# PLAYBOOK
DIGITAL BANGLADESH

THE DIGITAL DREAM

Digital Bangladesh is more than a set of sustained efforts designed to propel Bangladesh to the cusp of technology. It is a promise to the people of the nation to make accessible the latest in technological developments and advancements in information and communications technology. It is a seal of assurance to the world that Bangladesh is equipped, skilled and ready to partner with businesses and ready to face the digital demands of tomorrow.
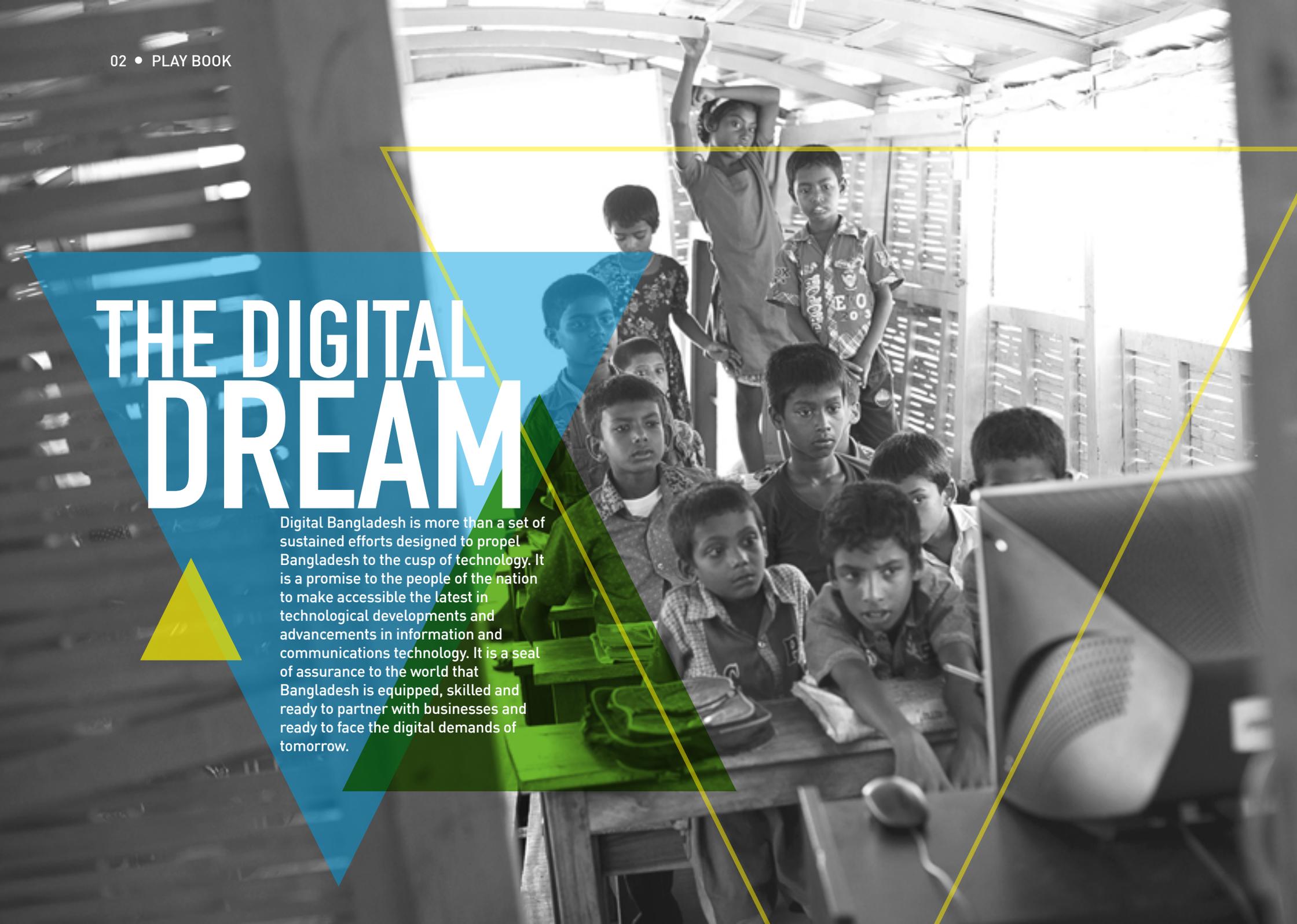
DIGITAL BANGLADESH

"Digital Bangladesh" is an articulation of the vision and purpose of ICT. It encapsulates and captures the essence of the ultimate objective of the set of efforts that ICT undertakes throughout urban and rural communities across the country.

E-services and e-governance, internet penetration, IT education, construction of hi-tech parks – everything falls under the scope of ICT and its vision of a Digital Bangladesh.

CONTENTS
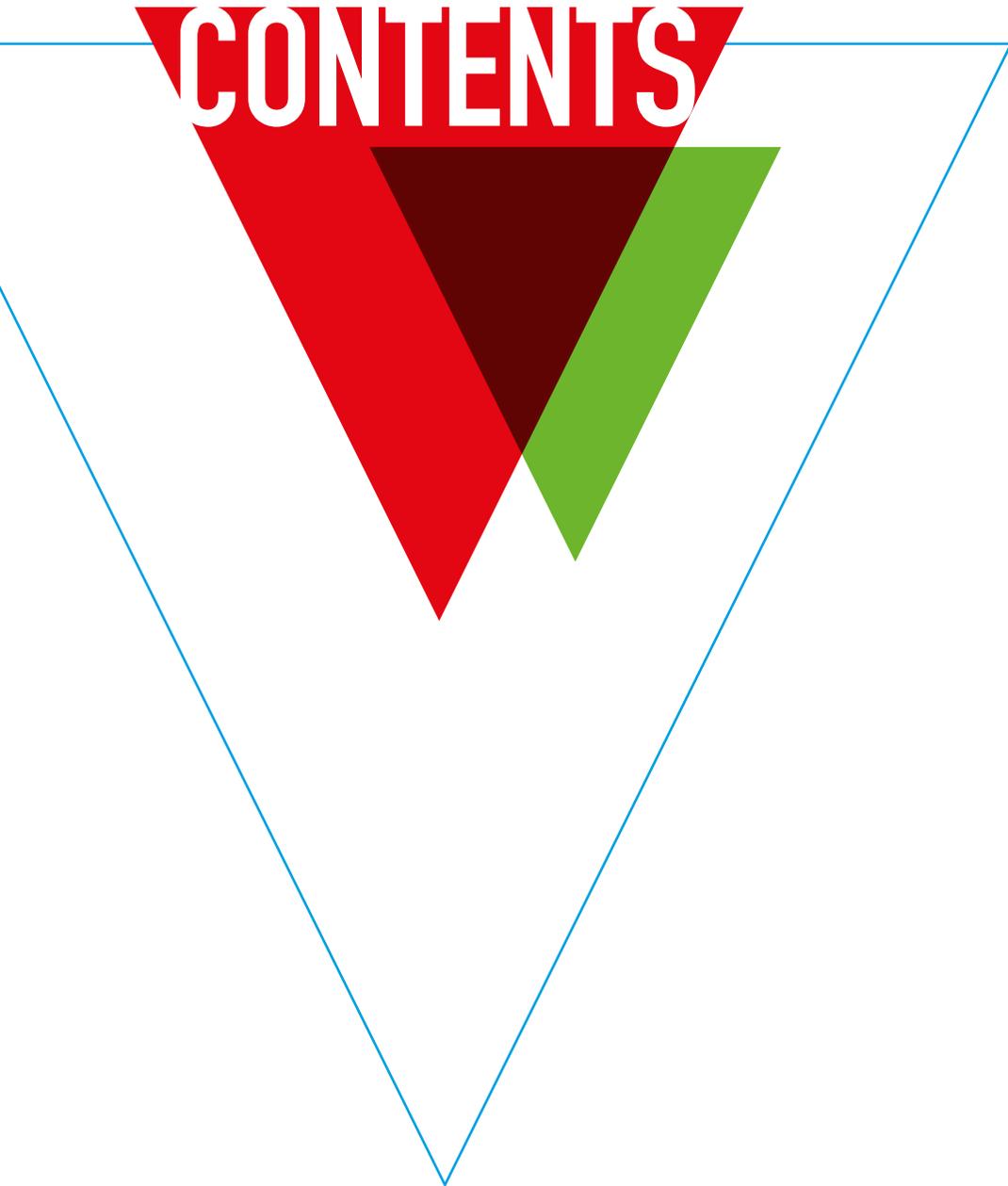
THE MARK

The Digital Bangladesh logo is inspired by the unique architecture of the Sriti Shoudho, or the National Martyrs' Memorial in Savar. The use of one of the nation's most revered national monuments is symbolic, and represents the same spirit of self-determination that drove the nation's language movement.

The triangular form of the logo is created with hundreds of smaller triangle units, called 'Trixels', which are essentially building blocks or triangle-shaped pixels. The Trixels are straight-edged and may be solid or translucent, but never outlined.

Logo elements include the visual representation, the 'Digital Bangladesh' text, and the tagline arranged in a compact form. There is no static, fixed background for the logo; it can be placed directly on an image.

DIGITAL BANGLADESH

Skilled. Equipped. DigitalReady.

MINIMUM CLEAR SPACE AND MINIMUM SIZES

Minimum clear space

To ensure legibility it is important to leave adequate clear space around the mark. 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 'B' as it appears in the word 'BANGLADESH' in the typo, represented here by 'X'.

Minimum size

For ensuring the legibility and accurate reproduction of Digital Bangladesh mark, it is important to respect the minimum size guidelines for the mark. The mark height is determined by the height of the symbol measured from its highest point to its lowest point; minimum size for print is 50mm.

50mm

50mm
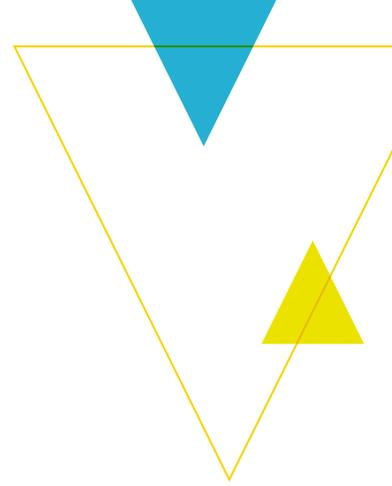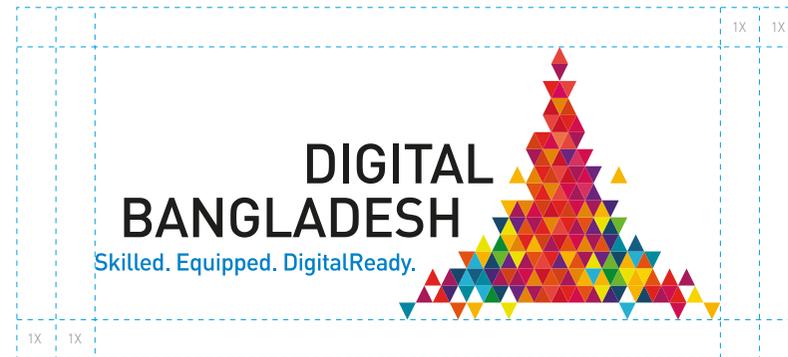
MARK DON'TS

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

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

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

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

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

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

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

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

8 **Don't recolour the mark elements** (i.e. by colouring the type 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 mark**
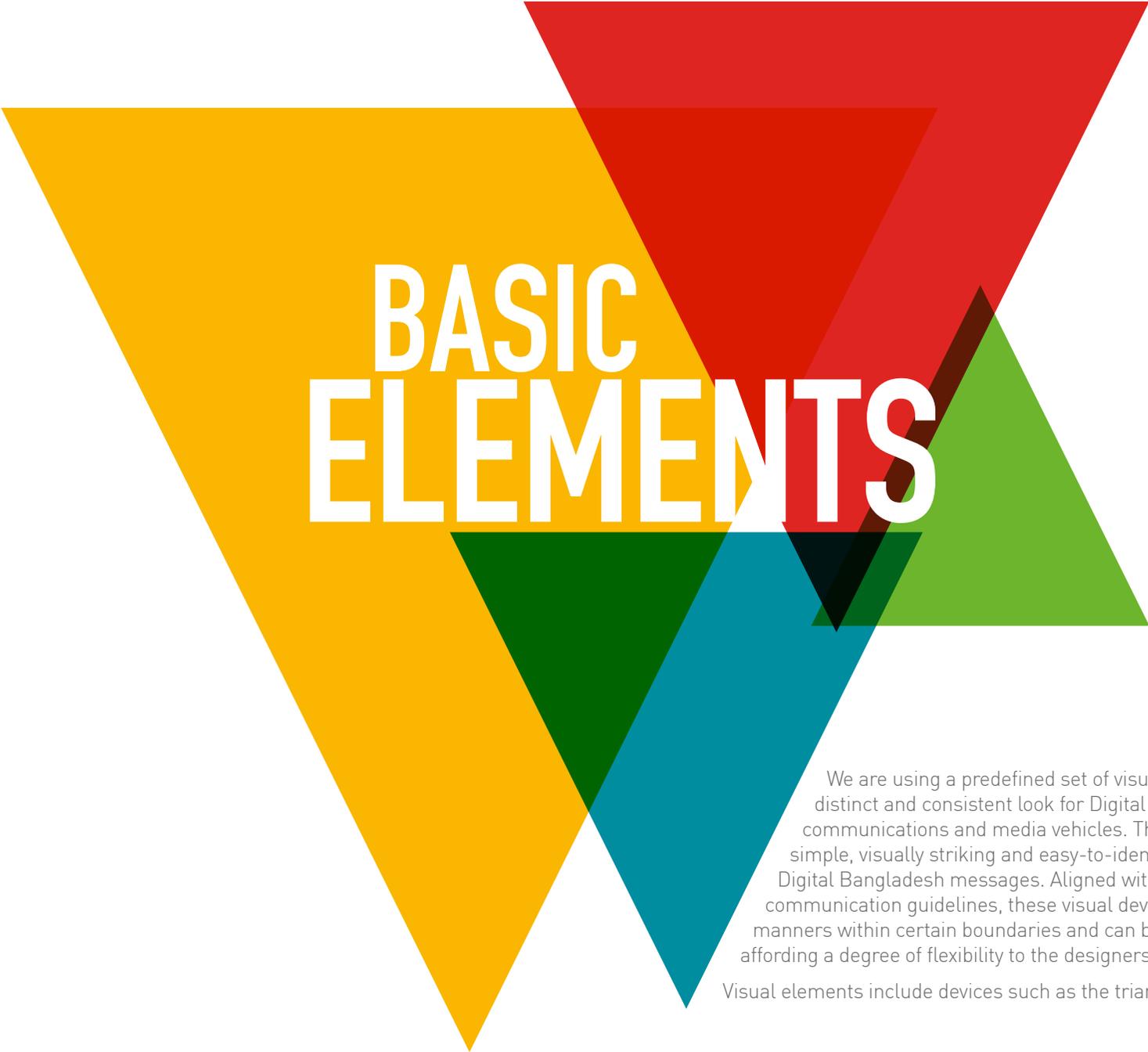
BASIC
ELEMENTS

We are using a predefined set of visual elements to achieve a distinct and consistent look for Digital Bangladesh across all communications and media vehicles. These elements will help create simple, visually striking and easy-to-identify creative renditions for all Digital Bangladesh 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.

TRIXELS

The Trixels unit is the most instantly-identifiable device that will be used in virtually all Digital Bangladesh communications. The shape is an isosceles triangle with equal, upright sides and a shorter base. This device can be thought of as building blocks or 'pixels' that consolidate to form the larger triangular form of the Digital Bangladesh mark. The Trixels is a dynamic, 'multipurpose' device that can be used in different styles, sizes, colours (within guidelines) and purposes.

The Trixels has been developed as the single-most iconic branding device and can be adapted according to usage. There is room to try out different renditions and attributes – solid or translucent, as a standalone element or a backdrop, singly or in clusters, etc.

TYPOGRAPHY

The Digital Bangladesh 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 Digital Bangladesh 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 Digital Bangladesh 'brand' without coming off as too loud or lofty.

PRIMARY TYPOGRAPHY

The primary typeface 'DIN' will only be used in communication headlines. 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.

DIN – Condensed Bold

ABC abc

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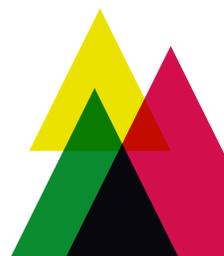
PRIMARY TYPOGRAPHY

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.

DIN - Light

ABC abc

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

DIN - Medium

ABC abc

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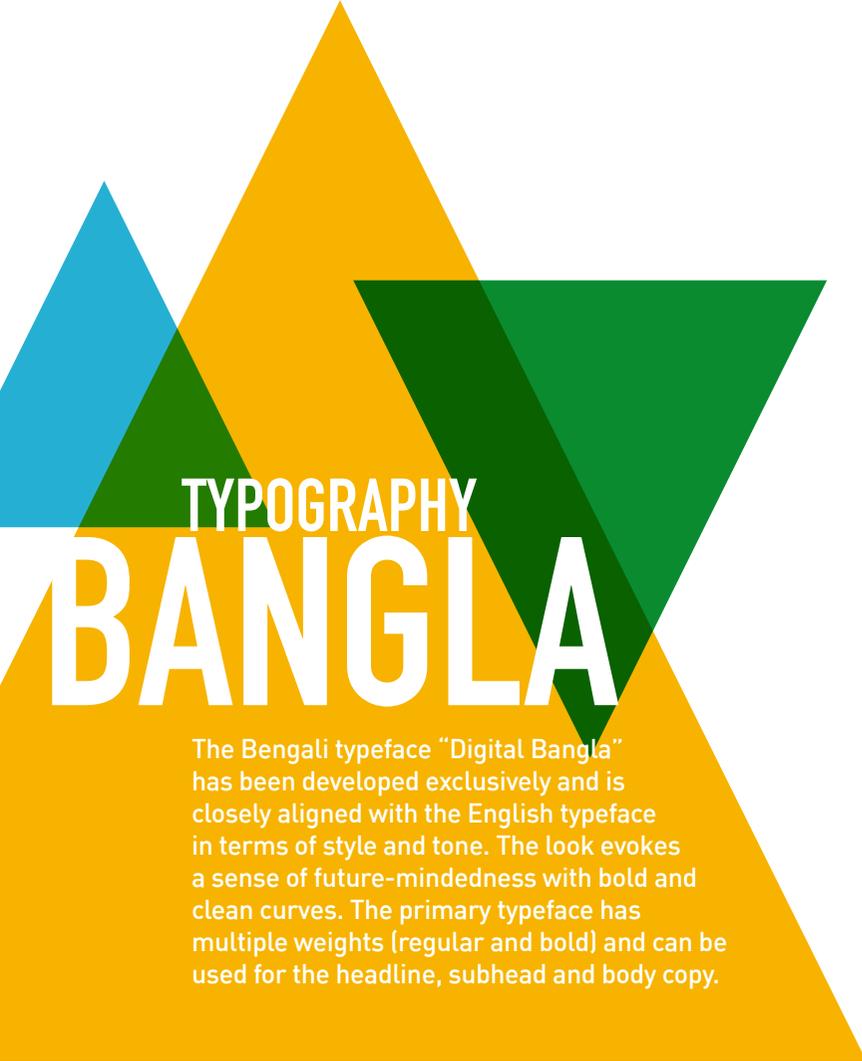
TYPOGRAPHY
BANGLA

The Bengali typeface "Digital Bangla" has been developed exclusively 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.

বাংলাদেশ

বাংলাদেশ

Digital Bangla - Regular

অ আ ই ক খ গ

Digital Bangla - Bold

অ আ ই ক খ গ

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.

CMYK Colour: 90, 55, 31, 9
RGB Colour: 25, 96, 133
Web site hex: #196085

CMYK Colour: 72, 7, 13, 0
RGB Colour: 29, 176, 212
Web site hex: #1DB0D4

CMYK Colour: 96, 69, 36, 20
RGB Colour: 24, 71, 106
Web site hex: #18476A

CMYK Colour: 83, 27, 35, 0
RGB Colour: 0, 141, 159
Web site hex: #008D9F

CMYK Colour : 0, 0, 0, 100
RGB: 29,29,27
Web site hex: #1D1D1B

CMYK Colour : 0, 10, 100, 0
Spot Colour: PANTONE P 4-8 C
RGB: 225, 221, 0
Web site hex: #FFDD00

CMYK Colour: 72, 100, 7, 0
RGB Colour: 108, 36, 125
Web site hex: #6C247D

CMYK Colour: 15, 100, 51, 0
RGB Colour: 207, 17, 81
Web site hex: #CF1151

CMYK Colour: 0, 66, 72, 0
RGB Colour: 238, 114, 73
Web site hex: #EE7249

CMYK Colour : 4, 95, 92, 0
RGB Colour: 233, 37, 33
Web site hex: #DF2521

CMYK Colour: 90, 100, 18, 0
RGB Colour: 72, 41, 117
Web site hex: #482975

CMYK Colour: 30, 100, 39, 9
RGB Colour: 172, 24, 88
Web site hex: #AC1858

CMYK Colour: 10, 91, 40, 0
RGB Colour: 216, 50, 99
Web site hex: #D83263

CMYK Colour: 13, 100, 86, 0
RGB Colour: 209, 20, 42
Web site hex: #D1142A

CMYK Colour: 4, 78, 100, 0
RGB Colour: 227, 83, 17
Web site hex: #E35311

CMYK Colour: 0, 32, 100, 0
RGB Colour: 250, 182, 0
Web site hex: #FAB600

CMYK Colour: 5, 13, 100, 0
RGB Colour: 248, 212, 0
Web site hex: #F8D400

CMYK Colour: 63, 0, 100, 0
RGB Colour: 108, 181, 45
Web site hex: #6CB52D

CMYK Colour : 0, 100, 100, 0
Spot Colour: PANTONE P 48-8 U
RGB: 227, 5, 19
Web site hex: #E30513

CMYK Colour : 83, 6, 96, 0
Spot Colour: PANTONE P 145-8 C
RGB: 0, 157, 64
Web site hex: #009D40

CMYK Colour: 81, 0, 100, 22
RGB Colour: 10, 139, 48
Web site hex: #0A8B30

CMYK Colour: 13, 0, 100, 0
RGB Colour: 236, 226, 0
Web site hex: #ECE200

TONE OF VOICE

## The Digital Bangladesh tone of voice is optimistic and future-minded.

The copy strategy is aligned with the 'digital ready' line of thinking, and the choice of typeface complements the tone of messaging. All communication must have a headline in the primary typeface, and there may or not be supplemental copy, in the primary or secondary typeface, depending on the needs of the communication.

The '#' symbol is an integral part of the headline copy and will be featured in most types of communications. The symbol helps solidify the message and gives the copy a 'digital ready' visual feel.

#WE ARE DIGITAL READY

- State-of-the-art hi-tech parks
- 500,000 young and vibrant IT workers
- 7th most preferred destination to outsource virtual work

Log in to the region's digital hub.
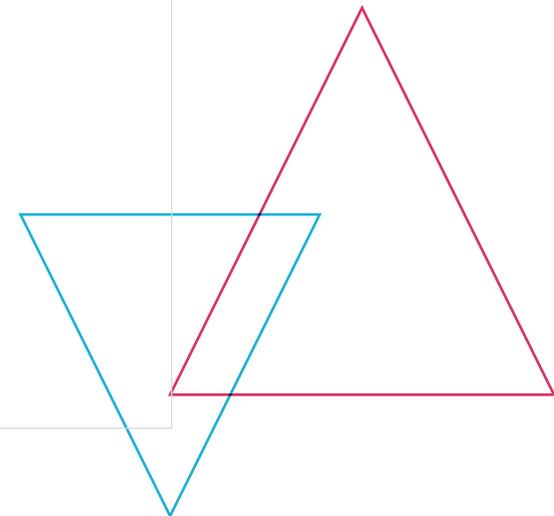
PHOTO GRAPHY

Our choice of photographs clearly portrays the Government's vision and the promise of Digital Bangladesh. The most emotive and immediate storytelling device to this end is imagery. For Digital Bangladesh, this theme is dramatic black-and-white and filtered photographs that are casual, honest and positive-looking and portray the positive message of "digital-ready" most clearly and succinctly.

OUR FILTERS

Our filters are photographic treatments that give our visual communications a unique, signature look that can be instantly identified as a Digital Bangladesh message.

FUTRIMA

The Futrima filter adds a layers of vibrancy to the photograph and may be used for all types of print, digital and outdoor media. The filter may be used for messages where the layout is more copy-driven, to add more dynamism in otherwise text-heavy communications.

MONOGO

The Monogo filter creates a soft and subdued black-and-white effect and will mostly be used for print collateral where the physical distance between the subject of the photograph and the viewer is minimal. This 'intimacy of interaction' will enhance the impact of the photograph.

Original Picture

FUTRIMA Applied

MONOGO Applied

PEOPLE

We will never use photographs that do not depict the Bangladeshi way of life in a genuine and authentic way and will not be bound by a contrast scheme; some messages may be better communicated with high-contrast images whereas for others a softer, low-contrast imagery may be more suitable. Regardless of scene and setting, the human faces must be unambiguously Bangladeshi and captured in a candid moment.

PLACES

Digital Bangladesh can claim slice-of-life images and visual spaces from all over Bangladesh, and this openness affords a unique flexibility. From weather-beaten rural settings to plush urban office-spaces, everything is Digital Bangladesh. While this broad canvas opens up more opportunity to explore positive, authentic imagery, it also means there is more scope for inconsistency. This may be negated with a common, binding theme across all images used.

PHOTOGRAPHY DON'TS

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 unfiltered coloured photographs under any circumstances

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

AUDIENCE

There are three main groups, which can be further segmented into several audience subsets. The primary groups are:

1 INTERNATIONAL AUDIENCE

2 LOCAL AUDIENCE

3 INTERNAL AUDIENCE

INTERNATIONAL AUDIENCE

The international audience comprises of foreign entities including businesses, investors, entrepreneurs and governmental agencies. These are future-minded entities and want to tap into uncharted markets and new horizons; whereas many of their competitors only stick to tried-and-tested and proven digital vendors and markets, these foreign entities have a higher risk appetite, are more ambitious, and more willing to venture into markets and territories that are not as evolved.

Communication for international audience will be tailored to specific subsets, including:

- Foreign businesses, entrepreneurs and investors
- Foreign government agencies, donors
- NRBs

LOCAL AUDIENCE

Local audience groups consist of students, young professionals, executives, entrepreneurs, businesses and the general populace. Communication objective for each group is different, and will be reflected in the messaging.

The communication objectives for each subset within the local audience group are:

Students and young professionals – Encourage the young workforce to learn a new skill in ICT, be it a programming language, graphic design or animation

Entrepreneurs and businesses – Promote investment in the growing ICT sector in Bangladesh

General population – Instill awareness that the government is actively promoting the use of ICT in connecting the nation; that ICT is a booming industry

The internal audience consists of all internal stakeholders, including ICT staff and concerned ministry and government officials. Objective of the internal communication is to foster a sense of ownership in the ICT's

INTERNAL AUDIENCE