

The background is a light gray color, decorated with various geometric shapes and dotted lines in a vibrant magenta color. These include circles of different sizes, hexagons, a diamond shape, and several horizontal and vertical dotted lines. The shapes are scattered across the page, creating a modern, abstract design.

Brac Learning Center

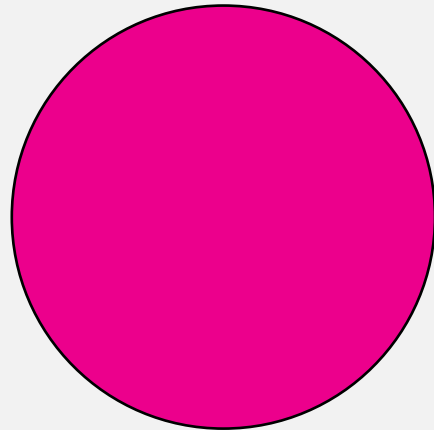
Logo Ideas



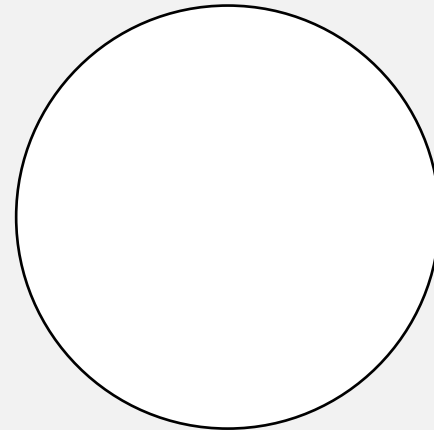
Language

Primary Language	: Bangla
Secondary Language	: English

Color Scheme



#F71698



#FFFFFF

What BLC does

1. Social Worker Training Program

2. Skill Development

- Migration
- Rehabilitation

Marketing Initiatives

- Featuring Learning Centers as “**Landmarks**” on certain locations
- Promotion through ATL & BTL Campaigns
- Using bKash to pay for the courses at BLC as a Cross-Promotion

Hero Content

Featuring 1 Learning Center of BRAC in an excellent AV which can be used as Advertisement on different media.



<https://youtu.be/5AwdkGKmZ0I>

OVC Ideas

- Featuring Course Promos as OVC on Social Media, App & Website
- Featuring Successful Stories at BLC (as Brac people like real life stories)

Celebrity Endorsement

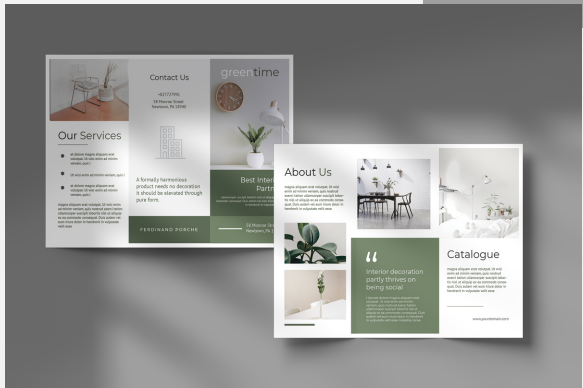
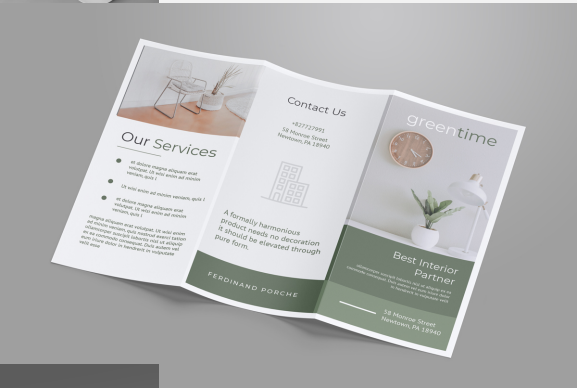
Celebrity Endorsement can help BLC to target mass amount of people through mass media.

Search Engine Optimization

Off-Page SEO: Actions taken outside of your own website to impact the rankings within search engine results pages (SERPs).

On-Page SEO: The practice of optimizing individual web pages in order to rank higher and earn more relevant traffic in search engines.

Brochure Idea



Leaflet Idea

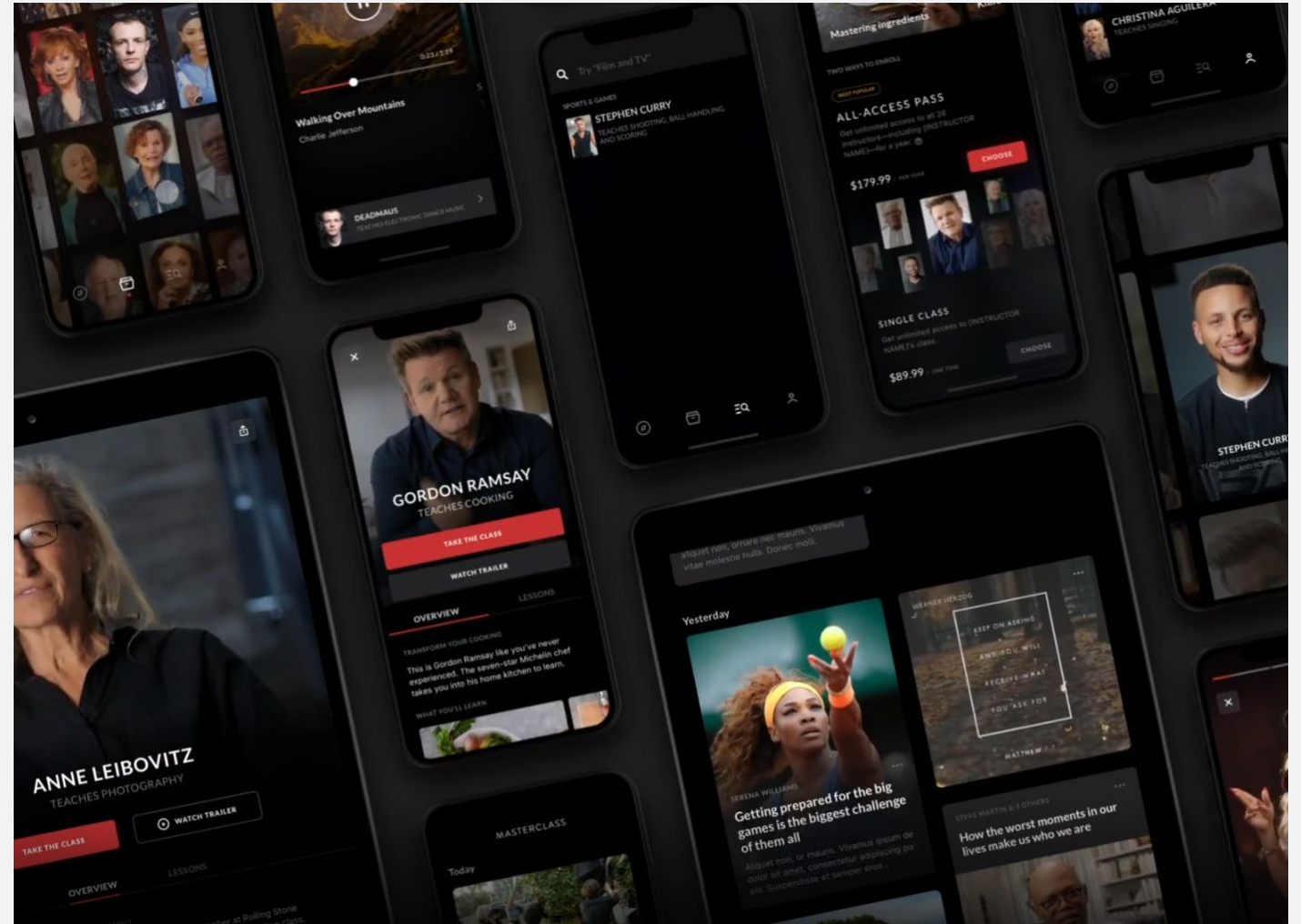


Landmark Idea

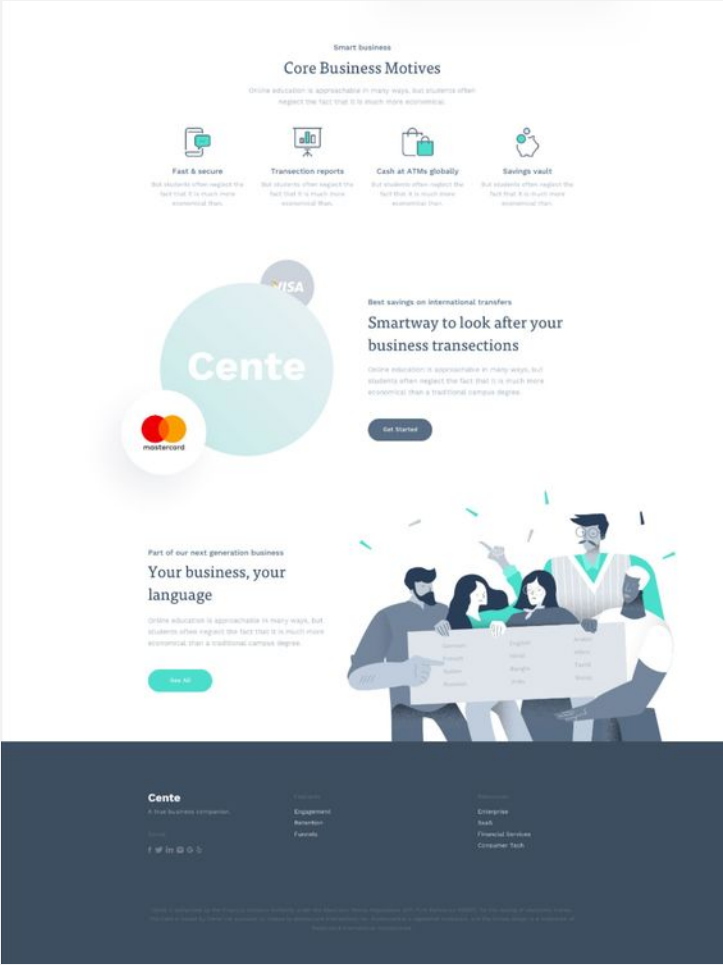
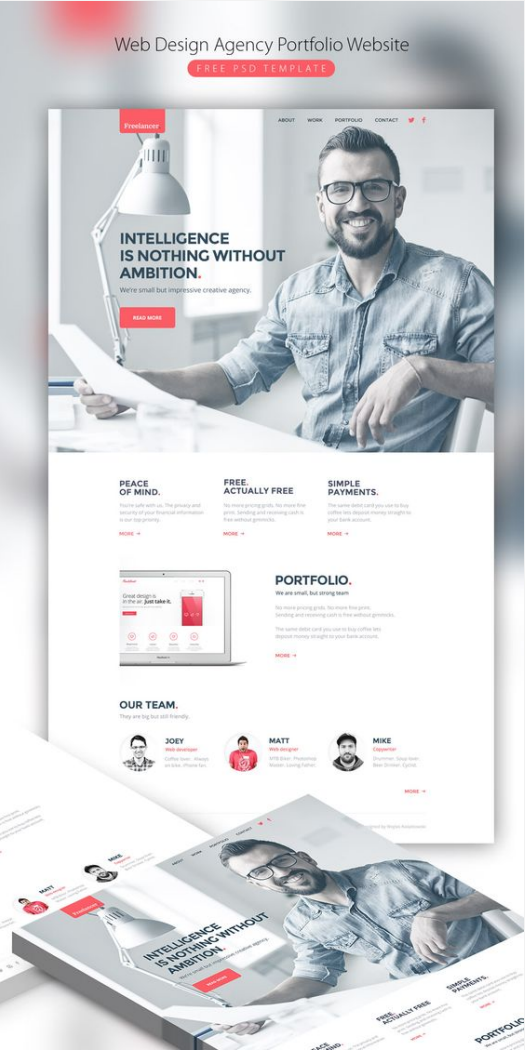


App UI Idea

Reference: Masterclass



Website UI Idea



Website & App Contents

- Who we are?
- What we do?
- Why BLC?
- Available Courses at BLC with Promos
- Available Facilities at BLC
- Location of Centers on Map
- Successful Stories at BLC
- Blog
- Contact

The background is a light gray color decorated with various pink geometric shapes and lines. These include circles of different sizes, hexagons, a dotted line, and a solid line forming a corner. A central pink rectangle contains the text "Thank You!".

Thank You!