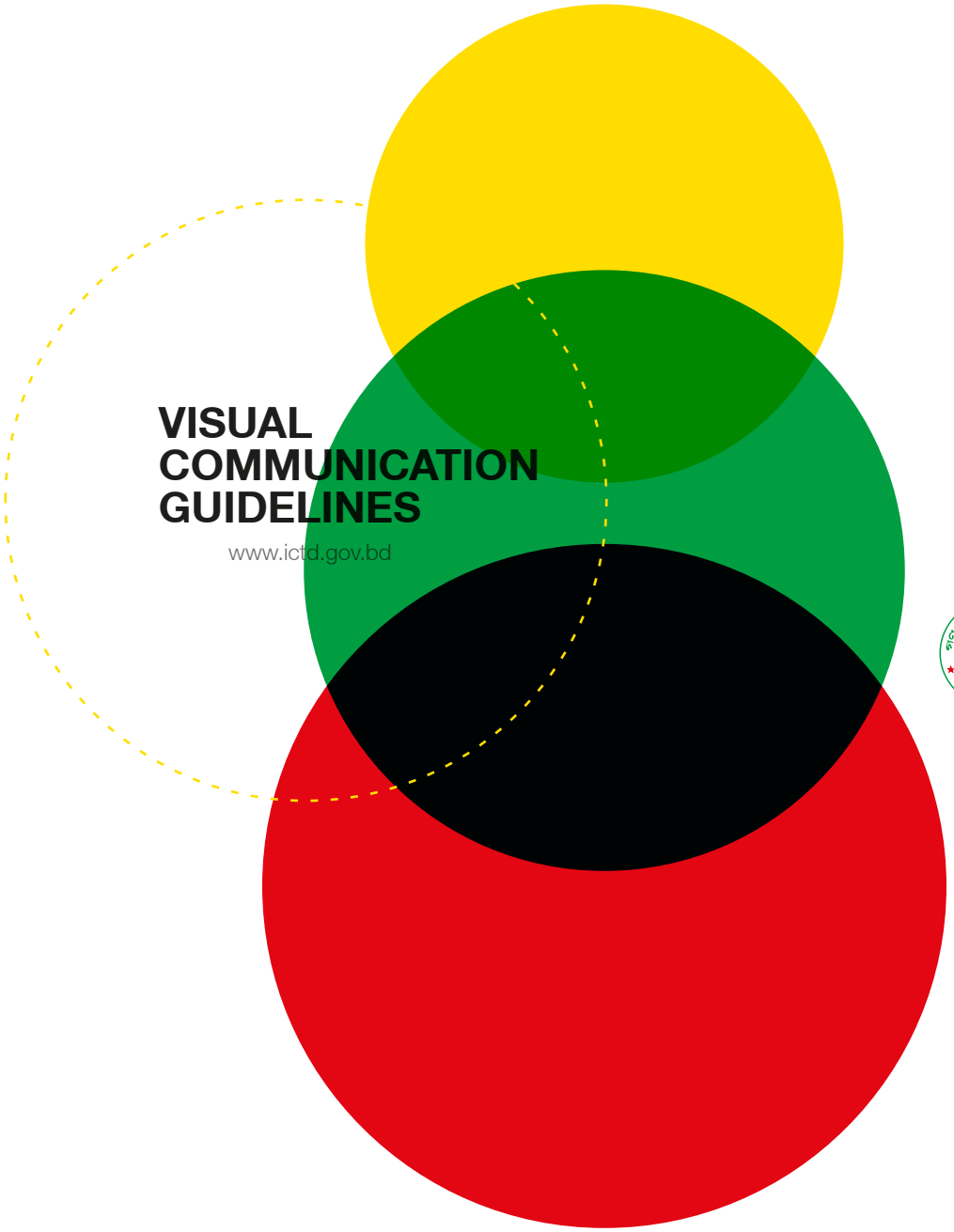


VISUAL COMMUNICATION GUIDELINES

www.ictd.gov.bd

ICT DIVISION

We see the role of ICT as tantamount to the visions of SDG and believe with the right efforts and policies, and the proper communication of those efforts and policies, the work of ICT will be more impactful and change the way the people of Bangladesh and those around the world view the promise of Digital Bangladesh.

REPACKAGING ICT

A BOLD NEW ECO-NOMY

As we move away from a carbon economy to a digital economy, the onus is on governments of developing countries to transform nations to knowledge-based economies. Just as physical skills, climate and physical infrastructure were critical for growth and development over the past eras, today's intertwined, ever-connected economies call for ICT infrastructure and skills to compete and grow on par with the rest of the world.

CONTENTS

The Logo **05**
- Minimum Clear Space **06**
- Minimum Size **06**
- Logo Usages **07-08**
- Logo Don'ts **09**

Basics Elements **10**
- The Orb **11**
- Iconography **12-13**

Typography **14-17**

Core Colors **18**

Secondary Colors **19**

Tone of Voice **20**

Photography Guidelines **21**
- Our Filters **22**
- Photography Dont's **24**

THE LOGO

ICT's identity consists of three basic elements which make up our visual expression - the ICT logo, our color palette and our typeface.

The basic elements and principles of application covered in these guidelines apply to the whole of ICT.

To build and maintain a strong brand presence, it is essential that the elements of our visual identity are applied consistently and effectively wherever they appear.

For our visual expression to have a huge impact we need to use and reproduce each of the elements correctly. Before using the new toolkit of basic elements, please read these guidelines carefully and always ensure that the digital originals of the master artwork are used.

MINIMUM CLEAR SPACE AND MINIMUM SIZE

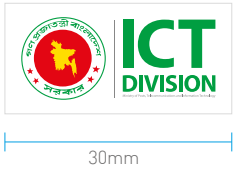
Minimum clear space

To ensure legibility it is important to leave adequate clear space around the logo. The recommended minimum clear space is shown here by the grey grid lines. No text or graphics must intrude into this area. Minimum clear space logo, both horizontal and vertical, is determined by the height of the letter 'N' as it appears in the word 'DIVISION' in the logo, represented here by 'X'.

The logo always appears on a white background, with the minimum clear space around the logo extending into the white area. In all media vehicles, the ICT logo must appear on this white area, regardless of the type of communication.

Minimum size

For ensuring the legibility and accurate reproduction of ICT logo, it is important to respect the minimum size guidelines for the logo. The logo height is determined by the height of the symbol measured from its highest point to its lowest point; minimum size for print is 30mm.



LOGO USAGE

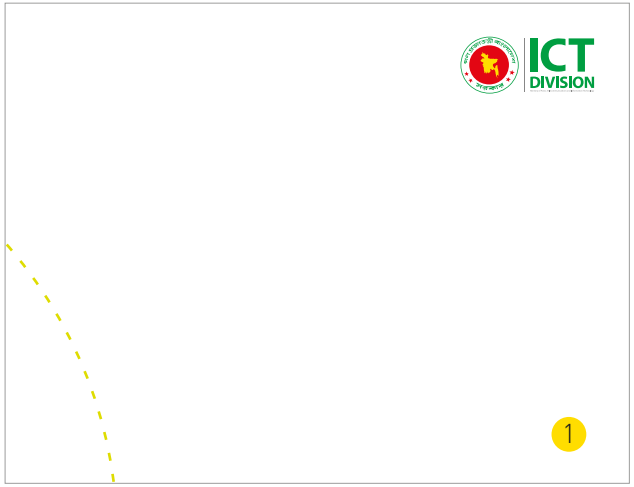
The ICT logo can be used across all print and digital media for all ICT communications, and there is a degree of flexibility as to where and how the logo can be used.

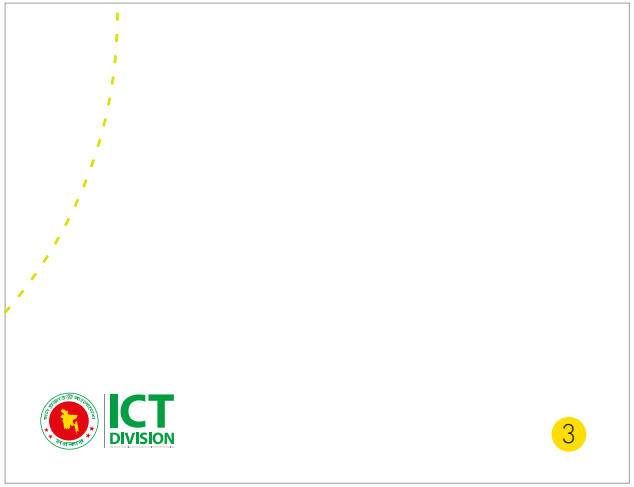
Most importantly:

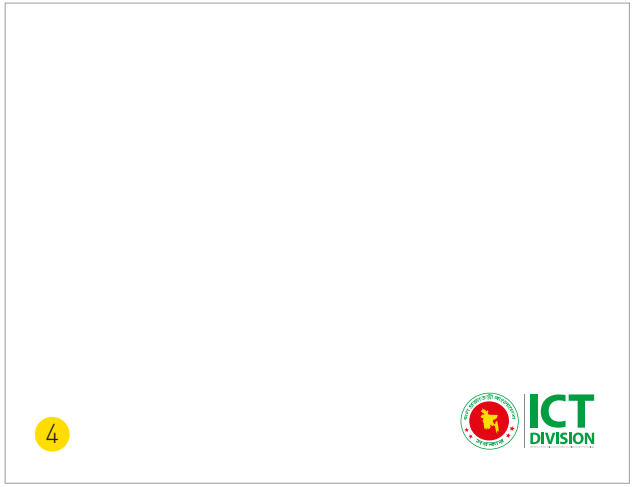
a) the logo background is a static white space and must never be interfered with

b) the logo may be placed on all edges of a layout

Depending on the placement and arrangement of other visual elements including the main image, headline, body-copy, supporting visual devices and other elements, the logo can be placed anywhere on the body of the layout, or on the top-right, top-left, bottom-right or bottom-right. The objective is to create a finished look that flows naturally, and to achieve synergy between visual and text elements.



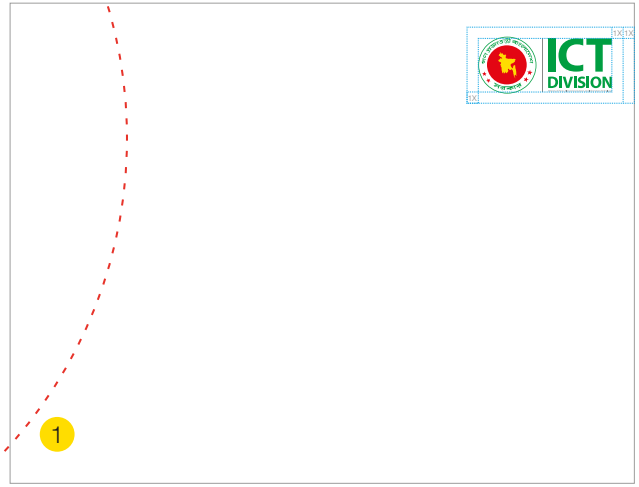


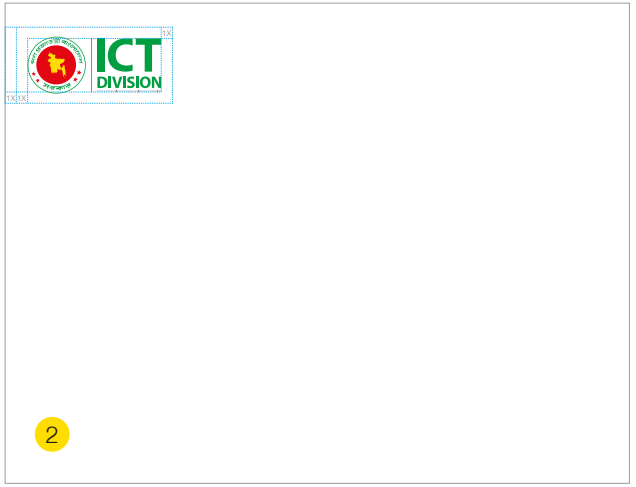


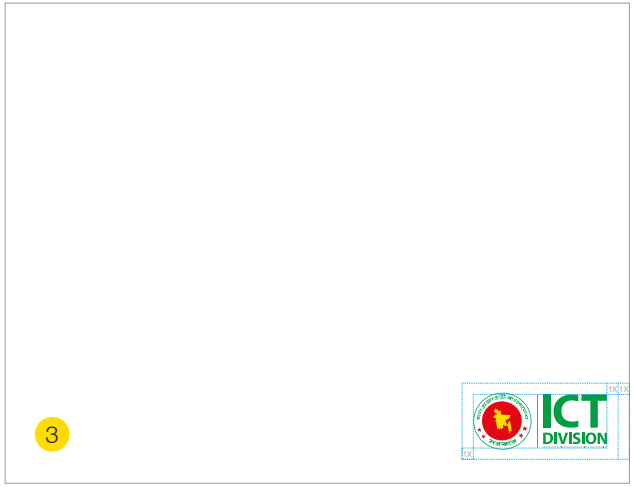
LOGO USAGE (Continued)

An alternative use of the logo is to place it flush with one of the edges of the layout, so that the background extends all the way to the edge. However, in photographs and designs where the background is white, the logo should ideally not be flush, and be placed in a way that does not make it look imbalanced, or compromise the composition of the layout.

Only one of the sides of the logo can be flush with the edge, and the minimum space on that side will be doubled.







Zoomed View

LOGO DONT'S

To ensure the accurate reproduction of ICT logo, one thing we can't force to violate that is always use the original logo master artworks. Never alter or distort the logo master art work by any means.

1

2

3

4

5

6

7

8

9

10

11

12

1 Don't change the typeface of the logotype in any way (i.e. by changing the logotype to different font)

2 Don't distort the fixed size relationship and position of the logo elements (i.e. by scaling the symbol)

3 Don't change the fixed position of the logo elements (i.e. by moving the symbol)

4 Don't change the typeface of the logotype in anyway (i.e. by squashing the typeface)

5 Don't distort the elements of the logo in any way (i.e. by rotating the symbol)

6 Don't distort the elements of the logo in any way (i.e. by squashing the symbol)

7 Don't recolour the logo elements (i.e. by colouring the symbol in different colours)

8 Don't recolour the logo elements (i.e. by colouring the logotype different colours)

9 Don't use a keyline around the solid symbol

10 Don't use any color withiin the clear space

11 Don't encroach on the minimum clear space (i.e. by adding text)

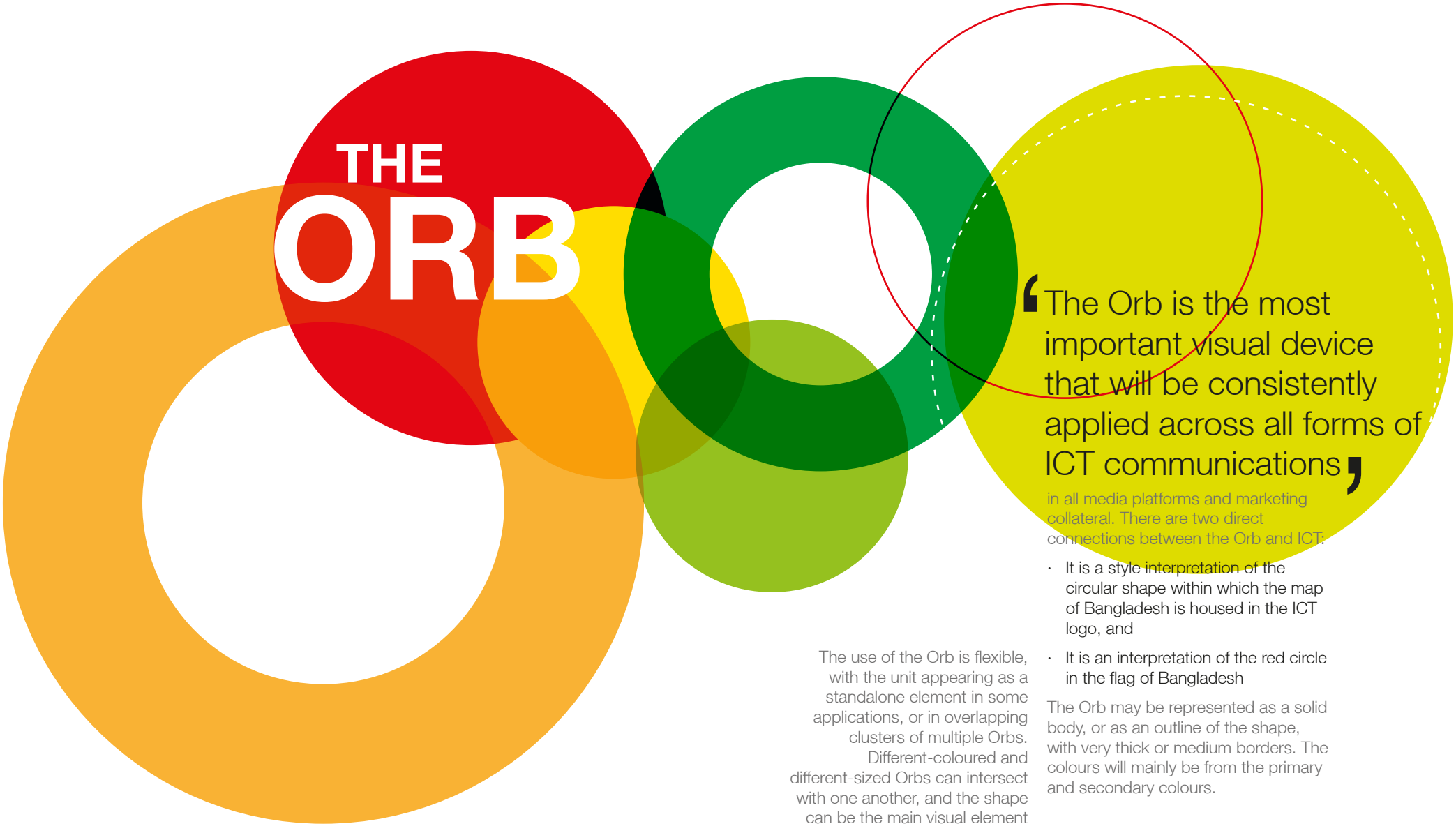
12 Don't use outline to create a new logo

BASIC ELEMENTS

We are using a predefined set of visual elements to achieve a distinct and consistent look for ICT across all communications and media vehicles. These elements will help create simple, visually striking and easy-to-identify creative renditions for all ICT messages. Aligned with the overarching communication guidelines, these visual devices may be used in different manners within certain boundaries and can bring versatility to the look while affording a degree of flexibility to the designers.

Visual elements include devices such as the triangle unit and icons.

THE ORB



"The Orb is the most important visual device that will be consistently applied across all forms of ICT communications"

in all media platforms and marketing collateral. There are two direct connections between the Orb and ICT:

- It is a style interpretation of the circular shape within which the map of Bangladesh is housed in the ICT logo, and
- It is an interpretation of the red circle in the flag of Bangladesh

The Orb may be represented as a solid body, or as an outline of the shape, with very thick or medium borders. The colours will mainly be from the primary and secondary colours.

The use of the Orb is flexible, with the unit appearing as a standalone element in some applications, or in overlapping clusters of multiple Orbs. Different-coloured and different-sized Orbs can intersect with one another, and the shape can be the main visual element of a design, or appear as a supporting element.

ICT ICONOGRAPHY

The iconography is the full set of icons used in ICT communications. Icons are used as visual cues and may appear in both digital and print collateral. The icon set shown here is not exhaustive and may be modified as and when necessary; it has been developed in line with ICT's communication objectives.

ICT ICONOGRAPHY (Continued)

Location

Used to pinpoint locations, landmarks and addresses for ICT events

E-service

Centres/spots where ICT e-services services are available

Global

Used to signify nationwide/global scope of an item/event

Dialogue

Conference, seminar, roundtable, etc.

Connectivity

Internet connection available

Progress

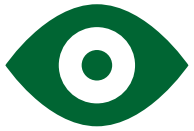
Used to track and report on progress and development

Achievement

Awards, rewards, recognitions, etc.

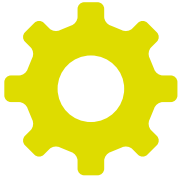
Events/Festivals

Fairs, festivals, carnivals, etc.



Vision

Objective or goal of an event or initiative



Infrastructure

Logistics and physical structure

Power

Power source such as charging dock, etc.

Cloud

Upload to cloud storage

Training

Training camps, workshops, etc.

Schedule

Calendar and schedule of upcoming events

Information

ICT resources for information including website and hotline

TYPOGRAPHY

The ICT typography is designed to deliver an impactful message that sticks. Considered a critical visual element in all forms of communications, typography is a key element for ICT communications and helps create a spirited and optimistic tone for all messaging across all media vehicles.

Coupled with the style of copy, the typeface creates a clear, single-minded message in a distinctive way that establishes and reinforces the values of ICT's Digital Bangladesh 'brand' without coming off as too loud or lofty.

PRIMARY TYPOGRAPHY

The primary typeface ‘HelveticaNeue LT’ will only be used in all communications. This typeface is the most defining identity of the brand and so all the communication headlines, sub-heads and body copy must be in this font. The bold, medium and light fonts can be used in combination for the purpose of setting different tones. The bold font will be used mostly where emphasis is required.

HelveticaNeue LT 45 Light - Regular

ABC abc

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%^&*()-+

This will be used only for supporting copy

PRIMARY TYPOGRAPHY (Continued)

The use of different synergized typefaces lends fluidity to the overall design and combines well with the imagery, giving the layouts a dynamic, nuanced look, as opposed to being flat. There is flexibility in how the typography is used, depending on the communication platform – there may or may not be a graphic device to hold the typeface in place, and the placement of the typeface is also open to the designer's discretion. Further, the typography may or may not be directly integrated into the imagery.

HelveticaNeue LT 55 Roman - Bold

ABC abc

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%^&*()-+

This will be used only for headlines

HelveticaNeue LT 65 Medium - Regular

ABC abc

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%^&*()-+

This will be used only for subheads

TYPOGRAPHY
BANGLA

The Bengali typeface “ICT Bangla” has been developed exclusively for ICT and is closely aligned with the English typeface in terms of style and tone. The look evokes a sense of future-mindedness with bold and clean curves. The primary typeface has multiple weights (regular and bold) and can be used for the headline, subhead and body copy.

SutonnyMJ - Regular

অ আ ই ক খ গ

অ আ ই ঈ উ ঊ ঋ এ ঐ ও ঔ ক খ গ ঘ ঙ চ ছ জ ঝ ঞ
ট ঠ ড ঢ ড় ঢ় ণ থ থ দ ধ ন প অ ব ভ ম য র য় ল ব শ ষ স হ
১২৩৪৫৬৭৮৯০! @#৮%_*()-+

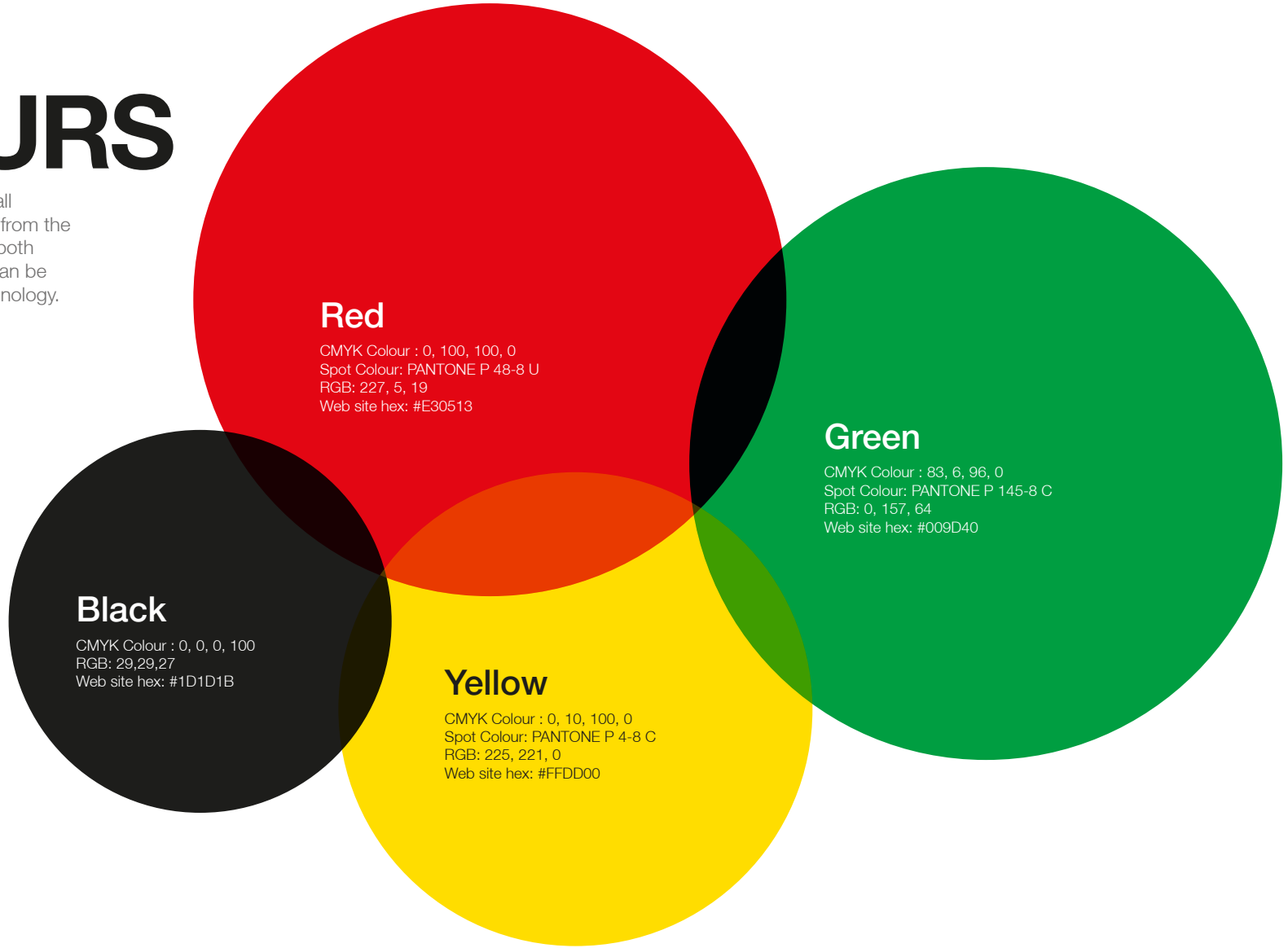
SutonnyMJ - Bold

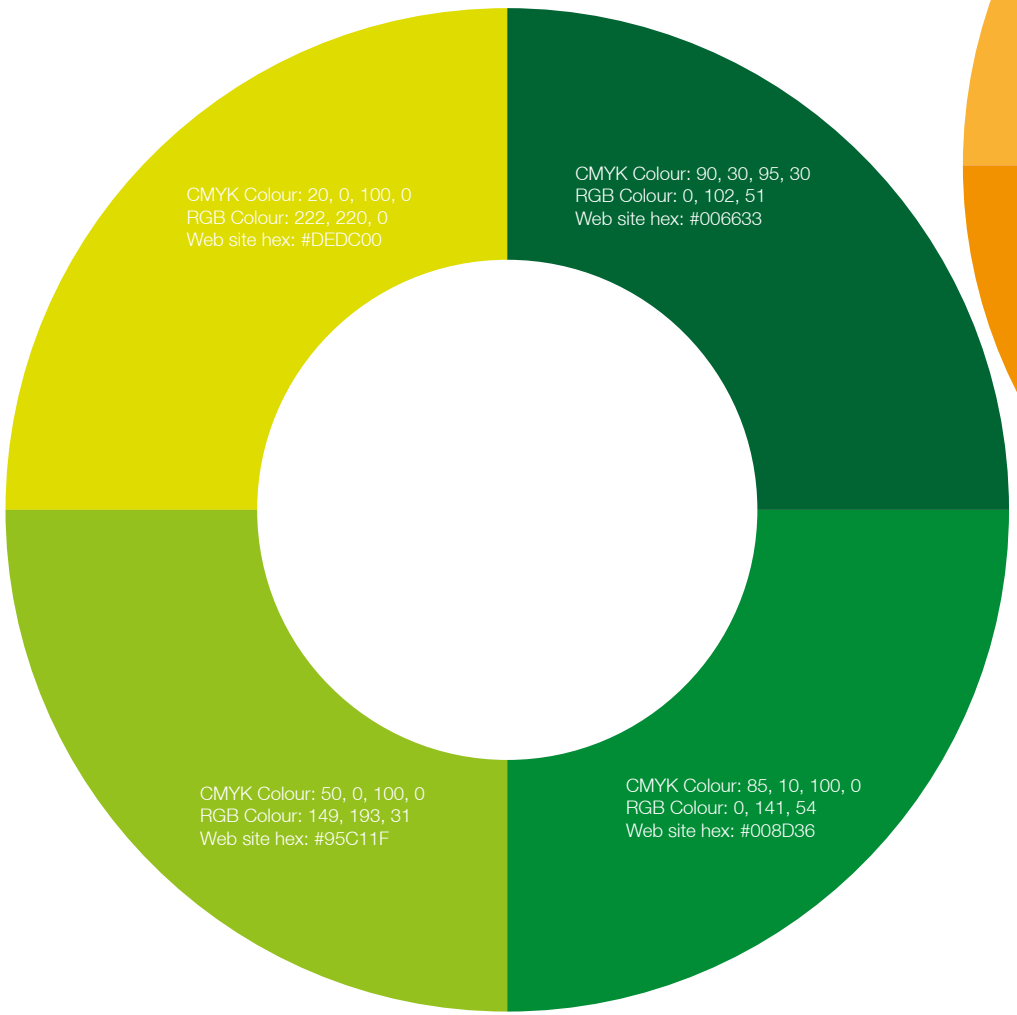
অ আ ই ক খ গ

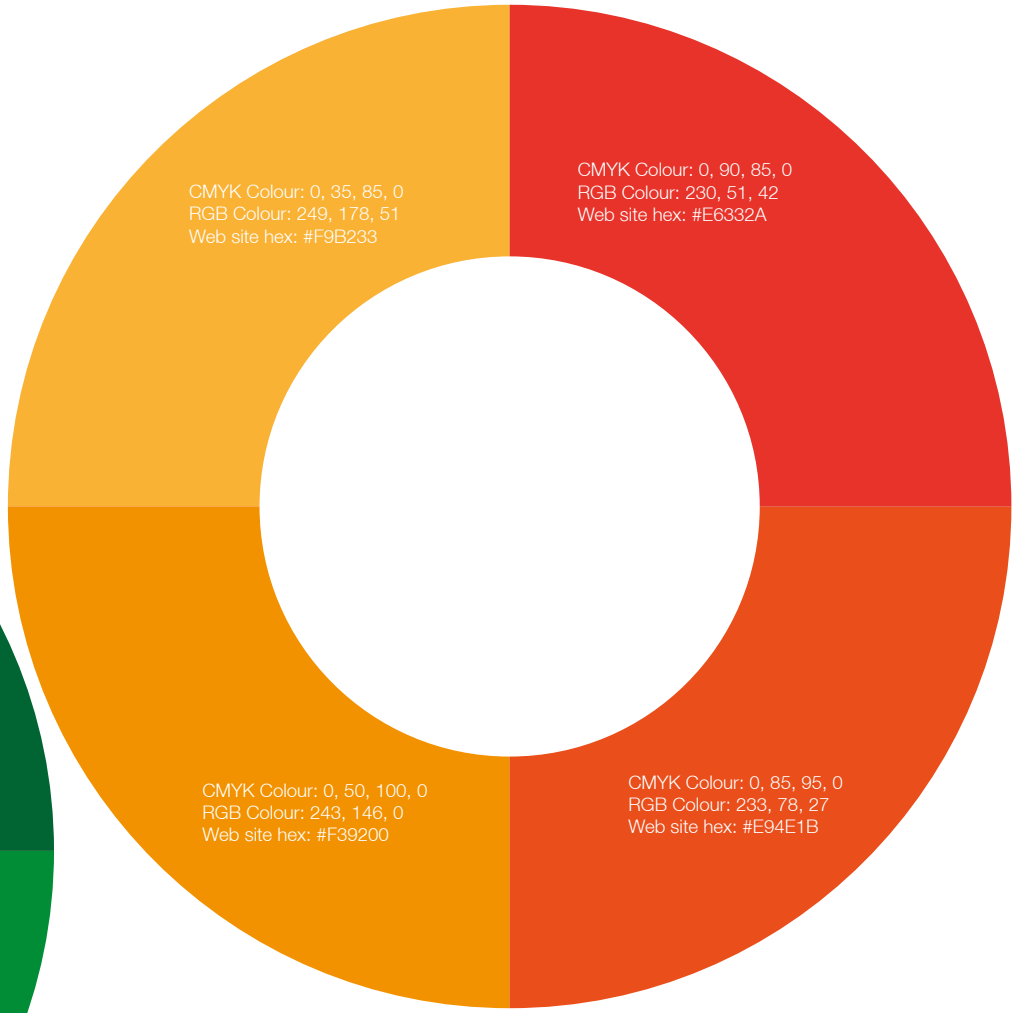
অ আ ই ঈ উ ঊ ঋ এ ঐ ও ঔ ক খ গ ঘ ঙ চ ছ জ ঝ ঞ
ট ঠ ড ঢ ড় ঢ় ণ থ থ দ ধ ন প অ ব ভ ম য র য় ল ব শ ষ স হ
১২৩৪৫৬৭৮৯০! @#৮%_*()-+

CORE COLOURS

The core colours that will be used in all communication materials are derived from the logo. In any kind of printing material, both CMYK and spot colouring methods can be used depending on the available technology.







SECONDARY COLOURS

Secondary colours are derived from the Digital Bangladesh logo and will be used across all communication. Secondary colours are different shades of blue, yellow, orange, red and green.

TONE OF VOICE

ICT messaging is sincere and straightforward.

There is no room for fluff, hype, hyperbole, cliché or linguistic devices that do not add real value to the messaging or sincerely fulfill the objective of the communication.

While communications for governmental organizations have traditionally been functional (almost to the point of sounding frigid), we will employ a plain-speaking tone and communicate in a more human way.

The objective is to position ICT as accessible and approachable, and the best way to do that is by being forthright.

PHOTO GRAPHY

Our Storytelling Device

Every photograph tells a story. For ICT, this story is about Positive Bangladesh. As the most affective and immediate storytelling device available to ICT, our photographs are critical tools in designing and delivering an effective message that portrays Bangladesh in a positive light. Barring a few photography subjects, style and themes, any photograph that tells our story in an authentic and genuine way is an ICT photograph.

OUR FILTER
ORB-X

ICT's signature look is derived from its photographic filter, a visual treatment that creates a unique, memorable look for ICT communications. The filter infuses more drama into the image, and heightens the potency of the image as a communicative tool. The sample photographs show the effect of the filter.

Original Picture

ORB-X Applied

“The Many Shades of 21st Century Bangladesh”

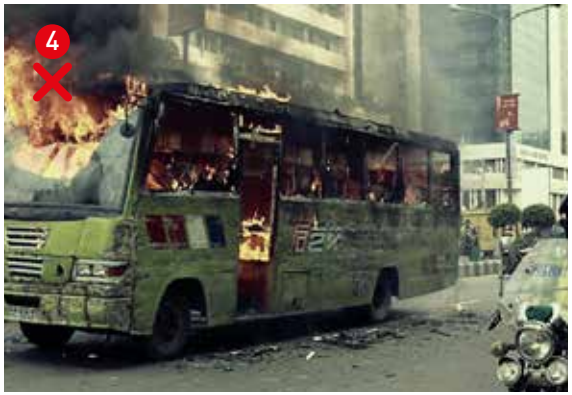
PHOTOGRAPHY DONT'S

1 Don't show suffering, pain, distress, grievance, or any kind of negative emotion

2 Don't use posed or staged images that do not authentically capture a candid moment

3 Don't show scenes or settings that are overwhelmingly dilapidated, rundown or in bad shape

4 Don't show images that condone unhygienic practices or conditions, or raise food safety concerns

5 Don't use coloured photographs under any circumstances

6 Don't show images that portray a way of life that is not consistent with Digital Bangladesh