



Brand Guidelines 2010

Welcome to BRAC

The aim of our brand identity is to define a more powerful, compelling and different way of talking about BRAC. To focus on what the brand stands for and communicate what we do and say to our target audiences in a way that helps people recognise that BRAC is different and effective, relevant and appealing.

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Our Identity 1

Everyone has the right to realise their own potential. This requires building confidence and self-reliance in every individual.

Those in poverty need our support to make this possible.

A world free from all forms of exploitation and discrimination where everyone has the opportunity to realise their potential.

Our Positioning

1.3

Changing lives - Realising Potential

BRAC achieves large scale, rapid change by working with individuals, families, communities and institutions to overcome poverty. Our approach is comprehensive - with financial services, capacity building and livelihood development as well as health, education and social justice - enabling people to realise their potential.

Through continuous innovation to introduce more cost effective solutions and adapting them for greater effectiveness, we scale up for immediate and lasting change. We are pioneering a new kind of organisation, which integrates development programmes with social enterprises and enables BRAC and individuals to become self-reliant. While using our southern based knowledge and expertise, we are constantly learning from people, communities and countries where we work.

The behaviours and decision making factors that make BRAC different and special.

Innovation
Integrity
Inclusiveness
Effectiveness

Our Personality

1.5

Our values shape our personality traits and our brand personality is how we express our values through our behaviour, actions and words. Our personality is:

Visionary
Engaging
Fair
Resourceful
Courageous

Brand Essence

1.6

Our Brand Essence is the summation of what the brand does above and beyond the everyday activities of the organisation.

It becomes the platform, a focus that brings the personality alive - through actions and communications. It is not a strapline or a single communication but a starting point from which the messages and look and feel of the brand should build from and build to.

Realising potential



Identity Elements 2

Basic Elements

2.1

Our brand is made up of a number of elements that, when combined, create a powerful brand identity. Certain elements are fixed across all communications, these are; logotype, colours and typefaces.

Being an international organisation with presence across many countries and cultures, it is important that the local flavour is not lost whilst being consistent and adhering to the brand guidelines.



Aa

Realising
potential



Symbol and Logotype

2.2

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.



Exclusion Zone and Recommended Sizes

2.3

To make sure the logo has maximum standout, always refer to the exclusion zone illustrated here which prevents other graphic elements from interfering with the integrity of the logotype. The exclusion zone around the logotype is the height and width of the 'circle' taken from the symbol, as shown below.

Always reproduce the precise positioning of the logotype shown here.



Recommended Sizes

2.4

Always reproduce the proportions of the logotype elements in the set relationship shown here.



1



2



3



4



5



6



7

1 Logotype at a width of 75mm, to be used on A3 posters/ documents etc.

2 Logotype at a width of 65mm, to be used on brochures set at 300mm x 240mm.

3 Logotype at a width of 60mm, to be used on folder set at 305mm x 215mm.

4 Logotype at a width of 55mm, to be used on A4 documents etc.

5 Logotype at a width of 45mm, to be used on A5 documents etc.

6 Logotype at a width of 39mm. This size is used on the business card.

7 Logotype at a width of 18mm. This is the smallest print size that is allowed.

Other sizes

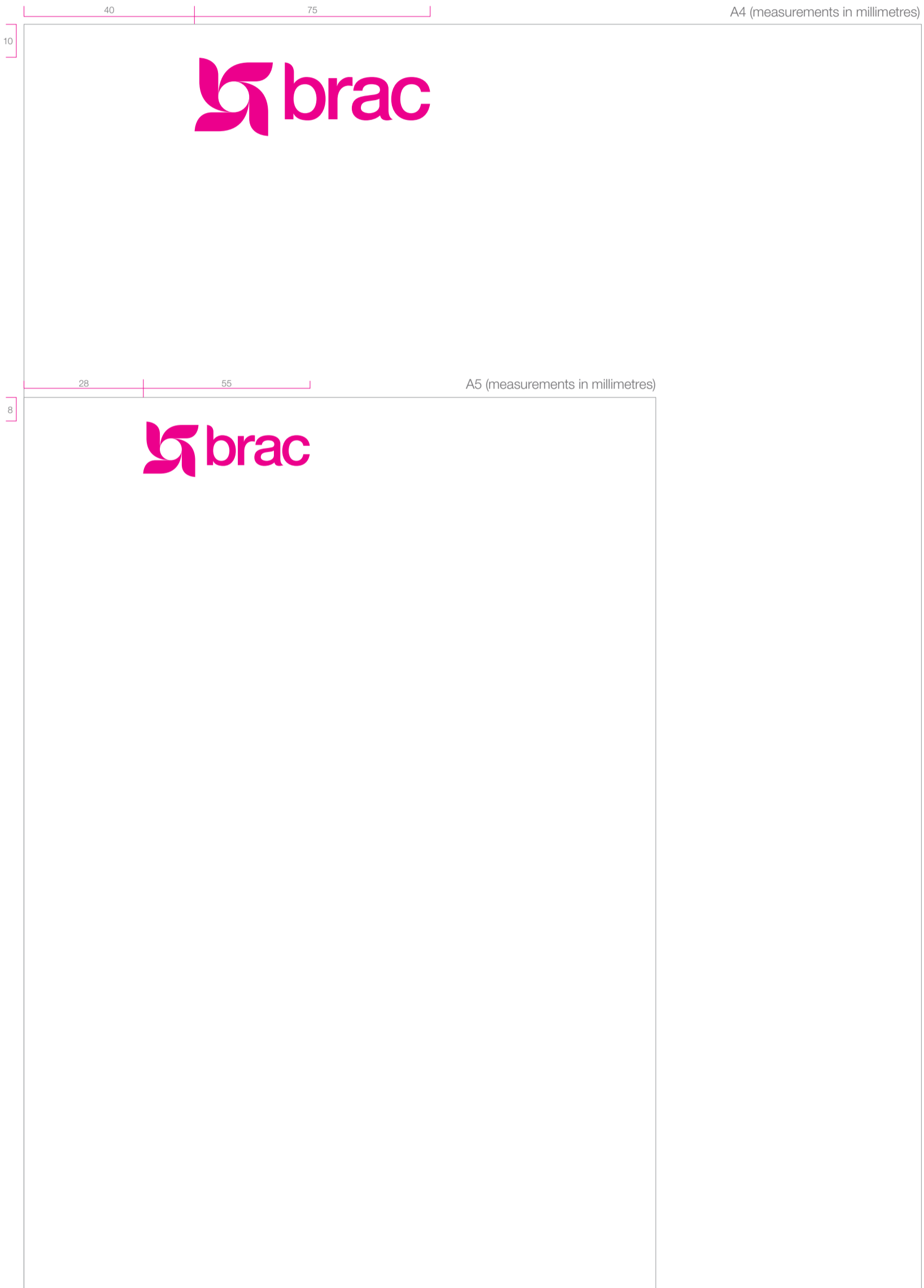
Logotype at a width of 154mm, to be used on A1 posters etc.

Logotype at a width of 110mm, to be used on A2 posters etc.

Logotype at a width of 42.5mm to be used on Double sided business cards.

Logotype Positioning

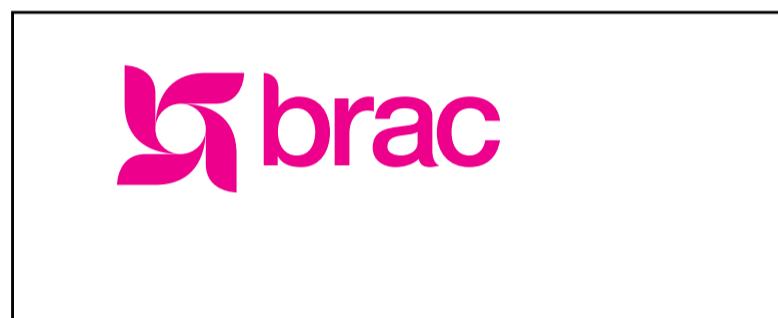
2.5



Symbol and Logotype Usage

2.6

The BRAC logotype, when used in colour, should always be in Magenta (see section 2.6 for full details on colour). However, there needs to be some flexibility with the usage to suit various purposes and applications. We recommend you follow the following guidelines to ensure that the logotype still stands out without compromising the brand integrity.



1



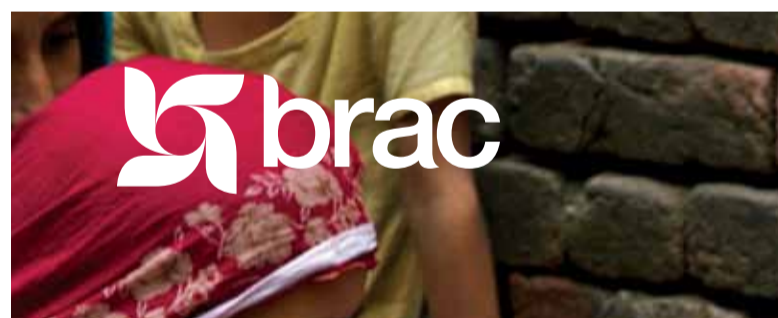
2



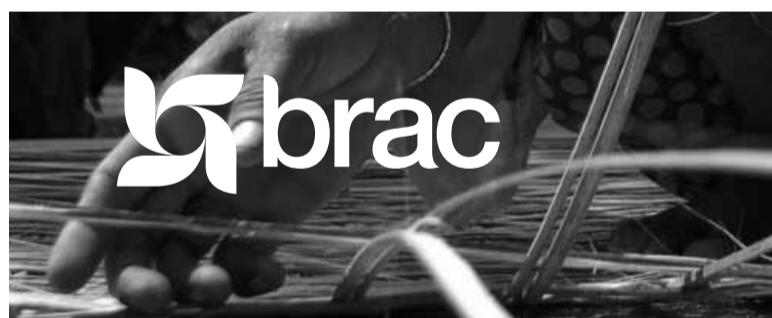
3



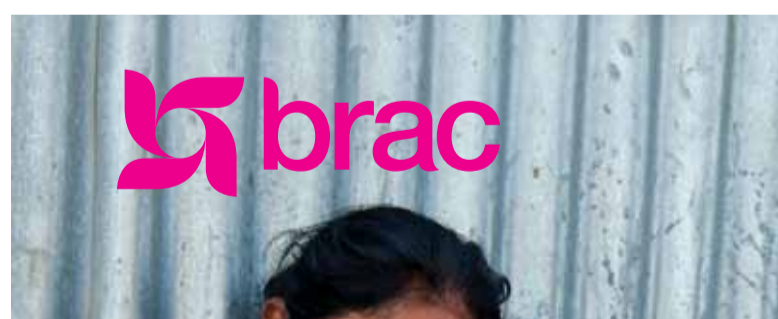
4



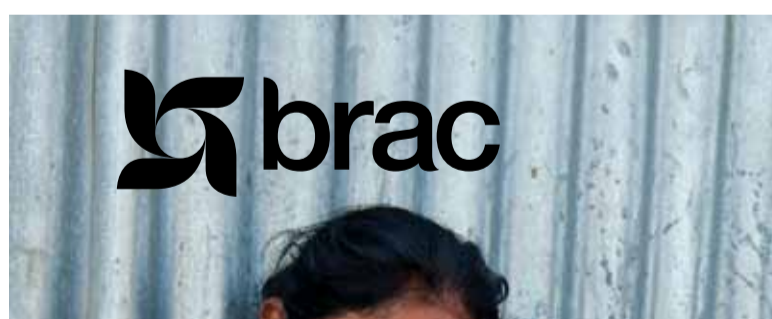
5



6



7



8

- 1 The logotype should appear in magenta, wherever possible.
- 2 The logotype should always reverse white out of a coloured background. Never use a full colour logotype on a coloured background. The background should never be a tint percentage of the colour.
- 3 When the logotype cannot be used in the corporate magenta, due to budget etc., the logotype should appear in black, when on white.
- 4 The logotype should reverse white out when used on a black background, if the budget does not allow the use of the corporate magenta as the background colour.
- 5 The logotype should always reverse white out of a colour image, that has a dark or 'busy' colourful background.
- 6 A reversed white out logo should always be used when on a black and white image that has a dark contrasted background. If the black and white image used has a lighter background to it, a black logo should be used.
- 7 The logotype should appear in magenta when placed onto colour images when the background is of a complimentary lighter colour and does not overpower the logotype.
- 8 If the logotype is placed onto a pale colour image a black logotype may also be used.

Colours

2.7

Primary Colour

Our core colour is magenta and this should continue to be used. The chosen magenta is at 100%.

Pantone Magenta

C : 0
M : 100
Y : 0
K : 0

Secondary Colours

As part of our colour palette we have a series of colours that can be used to support the primary colour.

Pantone 7405C

C : 0
M : 11
Y : 97
K : 2

Pantone 137C

C : 0
M : 46
Y : 100
K : 0

Pantone 381C

C : 29
M : 0
Y : 96
K : 0

Pantone 2593C

C : 67
M : 92
Y : 0
K : 0

Pantone 298C

C : 67
M : 2
Y : 0
K : 0

Pantone Cool Gray 11C

C : 0
M : 2
Y : 0
K : 68

Pantone 3298 C

C : 100
M : 0
Y : 57
K : 42

Pantone 235C

C : 5
M : 100
Y : 0
K : 40

Colours (continued)

2.7

Websafe Colours

Below are the websafe colours we recommend as an extension of the brand colours for print.

As each computer screen is configured differently, there is no one magenta (for example) that will represent the same on all. It may appear brighter or duller depending on the calibration of the screen. However, we have chosen the following to best reflect our primary and secondary colours. Black and white can also be used to complete the colour palette.

Websafe Primary



R: 209
G: 0
B: 116

Websafe Secondary



R: 236
G: 194
B: 0



R: 255
G: 161
B: 0



R: 128
G: 55
B: 155



R: 61
G: 183
B: 228



R: 201
G: 214
B: 0



R: 77
G: 79
B: 83



R: 0
G: 113
B: 97



R: 151
G: 0
B: 94

Typefaces

2.8

Primary Typeface

The BRAC primary typeface is Helvetica Neue. This provides a family of fonts which are available in a number of weights that allow versatility across a wide range of designed and printed applications.

Helvetica Neue is one of the most widely available typefaces, meeting all requirements for legibility and accessibility across the world. It conforms to the highest DDA standards as set by European Union disability legislation.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890 (.,:;!@£\$%&*?“”)

Helvetica Neue (OTF) 45 Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890 (.,:;!@£\$%&*?“”)

Helvetica Neue (OTF) 65 Medium

Typefaces (continued)

2.8

Default Typeface

If Helvetica Neue is not available, a default typeface, Arial, is recommended for use on internally produced documents, e.g. Word templates, Powerpoint, email and the body of letters and memos. This typeface has similar characteristics to Helvetica Neue and will work in sympathy with it. It also conforms to DDA legislation as set by the European Union.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890 (.,:;!@£\$%&*?'“”)

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 (.,:;!@£\$%&*?'“”)

Arial Bold

Typefaces (continued)

2.8

Web Typeface

Arial is the type for use on websites. It is very similar to Helvetica Neue, but more commonly used online.

For composing documents, the preferred English font is **ARIAL** size 11 and for Bengali the preferred font is **SutonnyMJ** size 12

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890 (.,:;!@£\$%&*?“”)

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 (.,:;!@£\$%&*?“”)

Arial Bold

Tone of Voice

2.9

This is in line with the values, vision, mission and personality of BRAC and the BRAC brand identity. This also ensures consistency in style and language for all communications. Brand consistency includes language and how we say things as well as the look and feel. This consistency reassures and sends a message of integrity and commitment as an organisation, whilst consolidating BRAC's brand identity to the world.

Powerful

To reflect our personality and the new BRAC brand. Our 'voice' should be evocative when telling stories or providing descriptions. We want the world to realise the impact and effectiveness of our work and strength of our commitment.

Inspiring

We want our story, the story of BRAC, and most of all the stories of our programme members, to captivate people. The essence of our brand is about helping people in realising potential and our communications should similarly motivate and inspire readers.

Engaging

This is a part of the BRAC personality and whilst our brand may speak for itself we want the world to truly understand the nature of our work. We should be clear and avoid using 'corporate' language or complicated descriptions.

Respectful

Inclusiveness is at the heart of BRAC's values, not only in how we reach our programme members and our work, but in how we communicate and reach our international audience. We should be conscious of upholding the integrity of BRAC, the work we do and the changes we are striving for. We will ensure our communications are honest and accessible to all.

Visual/Photography Guidelines

2.10

Every picture tells a story and we want all of our images and photographs to tell the BRAC story. The BRAC brand reflects our values and our personality and so should our visual identity. The power of the new BRAC logo should be replicated by and stand in partnership with all our imagery. Before using any image for our communications we should question how well it falls in line with the BRAC visual brand.

BRAC Visual Identity

Our images can represent us to the world at a glance. What do we want our images and photography to say to the world? We want our visual identity to reflect our personality, our values and how we make an impact on the world. Engaging, compelling and centred on the stories of our courageous programme members and/or staff – in essence – ‘realising potential’. The following key elements/themes should exist in the imagery we use across our communications coupled with a look and feel that is **bright, natural** and **honest**.

Freedom
Engaging
Compelling
Aspirational

(continued)

2.10

Criteria & Application

To assess more tangibly if an image falls within our guidelines, we can apply a set of criteria to check its brand compliance. Here are a simple set of rules to guide image use on all our communications to be used alongside the above.

Key images should fall into one of these categories:

1. **‘Engaging’** (the reader)
2. **‘Engaged’** (the subject in the image)

***NOTE:** Not every image used in our communications will fall in to one of these 2 categories. The above simply provides guidance on using and selecting key images.*



Front Covers (includes Annual reports, Country Brochures, Programme Brochures) must feature at least one central theme engaging the reader (category 1).

General featured images throughout brochures and communications will focus on individuals, families, communities – primarily programme members (secondary focus will be staff and volunteers). General images should show action – the subject is engaged (category 2).

All images should capture the BRAC brand essence – **‘realising potential’**



Visual/Photography Guidelines (continued)

2.10

Style & Themes

The consistency of style, colour and tone is important across a series of images. Commissioning one photographer to take all the photos for a specific campaign or brochure can help maintain consistency in style and overall look and feel. A key theme already being used in our communications for visuals is a **circular theme**.



Circular Theme

Inspired by the circle in the new BRAC logo; representing unity, longevity, on-going evolution and virtuous cycles of forward/backward linkages.

Segmenting & Signature Images

We should categorise images by location/programme/work i.e. Sudan key images, Education key images, Agriculture and Food Security key images. This way we can maintain a sub-brand visual identity where an image/communication becomes instantly recognisable and associated with BRAC.



Sudan



Education



Agriculture & Food Security

Visual/Photography Guidelines (continued)

2.10

Over-using Images

We should be mindful of over-using images particularly where they form part of core communications e.g. using the same image for the Annual Report cover as the Education Brochure cover.

Image Size

Website images are usually 705 pixels wide and 350 pixels high. For any printed materials, the larger the size of the digital image the better, these images should be 300dpi at least. We should remember that images for extra large materials will need much larger images to achieve the required print quality. We should always consult the Communications team if in doubt. We want to maintain consistency and quality across all our images, which in turn enforce the value of the BRAC brand, so it's essential we carry out these checks before using an image.

Guidance

Simply contact the Communications team if you want to use an image but are unsure whether it is brand compliant or not. Email communications@brac.net to contact the Communications team and we can advise you further.

Image Bank

The BRAC image bank can be accessed for use with permission and credit by contacting the communications department at communications@brac.net

Videography Guidelines

2.11

Our videos and moving pictures will be led by our visual identity and will communicate the BRAC brand and personality. We should align our videography with our vision, mission and values, helping to strengthen the BRAC brand, whilst offering a powerful channel into modern media/digital communication to reach an international audience.

Style & Themes

Our brand in essence is about **‘realising potential’** and we will work towards integrating this theme in all BRAC communications. The concept will eventually become an instantly recognisable feature of the BRAC brand identity and communication style. To translate this on to screen via video or film we will adopt the following styles and approach (suggested ‘types’ of film also provided).

Stories & ‘story-telling’ – inspiring tales of success, focusing on the people that matter the most to BRAC; the programme members, community volunteers and/or staff. The telling of stories becomes a particularly powerful concept when using video/film as the medium – voices and faces make for a moving portrayal that can make real impact.

‘The BRAC Story’ & celebrated history – well-known and historic inception of BRAC is key to our identity. We want the world to realise and appreciate the organisation’s mission, and how our values and priorities today continue to be inspired by this. This also authenticates BRAC as an experienced and successful leader in development.

International reach & grassroots knowledge – BRAC is expanding and scaling up successfully in other countries around

Videography Guidelines (continued)

2.11

the world. We are adept in applying programmes within the given social/cultural environment through our innovative thinking, grassroots experience and by working closely with communities.

Engage & Act – videos and moving images form a powerful channel to engage audiences and can help catalyse a change or ‘call-to-action’. BRAC videos/films should educate viewers about current and relevant issues (e.g. climate change & disaster preparedness), whilst raising awareness about important issues. We want to motivate viewers to join and support BRAC’s mission.

Type 1: CORPORATE VIDEOS

Short films that envision the face of BRAC – BRAC ‘at a glance’ on video/on screen, introduction to BRAC

Target Audience/Usage: International, high profile visitors, donor, partners, events/conferences

Structure/Content: BRAC history, mission, vision, powerful and inspiring stories covering breadth of programmes/countries, high-profile endorsement, impact and future of BRAC’s work

Channels: Online (BRAC website, blog, social media), offline (shown at events), branded DVD (for employees, media, donors, etc)

Type 2: INFORMATIONAL

Documentary style videos that focus on development, research and technical strategy in creating and implementing BRAC programmes

Videography Guidelines (continued)

2.11

Target Audience/Usage: Universities, research institutions, partners, governments, donors, students

Structure/Content: Programme focused case studies that explore research and evaluation behind the programme/initiative as well as ‘the story’ of the programme members , high-profile endorsements

Channels: Online (BRAC website, blog, social media), branded DVDs (high profile donors and partners), upload online for knowledge sharing (leading development websites/portals), students and Universities

Type 3: VIDEO BYTES

Short clips that work primarily as PR/marketing tools, another channel to promote BRAC and enforce brand via easy to access medium, particularly to tap into social media

Target Audience/Usage: Anyone/everyone

Structure/Content: Short (3-5 mins) clips that focus on just one story or programme. We must engage viewer in this short timeframe, using music, striking shots and close up voices/faces will ensure ‘bytes’ are memorable.

Channels: Online (BRAC website), social media (twitter, facebook, youtube), embed in HTML (email campaigns), blogs



Applying the Identity 3

Identity Application

3.1

Now that you are familiar with the basic elements of the BRAC identity, the following are some examples of how these can be brought to life. This section details and demonstrates all you need to know to build our brand communications.

The aim for BRAC internationally, is to deliver a consistent and integrated brand identity across all its communications, regardless of the media.

The identity elements used vary according to the type of communication. Elements such as the logotype, colour and typeface should be considered as the constants and should always be used on our communications.

Elements such as the imagery, patterns, words as visual elements and the secondary colour palette are the flexibles. These elements don't have to be used. Their relevance varies according to the platform for communication. Remember, less is more - do not confuse the audience by using too many elements or elements that do not work together.

Within our basic elements are all the ingredients you may require to deliver the necessary levels of brand presence for any piece of communication.

The following items are available as digital templates: Letterhead, Compliment Slip and Business Card.

Letterhead

3.2

40	55	115
8		
44	<p>Neil Walker CDT Design 50–52 Wharf Road London N1 7EU UK</p>	
47	<p>Date 1 Month 2009</p>	<p>Ref ABC123</p>
175.75	<p>Salutation</p> <p>Lore ming ex esequam nim nulpute et diatem zzriliquat amet volutat ismodolor in utpat prat, quissit nibh et prat, sum dit prate faccum ilismolore velit, con elit ut ing exer summolor in hent lum zzrilit incilis non ulpute accum ipis num nos augiamet dit nonse etum autate modipit prat.</p> <p>Qui er si te erat autat vendreet elent loreetuero dolor aute commy niamconse tet augait, sum alit vel ullaam do corerit augait, summodo loborti sciliquis num dolorpe rcipsum nonsenisl ut nim acillum voloreet ad delit, sed ex ea consecite tis autem velessectem inim ent nullam, vulputpat incin exer.</p> <p>Se modolortie delis nibh et lobortin utat, conum in er iriuscip ea facilla conse digna consequ atueros etummolobor secte commodit vel eu faccummy nulput la facillum ipit, conulla atue commolor sectem zzrit prat, senim venibh eros er ad et ex exeratisl iureriu.</p> <p>Scipissim amcorem in erat, quat augue ver suscidunt nos nulluptat lutat ver sum nonullu msandreetue consequatie magnis exeraesequis nonullam euipsummy nos nim zzriliq uametue volum illandipis endio od magnibh eugiatiniat, con etum dolestisl utat il utpat la acipsustio esto eugait iure tie facin exero odipsus ciduis acin henit aut vullaorper ing et, quisim eugue etum vullaoreet aliquis cidunt diam vullamc onulput augait praesequat. Met wisl endionsed tat velenibh ea amet niat. Ut loborem irit num nos amet, sum illa ate dolore enis adipsum non ulluptat. Ed molor sum nim zzriliq uissi.</p> <p>Nulputem incipisis niatum zzrillam do dolore doloborperero dunt autem augiam, sit augiam alis nisi te faciniat. Ommodolore magnit eum exerci ex eriore vel utem zzril dipisisl ilisl diam, velent praesto dolorperero dolore consenim zzrit iure exer suscipi scipis aut eu faccummsandre velesed dip ea autpat. lquat lam do odolum nostie mincing et in utpatie eugait nullaore magna feugiamet lore.</p> <p>Complimentary close</p> <p><i>A.N. Other</i></p> <p>A. N. Other</p>	
16.25	<p>BRAC BRAC Centre 75 Mohakhali Dhaka 1212 Bangladesh</p>	
6	<p>T: +88 02 9881265 F: +88 02 8823542 E: info@brac.net W: www.brac.net</p> <p>Registered in Bangladesh under The Societies Registration Act of 1860</p>	

Letterhead templates should be laser printed onto pre-printed headed paper (white stock). The stock for the letterhead should be 120 gsm. Example shown here at 100% (when the Guidelines are printed at full size of A3). Measurements are shown in millimetres and start from the mark which precedes the figure. The relevant country address and registered office details should be used.

BRAC logotype

This has been specially drawn and is available from BRAC. Prints Pantone Magenta

Programme name

8pt/10pt Helvetica Neue
65 Medium
Prints Pantone Magenta

Address details

8pt/10pt Helvetica Neue 45 Light
Prints Pantone Black

Registration details

8pt/10pt Helvetica Neue 45 Light
Prints Pantone Black

Addressee details

10pt/12pt Arial

Body text

10pt/12pt Arial

Compliment Slip

3.3



Compliment slips should not be used as a substitute for a letter. They should be produced on white paper stock. The stock for the compliment slip should be xxxgsm. Example shown here at 100% (when the Guidelines are printed at full size of A3). Measurements are shown in millimetres and start from the mark which precedes the figure. The relevant country address details should be used.

BRAC logotype

This has been specially drawn and is available from BRAC. Prints Pantone Magenta

With compliments

8pt/10pt Helvetica Neue
65 Medium
Prints Pantone Black

Programme name

8pt/10pt Helvetica Neue
65 Medium
Prints Pantone Magenta

Address details

8pt/10pt Helvetica Neue 45 Light
Prints Pantone Black

Registration details

8pt/10pt Helvetica Neue 45 Light
Prints Pantone Black

Business Card

3.4

Single sided business card



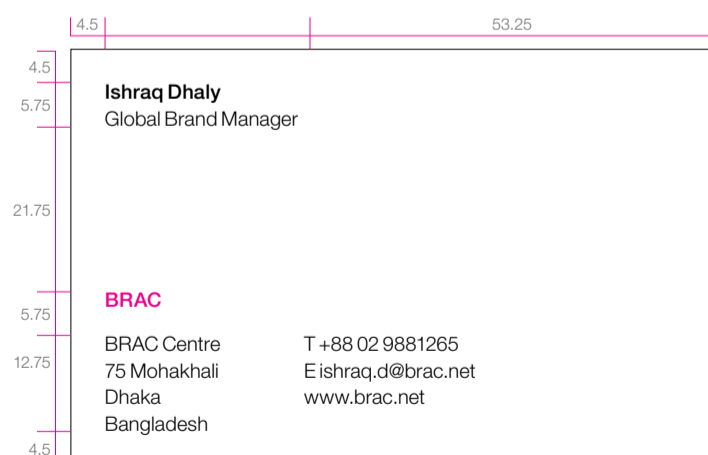
1

Single colour business card



2

Double sided business card



3



4

- 1 Single Sided business card
- 2 Single Colour business card
- 3 Front of BRAC business card
- 4 Reverse of BRAC business card.

Business cards should be produced on white paper stock, which should be 300gsm. Example of front and reverse of business cards shown here at 100% (when the Guidelines are printed at full size of A3). Measurements are shown in millimetres and start from the mark which precedes the figure.

Name

7.5pt/10pt Helvetica Neue
65 Medium
Prints Pantone Black

Job description

7.5pt/10pt Helvetica Neue 45 Light
Prints Pantone Black

Programme name

7.5pt/10pt Helvetica Neue
65 Medium
Prints Pantone Magenta

Address details

7.5pt/10pt Helvetica Neue
45 Light
Prints Pantone Black

BRAC logotype

This has been specially drawn and is available from BRAC.
Prints Pantone Magenta

Single colour print

Prints Pantone Black

Report Cover

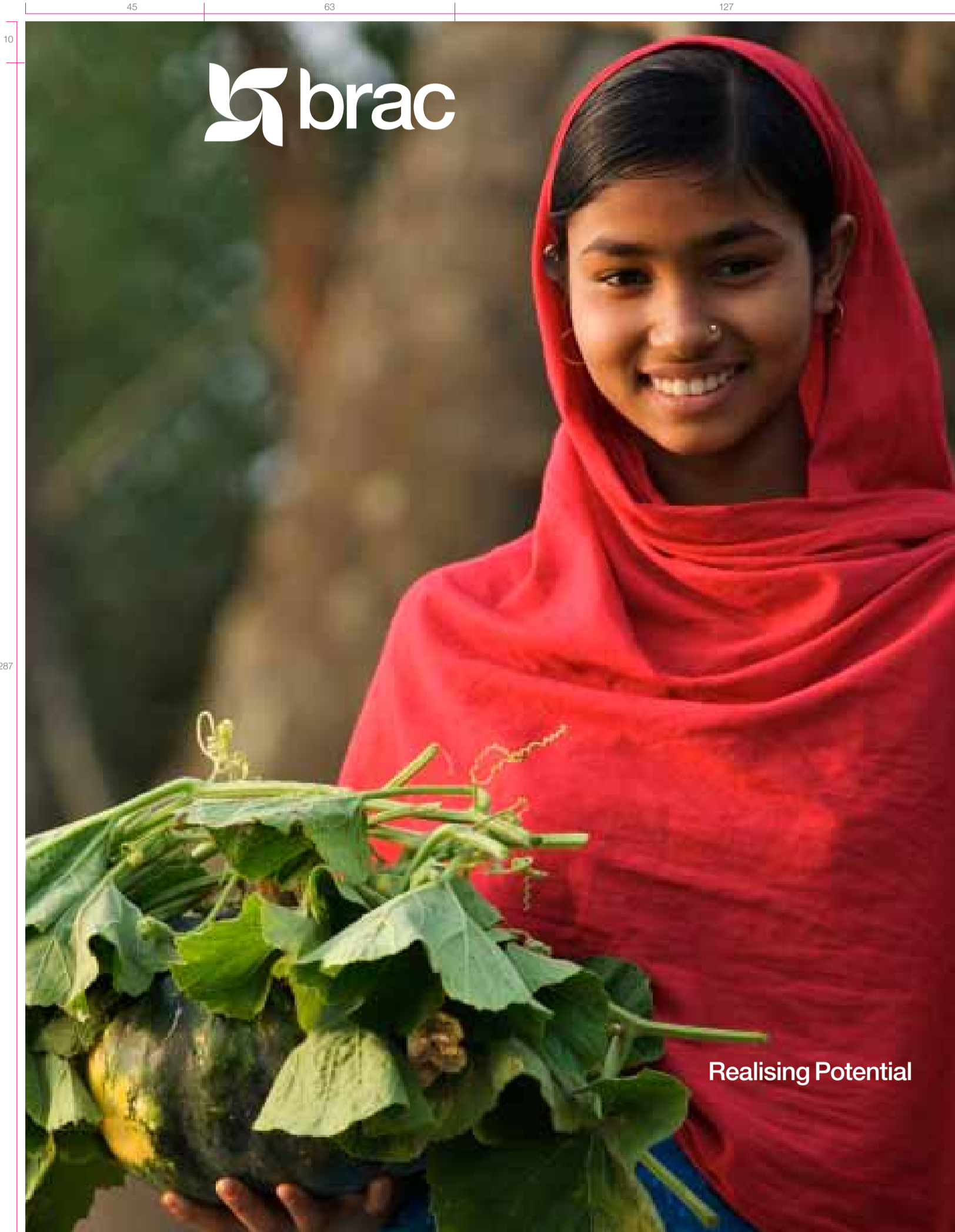
3.5



The stock for reports should be white, 300gsm for the cover and 170gsm for the text pages. The stock where possible should be from sustainable sources.

Folder Cover

3.6



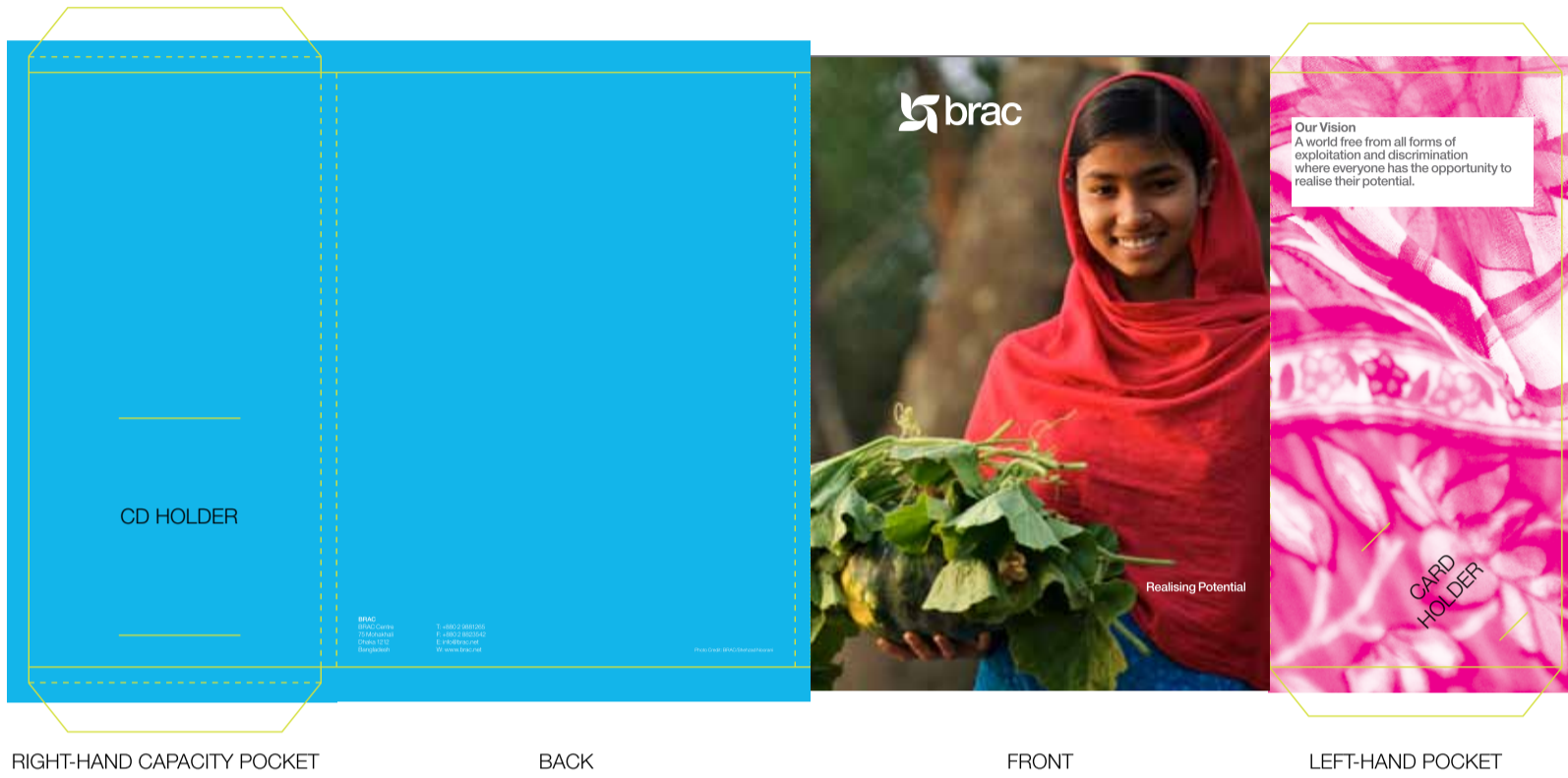
Front cover of a BRAC folder

The stock for the folder should be white 300gsm. The stock where possible should be from sustainable sources.

Folder Inside & Outside

3.6

OUTSIDE



Inside and outside of a BRAC folder

The stock for the folder should be white 300gsm. The stock where possible should be from sustainable sources.

INSIDE

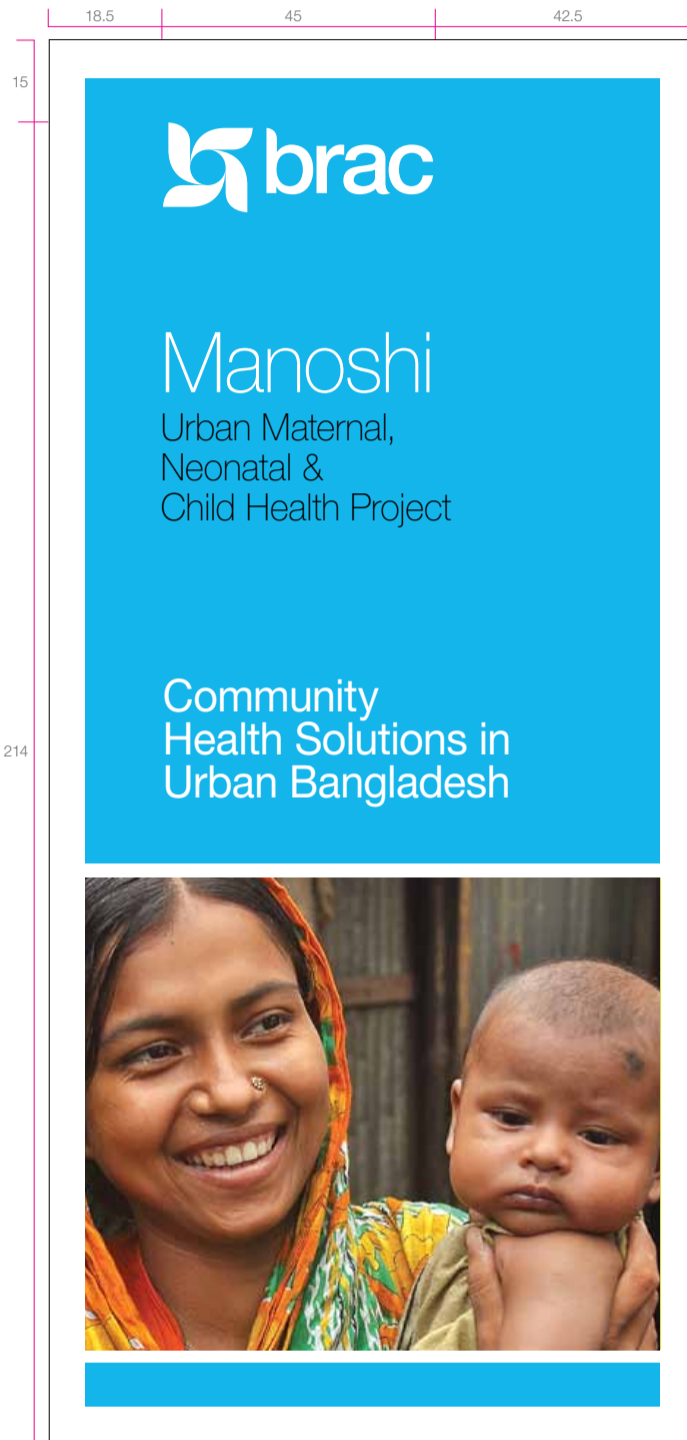


Brochures

3.7



Programme brochure



Component brochure

The stock for leaflets should be white, 250gsm for the cover and 150gsm for the text pages. The stock where possible should be from sustainable sources.

Website

3.8

BRAC-

http://www.brac.net/ RSS Google

For Partners | For Media | For Researchers | FAQ

AA A

Who We Are | What We Do | Where We Work | Get Involved | Stay Informed | Search

Read More

DONATE NOW

Where we work

Map showing locations: Sierra Leone, Liberia, Southern Sudan, Uganda, Tanzania, Afghanistan, Pakistan, Bangladesh, Sri Lanka.

International Day for the Eradication of Poverty 2010

Newsletter Sign up

Stay informed by signing up for our newsletter.

First Name
Last Name
Email

Sign up

BRAC quiz

What do you think is the most effective way to end poverty?

Microfinance
 Education
 Health services
 All of the above

Answer

Connect with us

f in t You Tube

About BRAC

BRAC is a development organisation dedicated to alleviating poverty by empowering the poor to bring about change in their own lives. We were founded in Bangladesh in 1972 and over the course of our evolution, established ourselves as a pioneer in recognising and tackling the many different realities of poverty. More...

NEWS UPDATES

- BRAC in Pakistan awarded by MIX
- BRAC Chairperson speaks at World Entrepreneurship Forum 2010
- Sackur features Abed on The Innovators article

FEATURED STORIES

- Shahida expands business with small loans
- Lokman offers better breeds and Joynal gets a fair price
- Alam, a non-formal primary school student, now runs his own

WAYS TO GIVE

- Help our programs with a single gift
- Make a long term impact with a monthly gift
- Test your knowledge with the Poverty IQ Quiz

BRAC Programmes BRAC Enterprises and Investments BRAC University BRAC Affiliates

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Website

3.8

Microfinance | BRAC-Microfinance

http://www.brac.net/content/micro

For Partners | For Media | For Researchers | FAQ

Who We Are | What We Do | **Where We Work** | Get Involved | Stay Informed

Home » Where We Work » Asia » Bangladesh » Microfinance

Asia
 Bangladesh
 Microfinance
 DAB
 PROGOTI
 Health
 Education
 Agriculture & Food Security
 Social Development
 Environment
 Gender Justice & Diversity
 Legal Empowerment
 Social Enterprises
 Socially Responsible Investments
 Targeting Extreme Poverty
 Empowering Adolescents
 Social Communication & Advocacy
 Training Division
 Afghanistan
 Pakistan
 Sri Lanka
 Africa
 Americas
 Africa Offices
 Technical Assistance Outreach

Microfinance

Programme Description

One of the oldest initiatives of its kind in Bangladesh and BRAC's largest programme, our microfinance operations began in 1974 and covers all 64 districts. We provide access to financial services to the poor, who are unable to obtain credit from mainstream banks due to lack of necessary assets and referrals. Our borrowers, most of whom are women, use these loans to engage in various income generating activities to improve their socio-economic status.

Our Approach

Our approach to microfinance involves providing collateral free credit and savings services at the doorsteps of our target population – the landless poor, marginal farmers and vulnerable small entrepreneurs. We recognise the heterogeneity among the poor and focus on careful targeting and development of customised financial products and services that best meet their varying needs. A distinctive aspect of our microfinance programme is the credit-plus approach – in addition to providing loans and training we have developed an integrated set of services that work to strengthen the supply chains of the enterprises that our members invest in, giving them access to quality inputs and support in marketing their products. These services are provided by our social enterprises. Our microfinance members have access to all of our other development interventions.

Village Organisations

Organising the poor is at the heart of our work. Our Village Organisations (VOs) – each with 30-40 women – act as platforms for poor women to come together, access services such as microfinance, exchange information and raise awareness on social, legal and other issues concerning their daily lives.

BRAC

is on **Market** [View Profile](#)

DONATE NOW

Where we work

Newsletter Sign up

Stay informed by signing up for our newsletter.

First Name
Last Name
Email

BRAC quiz

What do you think is the most effective way to end poverty?

Microfinance
 Education
 Health services
 All of the above

Twitter Display

Jaamine Lamb, Girl Effect Enthusiast, Raises Money for BRAC on Blog <http://goo.gl/rz3nUE> #brac #volunteers #girls

Think you're a poverty expert? Take the Poverty IQ Quiz and win a chance to see how BRAC tackles poverty first-hand! <http://bit.ly/3902b>

Uganda's Finance Minister Commends BRAC's Work <http://goo.gl/rz18jm> #brac #reproduction #bracuganda #agriculture

SIT Faculty Member Completes Assessment and Training at... <http://goo.gl/rzDL1M> #brac #humanrights #bracbangladesh

#Microfinance Impact and Innovation Conference: Targeting the Ultra Poor <http://goo.gl/rz6XcA> #brac #brac

RT @worldentrepreneur: 1st guest speaker Sir F H Abed, founder of BRAC, ready for an exceptional conference @periyon campus <http://bit.ly/33o6ZC>

Pick up a Whole Foods Market 2011 Calendar and Support Our Work! <http://goo.gl/rzVurD> #brac #re #bracuganda

RT @rukiaakhatun: @BRACworld - South Asia's Unfinished Stories: <http://bit.ly/3u13oo> -> Brdash and the MDGs

#Aarong - An Inspiring Story of Stitches <http://goo.gl/rzGdTs> #brac #urstarikash #doublebottomline #embroidery

MasterCard Foundation President & CEO writes about the importance of investing in youth... <http://goo.gl/rzAYDQ> #brac

Connect with us

f in t

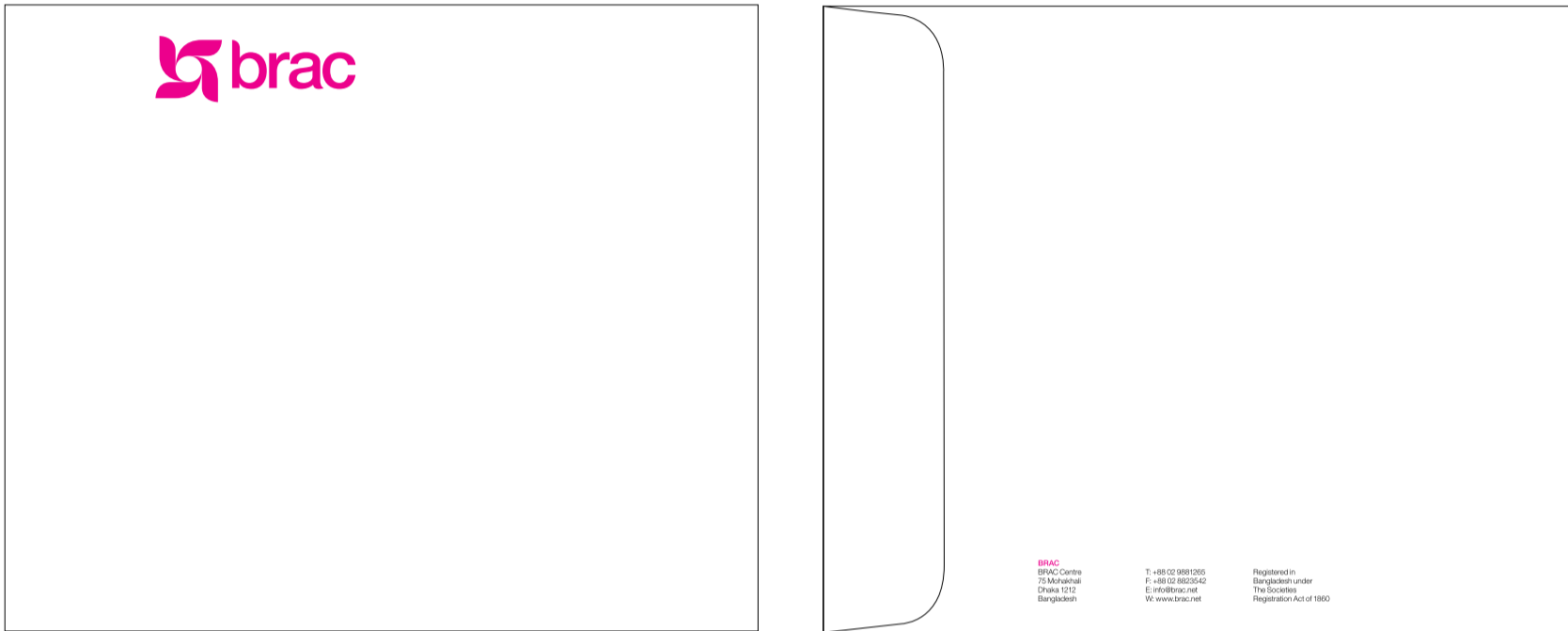
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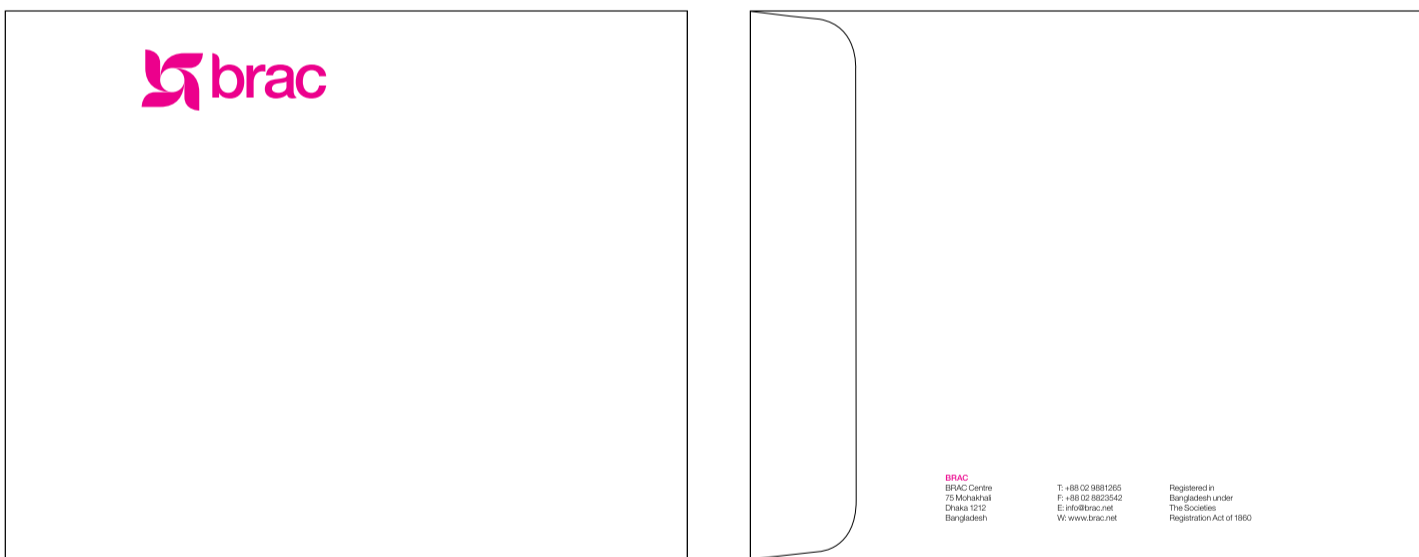
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Envelopes

3.9



Envelope: Large 314mm x 261mm



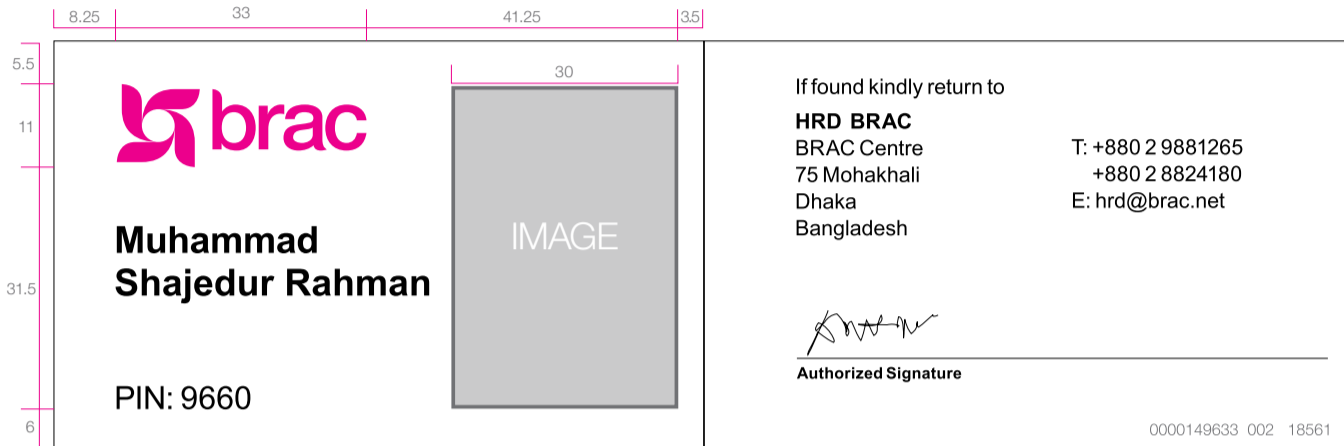
Envelope: Medium 265mm x 213mm



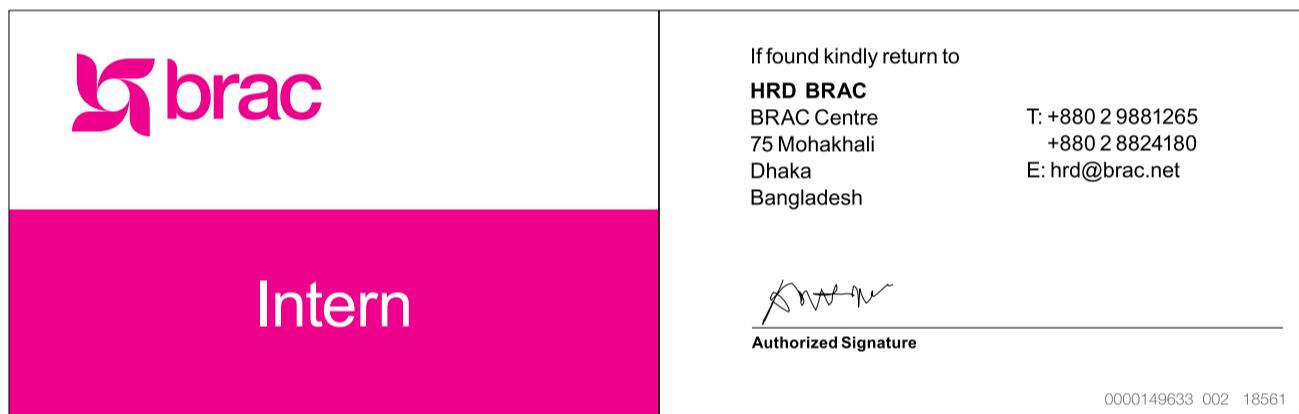
Envelope: Office Size 222mm x 110mm

ID Cards

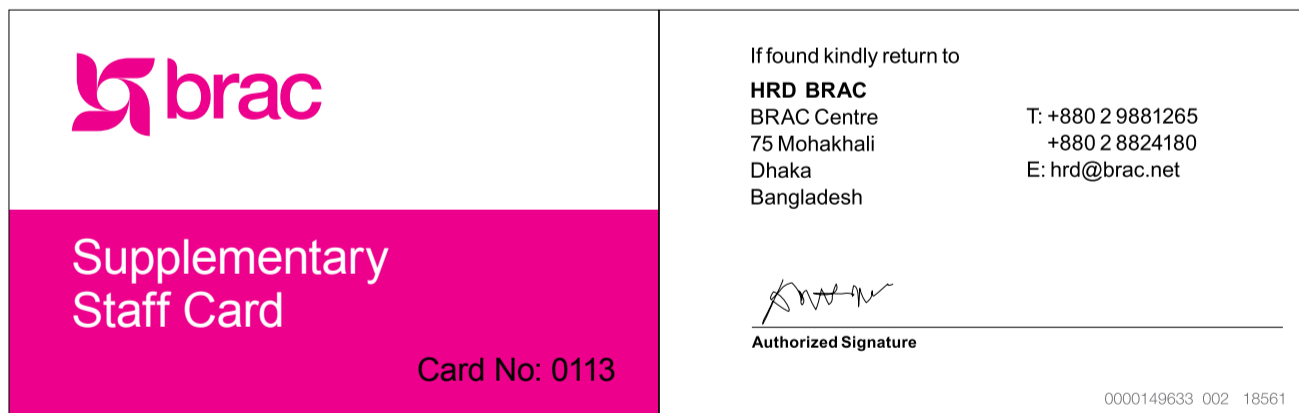
3.10



Staff ID Card



Intern ID Card



Supplementary ID Card



Temporary Staff ID Card

Promotional Items

3.11

Pen



T-shirt



Polo



Round Neck

Mug



Notepad

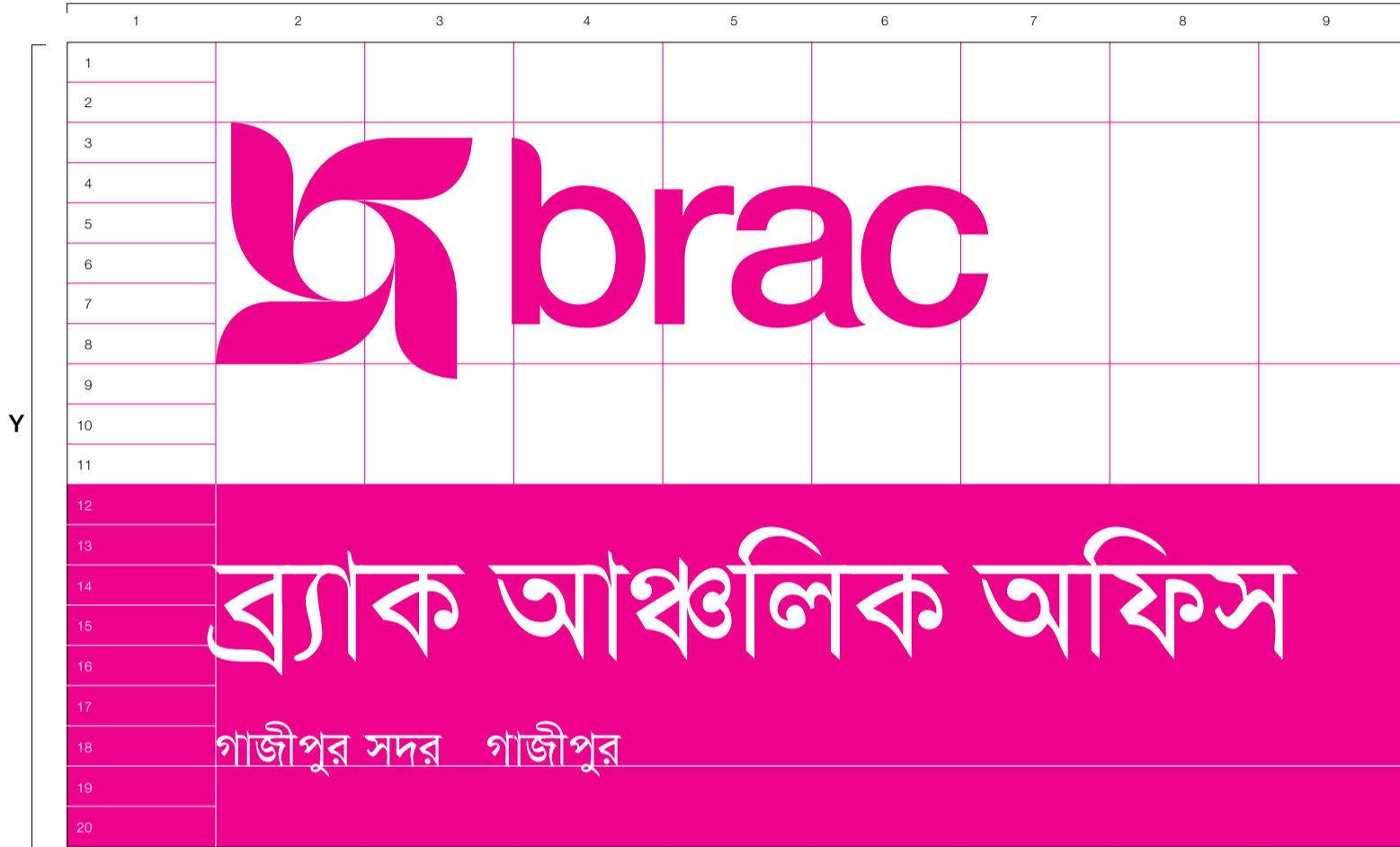


Sign

3.12

1. Grid Pattern

Ratio 5 : 3
X



Sign

3.9

2. Completed signboard: Local



3. Example of a BRAC School signboard: Local



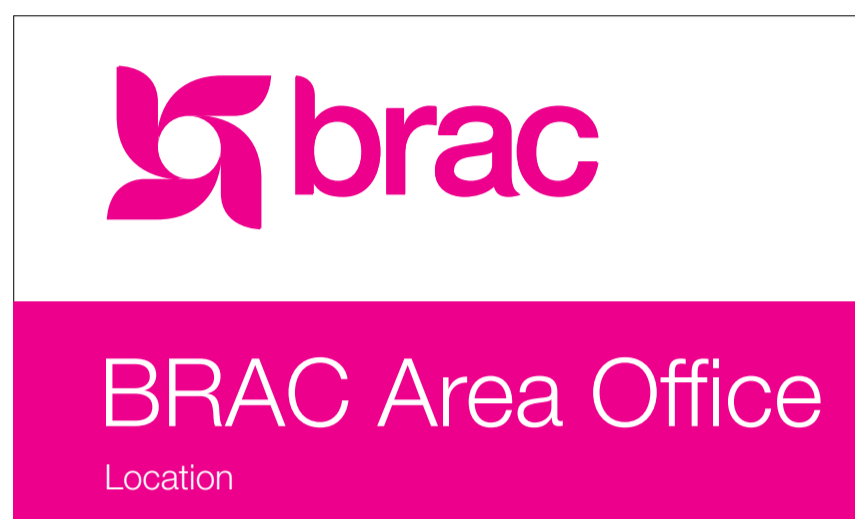
4. Example of two office names on one signboard: Local



Sign

3.9

5. Completed signboard: International



6. Example of a BRAC School signboard: International



7. Example of two office names on one signboard: International



Co-branding

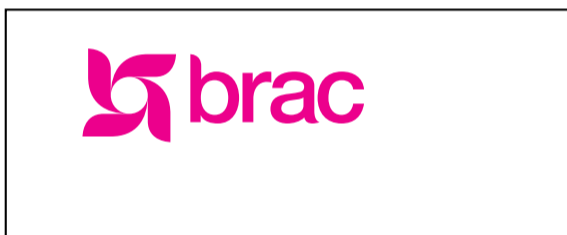
4.0

1. Logo with minimum exclusion zone



1. In all cases of usage, original logo artwork should be used with the minimum exclusion zone rule
2. While using the logo of BRAC, it is important to remember that we have specific usage guides of the original Magenta logo, the black logo and the reverse white logo.
3. The minimum size of the logo is of a width of 18mm.

2. Logotype Usage



a



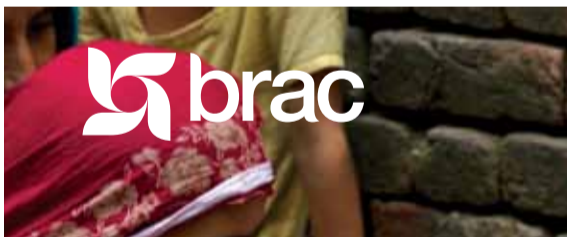
b



c



d



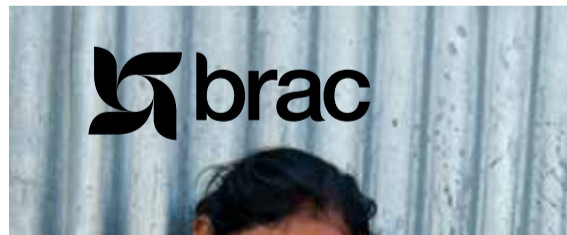
e



f

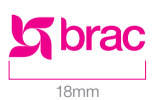


g



h

3. Minimum logo size



18mm

Co-branding

4.0

Banners

4. Descriptor



a

or



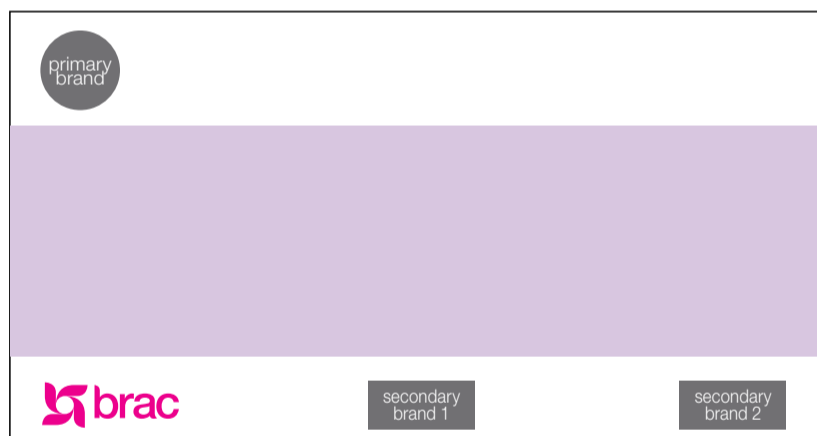
b

When co-branding is used, it usually depends on the relationship we have with the relevant partner or donor.

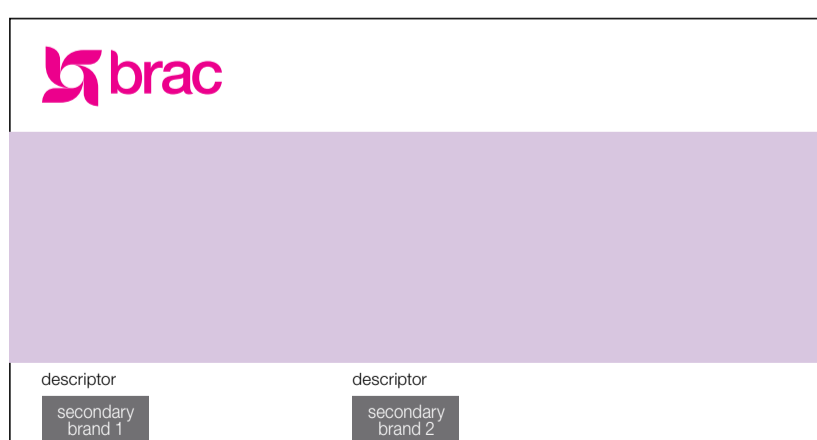
It will either be an initiative instigated by BRAC or one in which we will participate.

4. The following descriptors should be used in the context of the particular initiative: In partnership with (LOGO) or Supported by (LOGO)

5. Partner's Initiative



6. BRAC Initiative

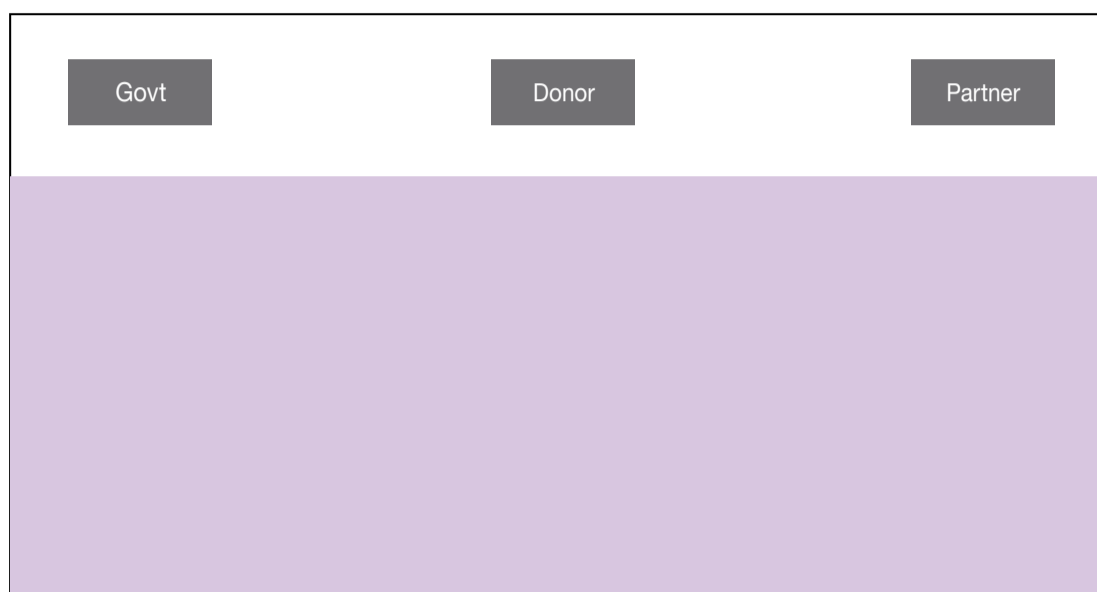


5. BRAC SUPPORTING A PARTNER'S INITIATIVE: In the case where the partner/donor is the primary brand and BRAC is the secondary brand, the primary brand would be leading (i.e. in terms of placement, it would be in the header), without any descriptor and the secondary BRAC brand would be following (i.e. in terms of placement, it would be in the footer), with the specific descriptor. If there are multiple secondary brands, BRAC logo should, wherever possible, be placed extreme left. Equal weight to all logos should be given i.e. same length or size.

6. A BRAC INITIATIVE: In the case where BRAC is the primary brand and donor/partner is the secondary brand, the primary brand would be leading (i.e. in terms of placement, it would be in the header), without any descriptor and the secondary brand would be following (i.e. in terms of placement, it would be in the footer), with the specific descriptor.

7. Whether used on a panel area

7. Hierarchy



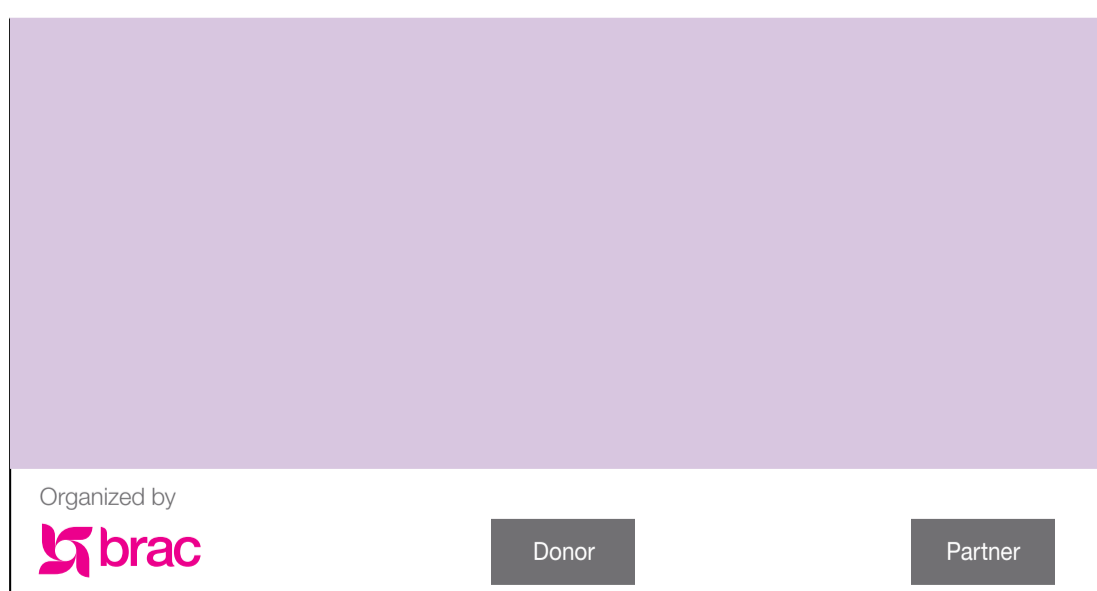
in the header or footer, if there are any logo hierarchy rules, then they should be adhered to, i.e. Government, then Donor, then Implementing Partner

8. When BRAC sponsors an event or activity, the following descriptor should be used: Sponsored by (LOGO). In terms of placement, BRAC logo should, wherever possible, be placed extreme left, footer position.
9. When BRAC is co-organizing an event or activity, the following descriptor should be used: Organized by (LOGO). In terms of placement, BRAC logo should, wherever possible, be placed extreme left (if there are more than one partners).

8. Sponsorship



9. Co-organizing



Contact

5.0

If you want a copy of our Brand Guidelines, if you are designing communication materials related to BRAC or if you have any other requirements, questions, comments or feedback, please contact us directly.

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