daffodil
today, tomorrow and beyond

BRANDING AND IDENTITY GUIDELINES

Daffodil Family

November 2024

Prepared by:
Hafizur Rahman

TODAY, TOMORROW AND BEYOND

DAFFODIL FAMILY
At a glance 01
Timeline 04

LOGO BASIC 09

COLORS
Color Wheel 11
Primary Color 12
Secondary Color 13

LOGO USES
Logo Misuse 16
Do and Don't 17
Logo Safe Space 18
Partner Logo 19
Logo Minimum Size 20

CONCERN'S LOGO USE
Color 22
Logo Uses 27

COLOR CODE OF DAFFODIL CONCERNS
Color Code of all concerns 36-49

FONTS & TYPHOGRAPHY
Fonts 50
Font Size 52
Font Use Tips 53
Typhography Don'ts 54
Icons 55

PHOTOGRAPHY
uses of photos 56
convocation 57
ACADEMICS 58
campus 59
campus life 60

DESIGN LAYOUTS
advertisement 62
social media post 63
social media image size 64
alignment 65

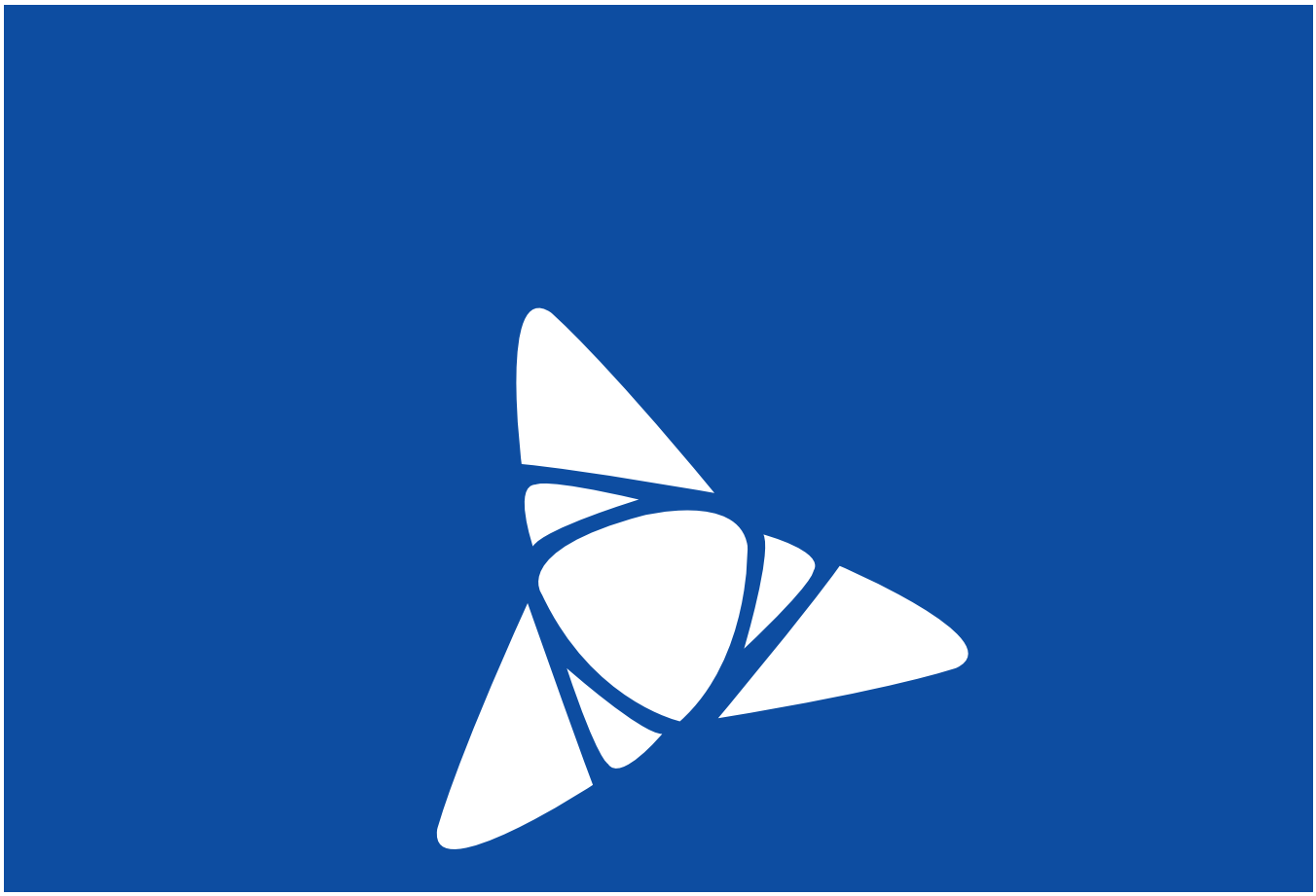
DESIGN SAMPLES
advertisement 66
social media post 68
brochure cover 70
annual report cover 70
poster 71
awareness 72
indoor branding 73
T-shirt 75
Warer pot 77
Bag 78
Brochure Cover 79

VIDEO BRANDING 81

DESIGN ITEMS
works 87

DESIGN ITEMS
Design Process 88

DESIGN TIPS
Design tips 89



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

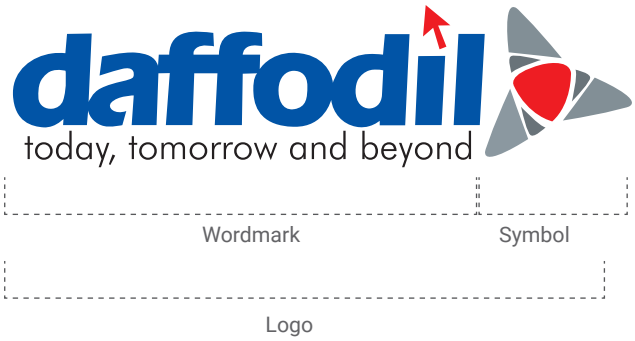
DAFFODIL FAMILY IDENTITY

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.

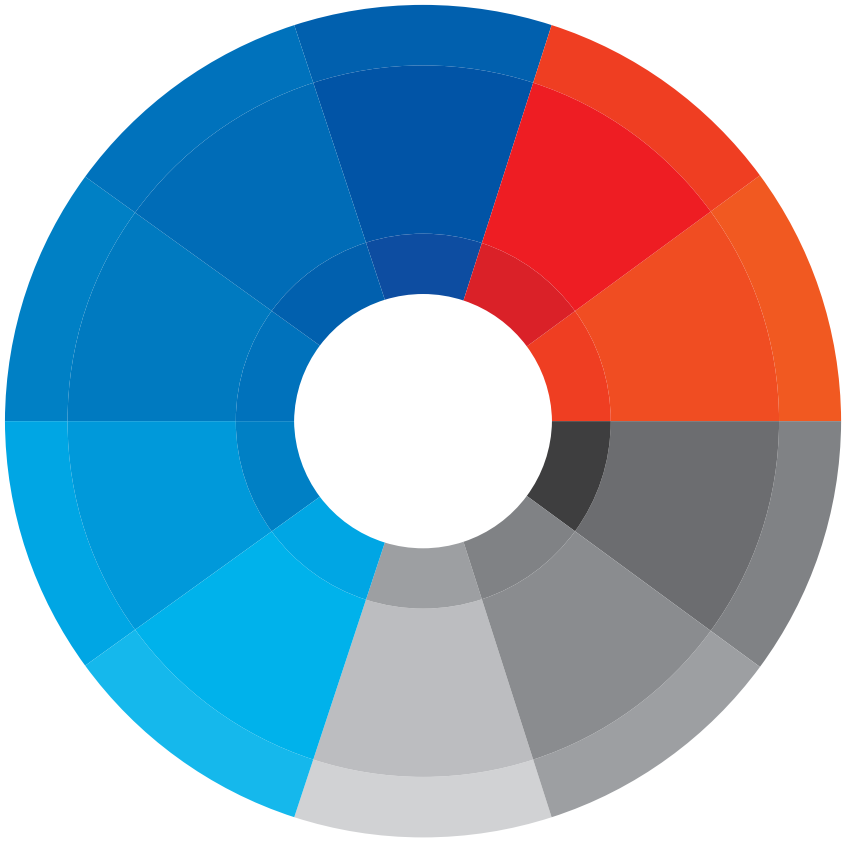
COLOR

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:

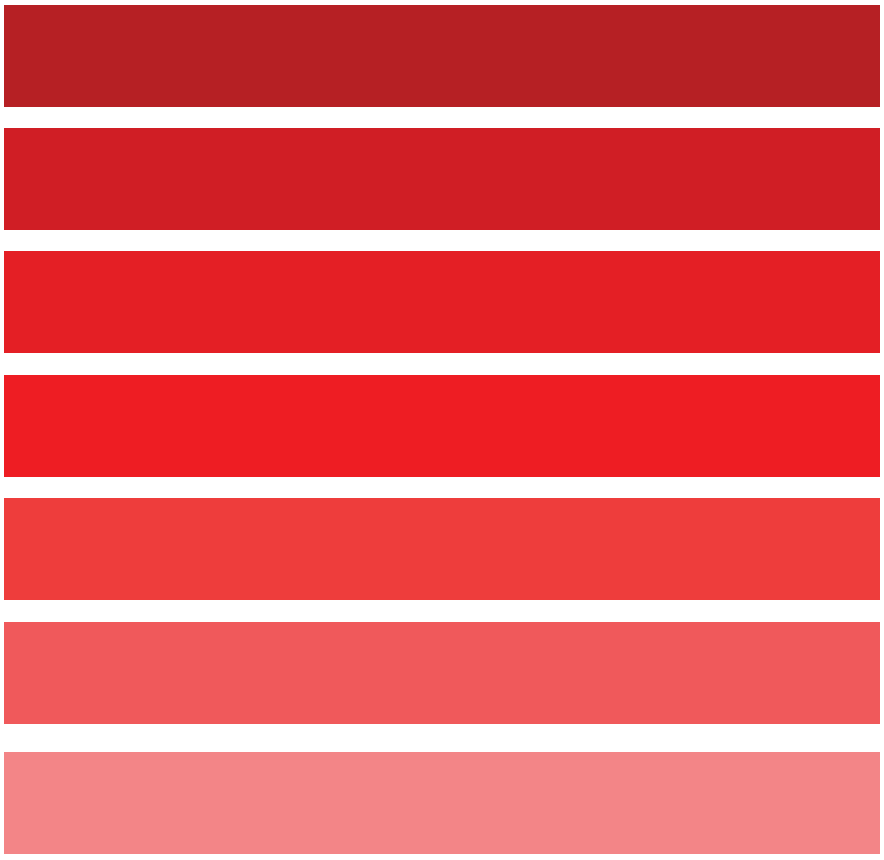
Blue

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

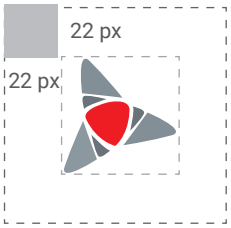
LOGO USES

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.

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

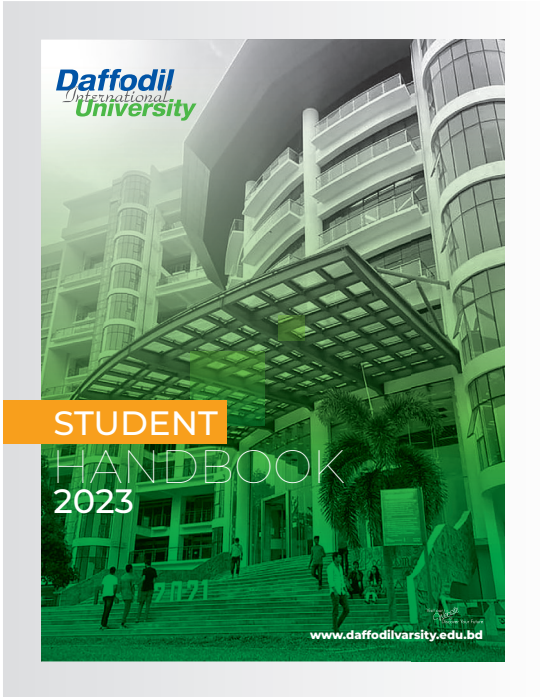
CMYK: C 20, M 100, Y 100, K 0
RGB: R 201, G 37, B 44
HEX: c9252c

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

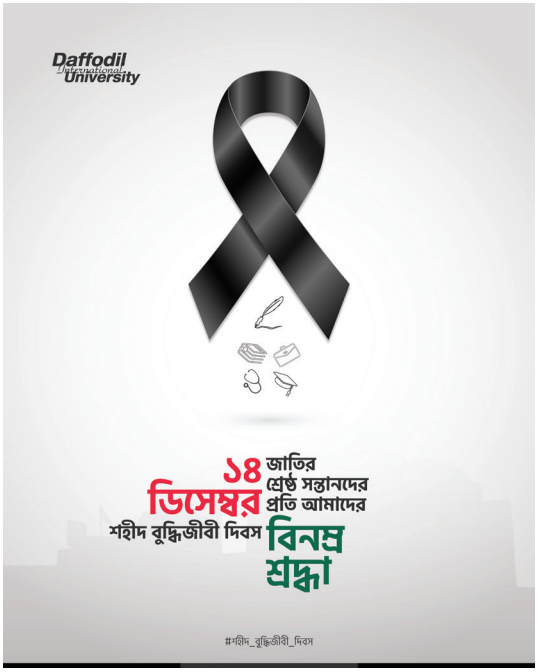
DIU LOGO PLACEMENT

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.

LOGO USES

DIU LOGO PLACEMENT



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.

- 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

Don't alter

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.

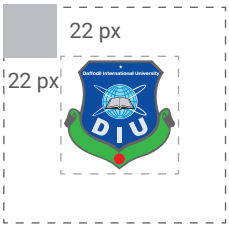
LOGO USES

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.

LOGO USES

LOGO MINIMUM SIZE

Print .50"
Digital 36px

Print 1"
Digital 73px

Print 1.3"
Digital 95px

COLOR CODE OF DF CONCERNS

daffodil
today, tomorrow and beyond

DIIT®
Daffodil Institute of IT
www.diit.edu.bd

Daffodil International College
www.dic.edu.bd

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

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

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

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

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

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

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

Daffodil Polytechnic Institute

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

BANGLADESH SKILL DEVELOPMENT INSTITUTE

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

ASIAN INSTITUTE OF BUSINESS AND TECHNOLOGY · AIBT ·

www.aibt.edu.bd

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

DAFFODIL INSTITUTE of SCIENCE & TECHNOLOGY

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

National Institute of Science & Technology NIST Quest for Wisdom

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

Daffodil Japan IT

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

Daffodil International Academy

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

DIPTI
Daffodil International Professional Training Institute

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

DIPTI
Business Management COLLEGE

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

DAFFODIL COLLEGE UTTARA

www.dcu.edu.bd

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

DAFFODIL NURSING COLLEGE

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

DAFFODIL UNIVERSITY SCHOOL & COLLEGE

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

Daffodil International School

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

admission.ac

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

AMAR PHARMA

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
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

DAFFODIL NURSING COLLEGE

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

DAFFODIL UNIVERSITY SCHOOL & COLLEGE

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

Daffodil Online

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, 81
HEX: 00A651

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

Daffodil Software Ltd.

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

DOLPHIN COMPUTERS LTD

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

Daffodil Computers

www.daffodil-bd.com

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

Skill.jobs

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: 00AEEF

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

daffodil Web & e-commerce

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, 81
HEX: 00A651

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

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

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

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

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

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

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

AMAR food

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

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
DAFFODIL
RESPONSE CENTER

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

INTERNATIONAL
ONLINE UNIVERSITY
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

goedu
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

Daffodil
Health Institute

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

অইঈউঊঋএঐওঔকখগঘঙচছজঝঞটঠডঢণত
ধনপফবভমযরলশষসহড়ঢ়য়ৎং
১২৩৪৫৬৭৮৯০

FONTS & TYPOGRAPHY

FONT SIZE:

USING THE GOLDEN RATIO IN TYPOGRAPHY

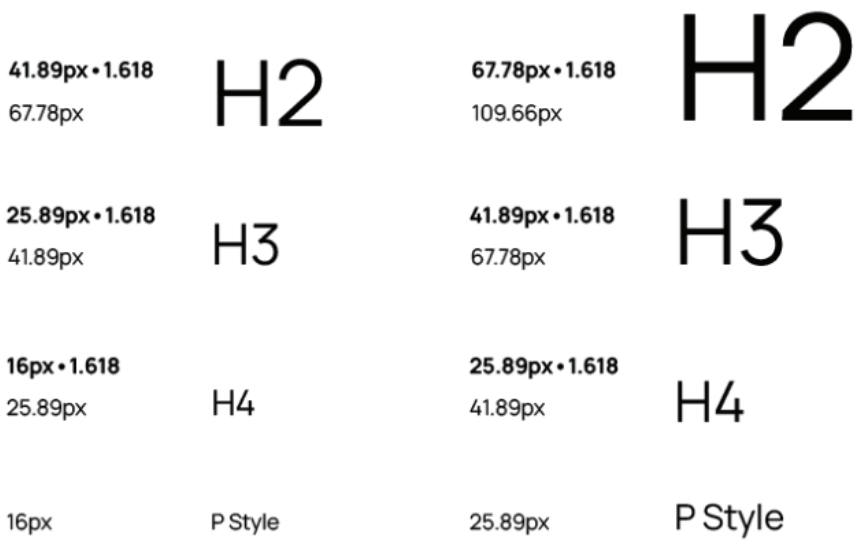
The golden ratio is a great tool to use when determining what size font to use for your website, app, blog post, you name it.

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.



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;

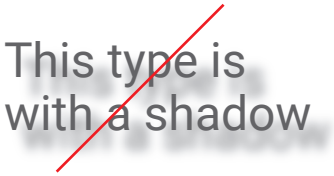
Know your audience and purpose
Choose fonts wisely
Use colors carefully
Align and space your text
Proofread and test your text
Use No More Than Three Typefaces
Standard Fonts Are Better Than Decorative Ones
Contrasting Font Pair
Use Alignment
Line Length
Balance Line Height, Size and Line Length
Divide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

AVOID

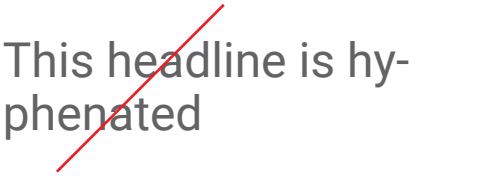
Avoid fonts that are overly stylized
Avoid using type with drop shadows
Avoid outlining type
Avoid excessive condensing, tracking, horizontal scaling
Avoid hyphenation in general, and especially in headlines.
Don’t kern text too tightly or loosely.
Don’t stretch type horizontally or vertically.
Avoid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

FONTS & TYPOGRAPHY

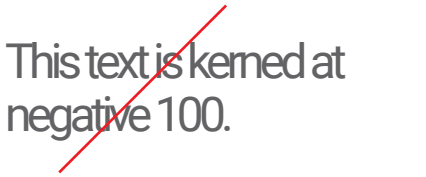
TYPOGRAPHY (DON'TS)



Don't add drop shadows to type.

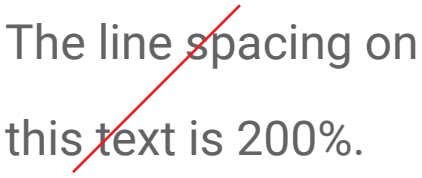


Avoid hyphenation in general, and especially in headlines.



Don't kern text too tightly or loosely.

Don't stretch type horizontally or vertically.



Avoid loose line spacing measures.

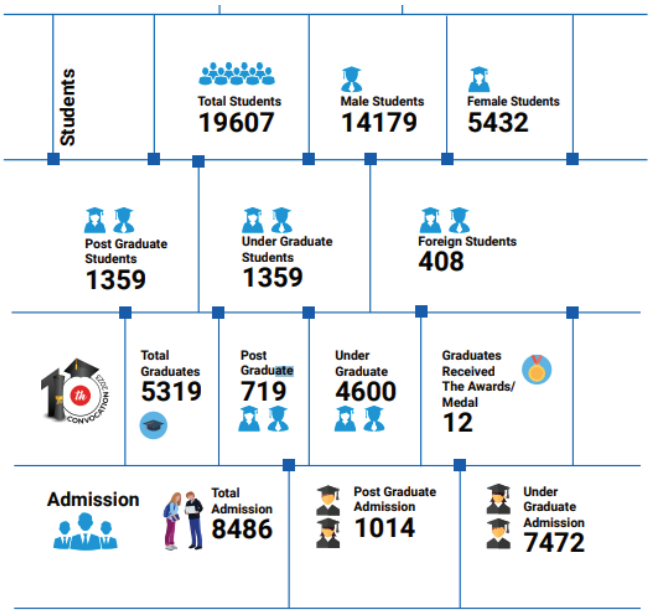
Don't use more than 1 or 2 type styles in close proximity,

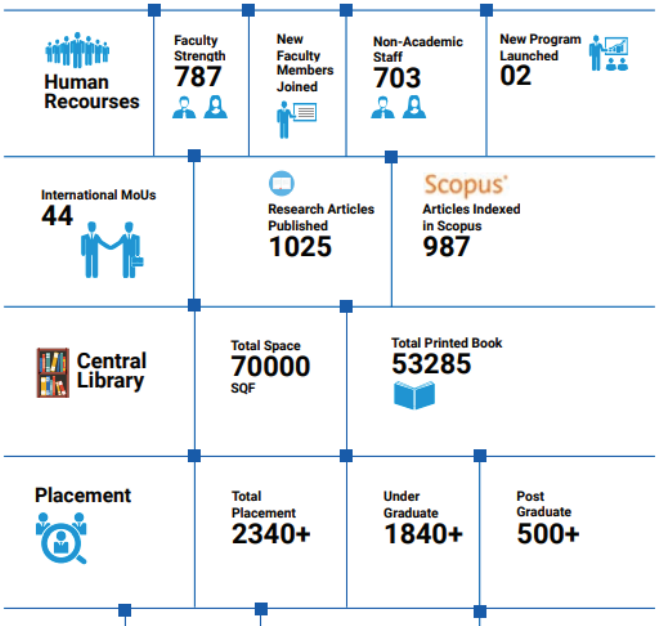
FONTS & TYPOGRAPHY

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.





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

CTA

Image

Headline (should be short less than 10 words)

Body

Contact Information

Offer

Logo

Headline (should be short less than 10 words)

Image

CTA

Body

Contact Information

DESIGN LAYOUTS

SOCIAL MEDIA POST

DESIGN LAYOUTS

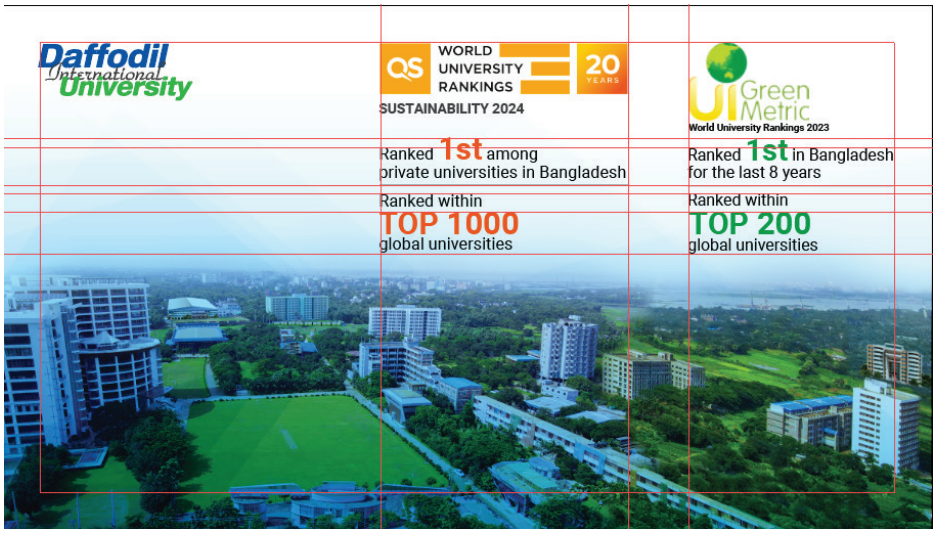
SOCIAL MEDIA IMAGE SIZES

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

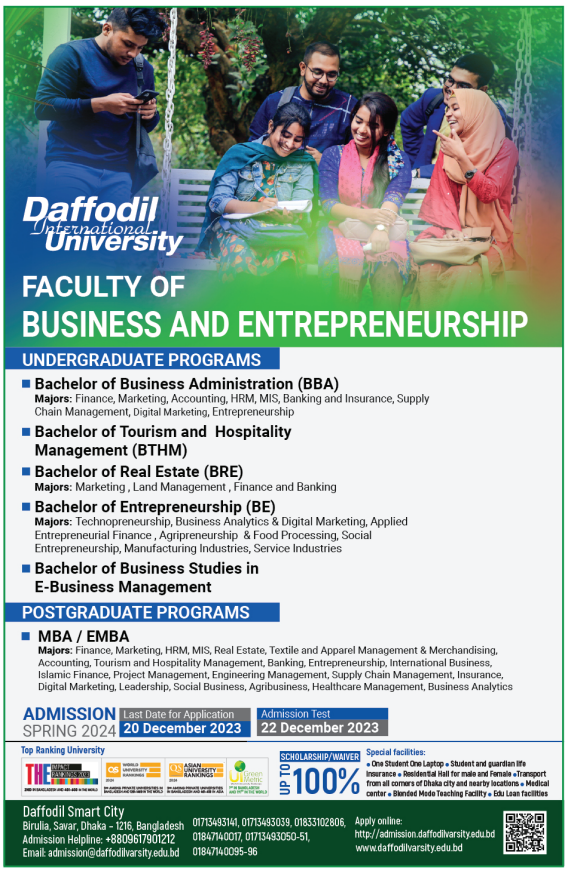
DESIGN LAYOUTS

ALIGNMENT



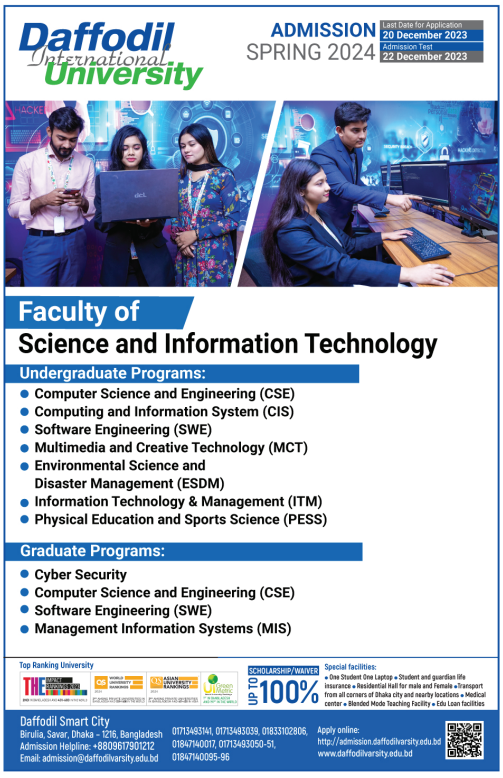
DESIGN SAMPLES

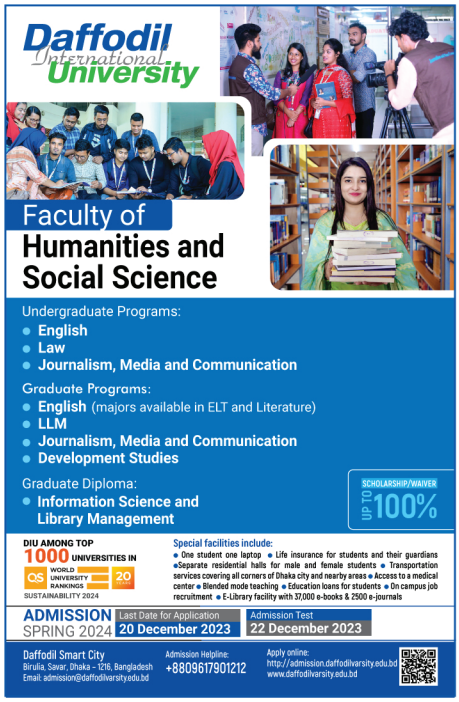
ADVERTISEMENT



DESIGN SAMPLES

ADVERTISEMENT





DESIGN SAMPLES

SOCIAL MEDIA POST

DESIGN SAMPLES

SOCIAL MEDIA POST

DESIGN SAMPLES

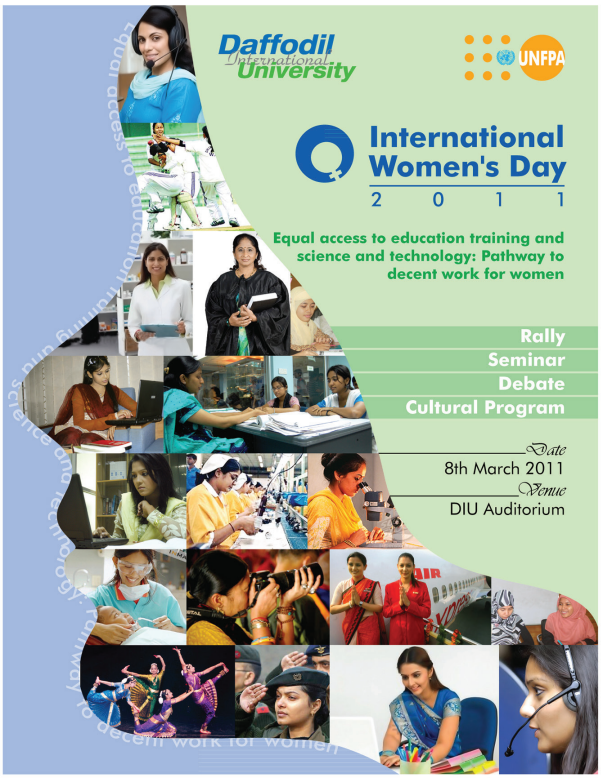
BROCHURE COVER

ANNUAL REPORT COVER

TISSUE BOX

DESIGN SAMPLES

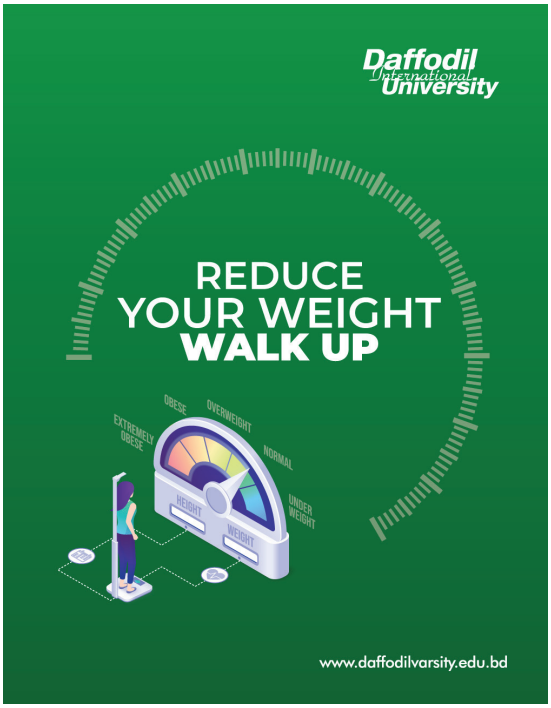
POSTER

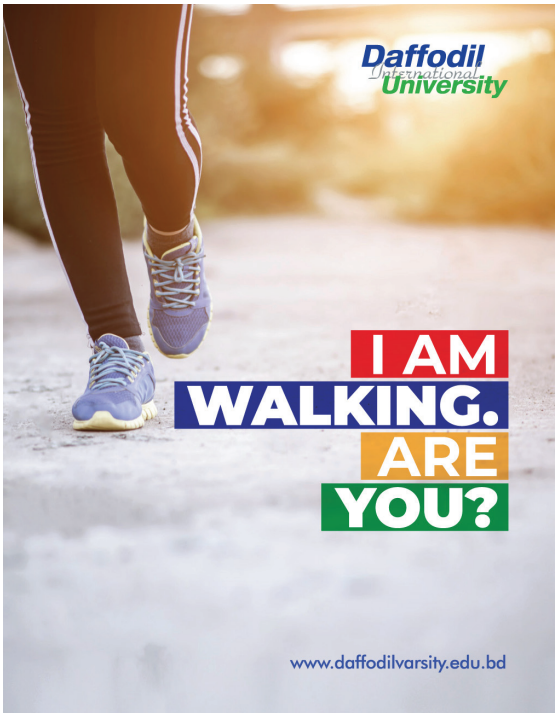


INVITATION CARD

DESIGN SAMPLES

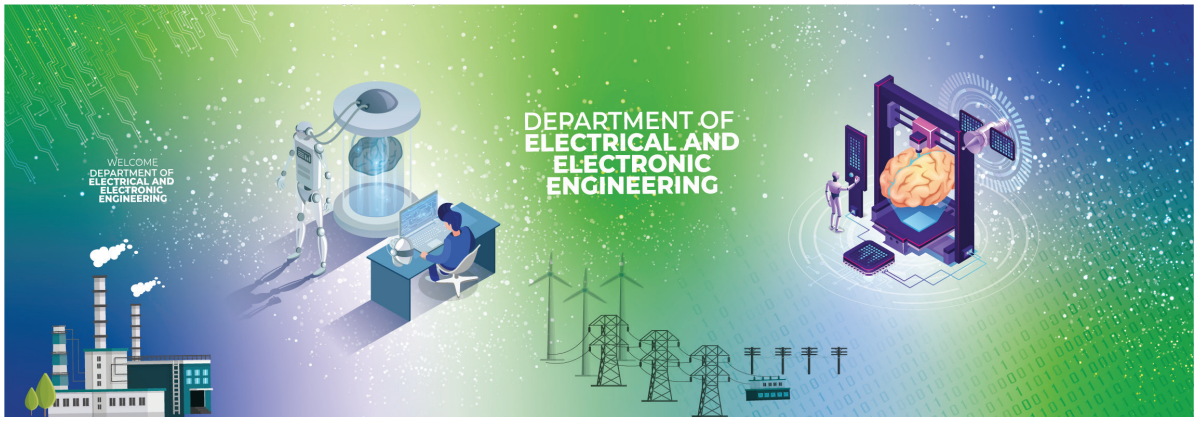
AWARENESS CAMPAIGN

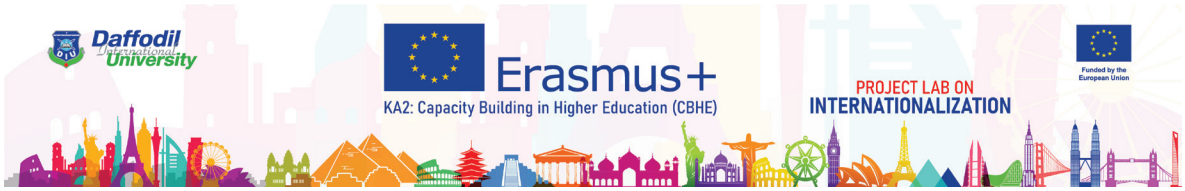




DESIGN SAMPLES

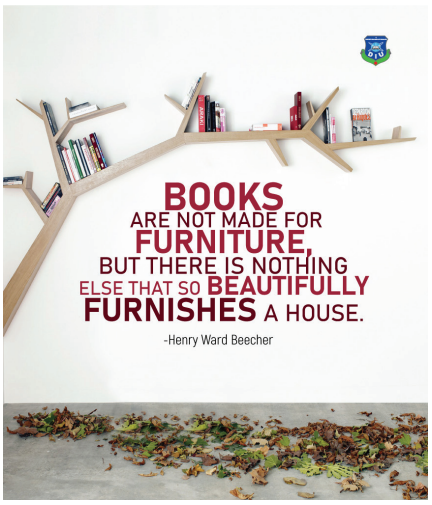
INDOOR BRANDING





DESIGN SAMPLES

INDOOR BRANDING



DESIGN SAMPLES

T-SHIRT DESIGN

DESIGN SAMPLES

CONGRATULATION

DESIGN SAMPLES

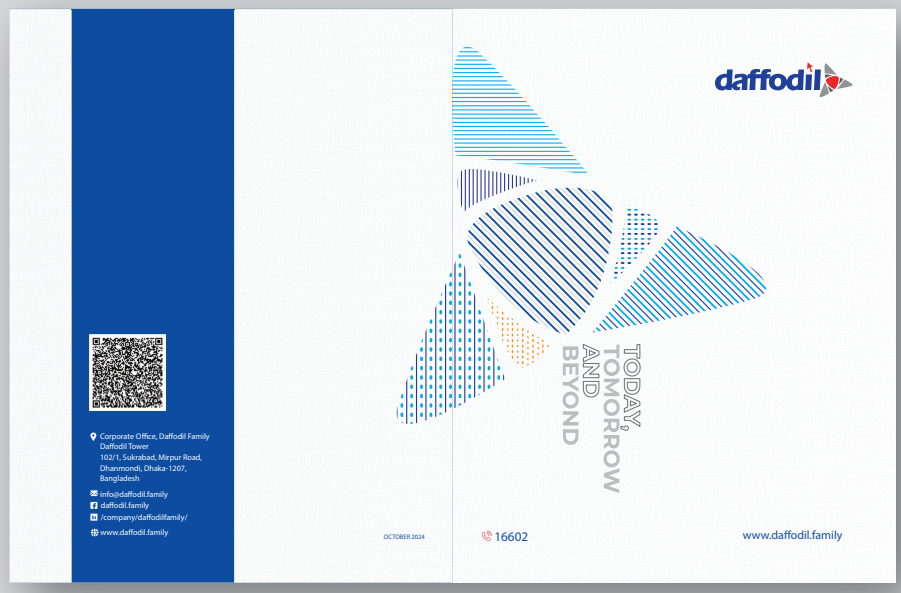
WATER POT

DESIGN SAMPLES

BAG

DESIGN SAMPLES

BROCHURE

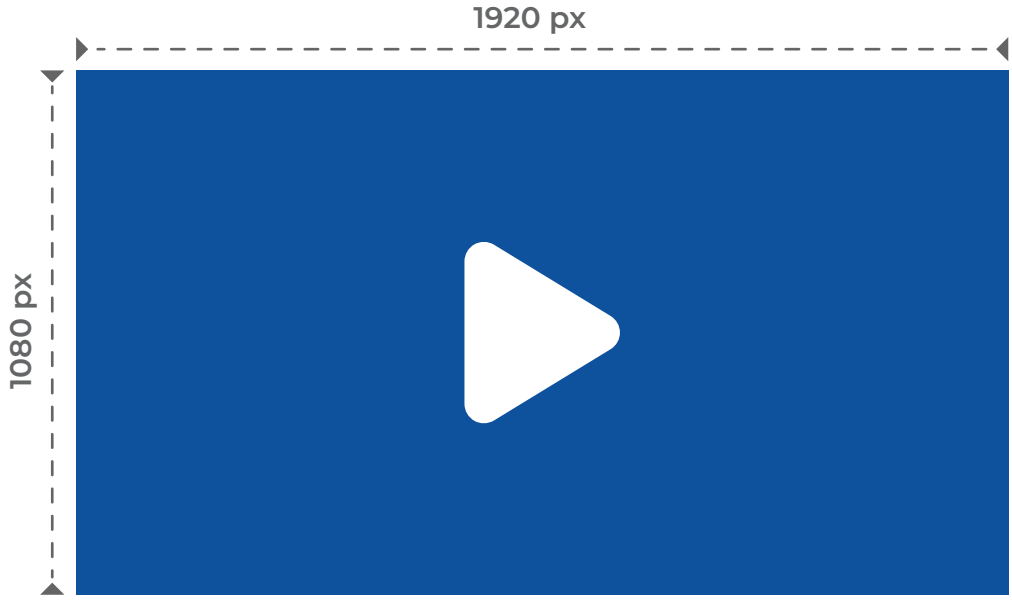


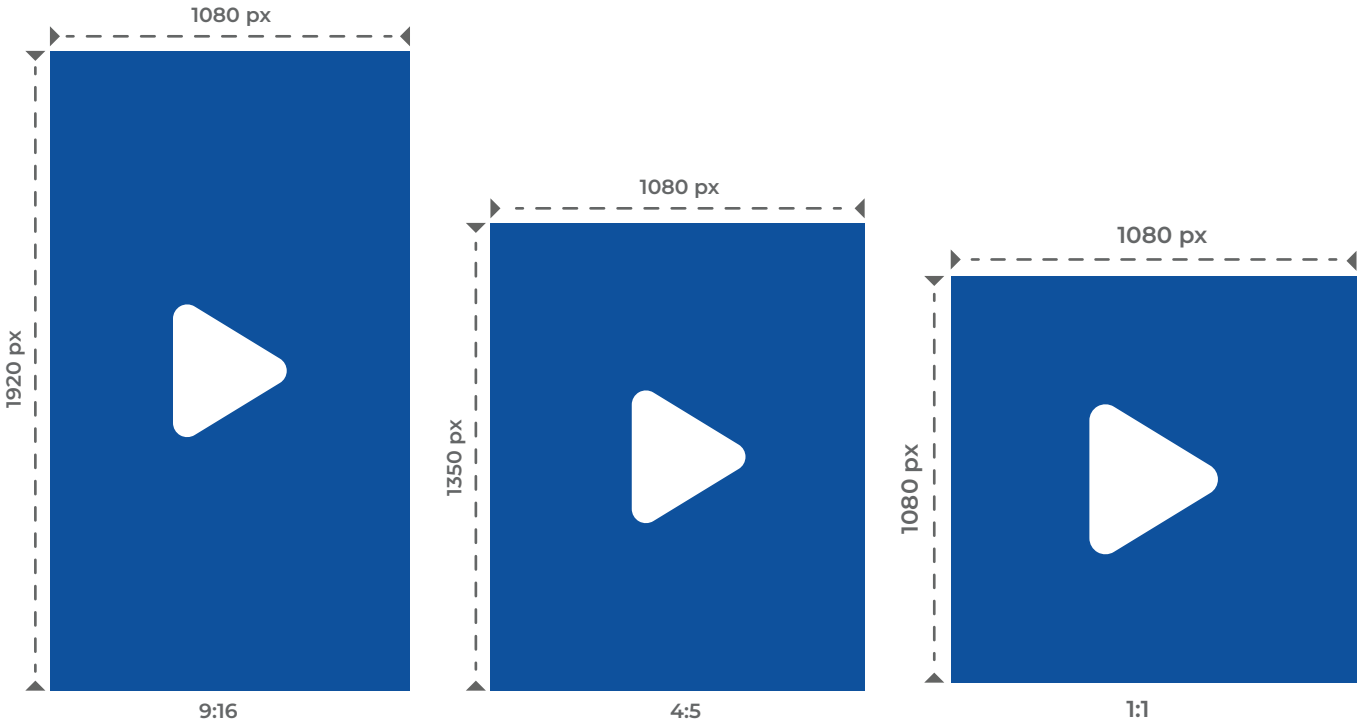
DESIGN SAMPLES

ANNUAL REPORT COVER

VIDEO RATIO

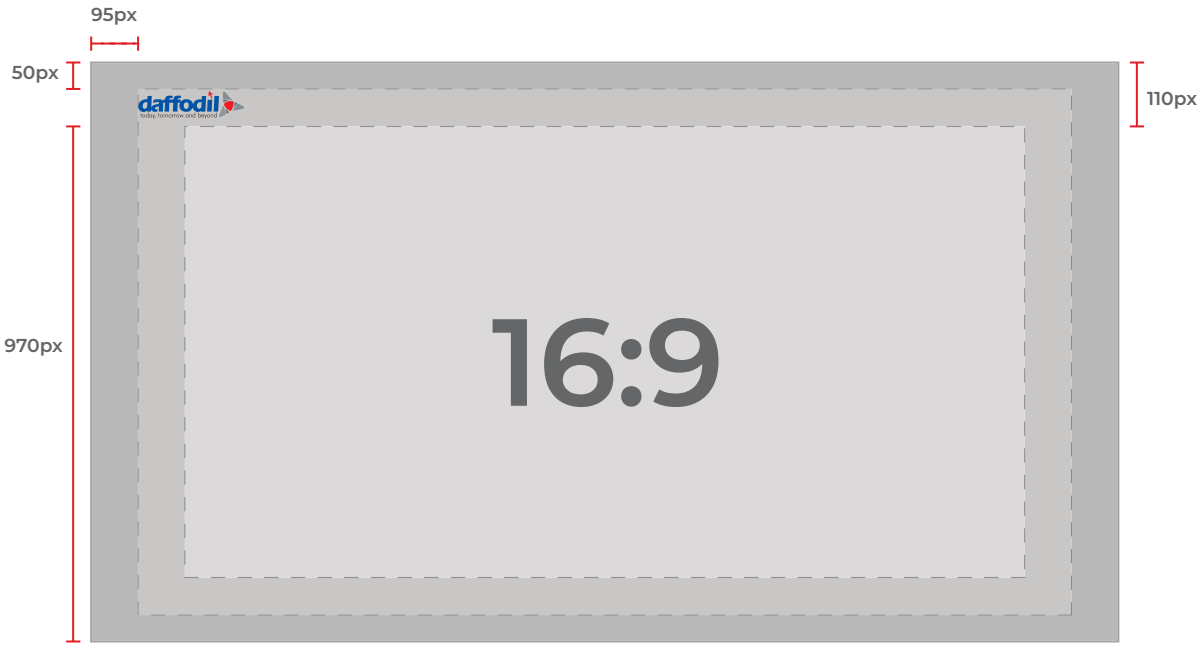
SOCIAL MEDIA VIDEO RATIO

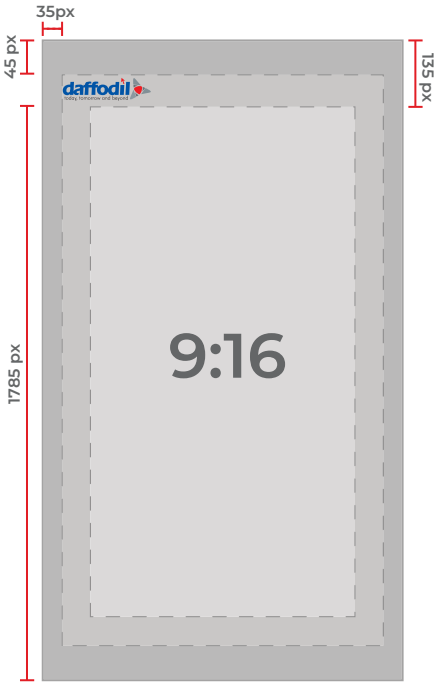


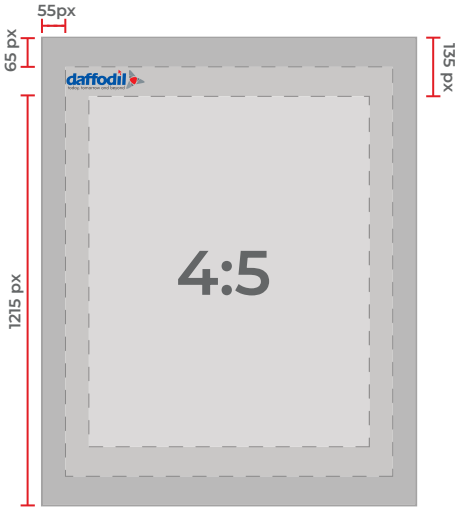


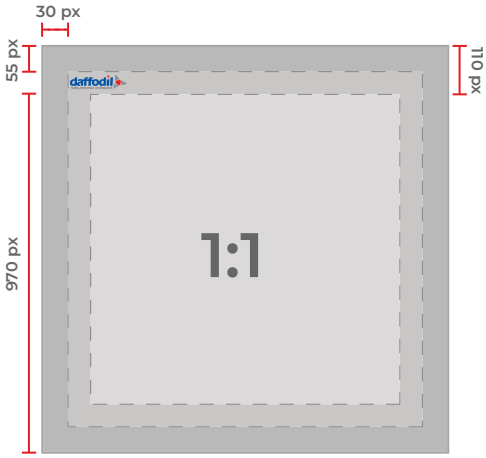
LOGO USES

PLACEMENT OF DF LOGO



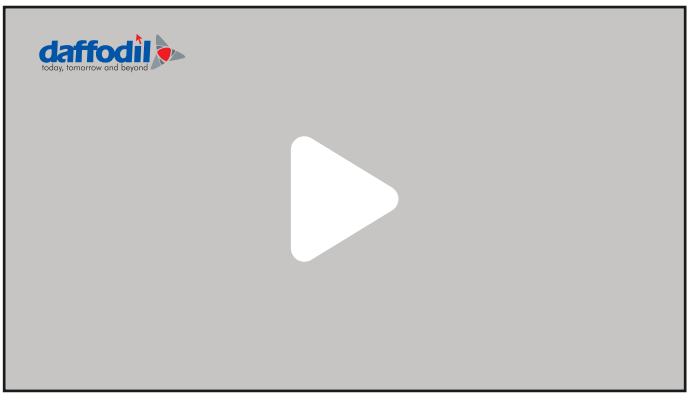




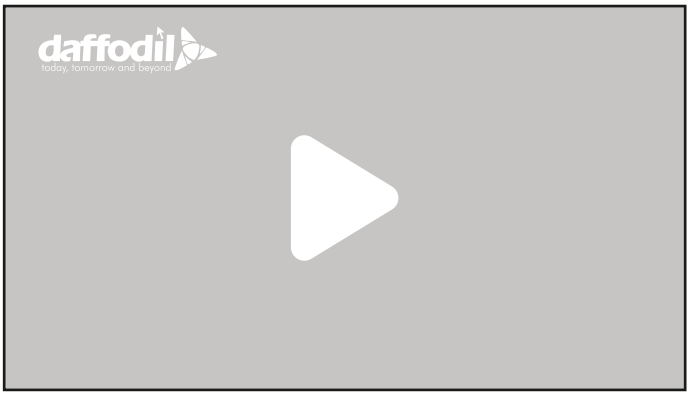


LOGO COLOR

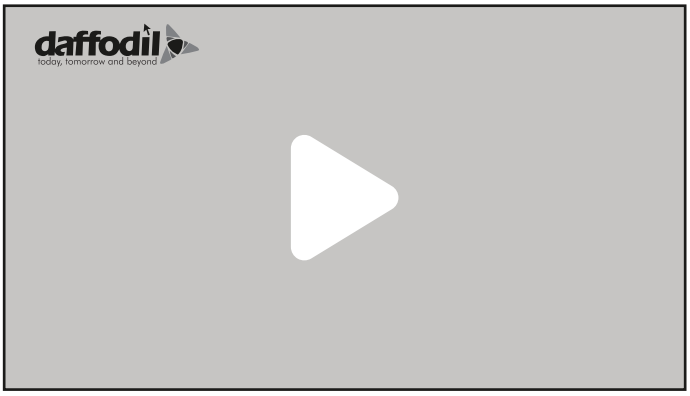
COLOR OF DF LOGO



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

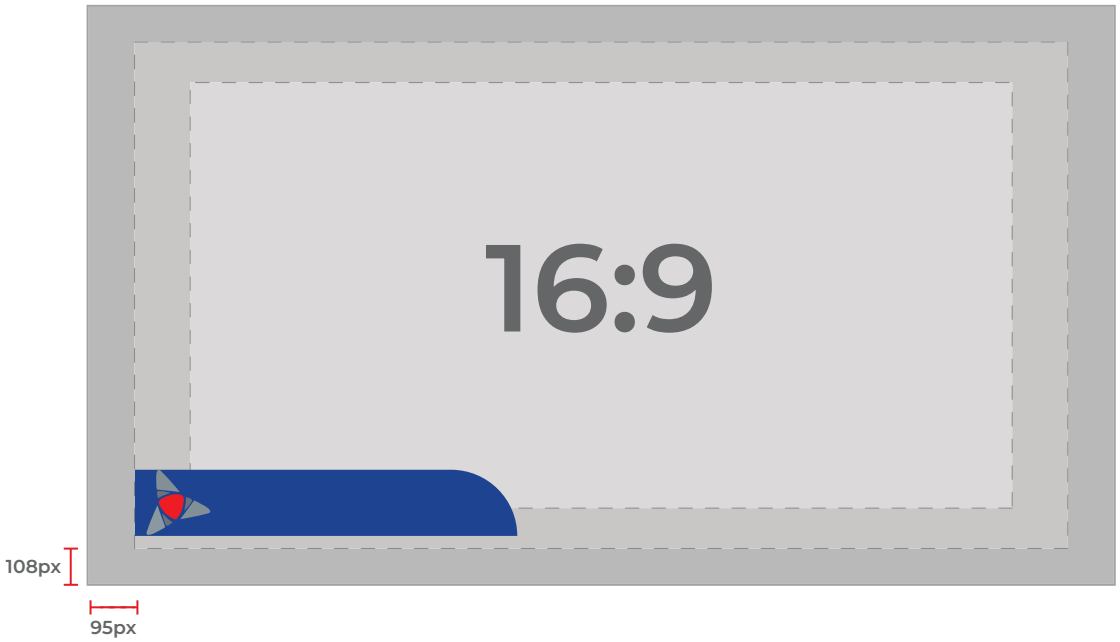
daffodil
today, tomorrow and beyond

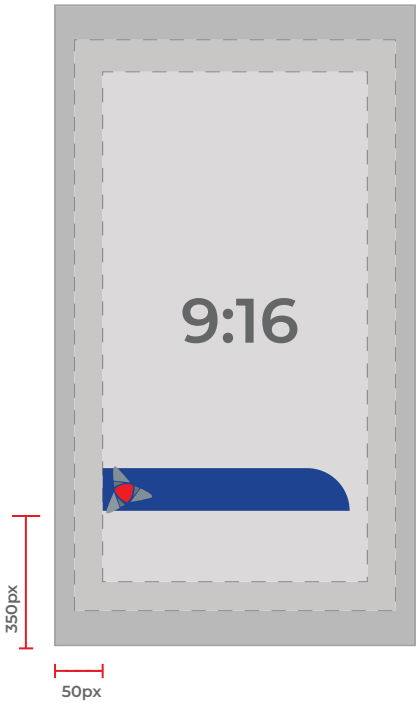
H: 45 px W: 170 px

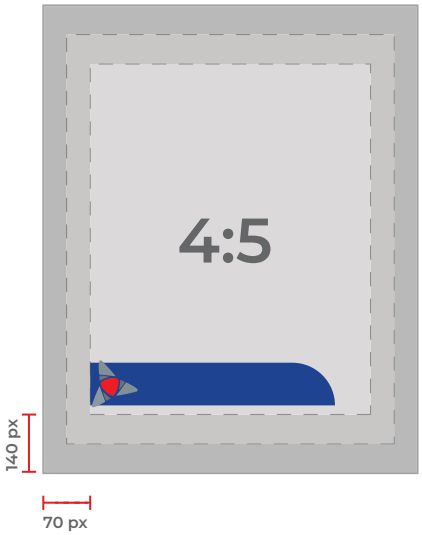
Recommended logo size

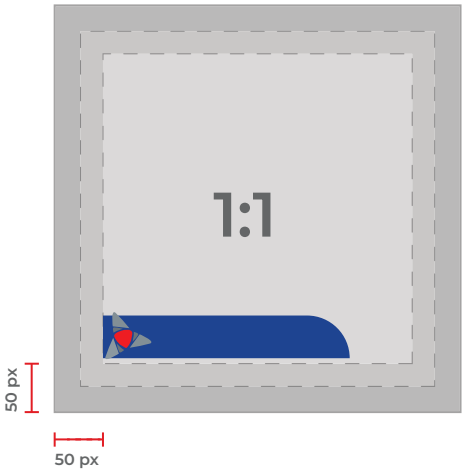
LOWER THIRD USES

USES OF LOWER THIRD









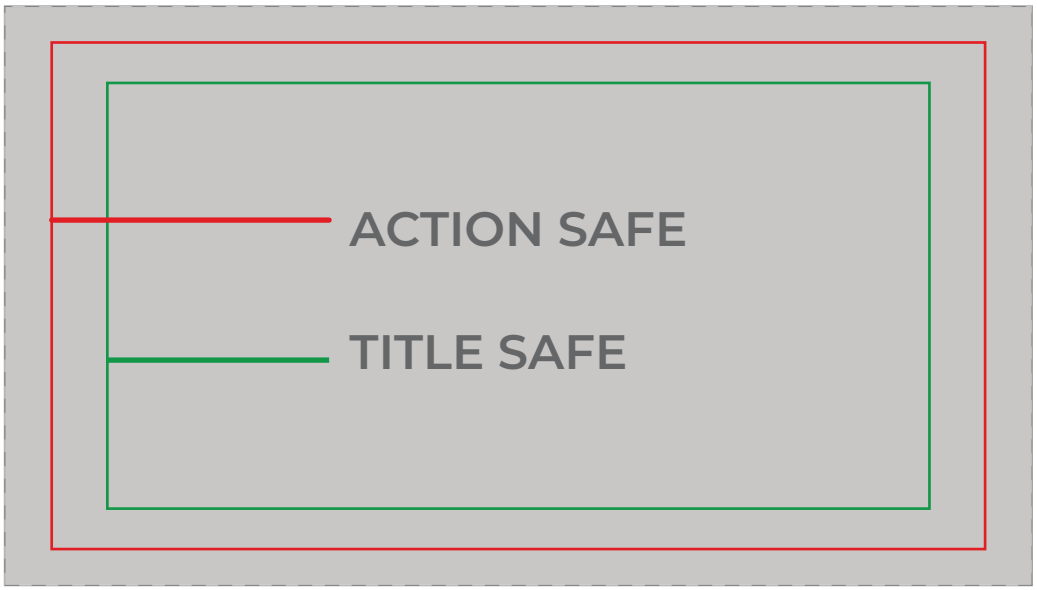
LOWER THIRD FONT FAMILY

MONSERRAT FAMILY

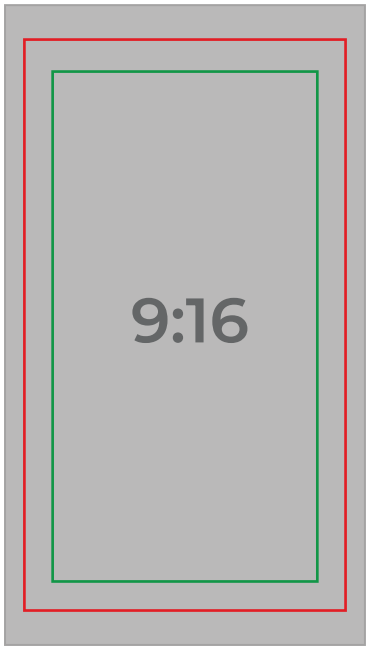
Regular, Medium, Light, Bold, SemiBold, ExtraBold, Thin, Italic, Black

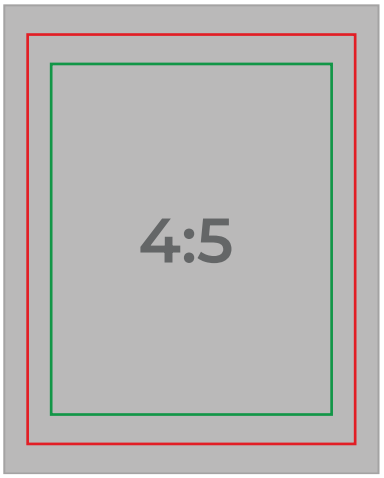
ACTION & TITLE

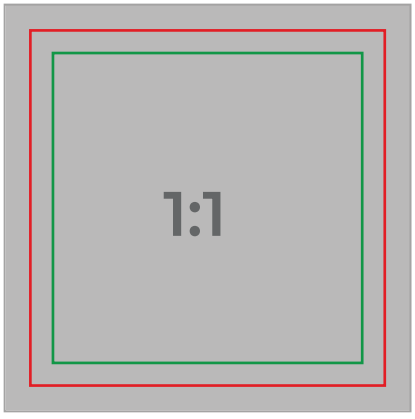
ACTION & TITLE



16:9

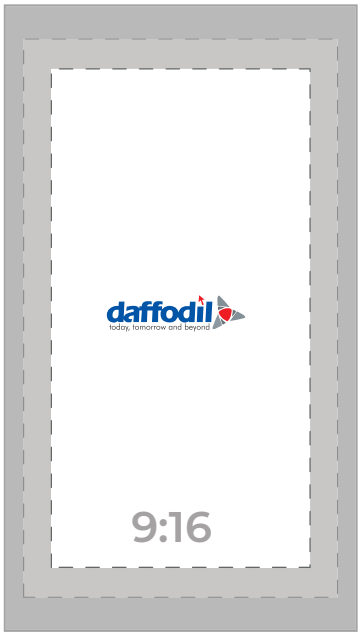


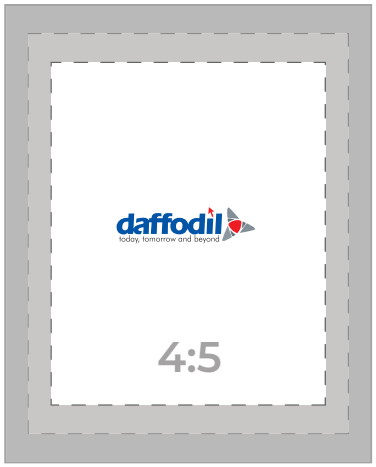




VIDEO ENDING

PLACEMENT OF DIU LOGO





Place the recommended wordmark logo at the end of the video on a white background. The logo can be static or animated.

DESIGN ITEMS

WORKS

Print Media: Advertisement, Brochure, Flyer, Leaflet, Poster, Invitation Card, Cover Design, Annual Report, Corporate Materials, Logo Design, Presentation, Calendar, Diary, Newsletter, Souvenir, Banner, Festoon, Shopping Bag, Label Design, Certificate Design, Greetings Card, Folder Design, Signboard, Sticker, X Banner, Indoor and Outdoor Branding Design, Stall Branding, Events Branding, ID Card and Ribbon design, Packaging Design.

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:

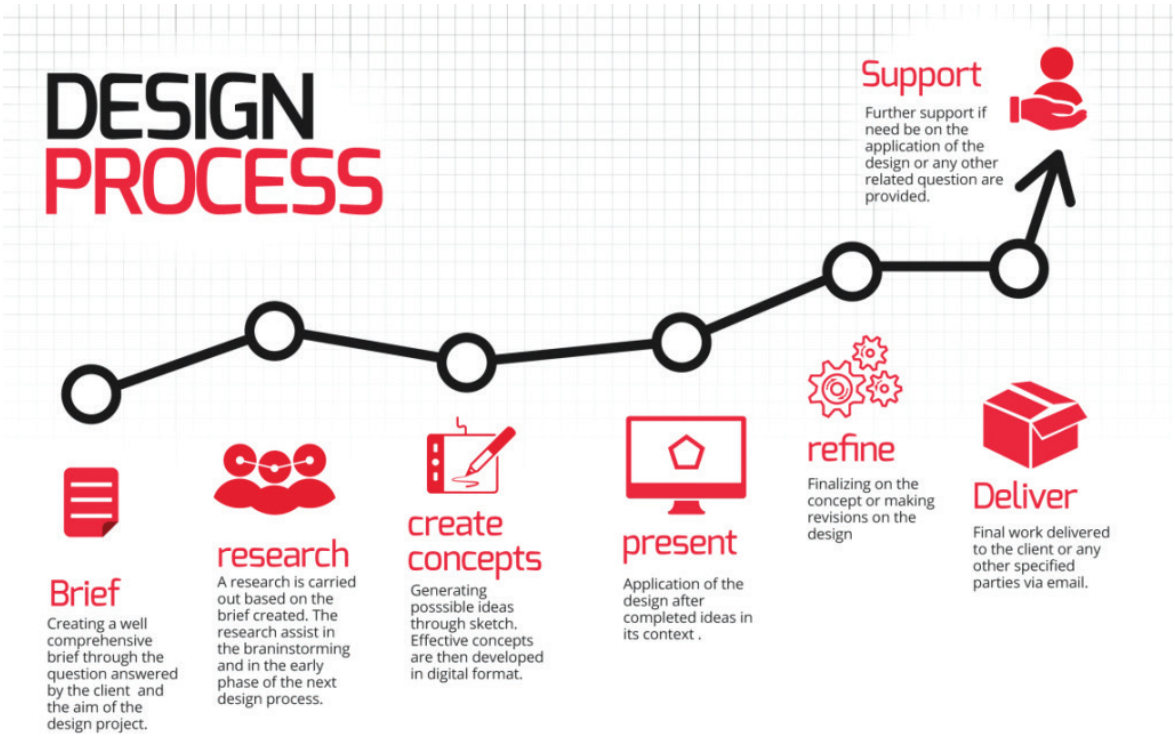
The graphic design process consists of four phases (definition, creation, feedback, and delivery), which can be broken down into 9 steps. This approach can be applied to nearly every design project:

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
design@daffodil.family

THANK YOU

daffodil
today, tomorrow and beyond

Corporate Office: Daffodil Tower
102/1, Sukrabad, Mirpur Road,
Dhanmondi, Dhaka-1207, Bangladesh