

Identity GUIDELINES re-ensure the standards of the communication of the **BRAND** and its promises, values and personality. The mandatory elements establish a strong framework and determine the look of the communications and establishment of the Brand. The guidelines make the branding easy and free up the brand to deal with any conditions and markets.

Brand Guideline buttons are given below:

1. **Brand name:** The core essences behind the company name, Company's Legal Descriptor & Company's Strapline.
2. **Goal:** The Brand Character & It's Positioning.
3. **Logo Architecture:** The core thoughts, Actual Logo Architecture & measurements, Flat colored Logo & the measurements, Logo Color Guidance, Black & White Logo Architecture, Reverse Logo Architecture, Minimum Size, Do & Don'ts.
4. **Corporate Identities:** The Making of Brand Device, The Usages of Brand Device, Black & White Brand Device and It's Usages, Sub Branding, Guideline for Punctuation Marks.
5. **Type Face:** The font Characters.
6. **Color:** Suggested Corporate color and it's Usages
7. **The Master Guideline:** Guides & Greed for communication on an A4 standard size.
8. **Stationeries:** Letterhead, Envelop, Business Card, Computer Paper, Slip and Voucher copies.
9. **Advertising & Communication:** Visual and Copy Putting style, Press AD, Banners & Billboards, Shop-Board, Flier, Newsletter.
10. **Event & Invitations:** Invitation Card, Envelop, Usages of the Brand element in Events, Usages of Brand Properties on Promotional Materials,
11. **Company's Presentation Guideline:** PowerPoint Page Profile and Presentation Style.
12. **Out-of-Box Applications:** Bus Branding, Road-Indicator, Notice Board, Wall-Paint, Etc.

Deliverables:

Two Copies of Brand Guideline Book, Three copies of Acrobat Reader supported soft-copy CD.

Total Budget for one Company: TK.1, 00,000/= (One lakh taka only)

Terms & Conditions:

1. Work-order from client to begin the work.
2. Advance 40%
3. First two copies of the approval printout will be provided by the agency and rest of the cost will be bared by client
4. It requires minimum 25 working days to deliver the final product if the client does not delay to provide the feedback on time.
5. Agency credential must be acknowledged in the guideline-book.

Note: Budget and other factors are negotiable on client's demands, work area and strengths.