



BRANDING AND IDENTITY GUIDELINES

Daffodil Family

November 2024

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TODAY,
TOMORROW
AND
BEYOND

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Total Concern:

54

ICT & Business Ventures:

15

Daffodil Education Network :

29

Health Care:

04

Finance & Investment:

04

CSR:

02

VISION

To become a globally benchmarked hub in Education, IT, Investment, and Healthcare.

GLOBAL IMPACT AND INTERNATIONAL REACH

Daffodil Family has made significant steps in establishing a strong network of global partnerships, contributing immensely to our mission of fostering a world-class educational environment.

NURTURING GLOBAL EXCELLENCE & SOCIAL RESPONSIBILITY

Transforming Lives, Realizing Dreams:

An Eminent Journey Since 1990

Daffodil Family is a leading Bangladeshi conglomerate with a global presence committed to excellence, innovation, and social welfare, playing a significant role in the development of Bangladesh and the world. Founded by Dr. Md. Sabur Khan, Daffodil Family is Bangladesh's pre-eminent ICT conglomerate and a distinguished global player in education, healthcare, and investment. With 54+ entities spanning four continents, we have been dedicated to providing top-notch services, fostering entrepreneurship, and creating meaningful impact worldwide for the last three decades.

DAFFODIL FAMILY'S CONTRIBUTION IN THE EMPLOYABILITY LANDSCAPE OF BANGLADESH



Skill Development: At Daffodil International University, we offer targeted training programs that align with industry needs, preparing graduates for global success.

Educational Investment: Through the Daffodil Education Network, we provide scholarships and support to ensure academic excellence and career readiness.

Social Impact: Our CSR initiatives, via the Daffodil Foundation and DISS, deliver vocational training to underserved youth, enhancing employability and supporting socio-economic growth.

Industry-Academia Collaboration: We partner with government, NGOs, and international bodies to align our curriculum with industry standards, bridging education and workforce skills.

Employment and Entrepreneurship: We create job opportunities across sectors and support startups with funding and mentorship, driving innovation and economic growth.

Talent Transformation: Our advanced training programs focus on emerging technologies, offering engineering graduates hands-on experience through the Daffodil Academy of Excellence.

Internships and Apprenticeships: We provide practical experience through diverse internship and apprenticeship programs, connecting academic learning with professional demands.

Research and Development: Significant investments in R&D drive innovation and create job opportunities in cutting-edge technologies.

Advancing Global Workforce Readiness: Daffodil Family shapes a globally competitive workforce through quality education, career opportunities, and strategic industry partnerships. Our focus on practical skills and leadership ensures that graduates are prepared to thrive in diverse markets worldwide.

Timeline of Daffodil Family



Timeline of Daffodil Family



EDUCATION NETWORK

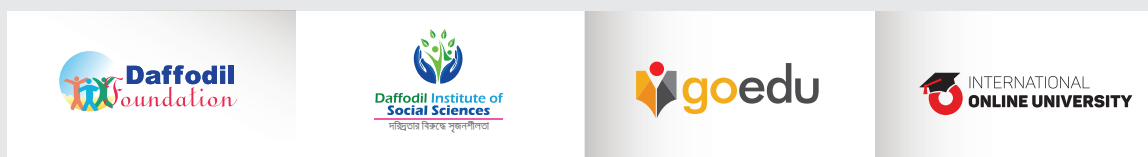


HEALTHCARE UNITS



CSR UNITS

EDTECH VENTURES



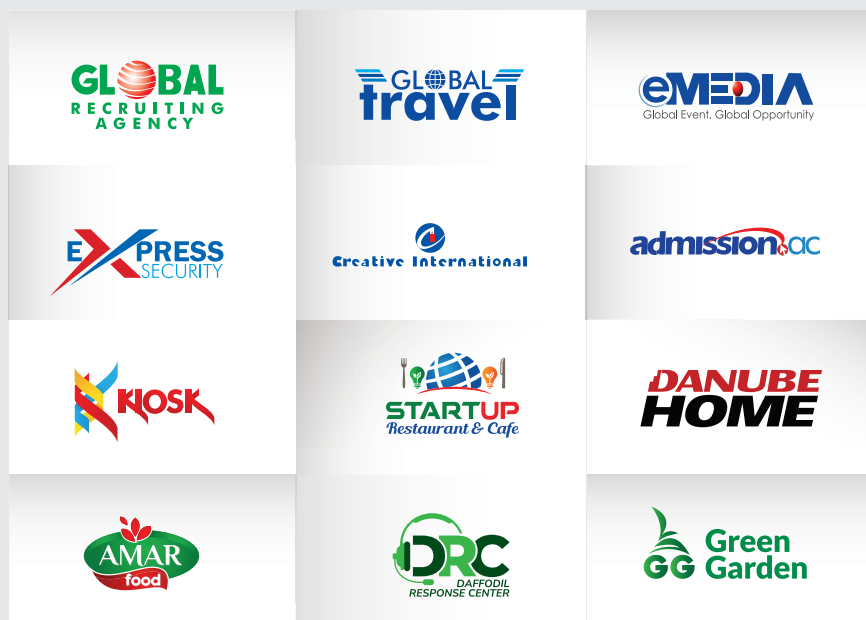
ICT VENTURES



INVESTMENT UNITS



OTHER VENTURES



DAFFODIL FAMILY IDENTITY

LOGO BASIC

LOGO BASIC

THE FAMILY LOGOS

Daffodil Family logo is the keystone of our visual identity. This logo should be used on all communications materials. Using the logo consistently will enhance the recognition of the Family by all audiences.



LOGO BASIC

THE FAMILY LOGOS



FULL LOGO: At the heart of our visual identity is the Daffodil Family logo. This full version is used as the primary Family logo and for central administration business communications. Is easily recognized at a variety of sizes for both print and digital communications. This version is used for outside audiences where the full name adds additional information. It is also used when the communications would benefit from a more formal approach. Like; Signage, Communication materials, publication, Social Media



SYMBOL LOGO/LOGO MARK: This version is used in a few instances in which the final size is too small or too large, such as in small digital applications and large outdoor flag applications. This version will use in small size suvinier items like; pen, pendrive, coatpin, mug, cap, etc.

COLOR



COLOR WHEEL

We are colorful

Life happens in color. Color captures passions, inspires emotions, and connects people. Bright and energetic, pure and beautiful, Daffodl Family colors add vibrancy to communications and are among the most recognizable and unifying elements in our visual identity.

Choose one of the 2 core colors (the labeled ring in the color wheel shown here) as the primary color in your layout. The lighter and darker tints may be used as highlights and accents.



COLOR

PRIMARY COLORS

Our primary colors are Blue, Red and Grey. Please use the color specifications below.



DF Blue

CMYK: C 100, M 75, Y 0, K 0
RGB: R 0, G 84, B 166
HEX: 0054A6



DF Red

CMYK: C 0, M 100, Y 100, K 0
RGB: R 237, G 28, B 36
HEX: ED1C24



DF Grey

CMYK: C 10, M 0, Y 0, K 50
RGB: R 131, G 144, B 151
HEX: 839097



DF Grey

CMYK: C 05, M 0, Y 0, K 65
RGB: R 105, G 116, B 122
HEX: 69747A

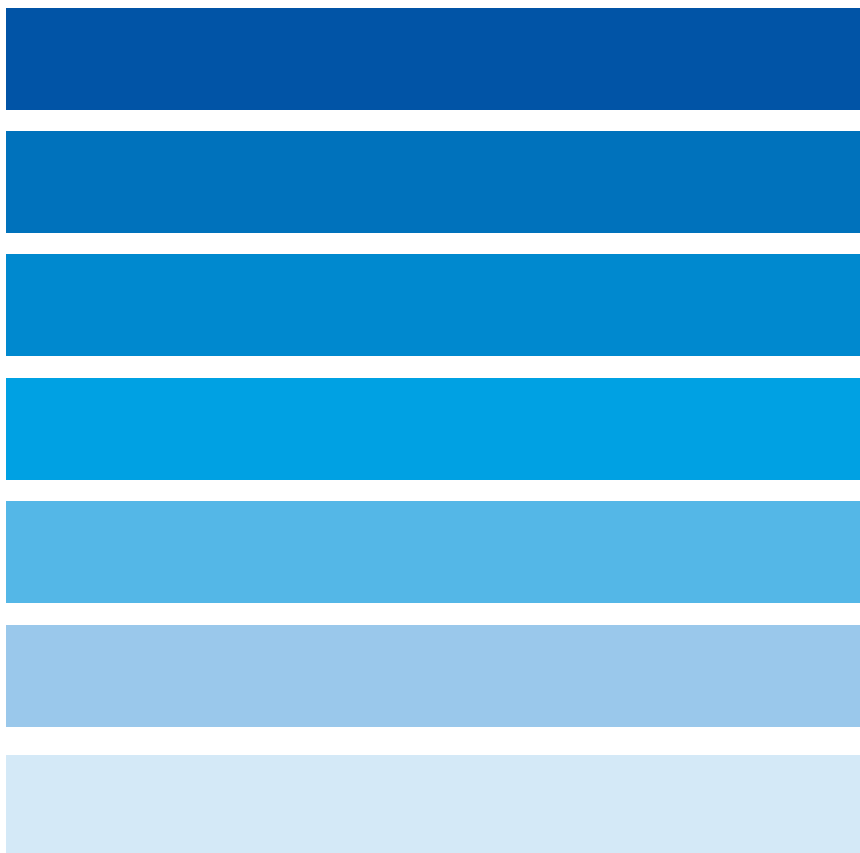
COLOR



SECONDARY COLORS

The primary color should be supported by secondary colors and shades, as well as highlight colors. The DF's secondary colors include the following:

Blue



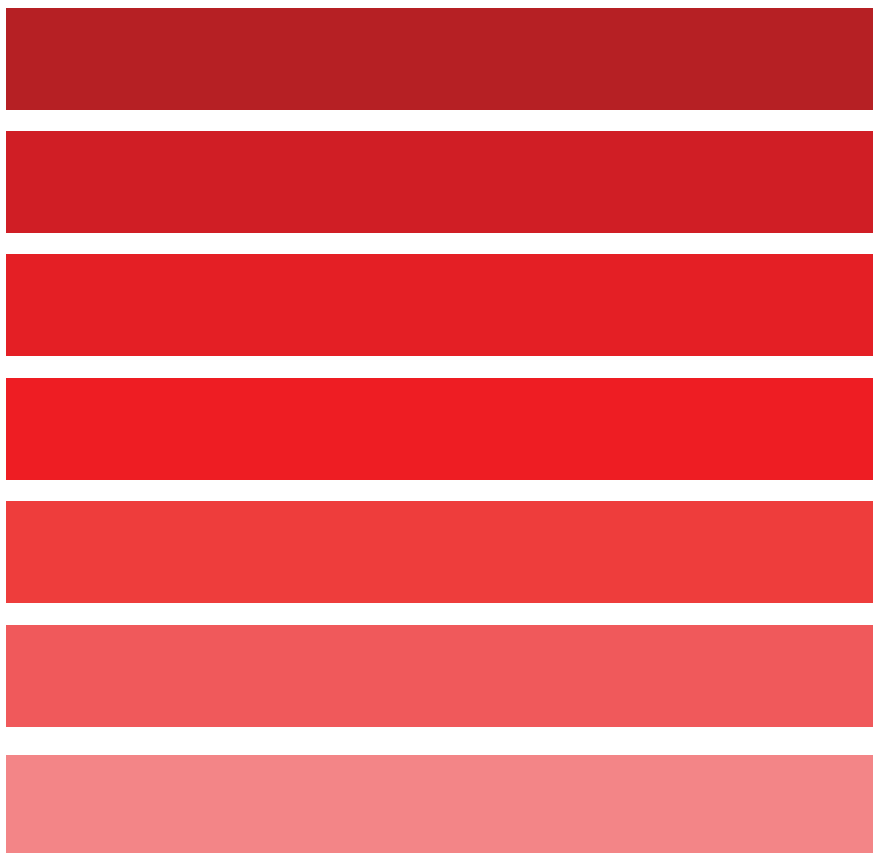
COLOR



SECONDARY COLORS

The primary color should be supported by secondary colors and shades, as well as highlight colors. The DF's secondary colors include the following:

Red



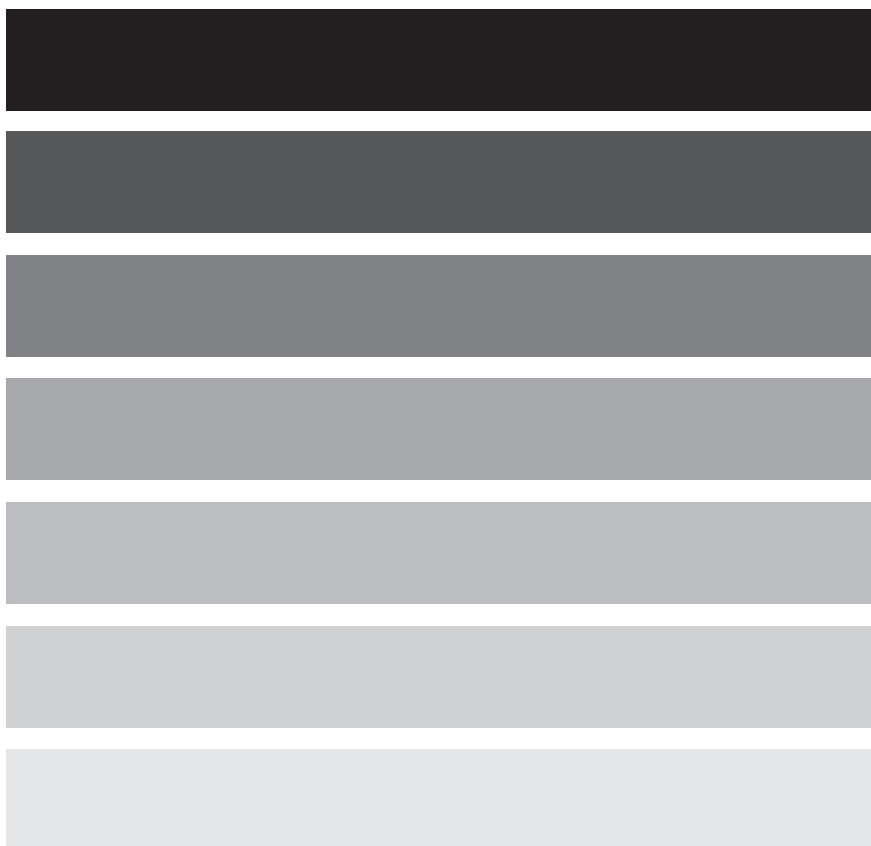
COLOR



SECONDARY COLORS

The primary color should be supported by secondary colors and shades, as well as highlight colors. The DF's secondary colors include the following:

Black



LOGO USES

LOGO MISUSE



Don't stretch



Don't rotate



Don't add a drop-shadow



Don't change the text color



Don't surround by a shape







Don't attach to another logo



Do not apply gradients or other effects.



Don't alter

-  **Do not rotate the logo.**
-  **Do not stretch the logo.**
-  **Do not change the logo.**
-  **Do not apply gradients.**

Don't use as bullet points



Do not recreate the type or substitute another typeface

LOGO USES

LOGO USES

DO USE THE LOGO THIS WAY



Use the one-color white version on DF Blue background



Use the Black white version when only one color is permitted.



Use the one-color white version on DF Black background

DO NOT USE THE LOGO THIS WAY



Do not Use the one-color white version on another solid color background



Do not change logo color on DF Blue background



Do not change logo color on DF Red background



Do not use black color logo on DF Blue background

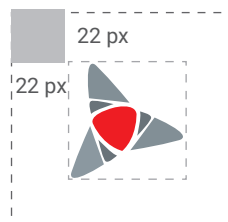
LOGO USES

LOGO SAFE SPACE

TO MAINTAIN THE INTEGRITY OF OUR LOGOS,
SAFE SPACE MUST SURROUND ALL PARTS OF THE LOGO.

This space provides separation from other elements, as well as the edge of the page. This border should always measure a minimum of half the height of the logo.

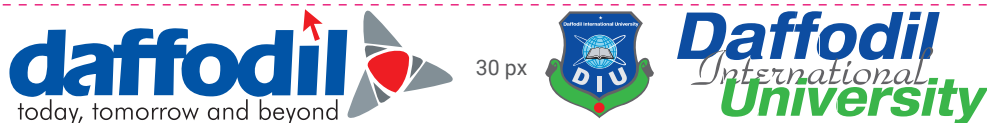
The DF logo is protected by an invisible exclusion zone where no graphic material other than the background should appear. This is to ensure that the logo remains free from visual interference and stands out clearly.



LOGO USES

PARTNER LOGO

The partner logo emphasizes that DF and our partners are equal in collaboration.
The primary element(s) of the partner logo should be made the same height as the DF Logo.
As with the primary logo, the partner logo should be large enough that it is clearly legible and in a space that is clear of other graphics.



LOGO USES

LOGO MINIMUM SIZE



Print 1.3"
Digital 95px



Print .50"
Digital 36px

CONCERN'S LOGO USE



COLOR

PRIMARY COLORS

Our primary colors are Blue and Green. Please use the color specifications below.



Daffodil
International
University



DIU Blue

CMYK: C 100, M 80, Y 0, K 0

RGB: R 3, G 78, B 162

HEX: 034ea2



DIU Green

CMYK: C 75, M 0, Y 100, K 0

RGB: R 57, G 181, B 74

HEX: 39b54a



DIU Black

CMYK: C 05, M 0, Y 0, K 75

RGB: R 99, G 100, B 102

HEX: 636466



DIU Red

CMYK: C 0, M 100, Y 100, K 0

RGB: R 237, G 28, B 36

HEX: ed1c2

COLOR

SECONDARY COLORS

The primary color should be supported by secondary colors and shades, as well as highlight colors. The University's secondary colors include the following:

Blue



CMYK: C 100, M 80, Y 0, K 0
RGB: R 3, G 78, B 162
HEX: 034ea2



CMYK: C 100, M 50, Y 0, K 0
RGB: R 0, G 114, B 188
HEX: 0072BC



CMYK: C 100, M 30, Y 0, K 0
RGB: R 0, G 137, B 207
HEX: 0089CF



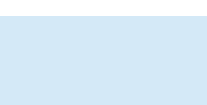
CMYK: C 100, M 10, Y 0, K 0
RGB: R 0, G 161, B 228
HEX: 00A1E4



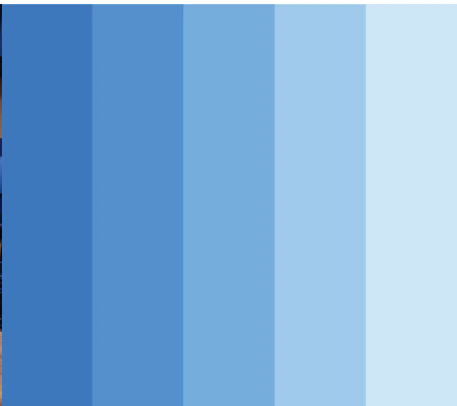
CMYK: C 60, M 10, Y 0, K 0
RGB: R 83, G 183, B 232
HEX: 53B7E8



CMYK: C 37, M 10, Y 0, K 0
RGB: R 154, G 200, B 236
HEX: 9AC8EC



CMYK: C 15, M 3, Y 0, K 0
RGB: R 212, G 231, B 247
HEX: D4E7F7



COLOR

SECONDARY COLORS

The primary color should be supported by secondary colors and shades, as well as highlight colors. The University's secondary colors include the following:

Green



CMYK: C 75, M 0, Y 100, K 0
RGB: R 57, G 181, B 74
HEX: 39b54a



CMYK: C 50, M 0, Y 100, K 0
RGB: R 142, G 198, B 64
HEX: 8dc63f



CMYK: C 30, M 0, Y 100, K 0
RGB: R 191, G 215, B 48
HEX: bfd730



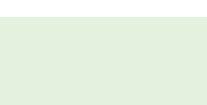
CMYK: C 50, M 0, Y 60, K 0
RGB: R 132, G 201, B 139
HEX: 84c98b



CMYK: C 40, M 0, Y 60, K 0
RGB: R 159, G 209, B 139
HEX: 9fd18b



CMYK: C 20, M 0, Y 30, K 0
RGB: R 206, G 230, B 193
HEX: cee6c1



CMYK: C 10, M 0, Y 15 K 0
RGB: R 228, G 241, B 222
HEX: e4f1de



COLOR

SECONDARY COLORS

The primary color should be supported by secondary colors and shades, as well as highlight colors. The University's secondary colors include the following:

Black



CMYK: C 0, M 0, Y 0, K 80
RGB: R 88, G 89, B 91
HEX: 58595b



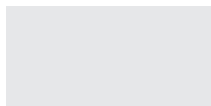
CMYK: C 0, M 00, Y 0, K 60
RGB: R 128, G 130, B 133
HEX: 808285



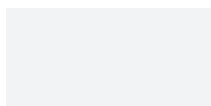
CMYK: C 0, M 0, Y 0, K 40
RGB: R 167, G 169, B 172
HEX: a7a9ac



CMYK: C 0, M 0, Y 0, K 30
RGB: R 188, G 190, B 192
HEX: bcbec0



CMYK: C 0, M 0, Y 0, K 10
RGB: R 230, G 231, B 232
HEX: e6e7e8



CMYK: C 0, M 0, Y 0, K 5
RGB: R 241, G 242, B 242
HEX: f1f2f2



COLOR

HIGHLIGHTS COLORS

Red



CMYK: C 0, M 100, Y 100, K 0
RGB: R 237, G 28, B 36
HEX: ED1C24



CMYK: C 20, M 100, Y 100, K 0
RGB: R 201, G 37, B 44
HEX: c9252c

Yellow



CMYK: C 0, M 20, Y 100, K 0
RGB: R 255, G 203, B 5
HEX: FFCB05

Orange



CMYK: C 0, M 40, Y 100, K 0
RGB: R 250, G 166, B 26
HEX: FAA61A



LOGO USES

DIU LOGO PLACEMENT

The placement of the DIU logo will always require judgement by the designer. Ideally the logo should be positioned top Left, although there may be times when placement on the Right is the only sensible option.

Here are some examples of recommended placement for the logo.

Daffodil International University

Admission Spring 2024

M. Sc. in SOFTWARE ENGINEERING
Faculty of Science & Information Technology

Major available in
CYBER SECURITY
DATA SCIENCE

100% SCHOLARSHIP
WEEKEND CLASSES
GLOBAL NETWORKING
PUBLICITY MEMBERS
LATEST CURRICULUM
ON-CAMPUS RECRUITMENT
HALL
TRANSPORT
E-LIBRARY

DATA SCIENCE LAB

09617901212
admission@daffodilvarsity.edu.bd
admission.daffodilvarsity.edu.bd

Daffodil International University

17th FOUNDATION Anniversary

27-28 January, 2019
Permanent Campus
Ashulia, Savar, Dhaka

Daffodil International University

ADMISSION SPRING 2024
Last Date for Application: 20 December 2023
Admission Test: 22 December 2023

Faculty of Science and Information Technology

Undergraduate Programs:

- B.Sc. in Computer Science and Engineering (CSE)
- B.Sc. in Computing and Information System (CIS)
- B.Sc. in Software Engineering (SWE)
- B.Sc. in Multimedia and Creative Technology (MCT)
- B.Sc. in Environmental Science and Disaster Management (ESDM)
- B.Sc. in Information Technology & Management (ITM)
- B.Sc. in Physical Education and Sports Science (PESS)

Graduate Programs:

- M.Sc. in Cyber Security (CSec)
- M.Sc. in Computer Science and Engineering (CSE)
- M.Sc. in Software Engineering (SWE)
- M.Sc. in Management Information Systems (MIS)

Top Ranking University

SCHOLARSHIP/WAIVER
100%

Special facilities:
• One Student One Laptop • Student and guardian life insurance • Residential Hall for male and female • Transport from all corners of Dhaka city and nearby locations • Medical center • Blended Mode Teaching Facility • E-Learn facilities

Daffodil Smart City
Birulia, Saver, Dhaka - 1216, Bangladesh
Admission Helpline: +8809617901212
Email: admission@daffodilvarsity.edu.bd

01713483141, 01713483039, 01833102806
01847140017, 01713493050-51,
01847140095-96

Apply online:
<http://admission.daffodilvarsity.edu.bd>
www.daffodilvarsity.edu.bd

Daffodil International University

18th Anniversary
১৪২৩

"মুছে যাক গ্লানি মুছে যাক জরা
অগ্নিশ্রমে শুচি হোক ধরা"

প্রফেসর ইউসুফ মাহবুবুল ইসলাম, পিএইচডি
উপাচার্য
ডাফোডিল ইন্টারন্যাশনাল ইউনিভার্সিটি

LOGO USES

DIU LOGO PLACEMENT

Daffodil International University

- 6 FACULTIES
- 54,000+ STUDENTS
- 50K+ ALUMNI
- 500+ INTERNATIONAL STUDENTS
- 29 BACHELOR PROGRAMS
- 16 MASTER PROGRAMS
- 440+ CLASS ROOMS
- 18,467 STUDENTS ENJOYED MAKERS AND SCHOLARSHIPS IN 2022
- 970+ FACULTY MEMBERS
- 130+ LABS

JOIN DIU TO REALIZE YOUR DREAMS AND TO EXPLORE ACADEMIC EXCELLENCE

We Offer

Undergraduate Programs:

- Business Administration
- Tourism and Hospitality Management
- Entrepreneurship
- Real Estate
- Business Studies
- Computer Science & Engineering
- Software Engineering
- Multimedia and Creative Technology
- Information Technology & Management
- Physical Education and Sports Science
- Computing & Information System
- Environmental Science and Disaster Management
- Journalism, Media and Communication
- English
- Law (LLB Hons.)
- Pharmacy
- Public Health
- Nutrition & Food Engineering
- Agricultural Science
- Information and Communication Engineering
- Electrical & Electronic Engineering
- Textile Engineering
- Architecture
- Civil Engineering

Graduate Programs:

- MBA (Regular)
- Computer Science & Engineering
- Software Engineering
- Cyber Security
- Management Information System
- English
- Law (LLM)
- Journalism, Media and Communication
- Development Studies
- Pharmacy
- Public Health (MPH)
- Electronics & Telecommunication Engineering
- Textile Engineering

Graduate Diploma:

- Information Science and Library Management

Top Ranking University

100% Scholarship

Special facilities:

- One Student One Laptop
- Student and guardian life insurance
- Academic hall for male and female
- Transport from all corners of Dhaka city and nearby locations
- Medical center
- Blended Mode Teaching Facility
- Lib Loan facilities

Daffodil Smart City
 Bapla Sar, Dhaka - 1216, Bangladesh
 Admission Helpline: +880967790212
 Email: admission@daffodilvarsity.edu.bd

Apply online:
<http://admission.daffodilvarsity.edu.bd>
www.daffodilvarsity.edu.bd

Daffodil International University

Registration
COC
 Career Development Center

Idea Innovation Daffodil Laptop

Website Link
www.daffodilvarsity.edu.bd/idi

Think of an excellent idea to use your laptop.

- Create presentation of your idea.
- Compete and win cash prize.

Contest Deadlines

Registration Begins 8 June 2011
 1st Idea Round 25 June 2011
 Idea Implementation Round 13 August 2011

Registration Ends
 16 June 2011

Attractive Cash Prize

Idea Round
 Champion, 1st Runner-up, 2nd Runner-up

Implementation Round
 Champion

www.daffodilvarsity.edu.bd

Daffodil International University

ADMISSION
Fall Semester
2023

31 JULY 2023
 Last Date of Admission

09 617 901 212
<https://daffodilvarsity.edu.bd>
admission.daffodilvarsity.edu.bd

Join & enjoy upto 100% waiver/ scholarship

Daffodil International University

১৪ জাতির
শ্রুতি সন্তানদের
প্রতি আমাদের
শহীদ বুদ্ধিজীবী দিবস বিনম্র
প্রদ্বা

শহীদ বুদ্ধিজীবী দিবস

#শহীদ_বুদ্ধিজীবী_দিবস

LOGO USES

LOGO MISUSE



Don't stretch



Don't rotate



Don't add a drop-shadow



Don't change the text color



Don't surround by a shape







Don't attach to another logo



Do not apply gradients or other effects.



Don't alter

-  Do not rotate the logo.
-  Do not stretch the logo.
-  Do not change the logo.
-  Do not apply gradients.

Don't use as bullet points



Do not recreate the type or substitute another typeface

LOGO USES

LOGO USES

DO USE THE LOGO THIS WAY



Use the one-color white version on DIU Blue background



Use the one-color white version on DIU Green background



Use the Black white version when only one color is permitted.



Use the one-color white version on DIU Black background

DO NOT USE THE LOGO THIS WAY



Do not Use the one-color white version on another solid color background



Do not change logo color on DIU Green background



Do not change logo color on DIU Blue background



Do not use black color logo on DIU Blue background

LOGO USES

LOGO USES ON PHOTOGRAPHIC BACKGROUND



Use the color version whenever possible.



Don't place the logo over busy photographic backgrounds.



Do not use the color logo over backgrounds where there is not enough contrast to have the logo stand out.

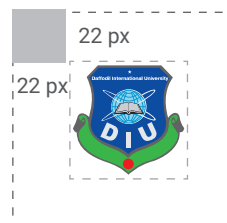
LOGO USES

LOGO SAFE SPACE

TO MAINTAIN THE INTEGRITY OF OUR LOGOS,
SAFE SPACE MUST SURROUND ALL PARTS OF THE LOGO.

This space provides separation from other elements, as well as the edge of the page. This border should always measure a minimum of half the height of the logo.

The DIU logo is protected by an invisible exclusion zone where no graphic material other than the background should appear. This is to ensure that the logo remains free from visual interference and stands out clearly.



LOGO USES

PARTNER LOGO

The partner logo emphasizes that DIU and our partners are equal in collaboration. The primary element(s) of the partner logo should be made the same height as the DIU Logo. As with the primary logo, the partner logo should be large enough that it is clearly legible and in a space that is clear of other graphics.



Daffodil
International
University

30 px



MIAMI
UNIVERSITY

Daffodil
International
University

30 px

MIAMI
UNIVERSITY



30 px



LOGO USES

LOGO MINIMUM SIZE



Print .50"
Digital 36px



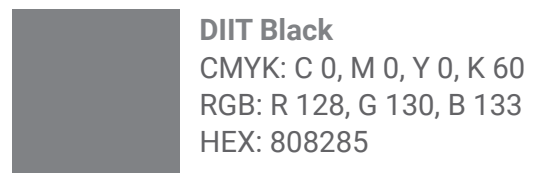
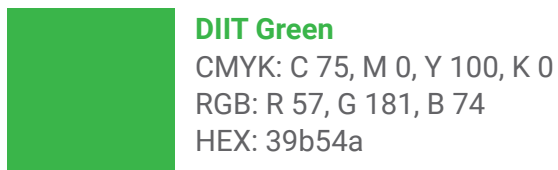
Print 1"
Digital 73px



Print 1.3"
Digital 95px

COLOR CODE OF DF CONCERNS







| www.dpi.ac |

DPI Blue

CMYK: C 100, M 85, Y 0, K 0
RGB: R 23, G 71, B 158
HEX: 17479E

DPI Red

CMYK: C 0, M 100, Y 100, K 0
RGB: R 237, G 28, B 36
HEX: ED1C24

DPI Orange

CMYK: C 7, M 17, Y 100, K 0
RGB: R 240, G 203, B 23
HEX: F0CB17



| www.eminence.edu.bd |

Eminence Green

CMYK: C 85, M 10, Y 100, K 10
RGB: R 0, G 148, B 68
HEX: 009444

Eminence Red

CMYK: C 0, M 100, Y 100, K 0
RGB: R 237, G 28, B 36
HEX: ED1C24

Eminence Yellow

CMYK: C 0, M 0, Y 100, K 0
RGB: R 255, G 242, B 0
HEX: FFF200



| www.bsdi-bd.org |

BSDI Blue

CMYK: C 100, M 100, Y 0, K 0
RGB: R 46, G 49, B 146
HEX: 2E3192

BSDI Sky Blue

CMYK: C 100, M 0, Y 0, K 0
RGB: R 0, G 174, B 239
HEX: 00AEEF

BSDI Black

CMYK: C 10, M 1, Y 1, K 92
RGB: R 51, G 56, B 60
HEX: 33383C



| www.aiibt.edu.bd |

AIIBT Blue

CMYK: C 100, M 95, Y 0, K 0
RGB: R 41, G 56, B 150
HEX: 293896



| www.dist.ac |

DIST Dark Green

CMYK: C 100, M 85, Y 100, K 68

RGB: R 0, G 78, B 30

HEX: 004E1E

DIST Lime Green

CMYK: C 60, M 10, Y 100, K 0

RGB: R 118, G 176, B 67

HEX: 76B043



DAFFODIL INSTITUTE
OF ENGINEERING & TECHNOLOGY

| www.eit.edu.bd |

DIET Dark Blue

CMYK: C 100, M 10, Y 5, K 5

RGB: R 45, G 45, B 134

HEX: 2D2D86

DIET Royal Blue

CMYK: C 100, M 75, Y 0, K 0

RGB: R 0, G 84, B 166

HEX: 0054A6

DIET Golden

CMYK: C 20, M 35, Y 100, K 5

RGB: R 198, G 155, B 41

HEX: C69B29



| www.nist.edu.bd |

NIST Dark Green

CMYK: C 90, M 40, Y 100, K 50

RGB: R 0, G 73, B 35

HEX: 004923

NIST Lime Green

CMYK: C 85, M 15, Y 100, K 5

RGB: R 11, G 148, B 70

HEX: 0B9446

NIST Red

CMYK: C 0, M 100, Y 100, K 0

RGB: R 237, G 28, B 36

HEX: ED1C24



DAFFODIL
TECHNICAL
INSTITUTE

| www.dti.ac |

DTI Dark Blue

CMYK: C 10, M 75, Y 0, K 50

RGB: R 0, G 43, B 100

HEX: 002B64

DTI Royal Blue

CMYK: C 100, M 50, Y 0, K 0

RGB: R 0, G 114, B 188

HEX: 0072BC



| www.djit.ac |

DJIT Blue

CMYK: C 100, M 85, Y 5, K 0
RGB: R 26, G 71, B 151
HEX: 1A4797

DJIT Red

CMYK: C 0, M 100, Y 100, K 0
RGB: R 237, G 28, B 36
HEX: ED1C24

DJIT Green

CMYK: C 85, M 0, Y 100, K 0
RGB: R 0, G 174, B 77
HEX: 00AE4D



| www.daffodil.ac |

DIA Blue

CMYK: C 100, M 80, Y 0, K 0
RGB: R 3, G 78, B 1162
HEX: 034EA2

DIA Purple

CMYK: C 45, M 100, Y 0, K 0
RGB: R 154, G 37, B 143
HEX: 9A258F



| www.dipti.com.bd |

DIPTI Blue

CMYK: C 100, M 96, Y 23, K 10
RGB: R 42, G 49, B 116
HEX: 2A3174

DIPTI Orange

CMYK: C 0, M 70, Y 100, K 0
RGB: R 243, G 112, B 33
HEX: F37021



| www.dbmc.edu.bd |

DIPTI Blue

CMYK: C 100, M 96, Y 23, K 10
RGB: R 42, G 49, B 116
HEX: 2A3174

DIPTI BMC Orange

CMYK: C 0, M 70, Y 100, K 0
RGB: R 243, G 112, B 33
HEX: F37021



| www.dcu.edu.bd |

AIBT Blue

CMYK: C 100, M 95, Y 0, K 0
RGB: R 41, G 56, B 150
HEX: 293896



| www.dnc.edu.bd |

DNC Blue

CMYK: C 100, M 85, Y 0, K 0
RGB: R 23, G 71, B 158
HEX: 17479E

DNC Red

CMYK: C 0, M 100, Y 100, K 0
RGB: R 237, G 28, B 36
HEX: ED1C24



| www.dusc.diu.edu.bd |

DUSC Blue

CMYK: C 100, M 85, Y 0, K 0
RGB: R 23, G 71, B 158
HEX: 17479E

DUSC Blue

CMYK: C 45, M 100, Y 10, K 0
RGB: R 156, G 37, B 132
HEX: 9C2584

DUSC Green

CMYK: C 65, M 10, Y 100, K 0
RGB: R 104, G 173, B 69
HEX: 68AD45



| www.dis.edu.bd |

DIS Purple

CMYK: C 55, M 90, Y 0, K 0
RGB: R 136, G 63, B 152
HEX: 883F98

DIS Sky Blue

CMYK: C 72, M 12, Y 5, K 0
RGB: R 21, G 172, B 218
HEX: 15ACDA

DIS Dark blue

CMYK: C 100, M 85, Y 33, K 22
RGB: R 26, G 56, B 102
HEX: 1A3866



| www.admission.ac |

admission.ac Blue

CMYK: C 100, M 90, Y 0, K 0
RGB: R 33, G 64, B 154
HEX: 21409A

admission.ac Light Blue

CMYK: C 100, M 30, Y 0, K 0
RGB: R 0, G 137, B 207
HEX: 0089CF

admission.ac Red

CMYK: C 0, M 100, Y 100, K 0
RGB: R 237, G 28, B 36
HEX: ED1C24



AP Blue

CMYK: C 100, M 85, Y 0, K 0
RGB: R 23, G 71, B 158
HEX: 17479E

AP Red

CMYK: C 10, M 100, Y 100, K 0
RGB: R 218, G 33, B 40
HEX: DA2128



**Daffodil Institute of
Social Sciences**

দরিদ্রতার বিরুদ্ধে সৃজনশীলতা

DISS Blue

CMYK: C 100, M 85, Y 0, K 0
RGB: R 23, G 71, B 158
HEX: 17479E

DISS Green

CMYK: C 75, M 0, Y 100, K 0
RGB: R 57, G 181, B 74
HEX: 39b54a



Nutec Agro (BD) Ltd.

Nutec Green

CMYK: C 55, M 90, Y 0, K 0
RGB: R 136, G 63, B 152
HEX: 883F98

Nutec Orange

CMYK: C 0, M 50, Y 100, K 0
RGB: R 247, G 148, B 29
HEX: F7941D

Nutec Blue

CMYK: C 100, M 70, Y 0, K 0
RGB: R 0, G 91, B 170
HEX: 005BAA



Newtec
Pharmaceuticals

Newtec Green

CMYK: C 100, M 0, Y 100, K 0
RGB: R 0, G 166, B 81
HEX: 00A651

Newtec Yellow

CMYK: C 0, M 40, Y 100, K 0
RGB: R 250, G 166, B 26
HEX: FAA61A

Newtec Black

CMYK: C 0, M 0, Y 0, K 100
RGB: R 35, G 31, B 32
HEX: 231F20



| www.dnc.edu.bd |

DNC Blue

CMYK: C 100, M 85, Y 0, K 0
RGB: R 23, G 71, B 158
HEX: 17479E

DNC Red

CMYK: C 0, M 100, Y 100, K 0
RGB: R 237, G 28, B 36
HEX: ED1C24



| www.dusc.diu.edu.bd |

DUSC Blue

CMYK: C 100, M 85, Y 0, K 0
RGB: R 23, G 71, B 158
HEX: 17479E

DUSC Blue

CMYK: C 45, M 100, Y 10, K 0
RGB: R 156, G 37, B 132
HEX: 9C2584

DUSC Green

CMYK: C 65, M 10, Y 100, K 0
RGB: R 104, G 173, B 69
HEX: 68AD45



| www.daffodilnet.com |

DOL Red

CMYK: C 0, M 100, Y 100, K 0
RGB: R 237, G 28, B 36
HEX: ED1C24

DOL Green

CMYK: C 100, M 0, Y 100, K 0
RGB: R 0, G 166, B 81
HEX: 00A651

DOL Black

CMYK: C 0, M 0, Y 0, K 100
RGB: R 35, G 31, B 32
HEX: 231F20



| www.daffodilsoft.com |

DSL Red

CMYK: C 0, M 100, Y 100, K 0
RGB: R 237, G 28, B 36
HEX: ED1C24

DSL Blue

CMYK: C 100, M 80, Y 0, K 0
RGB: R 3, G 78, B 162
HEX: 034EA2

DSL Black

CMYK: C 0, M 0, Y 0, K 100
RGB: R 35, G 31, B 32
HEX: 231F20



| www.dolphin.com.bd |

Dolphin Red

CMYK: C 0, M 100, Y 100, K 0

RGB: R 237, G 28, B 36

HEX: ED1C24

Dolphin Black

CMYK: C 0, M 0, Y 0, K 100

RGB: R 35, G 31, B 32

HEX: 231F20



| www.daffodil-bd.com |

DCL Blue

CMYK: C 100, M 85, Y 0, K 0

RGB: R 23, G 71, B 158

HEX: 17479E



| www.skill.jobs |

Skill Jobs Blue

CMYK: C 100, M 80, Y 0, K 0

RGB: R 3, G 78, B 162

HEX: 034EA2

Skill Jobs Sky Blue

CMYK: C 100, M 0, Y 0, K 0

RGB: R 0, G 174, B 239

HEX: 00AEFF

Skill Jobs Red

CMYK: C 0, M 100, Y 100, K 0

RGB: R 237, G 28, B 36

HEX: ED1C24



| www.daffodilweb.com |

DWE Blue

CMYK: C 100, M 85, Y 0, K 0

RGB: R 23, G 71, B 158

HEX: 17479E

DWE Red

CMYK: C 0, M 100, Y 100, K 0

RGB: R 237, G 28, B 36

HEX: ED1C24

DWE Green

CMYK: C 100, M 0, Y 100, K 0

RGB: R 0, G 166, B 81

HEX: 00A651

**DAFFODIL
MULTIMEDIA**

| www.daffodilmultimedia.com |

DM Blue

CMYK: C 100, M 90, Y 0, K 0

RGB: R 33, G 64, B 154

HEX: 21409A

DM Orange

CMYK: C 0, M 70, Y 100, K 0

RGB: R 243, G 112, B 33

HEX: F37021

SpiralWorld

| www.spiralworld.biz |

Spiral World Blue

CMYK: C 100, M 75, Y 0, K 0

RGB: R 0, G 84, B 116

HEX: 0054A6

Spiral World Red

CMYK: C 0, M 100, Y 100, K 0

RGB: R 237, G 28, B 36

HEX: ED1C24

**computer
clinic**

| www.computerclinic.com.bd |

Computer Clinic Red

CMYK: C 15, M 100, Y 100, K 0

RGB: R 208, G 35, B 42

HEX: D0232A

Computer Clinic Black

CMYK: C 0, M 0, Y 0, K 100

RGB: R 35, G 31, B 32

HEX: 231F20

**dolphin
digital & BPO**

| **Dolphin Digital & BPO** |

Dolphin Digital Blue

CMYK: C 100, M 50, Y 0, K 0

RGB: R 0, G 114, B 188

HEX: 0072BC



|www.global24.travel|

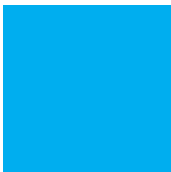


Global Travel Blue

CMYK: C 100, M 80, Y 0, K 0

RGB: R 3, G 78, B 162

HEX: 034EA2



Global Travel Blue

CMYK: C 100, M 0, Y 0, K 0

RGB: R 0, G 174, B 239

HEX: 00AEEF



|www.globalrecruit.info|



GRA Green

CMYK: C 100, M 0, Y 100, K 0

RGB: R 0, G 166, B 81

HEX: 00A651



GRA Red

CMYK: C 0, M 100, Y 100, K 0

RGB: R 237, G 28, B 36

HEX: ED1C24



|www.emediaglobal.biz|



eMedia Blue

CMYK: C 100, M 80, Y 0, K 0

RGB: R 3, G 78, B 162

HEX: 034EA2



eMedia Red

CMYK: C 0, M 100, Y 100, K 0

RGB: R 237, G 28, B 36

HEX: ED1C24



|www.expresssecuritybd.com|



Express Security Blue

CMYK: C 100, M 60, Y 0, K 0

RGB: R 0, G 102, B 179

HEX: 0066B3



Express Security Red

CMYK: C 10, M 100, Y 100, K 0

RGB: R 218, G 33, B 40

HEX: DA2128



Express Security Sky Blue

CMYK: C 100, M 10, Y 0, K 0

RGB: R 0, G 161, B 228

HEX: 00A1E4



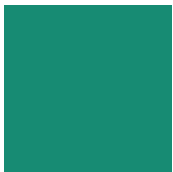
BANGLADESH
VENTURE CAPITAL

| www.venture.com.bd |



BVCL Blue

CMYK: C 82, M 48, Y 0, K 0
RGB: R 42, G 121, B 190
HEX: 2A79BE



BVCL Green

CMYK: C 83, M 24, Y 64, K 7
RGB: R 27, G 138, B 115
HEX: 1B8A73



BVCL Black

CMYK: C 0, M 0, Y 0, K 100
RGB: R 35, G 31, B 32
HEX: 231F20

knowledge
vale

| www.knowledgevale.com.bd |



Knowledge vale Blue

CMYK: C 100, M 85, Y 10, K 0
RGB: R 28, G 71, B 146
HEX: 1C4792



Knowledge vale Red

CMYK: C 0, M 100, Y 100, K 0
RGB: R 237, G 28, B 36
HEX: ED1C24



Knowledge vale Green

CMYK: C 85, M 0, Y 100, K 0
RGB: R 0, G 174, B 77
HEX: 00AE4D



AMAR
SECURITIES

| www.amarsecurities.net |



Amar Securities Red

CMYK: C 0, M 100, Y 100, K 0
RGB: R 237, G 28, B 36
HEX: ED1C24



Amar Securities Black

CMYK: C 0, M 0, Y 0, K 90
RGB: R 65, G 64, B 66
HEX: 414042



| www.erp.amarfood.net |



Amar Food Red

CMYK: C 10, M 100, Y 100, K 0
RGB: R 218, G 33, B 40
HEX: DA2128



Amar Food Green

CMYK: C 100, M 5, Y 100, K 0
RGB: R 0, G 159, B 79
HEX: 009F4F



| www.incubator.daffodilvarsity.edu.bd |



DBI Blue

CMYK: C 100, M 90, Y 0, K 0
RGB: R 33, G 64, B 154
HEX: 21409A



DBI Red

CMYK: C 0, M 100, Y 100, K 0
RGB: R 237, G 28, B 36
HEX: ED1C24



DBI Green

CMYK: C 100, M 0, Y 100, K 30
RGB: R 35, G 31, B 32
HEX: 231F20

OVAl
FURNITURE

| www.oval.furniture |



Oval Blue

CMYK: C 100, M 100, Y 20, K 0
RGB: R 237, G 28, B 36
HEX: ed1c



Oval Black

CMYK: C 0, M 0, Y 0, K 100
RGB: R 35, G 31, B 32
HEX: 231F20



| www.kiosk.com.bd |



KIOSK Red

CMYK: C 0, M 100, Y 100, K 0
RGB: R 237, G 28, B 36
HEX: ED1C24



KIOSK Sky Blue

CMYK: C 90, M 20, Y 0, K 0
RGB: R 0, G 153, B 218
HEX: 0099DA



KIOSK Orange

CMYK: C 0, M 30, Y 100, K 0
RGB: R 253, G 185, B 19
HEX: FDB913



| www.eci.org.bd |



ECI Blue

CMYK: C 100, M 80, Y 0, K 5
RGB: R 3, G 73, B 154
HEX: 03499A



ECI Red

CMYK: C 0, M 100, Y 100, K 0
RGB: R 237, G 28, B 36
HEX: ED1C24



DRC Dark Green

CMYK: C 100, M 0, Y 100, K 70
 RGB: R 0, G 75, B 28
 HEX: 004B1C

DRC Light Green

CMYK: C 75, M 0, Y 100, K 0
 RGB: R 57, G 181, B 74
 HEX: 39B54A



<https://iou.ac>

IOU Red

CMYK: C 5, M 100, Y 100, K 0
 RGB: R 227, G 31, B 38
 HEX: E31F26

IOU Black

CMYK: C 0, M 0, Y 0, K 100
 RGB: R 35, G 31, B 32
 HEX: 231F20



<https://goedu.ac>

Goedu Yellow

CMYK: C 0, M 35, Y 100, K 0
 RGB: R 252, G 175, B 23
 HEX: FCAF17

Goedu Black

CMYK: C 0, M 20, Y 0, K 85
 RGB: R 77, G 77, B 79
 HEX: 4D4D4F

Goedu Red

CMYK: C 0, M 100, Y 100, K 0
 RGB: R 237, G 28, B 36
 HEX: ED1C24



DHI Blue

CMYK: C 100, M 80, Y 0, K 5
 RGB: R 3, G 73, B 154
 HEX: 03499A

DHI Green

CMYK: C 75, M 0, Y 100, K 0
 RGB: R 57, G 181, B 74
 HEX: 39b54a

FONTS & TYPOGRAPHY

FONTS & TYPOGRAPHY

FONTS

Consistent use of typography is an important way we build our brand. When utilized thoughtfully, the right fonts can add visual meaning to what is communicated. DF's Official Type families communicate clearly and cleanly and are flexible across a wide range of applications.

Daffodil Family's preferred font.

SANS SERIF FONT

FUTURA FAMILY

Medium, Light, Bold, Book, Italic, Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

ROBOTO FAMILY

Regular, Medium, Light, Bold, Book, Italic, Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

MONSERRAT FAMILY

Regular, Medium, Light, Bold, SemiBold, ExtraBold, Thin, Italic, Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

FONTS & TYPOGRAPHY

FONTS

SERIF FONT

NOTO SERIF

Regular, Medium, Light, Bold, SemiBold, ExtraBold, Thin, Italic, Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

বাংলা ফন্ট

SUTONNYMJ

Regular, Bold, Italic

অইঈউঊঋঌ঍঎এঐ঑঒ওঔকখগঘঙঐ঑঒ওঔকখগঘঙ
ধনপফবভমযরলশষসহড়ঢ়য়ৎ
১২৩৪৫৬৭৮৯০

FONTS & TYPOGRAPHY

FONT SIZE:

USING THE GOLDEN RATIO IN TYPOGRAPHY

The golden ratio is a great tool to use when determining what size font to use for your website, app, blog post, you name it.

Let's say you have already decided on a body font size of 10px, but you don't know what size to make the font for your header. Using the golden ratio, you could multiply 10px by 1.618 to get 16.18, or 16px. Conversely, let's say you're trying to find a body font size to go with your header font size of 25. You could then divide 25 by 1.618 to get a suggested font size of 15.45px, or 16px.

Equations:

Body Font Size x 1.618 = Header Font Size

Header Font size / 1.618 = Body Font Size

Below is an example of a type scale that was constructed by using the golden ratio, starting with the base of 16px. Depending on how many headlines you need, you can stop or continue the sequence at any point in time. This example is using the unit of pixels, but note that the golden ratio can also work for percentages.

41.89px • 1.618
67.78px

H2

67.78px • 1.618
109.66px

H2

25.89px • 1.618
41.89px

H3

41.89px • 1.618
67.78px

H3

16px • 1.618
25.89px

H4

25.89px • 1.618
41.89px

H4

16px

P Style

25.89px

P Style

FONTS & TYPOGRAPHY



FONTS

Type is more than a design element. It articulates our message, expressing both what we say and how we say it.

USES OF TEXT;

- Know your audience and purpose
- Choose fonts wisely
- Use colors carefully
- Align and space your text
- Proofread and test your text
- Use No More Than Three Typefaces
- Standard Fonts Are Better Than Decorative Ones
- Contrasting Font Pair
- Use Alignment
- Line Length
- Balance Line Height, Size and Line Length
- Divide Text Into Paragraphs

AVOID

- Avoid fonts that are overly stylized
- Avoid using type with drop shadows
- Avoid outlining type
- Avoid excessive condensing, tracking, horizontal scaling
- Avoid hyphenation in general, and especially in headlines.
- Don't kern text too tightly or loosely.
- Don't stretch type horizontally or vertically.
- Avoid loose line spacing measures.

FONTS & TYPOGRAPHY

TYPOGRAPHY (DON'TS)

~~This type is
with a shadow~~

Don't add drop shadows to type.

~~This headline is hy-
phenated~~

Avoid hyphenation in general, and especially in headlines.

~~This text is kerned at
negative 100.~~

Don't kern text too tightly or loosely.

~~This type is
stretched.~~

Don't stretch type horizontally or vertically.

~~The line spacing on
this text is 200%.~~

Avoid loose line spacing measures.

~~Too Many
TYPE styles
in one layout~~

Don't use more than 1 or 2 type styles in close proximity,





















FONTS & TYPOGRAPHY

ICONS

ICONS RELATE TO OUR CAMPUS, CULTURE, CLASSROOMS, AND TRADITIONS

Icons should be the smallest design element on the page.

- Icons must be used in a brand color, and there must be proper contrast between the color of the icon and the background.
- Icons are not logos and should not be treated as such.

Students	 Total Students 19607	 Male Students 14179	 Female Students 5432
	 Post Graduate Students 1359	 Under Graduate Students 1359	 Foreign Students 408
	 Total Graduates 5319	 Post Graduate 719	 Under Graduate 4600
Admission			
 Total Admission 8486		 Post Graduate Admission 1014	 Under Graduate Admission 7472
Human Recourses			
 Faculty Strength 787		 New Faculty Members Joined 703	 Non-Academic Staff 703
 International MoUs 44		 Research Articles Published 1025	 Scopus' Articles Indexed in Scopus 987
 Central Library		Total Space 70000 SQF	Total Printed Book 53285
 Placement		Total Placement 2340+	Under Graduate 1840+
			Post Graduate 500+

Daffodil
International
University

ADMISSION
SPRING 2024



OUR FACILITIES

100%
BANK
SCHOLARSHIP

FREE LAPTOP

HALL

TRANSPORT

ON CAMPUS
RECRUITMENT

E-LIBRARY

INNOVATION LAB

35+ CLUBS

ROVER SOCIETY
& SNCC

LIFE INSURANCE

LAST DATE OF APPLICATION
20 DECEMBER 2023

ADMISSION TEST
22 DECEMBER 2023

09617901212
admission@daffodilvarsity.edu.bd
admission.daffodilvarsity.edu.bd

Daffodil
International
University

Admission
Spring 2024

MASTER OF
PUBLIC HEALTH
Faculty Of Allied Health Sciences

Specialization areas:

- Epidemiology
- Reproductive and Child Health
- Hospital Management
- Dentistry
- Nutrition

Facilities:

100%
BANK
SCHOLARSHIP

FREE LAPTOP

HALL

TRANSPORT

ON CAMPUS
RECRUITMENT

E-LIBRARY



09617901212
admission@daffodilvarsity.edu.bd
admission.daffodilvarsity.edu.bd

PHOTOGRAPHY

USES OF PHOTOS

Photography is one of the best tools to communicate a sense of place. It often creates the first impression with its visual presence. Thoughtful and carefully chosen photography can transform a marketing piece and can become an effective way to communicate about DIU.

How does our essence translate into photography?

SMART: Use photography that shows students and faculty actively engaged in academics and the pursuit of knowledge.

URBAN

Located in the heart of one of the world's most culturally rich cities, DIU is the source of photography that is vibrant and diverse.

GLOBAL

DIU has students and locations across the globe—our photography should represent a world view.

AMBITIOUS

Photography should allow the viewer to observe personal moments and individual achievements.

COMMITTED

Use photography that shows our student, faculty, and employee commitment to social causes in our neighborhood and the world.

USAGES OF PHOTOGRAPHY

Use scale and combine wide-angle shots with close-up visual details to create interest and tell a more complete story.

CROP PHOTOS

For greater impact, crop your photos to highlight the subject you want your audience to focus on.

COLOR CORRECT PHOTOS

Use Photoshop's auto settings to perform basic color corrections. Under the Image/Adjustments menu select Levels and click on Auto.

AVOID GROUP PHOTOS THAT DO NOT FOCUS ON A SINGLE SUBJECT

When taking a photograph of a group, select an individual for your audience to focus on.

PHOTOGRAPHY

CONVOCATION



PHOTOGRAPHY

ACADEMICS



PHOTOGRAPHY

CAMPUS



PHOTOGRAPHY

CAMPUS LIFE



SOME EXAMPLES OF WHAT'S POSSIBLE WITH OUR VISUAL IDENTITY

What we want people to think:

It's fresh
It's simple and easy
It's helpful
It's beautiful
It feels like Daffodil



DESIGN LAYOUTS

ADVERTISEMENT

Logo -----

ADMISSION SPRING 2024 Last Date for Application: 20 December 2023
Admission Test: 22 December 2023 ----- CTA

Image -----

Headline -----
(should be short less than 10 words)

Body -----

REALIZE YOUR DREAMS
AND ENJOY ACADEMIC EXCELLENCE

Welcome to Graduate Programs

MSc/MS

- Electronics and Telecommunication Engineering
- Computer Science and Engineering
(Major available in Data Science)
- Software Engineering
(Major available in Cyber Security, Data Science)
- Cyber Security
- Management Information System (MIS)
- Public Health (MPH)
(Major available in Epidemiology, Reproductive and Child Health, Hospital Management, Nutrition, Dentistry)
- Pharmacy (M. Pharm.)
- Textile Engineering

MBA (Regular/Executive)

Majors: • Finance • Marketing • HR • MIS • Real Estate • Retail and Apparel Management & Merchandising • Accounting • Tourism and Hospitality Management • Banking & Entrepreneurship • International Business • Islamic Finance • Project Management • Engineering Management • Supply Chain Management • Logistics • Digital Marketing • Leadership • Social Business • Agribusiness • Healthcare Management • Business Analytics

MA/MSS/LLM

- English (Major available in ELT, Literature)
- Law
- Development Studies
- Journalism, Media and Communication

Top Ranking University

Daffodil Smart City

Brinda, Savar, Dhaka - 1208, Bangladesh

Admission Helpline: +880207701222
Email: admission@daffodiluniversity.edu.bd

0173463941, 0173463938, 01833101806, 0194740017, 0173463950-51, 0194740995-96

Apply online: <http://admission.daffodiluniversity.edu.bd>

Special facilities: • One Student One Laptop • Student and guardian life insurance • Residential hall for male and female • Transport from all corners of Dhaka city and nearby locations • Medical center • Student Health Teaching Facility • 24x7 Care facilities

100% EDUCATION GUARANTEE

Offer

Logo -----

Headline -----
(should be short less than 10 words)

Image -----

CTA -----

Body -----

Your future starts here

Daffodil International University (DIU) focuses on creating a self-motivated and self-employed generation.

With a view to preparing students who are employable, DIU nurtures its students with a time-buffed curriculum as well as provides facilities like laptop, technology support to learning, scholarships, international university networking, summer programs, career nurturing, employability skills and entrepreneurship startup support.

Bachelor Programs

- CSE • EEE • IT • Pharmacy • SWE • Textile Engineering • Multimedia and Creative Technology • Architecture • Real Estate • Entrepreneurship
- BBA • English • Law (Hons) • Journalism and Mass Communication • Tourism and Hospitality Management • Business Studies • Fashion and Text Engineering • Environmental Science and Climate Management • GIS • CSE • Civil Engineering • Public Health • Agricultural Science • MSB

Master Programs:

- CSE • IT • MIS • Textile Engineering • English • MBA • MEd • LL.M • Journalism and Mass Communication • Public Health
- Software Engineering • Cyber Security • Pharmacy • Development Studies

Post Graduate Diploma:

- Information Science and Library Management

Permanent Campus: Datta Park, Ashulia, Savar, Dhaka. Call: 01833102804, 01847140048, 01733499343

Main Campus: Daffodil Tower, 4/2, Soltanpur, Mirpur Road, Dharmahat, Dhaka. Tel: 4811169, 4811167, 0184142856, 0184714094, 0184714099, 0173463939, 0173463931

International Office: House A-8, Road # 7, Sector # 2, Uttara, Dhaka. Tel: 9894640, 98932016, 0181428841

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SOCIAL MEDIA POST

Logo

Headline
(should be short
less than 6-8 words)

Offer/Facilities/Feature

Image

Contact Information



Logo

Offer

Headline
(should be short
less than 6-8 words)

CTA





Contact



DESIGN LAYOUTS

SOCIAL MEDIA IMAGE SIZES

Social Media Image Sizes 2024

					
Profile photo	320 x 320	170 x 170	400 x 400	400 x 400	200 x 200
Landscape	1080 x 566	1200 x 630	1600 x 900	1200 x 627	1920 x 1080
Portrait	1080 x 1350	630 x 1200	1080 x 1350	627 x 1200	1080 x 1920
Square	1080 x 1080	1200 x 1200	1080 x 1080	1080 x 1080	1080 x 1080
Stories	1080 x 1920	1080 x 1920	N/A	N/A	1080 x 1920
Cover photo	N/A	851 x 315	1500 x 1500	1128 x 191	N/A

DESIGN LAYOUTS

ALIGNMENT



ADMISSION

SPRING 2024

Last Date for Application

20 December 2023

Admission Test

22 December 2023



If you want to be an **ENTREPRENEUR** or to get a **JOB**

Join Bachelor of **ENTREPRENEURSHIP**

Under the Department of Innovation & Entrepreneurship

We ensure **100% EMPLOYABILITY** of our students through Business or Job

CAREER PROSPECTS

- You can become an Entrepreneur
- You can get job in national companies, multinational companies (MNCs) & government job (Any kind of Govt. job including BCS)

DEPARTMENTAL FACILITIES

- Funding facility
- Co-working facility
- Innovation Lab & Incubation facility
- Mentoring from industry expert
- Practical focused teaching & course curriculum
- Mandatory industry visit
- 1/2 semester(s) study in foreign university
- We offer 7 majors focusing IT & Business

DU AMONG TOP 1000 UNIVERSITIES IN



Special facilities include:

- One student one laptop for undergraduate students
- Life insurance both for students and guardians
- Hall & transport facility
- On campus job recruitment
- E-Library facility with 37000 e-books & 2500 e-journals
- Innovation lab & astrophysics center to explore inner potential
- Industry visit for all programs to get hand of experience
- Industry expertise & foreign teaching staff
- 35+ clubs for extra curricular activities
- All sorts of sports facility
- Entrepreneurial atmosphere

Daffodil Smart City

Brilla, Saver, Dhaka - 1216, Bangladesh

Email: admission@daffodiluniversity.edu.bd

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AMONG STUDENTS

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ALUMNI

500
INTERNATIONAL
STUDENTS

29
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PROGRAMS

16
MASTER
PROGRAMS

520+
UNIVERSITIES
LINKAGE WITH

440+
CLASS ROOMS

18,467
STUDENTS ENJOYED
WINNERS AND
SCHOLARSHIPS IN 2022

970+
FACULTY
MEMBERS

4000+
ENTREPRENEURS
WORLDWIDE

130+
LABS

**JOIN DIU TO REALIZE YOUR DREAMS
AND TO EXPLORE ACADEMIC EXCELLENCE**

We Offer:

Undergraduate Programs:

- Business Administration
- Tourism and Hospitality Management
- Entrepreneurship
- Real Estate
- Business Studies
- Computer Science & Engineering
- Software Engineering
- Multimedia and Creative Technology
- Information Technology & Management
- Physical Education and Sports Science
- Computing & Information System
- Environmental Science and Disaster Management
- Journalism, Media and Communication
- English
- Law (LLB Hons.)
- Pharmacy
- Public Health
- Nutrition & Food Engineering
- Agricultural Science
- Information and Communication Engineering
- Electrical & Electronic Engineering
- Textile Engineering
- Architecture
- Civil Engineering

Graduate Programs:

- MBA (General)
- MBA (Executive)
- Computer Science & Engineering
- Software Engineering
- Cyber Security
- Management Information System
- Law (LLM)
- Journalism, Media and Communication
- Development Studies
- Pharmacy
- Public Health (MPH)
- Electronics & Telecommunication Engineering
- Textile Engineering

Graduate Diploma:

- Information Science and Library Management

Top Ranking University

1
THE TOP 100
UNIVERSITIES
IN THE WORLD

2
THE TOP 100
UNIVERSITIES
IN THE WORLD

3
THE TOP 100
UNIVERSITIES
IN THE WORLD

50% 100%

Special facilities:

One touch system laptop • Student and guardian fee insurance • Residential Hall for male and female • Transport service at corners of Dhaka city and nearby locations • Health center • Bilingual Model Teaching Facility • Life Skills facilities

Daffodil Smart City

Barisal, Savar, Dhaka - 126, Bangladesh

Admission Helpline: +8809877010112

Email: admission@daffodiluniversity.edu.bd

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Daffodil
International
University

ADMISSION
SPRING 2024

Start Date for Application:
20 December 2023
Admission Start:
22 December 2023

REALIZE YOUR DREAMS AND ENJOY ACADEMIC EXCELLENCE

Welcome to Daffodil Programs

MSc/MSS

- **Electronics and Telecommunication Engineering**
- **Computer Science and Engineering**

(Major available in Data Science)

- **Software Engineering**

(Major available in Cyber Security and Data Science)

- **Cyber Security**

- **Management Information System (MIS)**

- **Public Health (MPH)**

(Majors available in Epidemiology, Reproductive and Child Health, Hospital Management, Nutrition, Dentistry)

- **Pharmacy (M. Pharm.)**

- **Textile Engineering**

MBA (Regular/Executive) _____

- **Major:** Finance, Marketing & HRM, MIS, Real Estate, Taxation and Appraisal Management & Merchandising

- **Minor:** Aviation and Hospitality Management, Banking, Entrepreneurship, International Business, Islamic Finance, Project Management, Engineering Management, Supply Chain Management, Insurance, Digital Marketing, Leadership, Social Science, Agribusiness, Healthcare Management, Business Analytics

- **MA/MSS/LLM**

- **English** (Major available in EU, Literature) ● **Law** ● **Development Studies**

- **Journalism, Media and Communication**

Top Ranking University

Special facilities:

- One Student One Laptop, Student and guardian life insurance, Residential flat for male and female, transport from all corners of Dhaka city and nearby locations, a medical center, Weekend Mobile Teaching Facility, Live-Learn facilities

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Admission Helpline: +8801979501222

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Daffodil International University

FACULTY OF BUSINESS AND ENTREPRENEURSHIP

UNDERGRADUATE PROGRAMS

- **Bachelor of Business Administration (BBA)**
Major: Finance, Marketing, Accounting, HRM, MIS, Banking and Insurance, Supply Chain Management, Digital Marketing, Entrepreneurship
- **Bachelor of Tourism and Hospitality Management (BTHM)**
- **Bachelor of Real Estate (BRE)**
Major: Marketing, Land Management, Finance and Banking
- **Bachelor of Entrepreneurship (BE)**
Major: Technopreneurship, Business Analytics & Digital Marketing, Applied Entrepreneurial Finance, Agripreneurship & Food Processing, Social Entrepreneurship, Manufacturing Industries, Service Industries
- **Bachelor of Business Studies in E-Business Management**

POSTGRADUATE PROGRAMS

- **MBA / EMBA**
Major: Finance, Marketing, HRM, MIS, Real Estate, Textile and Apparel Management & Merchandising, Accounting, Tourism and Hospitality Management, Banking, Entrepreneurship, International Business, Islamic Finance, Project Management, Engineering Management, Supply Chain Management, Insurance, Digital Marketing, Leadership, Social Business, Agribusiness, Healthcare Management, Business Analytics

ADMISSION

SPRING 2024

Last Date for Application

20 December 2023

Admission Test

22 December 2023

Top Ranking University





SCHOLARSHIP/WAIVER

UP TO 100%

Special facilities:

- One Student One Laptop • Student and guardian life Insurance • Residential Hall for male and Female • Transport from all corners of Dhaka city and nearby locations • Medical center • Boarded Mode Teaching Facility • Visa Loan Facilities

Daffodil Smart City

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Admission Fall 2018
Last Date for Application
05 September 2018
07 September 2018

Daffodil International University (DIU) focuses on creating a self-actualized and self-empowered generation.

With a view to preparing students who are employable, DIU nurtures its students with a new learning curriculum to equip its graduates with flexible aptitudes, technology support to learning, scholarships, international university networking, summer programs, career mentoring, employability skills and entrepreneurship degree support.

▶ Bachelor Programs:

- CSE / EEE / ETE / Pharmacy / Smart / Media Engineering • Multimedia and Creative Technology / Architecture / Real Estate • Entrepreneurship / MBA / BBA / B.Com / Journalism and Mass Communication / Science and Technology Management / Business Studies / Nutrition and Food Engineering / Environmental and Disaster Management • CS • CSE • Civil Engineering / Public Health / Agriculture / Science • BSS

▶ Master Programs:

- CSE / ETE / MMS • Media Engineering / English / mEd / EdMA / LL.M / Journalism and Mass Communication / ePublic Health
- Software Engineering / Cyber Security / Pharmacy / Development Studies

▶ Post Graduate Diploma:

- Information Science and Library Management

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▶ Permanent Campus: Datto Road, Azhulsi, Savar, Dhaka. Call: 01823102066, 01749140046, 01734939141
 ▶ Main Campus: Daffodil Town, 42, Sakharbari Avenue, Dhaka. Call: 4811029, 4811034, 0187440000, 0187440000, 01874474029, 01734939000, 01734939001
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DESIGN SAMPLES


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20 December 2023

Admission Test
22 December 2023



Faculty of Science and Information Technology

Undergraduate Programs:

- Computer Science and Engineering (CSE)
- Computing and Information System (CIS)
- Software Engineering (SWE)
- Multimedia and Creative Technology (MCT)
- Environmental Science and Disaster Management (ESDM)
- Information Technology & Management (ITM)
- Physical Education and Sports Science (PESS)

Graduate Programs:

- Cyber Security
- Computer Science and Engineering (CSE)
- Software Engineering (SWE)
- Management Information Systems (MIS)

Top Ranking University

SCHOLARSHIP/WAIVER UP TO 100%

Special facilities:

- One Student One Laptop
- Student and guardian life insurance
- Residential hall for male and female
- Transport from all over Dhaka city and nearby locations
- Medical center
- Blended Mode Teaching Facility
- Vita Loan facilities

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 www.daffodilvarsity.edu.bd



ADMISSION
FALL 2021

Last Date for Application
20 December 2023

Admission Test
22 December 2023



Faculty of Science and Information Technology

Undergraduate Programs:

- CSE, SWE, BBA, English, LLB
- Computing and Information System (CIS)
- Multimedia and Creative Technology (MCT)
- Environmental Science & Disaster Management (ESDM)
- Nutrition & Food Engineering (NFE)
- Tourism & Hospitality Management (THM)
- Real Estate, Business Studies, Entrepreneurship
- Journalism Media & Communication (JMC)

Postgraduate Programs:

- CSE, MIS, MBA, English, LLM, Public Health
- Journalism Media & Communication (JMC)
- Development Studies (DS)


Postgraduate Diploma:

- Information Science and Library Management (ISLM)

Special facilities:

- Laptop during admission
- Student and guardian life insurance
- On campus hall both for male and female
- Transport from all over Dhaka city and nearby city
- Medical center
- Own Blended Learning Center (BLC)


Contact with us:
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ADMISSION
SPRING 2024

Last Date for Application
20 December 2023

Admission Test
22 December 2023



Faculty of Humanities and Social Science

Undergraduate Programs:

- English
- Law
- Journalism, Media and Communication

Graduate Programs:

- English (majors available in ELT and Literature)
- LLM
- Journalism, Media and Communication
- Development Studies

Graduate Diploma:

- Information Science and Library Management

DIU AMONG TOP 1000 UNIVERSITIES IN THE WORLD

SCHOLARSHIP/WAIVER UP TO 100%

Special facilities include:

- One student one laptop
- Life insurance for students and their guardians
- Separate residential halls for male and female students
- Transportation services covering all corners of Dhaka city and nearby areas
- Access to a medical center
- Blended mode teaching
- E-library facility with 35,000 e-books & 2,500 e-journals

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- Co-working facility
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- Industry visit for all programs to get hand of experience
- Industry expertise & foreign teaching staff
- 25+ clubs for extra curricular activities
- All sorts of sports facility
- Entrepreneurial atmosphere

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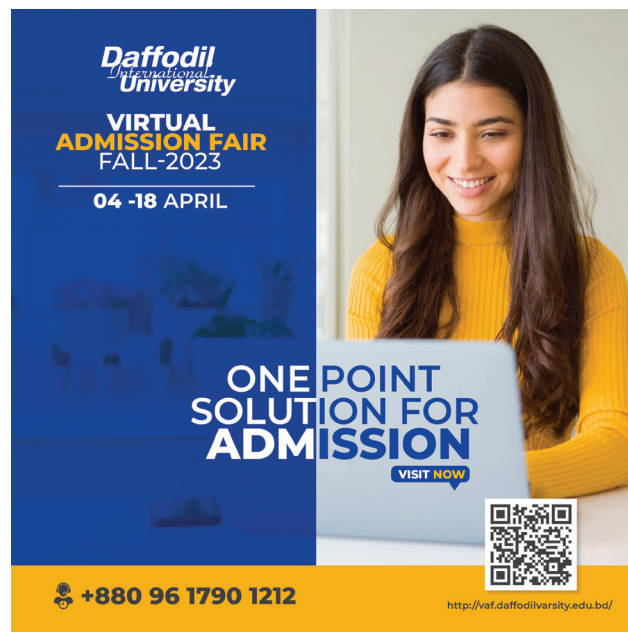
DESIGN SAMPLES

SOCIAL MEDIA POST



DESIGN SAMPLES

SOCIAL MEDIA POST



DESIGN SAMPLES

BROCHURE COVER



ANNUAL REPORT COVER

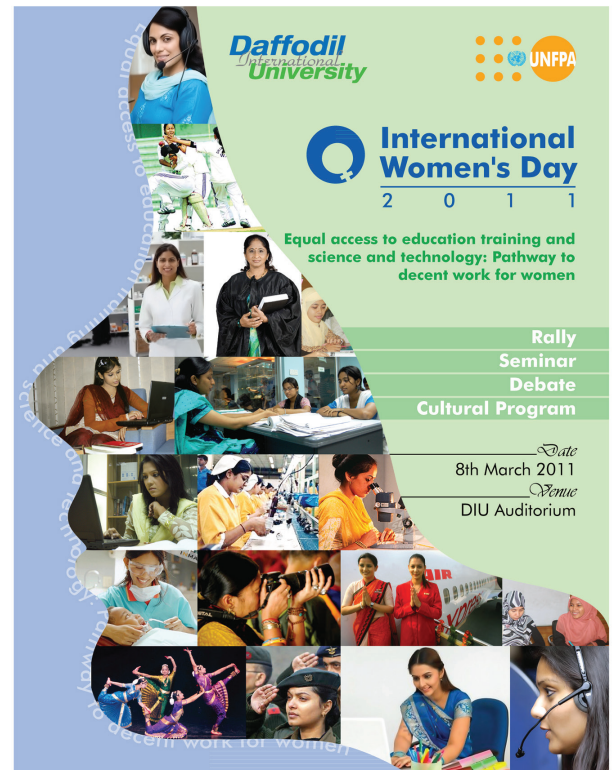


TISSUE BOX



DESIGN SAMPLES

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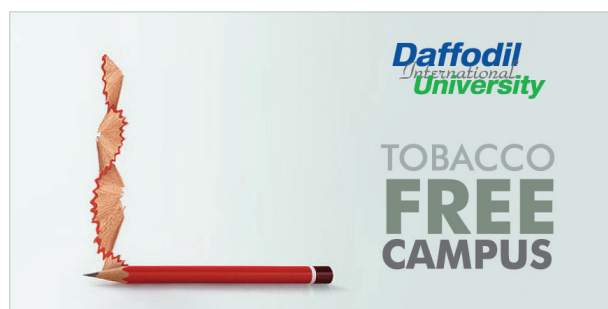
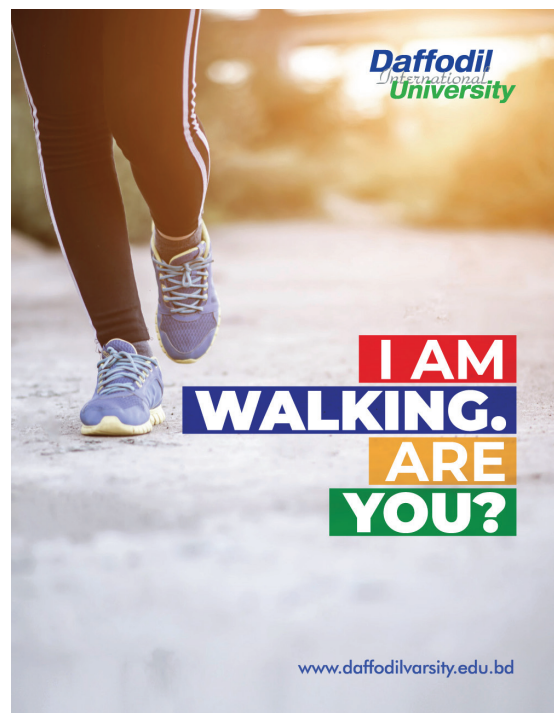
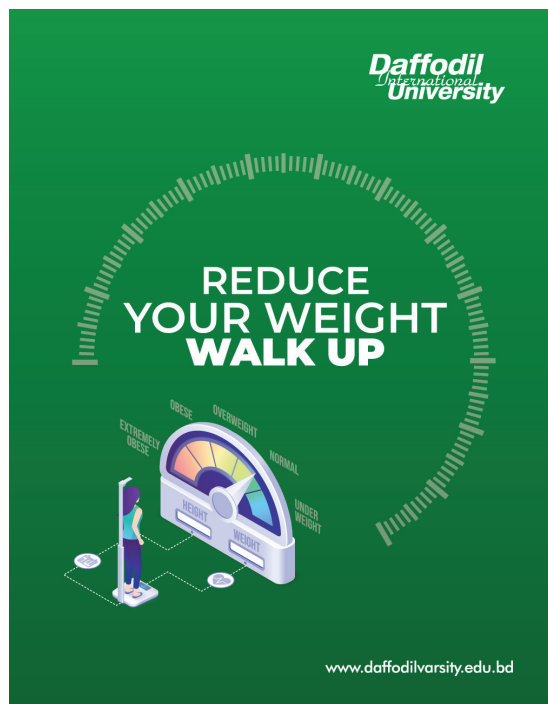


INVITATION CARD



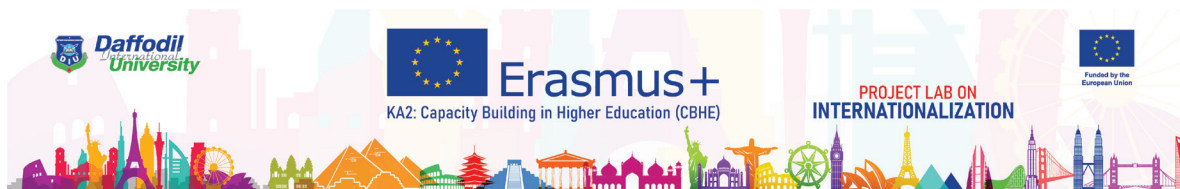
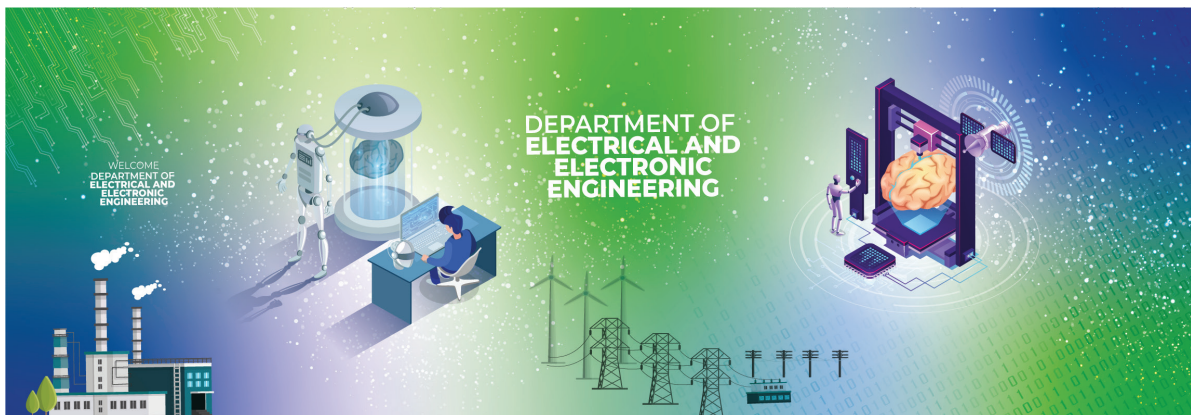
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AWARENESS CAMPAIGN



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DESIGN SAMPLES

T-SHIRT DESIGN



DESIGN SAMPLES

CONGRATULATION



DESIGN SAMPLES

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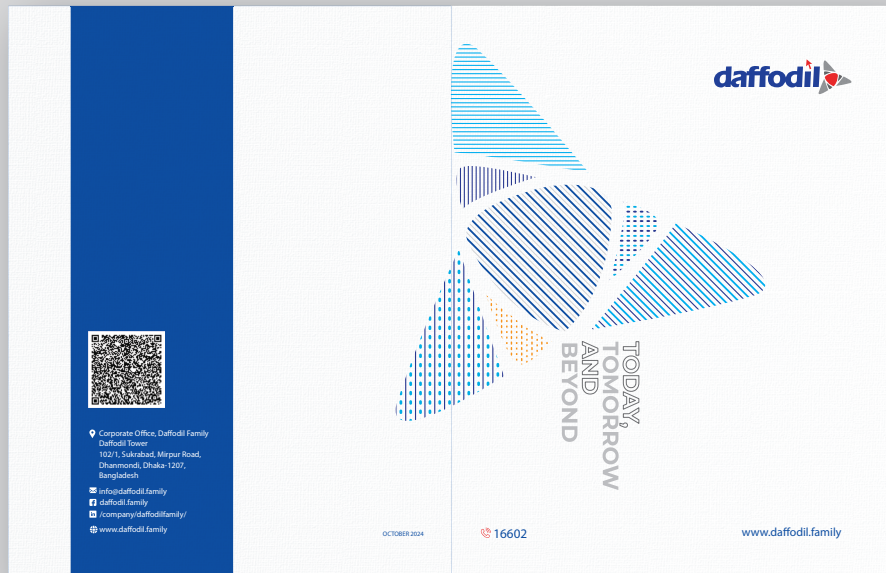


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BAG

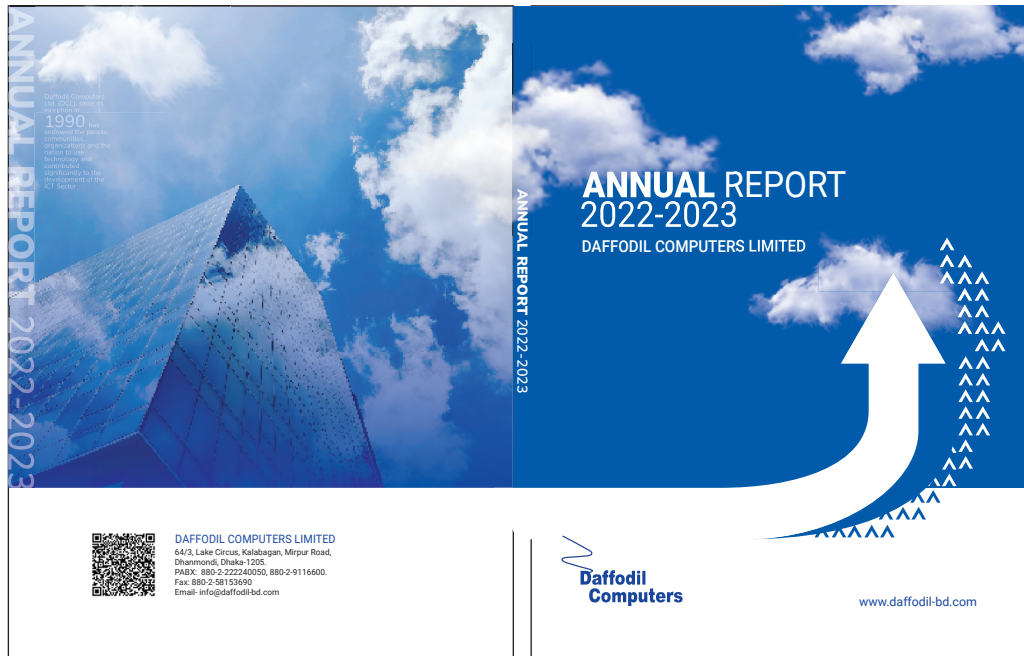


BROCHURE



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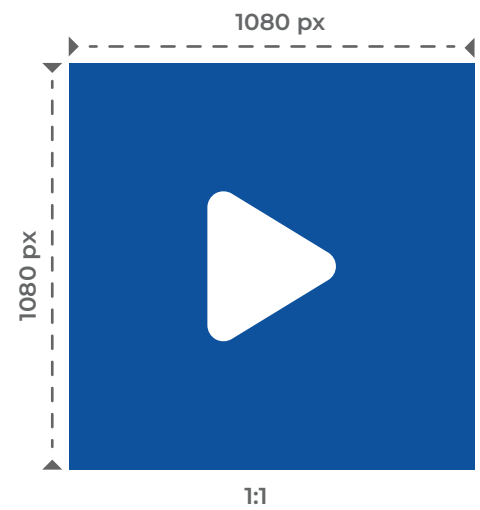
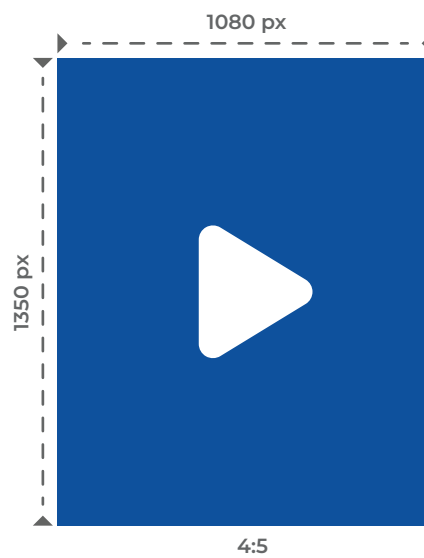
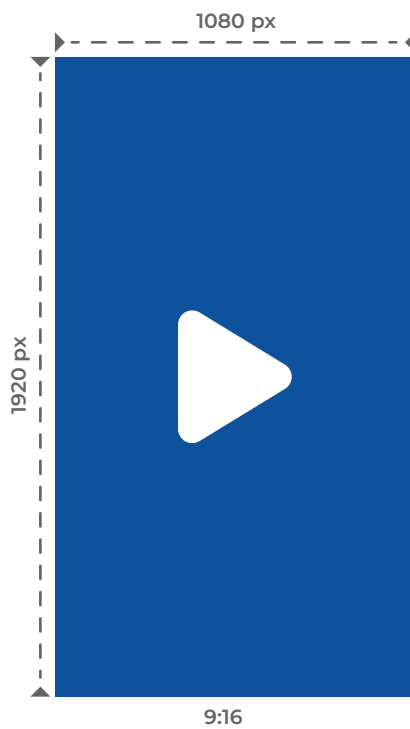
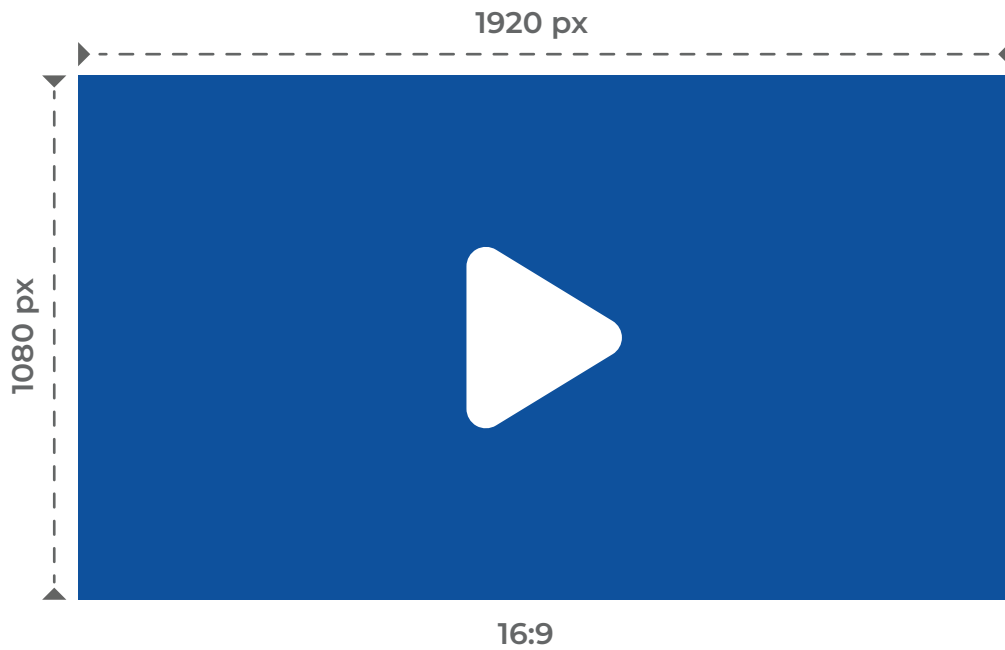
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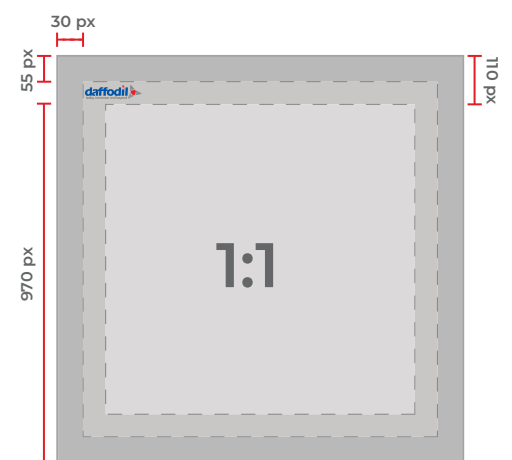
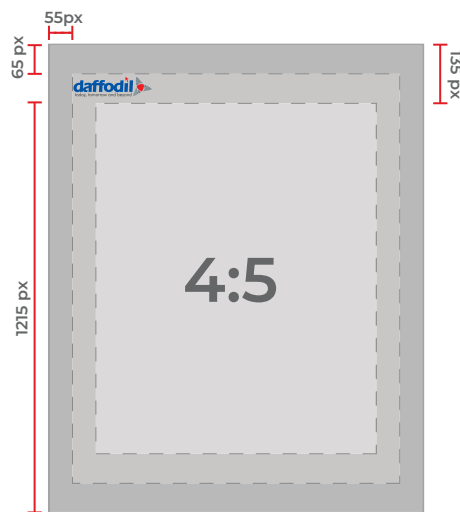
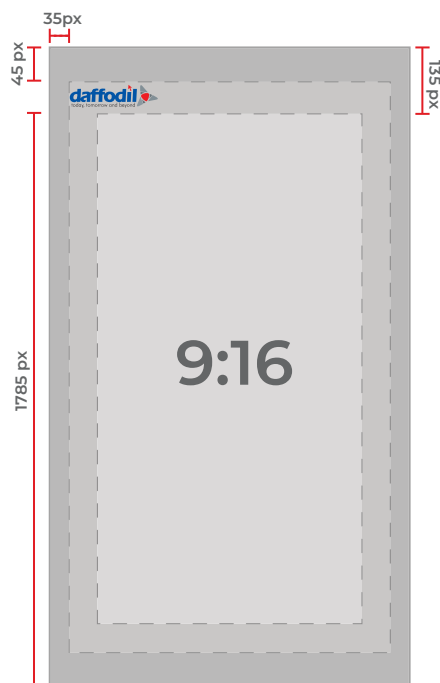
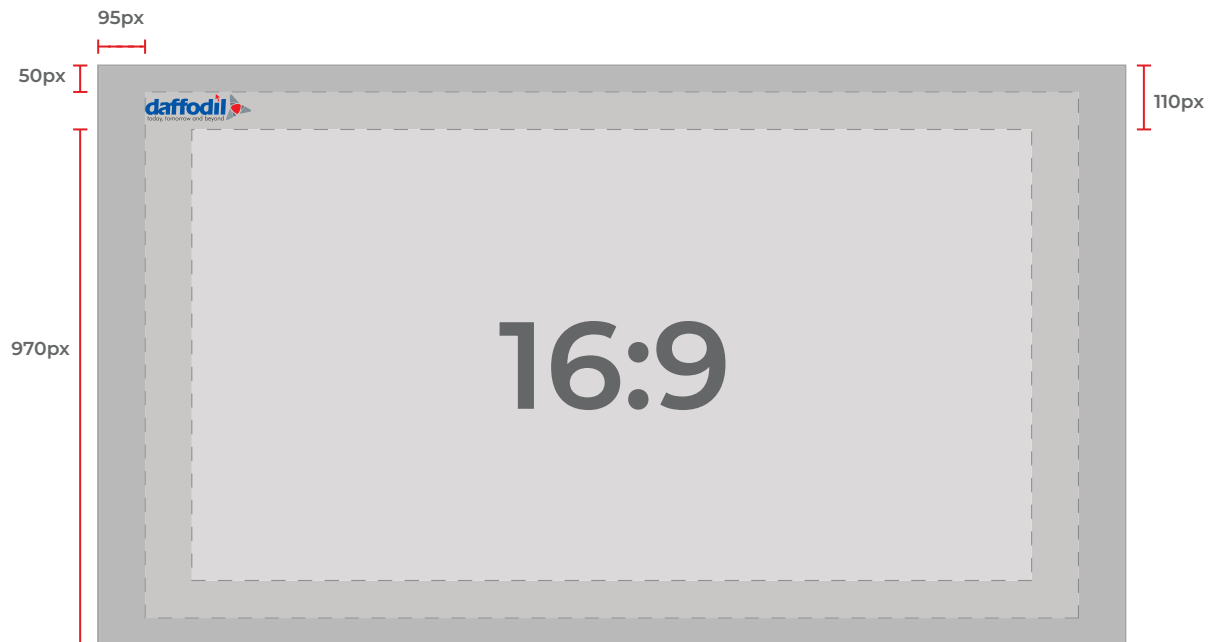


SOCIAL MEDIA VIDEO RATIO



LOGO USES

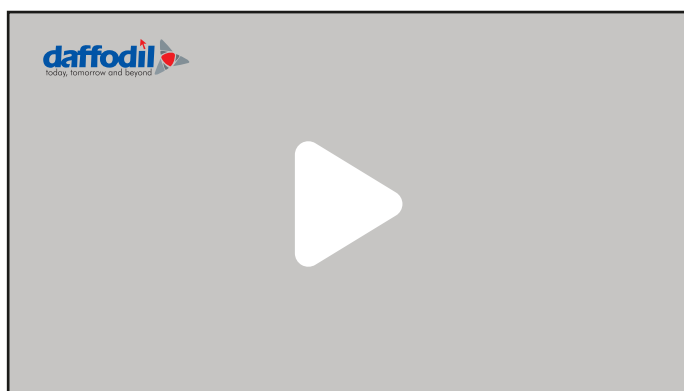
PLACEMENT OF DF LOGO



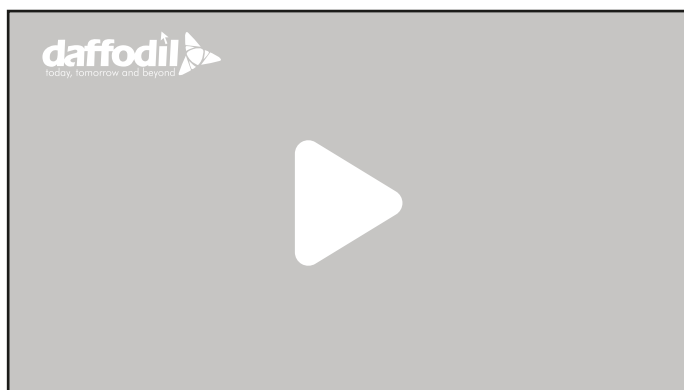
LOGO COLOR



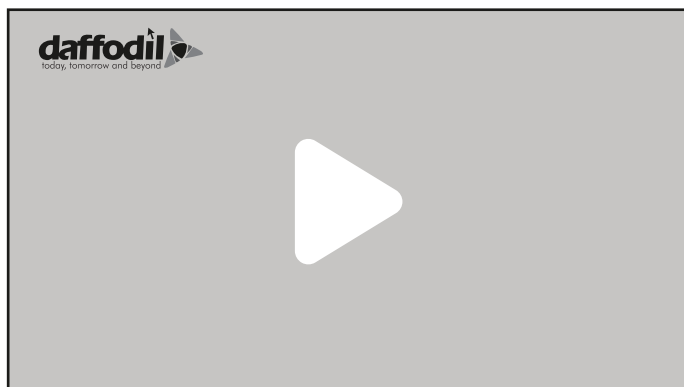
COLOR OF DF LOGO



Use the wordmark logo genaral videos



Use the white version when only one color is permitted.



Use the Black version when only one color is permitted.



DF Blue

CMYK: C 100, M 75, Y 0, K 0

RGB: R 0, G 84, B 166

HEX: 0054A6



DF Red

CMYK: C 0, M 100, Y 100, K 0

RGB: R 237, G 28, B 36

HEX: ED1C24



DF Grey

CMYK: C 10, M 0, Y 0, K 50

RGB: R 131, G 144, B 151

HEX: 839097



DF Grey

CMYK: C 05, M 0, Y 0, K 65

RGB: R 105, G 116, B 122

HEX: 69747A

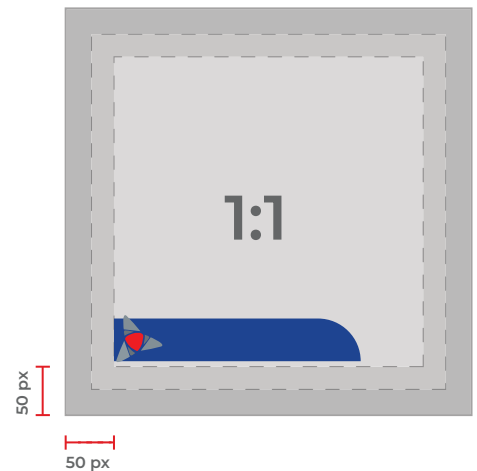
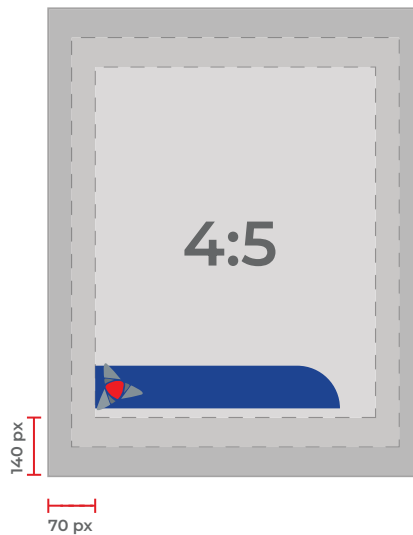
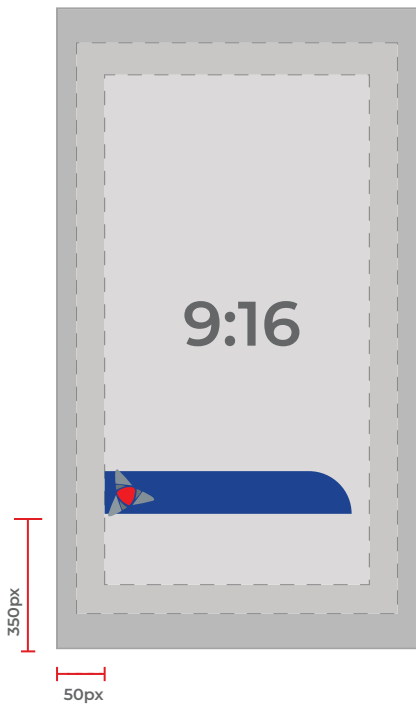
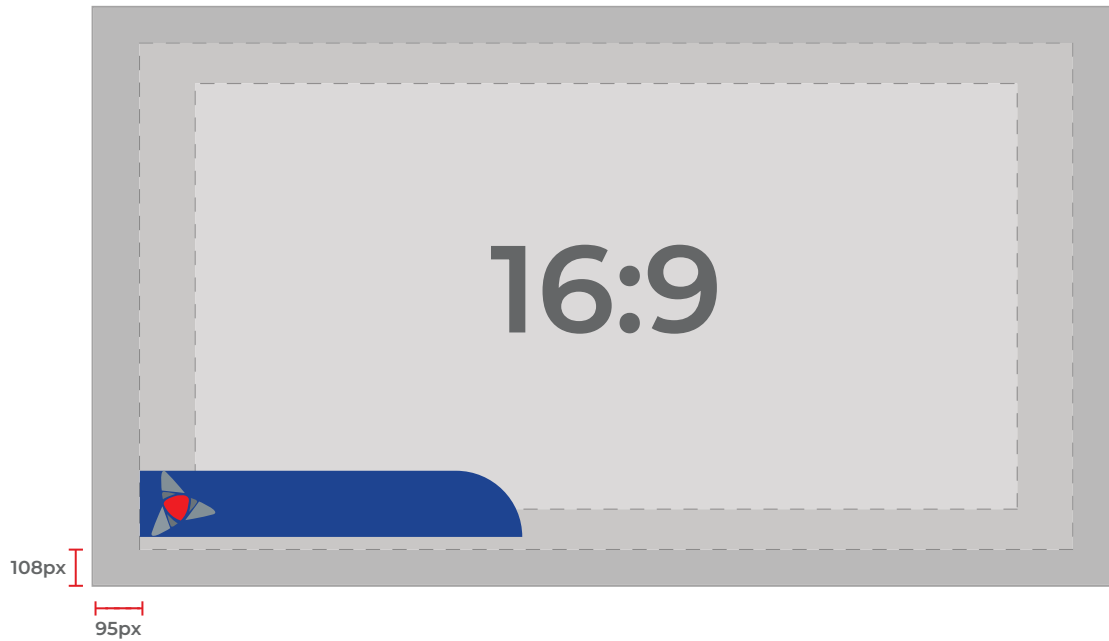


H: 45 px W: 170 px

Recommended logo size

LOWER THIRD USES

USES OF LOWER THIRD



LOWER THIRD FONT FAMILY

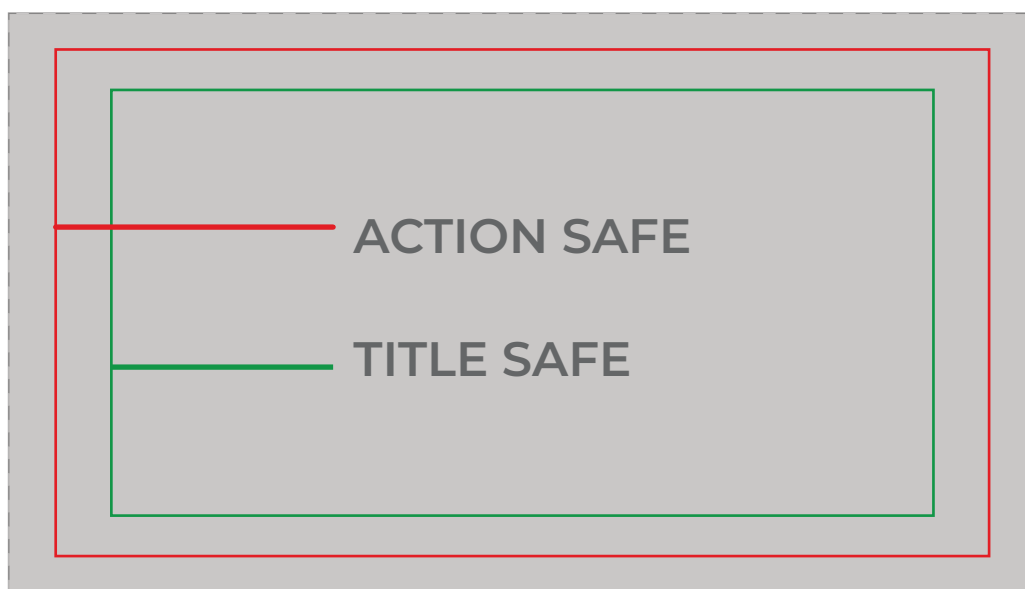
MONSERRAT FAMILY

Regular, Medium, Light, Bold, SemiBold, ExtraBold, Thin, Italic, Black

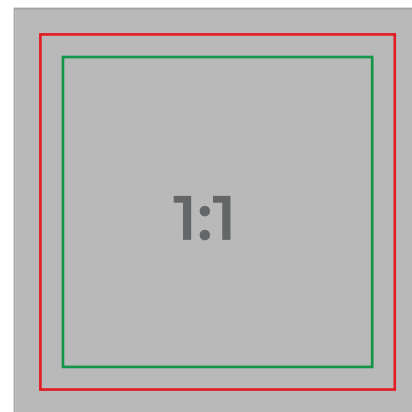
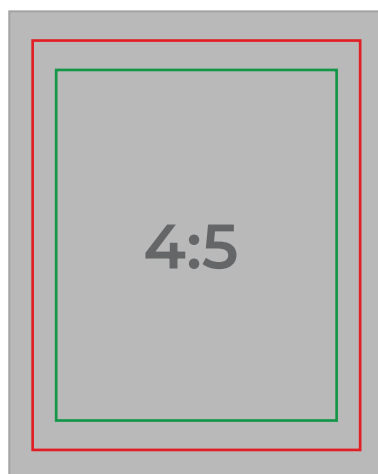
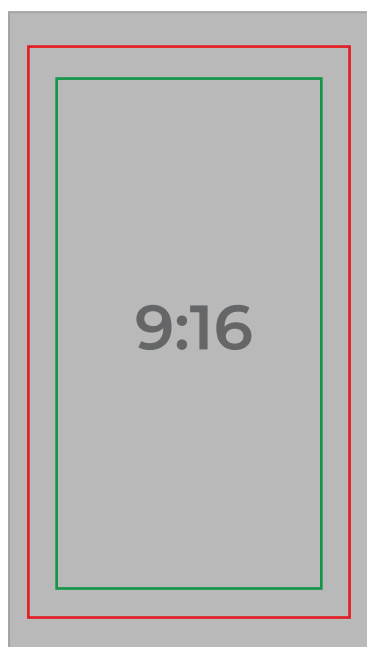
ACTION & TITLE



ACTION & TITLE

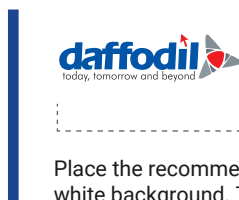
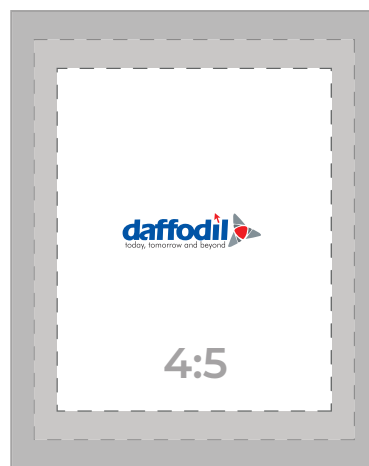


16:9



VIDEO ENDING

PLACEMENT OF DIU LOGO



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WORKS

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Web Media: Web Template, UI, UX, PSD, Icon, Web Banner

Social Media: Template, FB Boost Post Design, Video Presentation

Presentation: Powerpoint Presentation, Infographics

Video: Promotional Video, TVC, Documentary, Corporate Film, Event Promo, Welcome Video, Social Awareness Video, Video Resume.

Multimedia: Concept, Direction, Scripting, Short Division, Visualization, VFX, Animation, Motion Graphics, Editing, Music, Camera Operation, Voice, Creative Writing, Sketching, Typography Design.

Promotional Materials/ Gift Items: Pen, Pen Holder, Card Holder, Mug, Wood Craft, Tissue Box, Crest, T-Shirt, Track Suit, Cap, Pen Drive, Book Marker, Key Ring, Umbrella

Events Branding (Events): Convocation, Anniversary, Fair, Festival, Conference, National and International Day, Seminar, Workshop, Summit, Week, Exhibition, Competition, Sports. Social Awareness, Product Launching, Trade Show.

Design Materials for events (Print): Mnemonic /Logo, Invitation card, Banner, Festoon, X stand, Poster, Brochure, Newsletter, Backdrop, Certificate, Social Media Prop, Cake, Folder, Bag, Crest, Coupon, Badge, Sponsor Backdrop, Lighting, Digital Signage, T-Shirt, Wristbands, Bunting, Gobo, Cake, Wall Graphics, Events Tickets, Business Card, Letterhead, Pen, Notepad, Presentation Design, Newspaper and Magazine Advertising, Proposal Design.

Digital Materials: Website, Email Marketing, Events Apps, Video Promo, Social Media, Online Advertising, Infographics, Digital Backdrop

Onsite Event Branding: Event Design, Booths, Social Wall, Projection Mapping, Banners and Posters, Swag, Photo Wall, Wall and Floor Graphics, Painting.
Software: Adobe Illustrator, Adobe Photoshop, Adobe After Effects, Flash, Premier, 3D Max, Cinema 4D, Autocad.

DESIGN PROCESS

DESIGN PROCESS:

The graphic design process consists of four phases (definition, creation, feedback, and delivery), which can be broken down into 9 steps. This approach can be applied to nearly every design project:

Definition Phase

Step 1: Creative/Design Brief

Step 2: Design Research/Ref Design/ Competitor Study

Step 3: Brainstorming / Mood Boarding

Creation Phase

Step 4: Concept/Sketching/ Layout

Step 5: Design Building

Step 6: Refining/Feedback

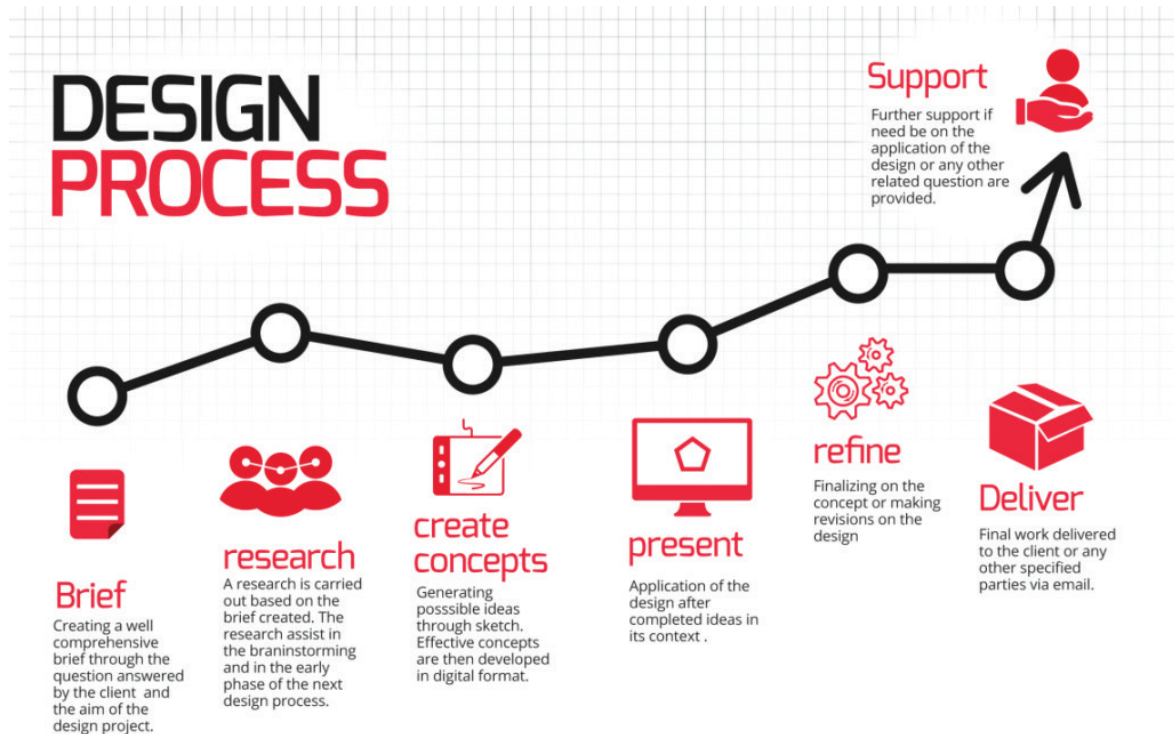
Feedback Phase

Step 7: Presenting

Step 8: Revisions/Corrections

Delivery Phase

Step 9: Final Delivery and Archive



DESIGN TIPS

DESIGN TIPS:

Elements of Graphics Design

Line
Shape
Image
Space
Size
Color
Text
Texture
Form

The 7 principles of Graphic Design

1. Emphasis
2. Balance and alignment
3. Contrast
4. Repetition
5. Proportion
6. Movement
7. White space

Rules for Creating a Great Logo Design

- Do not use more than three colors.
- Type must be easy enough for your grandma to read.
- The logo must be recognizable.
- Create a unique shape or layout for the logo.
- Do not combine elements from popular logos and claim it as original work.
- Do not use clipart under any circumstances.
- The logo should look good in black and white.
- Make sure that the logo is recognizable when inverted.
- Make sure that the logo is recognizable when resized.
- If the logo contains an icon or symbol, as well as text, place each so that they complement one another.
- Avoid recent logo design trends. Instead, make the logo look timeless.
- Do not use special effects (including, but not limited to: gradients, drop shadows, reflections, and light bursts).
- Avoid intricate details.
- A photo does not make a logo.
- You must surprise customers with presentations.
- Do not use more than two fonts.
- Each element of the logo needs to be aligned. Left, center, right, top, or bottom.
- Always choose function over innovation.
- If the brand name is memorable, the brand name should be the logo.
- Create variations. The more variations, the more likely you are to get it right.
- The logo must look consistent across multiple platforms.
- The logo must be easy to describe.
- Do not use taglines in the logo.
- Sketch out ideas using paper and pencil before working on a computer.
- Keep the design simple.
- It should be honest in its representation.
- The logo should be balanced visually.
- Avoid bright, neon colors and dark, dull colors.
- The logo must not break any of the above rules.

DESIGN TIPS

HERE ARE SOME DESIGN TIPS FOR BEGINNERS:

Understand the Basics:

Learn the fundamental principles of design, such as balance, contrast, unity, emphasis, and rhythm. These principles provide a solid foundation for any design project.

Hierarchy is Key:

Establish a clear hierarchy in your design. Guide the viewer's eye by using size, color, contrast, and placement to emphasize certain elements.

Simplify:

Less is often more. Avoid clutter and unnecessary elements. Aim for simplicity and clarity in your designs.

Typography Matters:

Choose fonts wisely. Ensure readability and consider the mood or tone you want to convey. Stick to a limited number of fonts in a design to maintain consistency.

Color Harmony:

Understand color theory and how to create harmonious color schemes. Use colors purposefully to convey emotions or draw attention.

Whitespace is Your Friend:

Don't be afraid of empty spaces. Whitespace (negative space) can enhance readability, focus attention, and give your design a clean and professional look.

Consistency is Key:

Maintain a consistent design throughout your project. Consistency in colors, fonts, and layout helps create a cohesive and polished appearance.

Grids and Alignment:

Use grids to organize your design elements. Align text, images, and other elements to create a neat and structured layout.

Learn from Others:

Analyze designs you admire. Understand what works well and why. Keep abreast of design trends but also be willing to develop your unique style.

Get Feedback:

Share your work with others and seek constructive feedback. This can provide valuable insights and help you improve your designs.

Practice Regularly:

Designing is a skill that improves with practice. Set aside time regularly to work on different projects and experiment with new techniques.

Stay Organized:

Keep your design files organized. This includes naming conventions, folder structures, and version control. This will save you time and frustration in the long run.

Know Your Tools:

Whether you're using graphic design software, coding tools, or other platforms, become proficient with the tools of your trade. This efficiency will enhance your creativity.

Be Open to Critique:

Don't take critiques personally. Use feedback as an opportunity to learn and grow as a designer.

Keep Up with Trends:

While it's important to develop your unique style, staying informed about current design trends can be beneficial. It allows you to adapt and incorporate new elements into your work.

DESIGN MATTERS

If you've just read these guidelines, you have our appreciation. It means you share our belief in details and quality.

Brand Tools has additional resources and guidance on the entire Daffodil brand. If you ever have additional questions about our visual identity and its application in design, don't hesitate to contact
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THANK YOU



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