

BASIC ELEMENTS



PROTTYASHI

ROUND ICON

TEXT



THIS CIRCULAR LOGO FEATURES A DESIGN ENCLOSED WITHIN A CIRCLE, A SHAPE THAT SYMBOLIZES UNITY, WHOLENESS, AND ENDLESS CONTINUITY.



Culture



Quality
Education



Hygiene



Partnership



Agri-economy



Peace justice
& Strong
institution



Gender
Equality



Climate change
& Environment

BASIC ELEMENTS

SYMBOL AND LOGOTYPE

OUR LOGOTYPE MUST ENDORSE ALL THE COMMUNICATIONS WE CREATE.
IT IS STRONG, DIRECT AND ROBUST.

ON NO ACCOUNT MUST THE LOGOTYPE EVER BE REDRAWN OR MODIFIED,
NOR TRANSLATED.

Font Name

Arial Rounded MT Bold

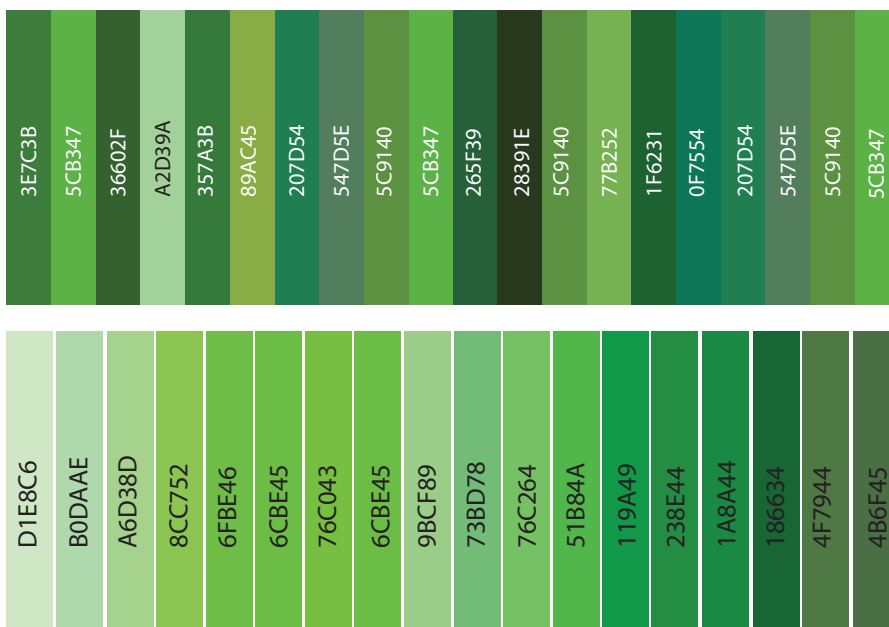


PROTTYASHI

COLOR PANTONE

COLOUR CODE

00A54F



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SYMBOL AND LOGOTYPE USAGE



NOTE

1. The logotype should appear in **Green (Pigment)**, wherever possible.
2. If budget limitations restrict the use of **Green (Pigment)** as a background, the logotype should switch to white (for dark backgrounds) or black (for light backgrounds) for optimal visibility.

Monogram Uses



1. Monogram usage is limited to specific, exceptional situations.
2. Approval is mandatory and must come from the Communications Team or an authorized PROTTYASHI representative.

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LOGO USAGE FOR THE INTERNATIONAL STAGE

1. Monogram Consistency:

The monogram component of the logo must remain unchanged across all international platforms and materials to maintain brand identity and consistency.

2. Localized Text Adaptation:

The textual part of the logo (organization name or tagline) may be adapted to reflect the local language and country-specific context, as needed for international audiences.



প্রত্যাশী



ප්‍රොක්‍යාෂි (Sinhala)



پرتیاشی (Arabic)



PROTTYASHI

BASIC ELEMENTS

INCORRECT LOGO USAGE



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PROTTYASHI



Be
aware
when
you
use
the
logo.

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VISUAL/PHOTOGRAPHY GUIDELINES

Every image speaks volumes, and at PROTTYASHI, we believe that every photograph should convey the essence of our Organizational branding. Our visuals are an extension of our values and personality, just like our logo. Each image must work in harmony with the PROTTYASHI identity, reinforcing the strength and clarity of our branding. The visual language we use should be as bold and meaningful as the logo itself, ensuring that it tells the PROTTYASHI story.

Make sure that our logo is meaningful in its visual context.



BASIC ELEMENTS

LETTERHEAD



PROTTYASHI
A VOLUNTARY SOCIAL DEVELOPMENT ORGANIZATION

Head Office: Syed Bari, 903/A Omar Ali Matobbar Road, Chandgaon, Chattogram - 4212.

Phone: +88-02333336613

E-mail: prottyashi.ctg@gmail.com, info@prottyashi.org

Committed to Serving Humanity

Ref:

Date:-

SDG, Sustainable Development Goals are the blueprint to achieve a better and more sustainable future for all. They address the global challenges we face, including those related to poverty, inequality, climate, environmental degradation, prosperity, and peace and justice.

The Goals are interconnected and it is important that we achieve each Goal and target by 2030 leaving no one behind.

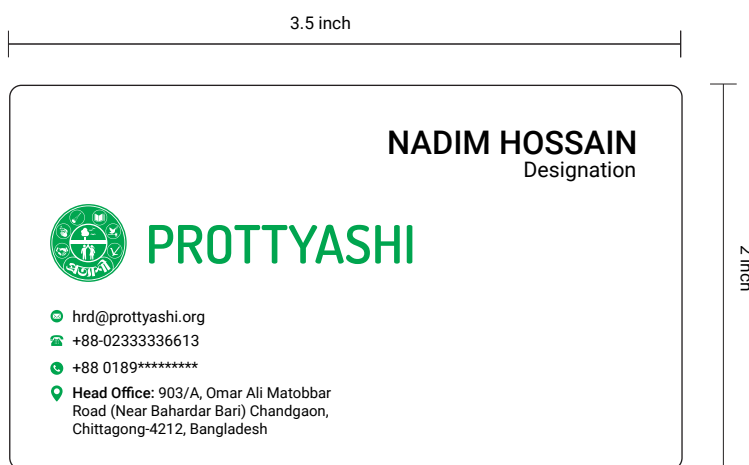
PROTTYASHI aims to contribute to the achievement of SDGs at a large scale. As a development organization, PROTTYASHI looks forward to moving ahead through serving the under-served people of the country with technical and goodwill support of the Development Pioneers.

 www.prottyashi.org



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BUSINESS CARD



Front Side



Back Side

Logo Size: Should occupy around 20%–30% of the total card space.

Aspect Ratio: Maintain the original aspect ratio of the logo (don't stretch or distort it).

Logo Width (if horizontal logo): About 1.5 to 2 inches wide on a standard 3.5" card.

Logo Height (if stacked/square logo): Around 0.75 to 1 inch high.

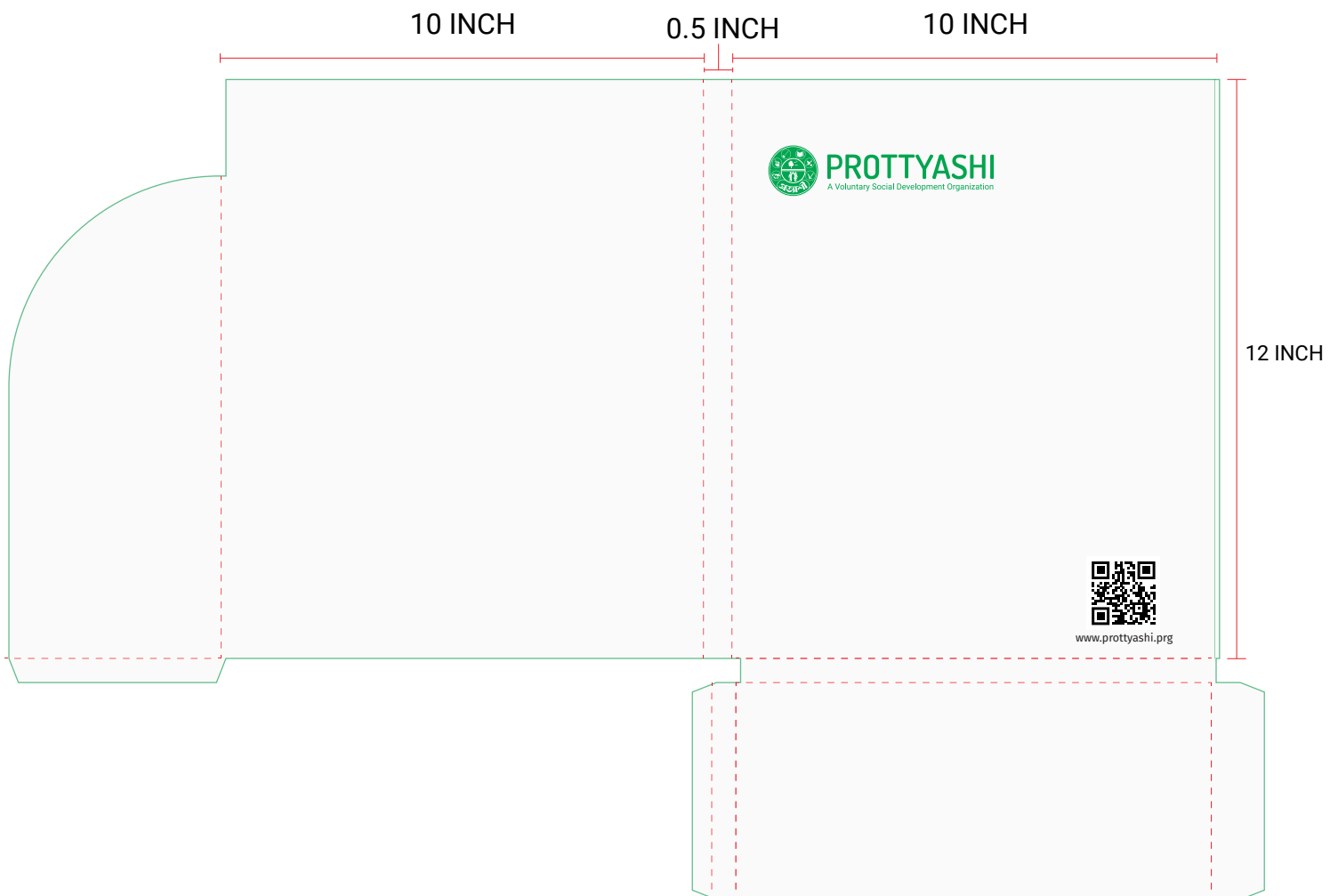
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REPORT COVER



BASIC ELEMENTS

FOLDER COVER



Folder Size: 10 inch * 12 inch

BASIC ELEMENTS

BROCHURES

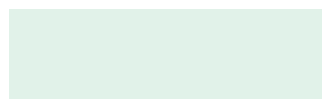


ENVELOPE

Front side



PROTTYASHI
A Voluntary Social Development Organization



Back Side Blank

3 More Size

BASIC ELEMENTS

ID CARD

 PROTTYASHI A VOLUNTARY SOCIAL DEVELOPMENT ORGANIZATION SYED SHAHID UDDIN Deputy Executive Director Date of Joining : March 21, 2007 Blood Group : B* ID NO: 686 	If find this card attended please return to Head Office 903/A, Omar Ali Matobbar Road (Near Bahardar Bari), Chandgaon, Chittagong-4212, Bangladesh Phone: +88-02333336613 Emergency No: +88-01847-191398  Authorized Signature www.prottiyashi.org 
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LOGO SIZE IN DIFFERENT PAGES

A2 Size-
16.5 inch x 23.4 inch

Logo Ratio -
Width 6 Inch x in



A3 Size-
11.7 inch x 16.5 inch

Logo Ratio -
Width 6 Inch x 0.9669 in



A4 Size-
8.276 x 11.69
Logo Ratio -
Width 3.5 Inch x 0.7521 in



A5 Size
5.8 x 8.3
Logo Ratio -
W2.5 x 0.4942 inc.

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PROMOTIONAL ITEMS

Mug 2.5 Inch Will be logo Size in MUG



Pen

Logo Size 1.25



T-Shirt POLO T-Shirt

CAP



Front of Cap (Center or Slightly Above Brim):
Size: 2.25" to 2.75" height x 4" to 5" width (approx. 5.7-7 cm x 10-12.7 cm)

Shape: Horizontal/rectangular or circular designs work best.

Side of Cap (Left or Right Panel):
Size: 1" to 1.5" height x 2" to 2.5" width (approx. 2.5-3.8 cm x 5-6.4 cm)

BASIC ELEMENTS

NOTE BOOK

PROTTYASHI

A Voluntary Social Development Organization

Vision

PROTTYASHI envisions a society where equity, fairness, and social security are upheld, allowing everyone to live with dignity and prosperity.

প্রট্টাশী একটি সমাজকে স্বপ্ন দেখে যেখানে সমতা, ন্যায্যতা এবং সামাজিক নিরাপত্তা বজায় থাকবে, যা মানুষকে তার জীবন ও স্বাধীনতার সাথে যথেষ্ট মর্যাদা দিয়ে সমৃদ্ধ করবে।

Mission

PROTTYASHI is dedicated to fostering a peaceful society by eradicating poverty, ensuring social justice, and safeguarding lives.

প্রট্টাশী শান্তি, সমৃদ্ধি, সামাজিক ন্যায্যতা নিশ্চিতকরণ এবং জীবন রক্ষণের উদ্দেশ্যে একটি শান্তিপূর্ণ সমাজ গড়তে চেষ্টা করছে।

Core Values

- Accountability (দায়িত্ব)
- Diversity and Inclusion (বিভিন্নতা এবং অন্তর্ভুক্তি)
- Teamwork (সহযোগিতা)
- Empathy (সম্পৃক্ততা)
- Embrace Difference of Opinion (বিভিন্ন মতামত গ্রহণ)

Organizational Culture

- Cost-Effectiveness
- Participatory and Collaborative Decision-Making
- Functional Conflict
- Empowered Decision-Making
- Role Clarity
- Capacity Building
- Supervision Time
- Process Improvement

Legal Status of the Organization

Authority of Registration	Date	Registration No.
Department of Social Services	Apr 20, 1987	1285/1987
NGO Affairs Bureau	Jun 01, 1992	628/1992
Microcredit Regulatory Authority (MRA)	Feb 26, 2008	00940-00304-00145



PROTTYASHI

A Voluntary Social Development Organization

Head Office:
 Syed Bari, 903/A Omar Al Farooq Road,
 Chandpasa Chattogram-4202, Bangladesh.
 Phone : +88-02333358033
 E-mail : info@prottayashi.org
 prottayashi.cb@gmail.com
www.prottayashi.org





[illegible]

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SIGN



PROTTYASHI

A Voluntary Social Development Organization

Contact Information



PROTTYASHI

A Voluntary Social Development Organization

Contact Information

BASIC ELEMENTS

BANNER



PROTTYASHI



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BASIC ELEMENTS

HOW TO POSITION THE PARTNERS' LOGOS

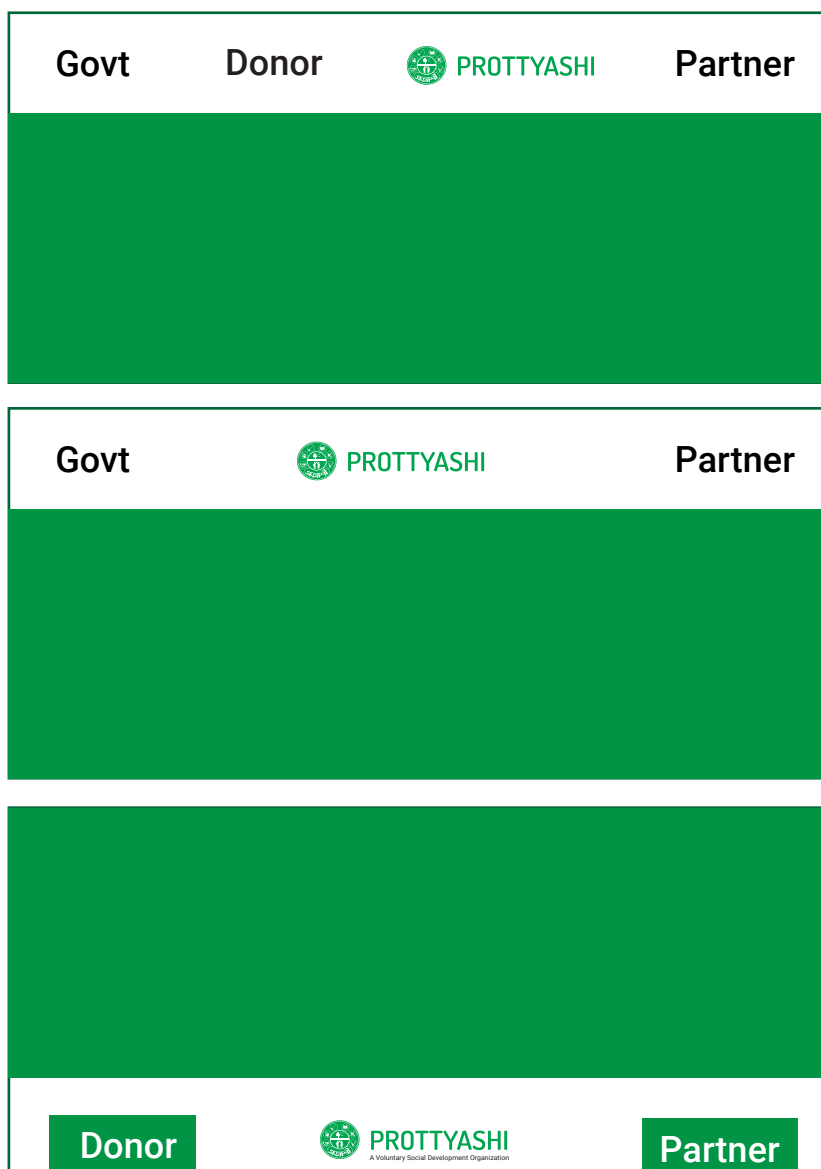
Placement Guideline with other logo..

(Government, Donor, Partner and others)

1. Use only high-quality logos, if possible vectorial logos
2. Be careful when resizing logos not to deform them.

Note ★ ★

PROTTYASHI firmly believes in equal value and respect in partnership and holds the equal responsibility with partner and donor's commitment towards serving the people living in distress. To uphold this belief, PROTTYASHI reaches the communities with visibility materials allowing that all the partners and donors have equal dignity and acceptance avoiding any potentials of discrimination and reputational damage.



BASIC ELEMENTS

LOGO POSTION IN VIDEO

Video Resulation : HD (Higher Defination)
Pixels : 1920x1080



HD Video

Logo Size

370x82

 PROTTYASHI



Reels

- When we don't use a black bar on videos, the logo position will be followed by number 1.
- And when we use black bars in videos, then the logo position will be followed by number 2.
- And when it comes on reels, please follow the guideline by number 3.

Notes:

- Always maintain logo clarity.
- Avoid overlapping critical content (text/actions).

CONTACT

If you require a copy of our Brand Guidelines, are developing communication materials related to PROTTYASHI, or have any additional requirements, questions, comments, or feedback, please feel free to contact us directly.

Nadim Hossain

Media Communication Officer

+880 1810-193578

Communications Department, PROTTYASHI