disclaimers

biTS does not have a legal obligation to include a disclaimer as part of our emails So biTS has decided not to use a disclaimer in the email until further notice.

Email Marketing

If you are sending out a marketing email via the biTS corporate CRM about any event, product or service, then please use the email template which includes the corporate logo and branding guideline.

Contact

If you have specific requirements that require a logo, please contact ahmed.kamal@bracits.com with your business case.

DO's

- :: Be personal without getting private
- :: Be respectful to the other person or entity in the social media
- :: In communication, make sure it does not fall into conflict of interest with your Job responsibility
- :: Show proper respect to people's privacy and topics that may be considered objectionable or inflammatory, such as politics and religion
- :: Respect the law, including those laws governing defamation, discrimination, harassment, copy right and fair use
- :: Use common sense while communicating over the internet
- :: Be the first to respond to your own mistakes. If you make an error, be up front about your mistake and correct it quickly, as this can help to restore trust
- :: Whenever opportunity arises, a staff should try to promote biTS and its subsidiaries over the internet
- :: If you see any negative comment or issue concerning biTS, try to contain the situation. If necessary, take proper assistance from the respective department/authority
- :: Inform concerned authority immediately if you notice any negative news regarding biTS on the internet

Communication Guidelines

Social Media

DON'Ts:

- :: An employee will not make any communication (comment/quote/post picture/video) in any media, which portrays negatively on any institution of BRAC or BRAC IT Services Limited
- :: Don't disclose confidential or other proprietary information, such as current or anticipated products, services, research, processes, techniques, designs, or any other financial information of BRAC IT Services Limited
- :: Don't use abusive language towards anyone, which may have a negative impact on BRAC IT Services Limited and its values
- :: Don't make derogatory comments towards gender, religion, society or the state
- :: Don't use the BRAC IT Services Limited logo, unless specifically authorized to do so
- :: Don't forget your day job. You should make sure that your online activities do not interfere with performing your job responsibilities or commitments to customers
- :: An employee at BRAC IT Services Limited should not comment on legal issues concerning biTS
- :: As an ambassador of biTS, don't make any association or get involved in any activity which reflects poorly on you and the organization
- :: Don't spread any kind of false information or rumor through the internet
- :: Don't spread any kind of malicious objects through the internet
- :: Commenting on controversial political/ religious issues is discouraged

Stationeries

- Letterhead
- Business cards
- ID Card
- File folders
- Slip pad
- Envelops
- Note book
- Tissue box
- Pen
- Car sticker
- Crockeries
- Signage / Banners
- Audio/video productions

Corporate Template

- Email signature
- Presentation
- Documents

Online Communication

- Website
- Social Media Platforms

Promotional Items

- Gift Items
- Clothing
- Prize
- Coupons

Publications

- Newsletter
- Book
- Biography
- Yearly report
- Calendar
- Dairy/Notebook

Event

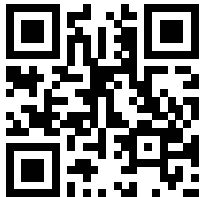
- Event mnemonic
- X-banner
- Digital sign
- Posters
- Stickers
- Banners

Consistency Matters

If you have just read these guidelines, you have our appreciation. It means that you share our belief in details and quality. We know applying these principles takes time and effort, but consistency in brand communication matters. The stories we tell in all our Brand Communications will be stronger because of it and create a bigger impact in the people's minds.




If you ever have any queries about our visual identity and its application in design, don't hesitate to contact us at ahmed.kamal@bracits.com

Thank you.



BRAC IT SERVICES LIMITED

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Niketan Society, Gulshan, Dhaka 1212, Bangladesh
PABX +880 2 9898260, 9898801, 9896717

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