

LOGO & BASIC MATERIAL GUIDE



THIS MANUAL SETS THE STANDARD
FOR **ALL** Mujib 100 MATERIALS
PRODUCED BY AGENCIES, GOVERNMENT,
CONTRACTORS, GRANTEES AND
OTHER PARTNERS.

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The logo

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Clear Space

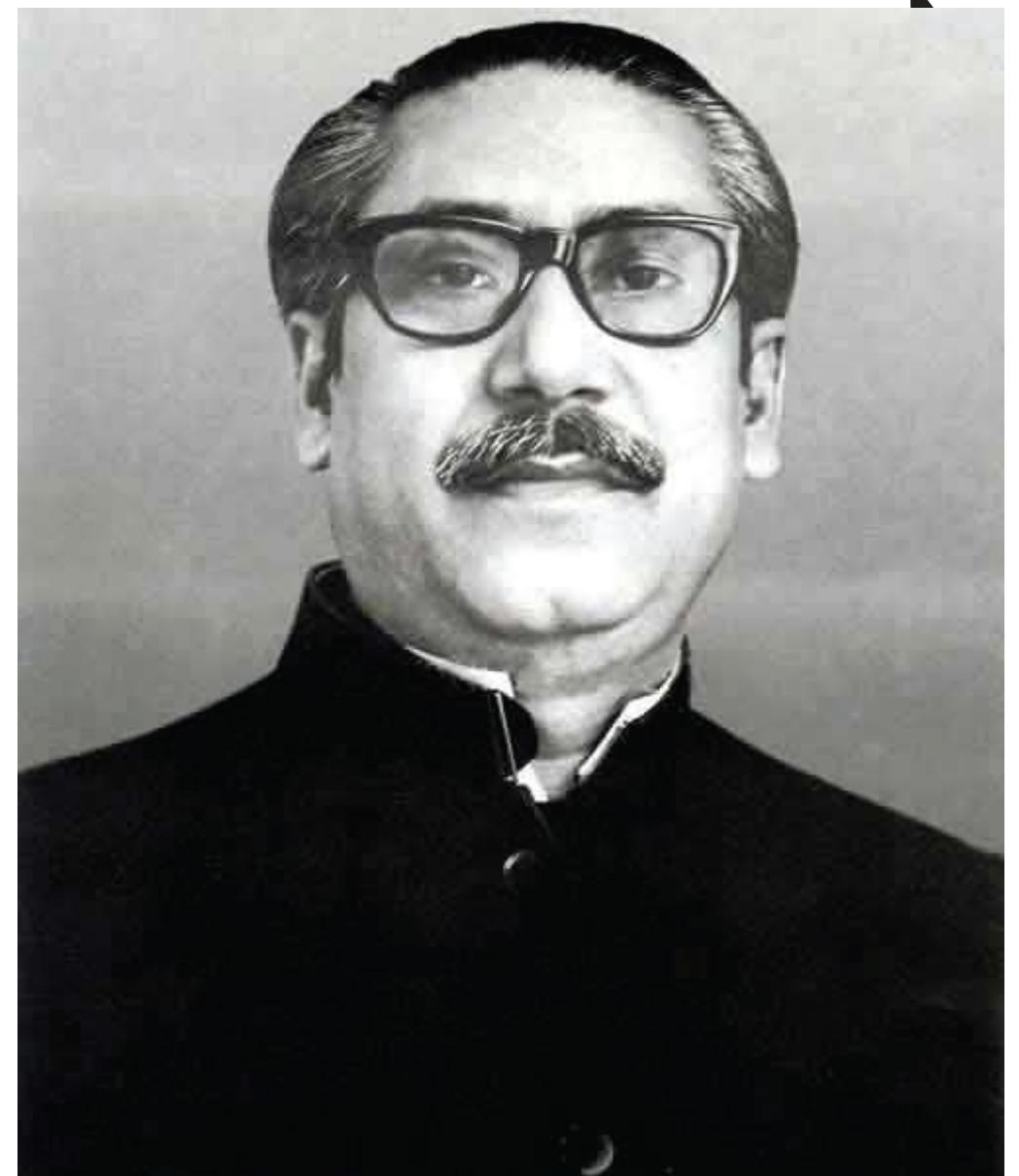
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About MUJIB Borsho

100 Birth Year Celebration "Mujib Borsho" of Father of the Nation of Bangladesh, Bangabandhu Sheik Mujibur Rahman to be celebrated with due respect from March 17, 2020, to March 26, 2021, through yearlong various programmes nationally & globally.



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MAIN LOGO



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COLOR LOGO WITHOUT FACE GREDIENT (WHERE APPLICABLE)



TWO (2) COLOR LOGO BLACK & RED



SINGLE COLOR LOGO BLACK



INVERSE LOGO COLOR GUIDE

SINGLE COLOR LOGO (WHITE)



SINGLE COLOR LOGO (BLACK)



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TWO COLOR INVERSE
COLOR LOGO
(BLACK & RED)



WHAT NOT TO
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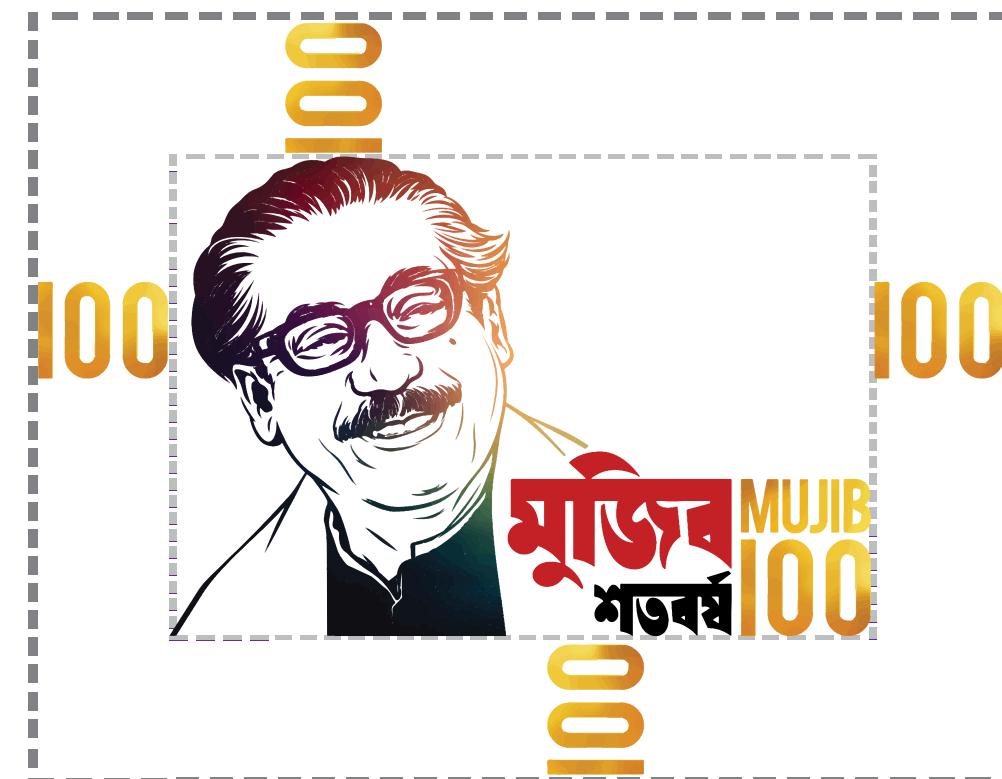
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CLEAR SPACE

A minimum area within and surrounding the logo, type mark and seal must be kept clear of any other typography as well as graphic elements such as illustrations, thematic images and patterns, and the trim edge of a printed piece. More than the minimum clear space is encouraged.

Minimum clear space on all sides of logo and type mark is equal to the height of the "Arrow" in the type mark. Minimum clear space on all sides of seal is equal to half the width of acronym box. See examples below.



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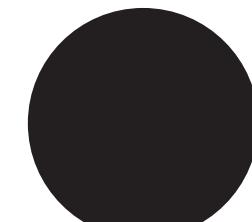
6.0

Branding Items

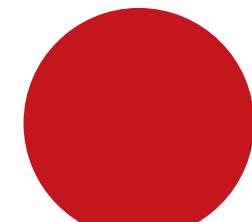
COLOR PALETTE

The color palette ensures the colors always look consistent. The primary color palette, RED and BLACK are the primary colors.

Primary Color



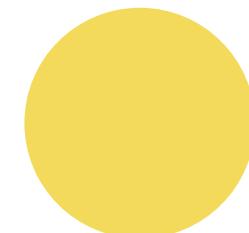
C 0 M 0 Y 0 K 100



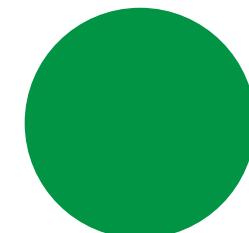
C 0 M 100 Y 100 K 20

This RED & BLACK will be used as Primary/Main Color regardless of all MUJIB 100 Branding. These two Specified color will be present in all branding/communication materials.

Secondary Color



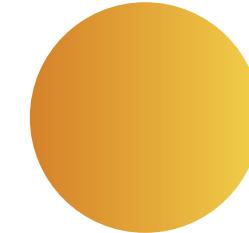
C 6 M 10 Y 77 K 0



C 85 M 10 Y 100 K 10

Secondary color will only be used in specific cases like gradient making or using multiple colors in single space.

Gradient Color Palette



C 14 M 56 Y 98 K 1
C 6 M 15 Y 83 K 0

Gradient will only be used in this specified way. The color values needs to be accurate.
Caution : Do not mix purple and green while creating gradient.

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COLOR PRINT RULES (PRESS)

RED color of mujib borsho logo will be printed with **custom made color / 5th color** along with the **Golden** color from Bangladesh Government logo.



INDIVIDUAL
CUSTOM
COLOR
PRINT



INDIVIDUAL
CUSTOM COLOR PRINT
(NOT CMYK)

LOGO PLACEMENT

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MUJIB 100 LOGO WILL **ALWAYS BE PLACED ON THE RIGHT SIDE** OF ARTBOARD/DESIGN AND WILL BE STAND ALONE .



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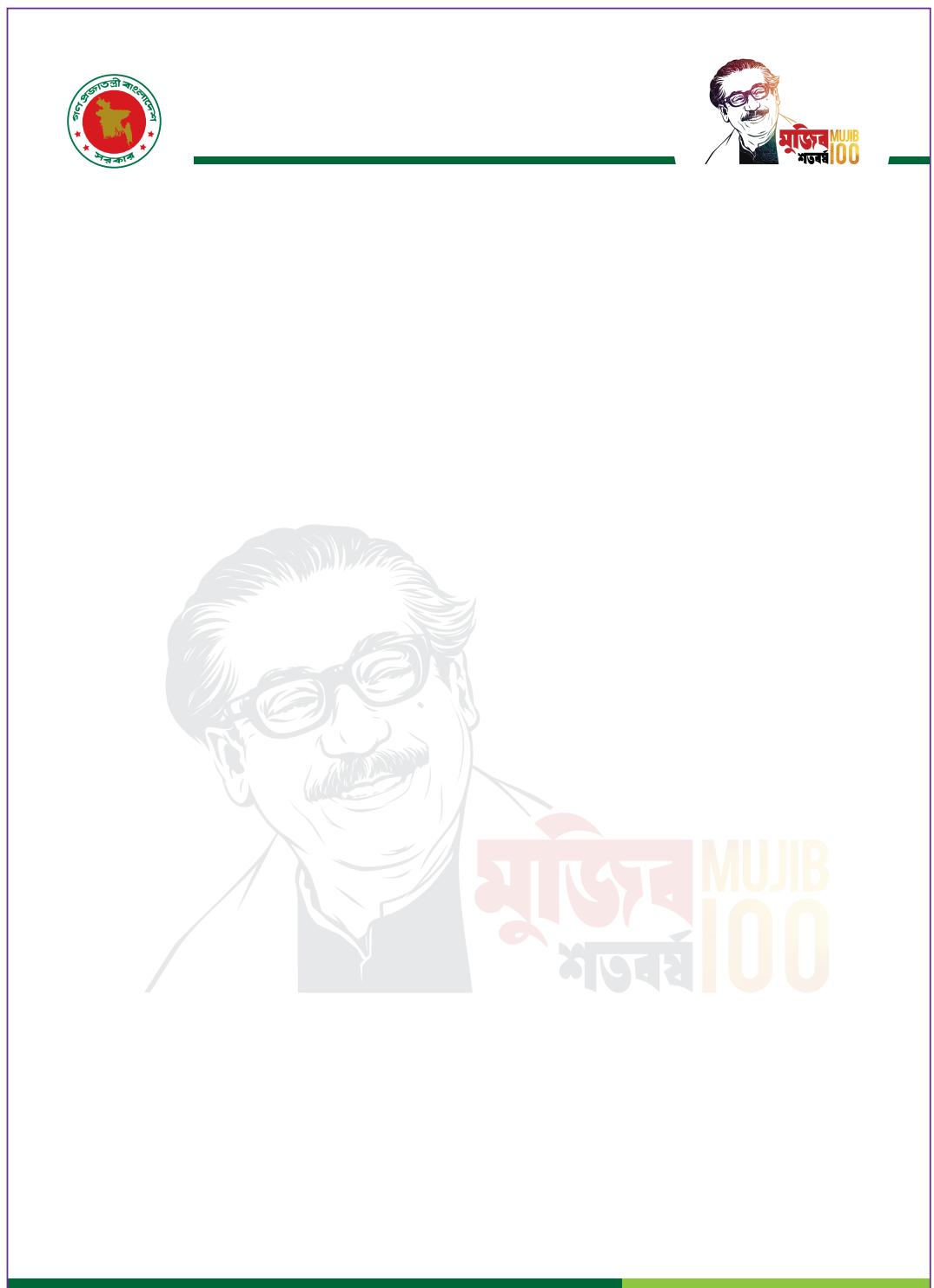
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Pad Format



Notice Format



Notice



Powerpoint - Full Screen Format 16:9



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