

BRAND GUIDELINES

This guideline provides an overview of the regulations regarding the appropriate utilization of our brand assets. To ensure the utmost professionalism, kindly adhere to the prescribed guidelines by solely employing the authorized brand assets included in our branding kit.



ADDRESS

Navana Yusuf Infinity (Level-7),
16 Mohakhali C/A, Dhaka-1212

CONTACT

Email: marketing@bracmail.net
Call: 16577 or 09677111000

Do's

GENERALE

1. Our company logo should be used in its original form without any modifications, alterations, or distortions
2. The logo should maintain its proper proportions and clarity, ensuring legibility and visual impact.
3. The logo should be displayed prominently and with sufficient spacing to ensure visibility and avoid any overcrowding with other visual elements.

COLORS & SHAPE

1. The logo should be displayed in full-color whenever possible, using our official brand colors.
2. In situations where full-color usage is not feasible, a grayscale or black-and-white version of the logo may be used.

SIZE & RATIOS

1. The logo should be reproduced at a size that maintains its visibility and legibility.
2. A minimum size is limited to 2" (two inches) or 192px for print media and 1" (one inch) or 96px for display media, ensuring that the logo retains its visual impact.
3. CLEAR SPACE
4. A clear space should be maintained around the logo to prevent visual clutter and maintain its prominence.
5. The clear space should be equivalent to the height or width of the logo itself.

TEXT & COPY STANDARDS

1. Write "BRACNet" (with "BRACN" as capital and "et" in lowercase). It is the only excepted format to write BRACNet name. You must follow the format except when it is part of a web address.
2. The clear space should be equivalent to the height or width of the logo itself.

Don'ts

MODIFICATION

1. Stylizing or modifying the color, size, shape, or ratio of the content provided in the brand kit is not accepted in any case.

TEXT & COPY STANDARDS

2. Don't pluralize the name "BRACNet".
3. Don't use BRACNet logos and icons in place of words or vice versa.

[CLICK TO DOWNLOAD BRANDING KIT](#)

If you have any question or query regarding our branding guideline and uses, please feel free to email us at

branding@bracmail.net