

Brand book



BASIC Bank PLC.
Serving people for progress
A 100% STATE OWNED COMMERCIAL BANK



Purpose of the Brand Book

The BASIC Bank PLC. brand book is a foundational document that outlines the identity of one of Bangladesh's state-owned financial institutions. Historically established to bridge the gap between commercial banking and small-industry development, its brand identity is rooted in national service, industrial growth, and economic stability.

This brand book outlines the core identity and visual standards for BASIC Bank PLC. It is designed to ensure consistency across all touchpoints, from digital interfaces to physical branches.

It's prepared to balance a sense of **unshakeable security** with **modern accessibility**.

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Name of the Bank

The full name of the institution is **Bangladesh Small Industries and Commerce (BASIC) Bank PLC**. In most instances, throughout all communication tools and brand touchpoints, we will refer to it by its abbreviated form, **BASIC Bank PLC**.



Who We Are

Bangladesh Small Industries and Commerce Bank PLC., a 100% state-owned commercial bank, launched its operation on January 21, 1989 being incorporated as a banking company on August 2, 1988 under the erstwhile Companies Act 1913. It is now governed by the Bank Company Act 1991 with its amendment from time to time.

The Bank came into being as outcome of the pragmatic thinking of the policy makers on emergent of **a bank in the country exclusively to foster advancement of Small Scale Industries (SSIs)** by way of proving financing and supervisory guidance as well. At the outset, it was a joint venture enterprise commissioned by the former BCC Foundation, formed by the BCCI (Bank of Credit and Commerce International founded in 1972 and later collapsed in July 1991) with 70 percent shares and the Government of Bangladesh (GOB) with the remaining 30 percent shares. After the closure of BCCI, BCC Foundation became nonfunctional and the Government of Bangladesh then took over 100 percent ownership of the bank on 4th June 1992, thus, it turned as a **100% state-owned Bank**.

Vision

To facilitate economic development of the country by rendering all-out banking services with special emphasis on finance and promotion of Small and Medium Enterprises.

Mission

To evolve as the strongest one in the banking industry by rendering quality and timely services with innovative ideas towards entrepreneurship development through utilizing human resources in an effective manner as well as ensuring corporate governance for overall betterment of the society.

Our Goals

- To invest 50 percent of loanable funds in financing small and medium industries sector;
- To serve the depositors in safekeeping and growing their savings;
- To contract or negotiate all kinds of loans, aid or assistance, private or public, from any source, local or foreign and to take all such steps as may be required to complete and effectuate such deals;
- To act as agents for the sale and purchase of any stocks, shares or securities or for any other monetary or mercantile transactions;
- To guarantee or become liable for the payment of money or for the performance of any obligation and generally to transact all kinds of guarantee business and also transact all kinds of agency business;
- To promote the development of small and medium industries and to provide all kinds of banking facilities and technical services to small and medium industries in Bangladesh;

Our Objectives

- To develop a culture of compassionate banking;
- To establish and open offices and branches to carry on all or any or the above businesses within the country and abroad, provided prior permission is obtained from the Bangladesh bank and carry on, transact, undertake and conduct the business of banking in all its branches and to transact and do all relevant matters and things; and
- To ensure secured banking.



Philosophy of Visual Identity

Bangladesh Small Industries and Commerce Bank PLC. is unique in the Bangladeshi landscape as a 100% state-owned entity that functions as both a development and a commercial bank.

So, the visual identity of Bangladesh Small Industries and Commerce Bank PLC. emphasizes its connection to the Government of Bangladesh and its focus on industrial sectors.



About the **Logo**



BASIC Bank PLC.

Serving people for progress

A 100% STATE OWNED COMMERCIAL BANK

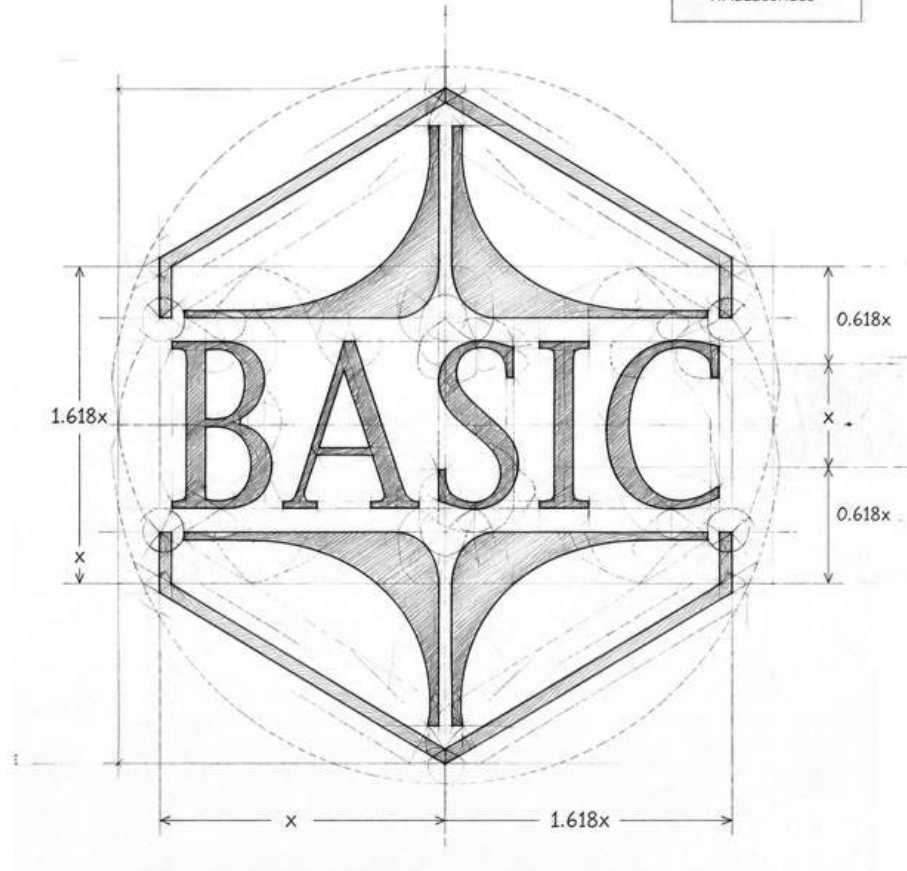
EMBLEM RATIO: 3.5 x 4.0

LOGO RATIO: 5.5 x 1.0

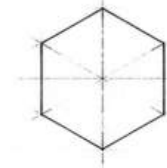
BASIC LOGO FORMATION GEOMETRIC PRINCIPLES

DESIGN PRINCIPLES

- SYMMETRY
- PROPORTION
- HARMONY
- BALANCE
- TIMELESSNESS

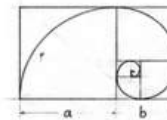


1. HEXAGON FOUNDATION



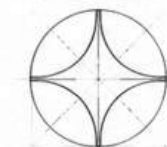
REGULAR HEXAGON
EACH ANGLE = 120°
SYMMETRY AXES
X 6
ALL ELEMENTS
ALIGNED TO HEXAGON
SYMMETRY FOR
VISUAL UNITY

2. GOLDEN RATIO PROPORTIONS



$a/b = \phi$ (GOLDEN RATIO)
 $\phi = 1.6180339887...$
USED FOR HARMONIOUS
SPACING & BALANCE
VERTICAL SPACING
BASED ON GOLDEN
RATIO FOR NATURAL
VISUAL HIERARCHY

3. CURVE CONSTRUCTION



CURVES DERIVED
USING CIRCLES &
TANGENTIAL ARCS
FOR ORGANIC FLOW
& BALANCE
MIRRORED CURVES
CREATE DYNAMIC
FLOW & STRENGTH
SYMBOLIZING GROWTH
& STABILITY

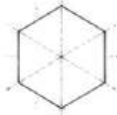
4. TYPOGRAPHY GRID



CLASSIC SERIF FONT
ALIGNED TO GRID
FOR OPTICAL BALANCE
& LEGIBILITY

1. ICON CONSTRUCTION (BASIC HEXAGON MARK)

REGULAR HEXAGON
EACH ANGLE = 120°
SYMMETRY AXES X 6

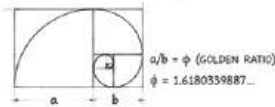


2. TYPOGRAPHY GRID

BASIC

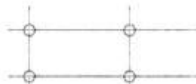
CLASSIC SERIF FONT
ALIGNED TO GRID
FOR OPTICAL BALANCE
& LEGIBILITY

3. GOLDEN RATIO IN LAYOUT



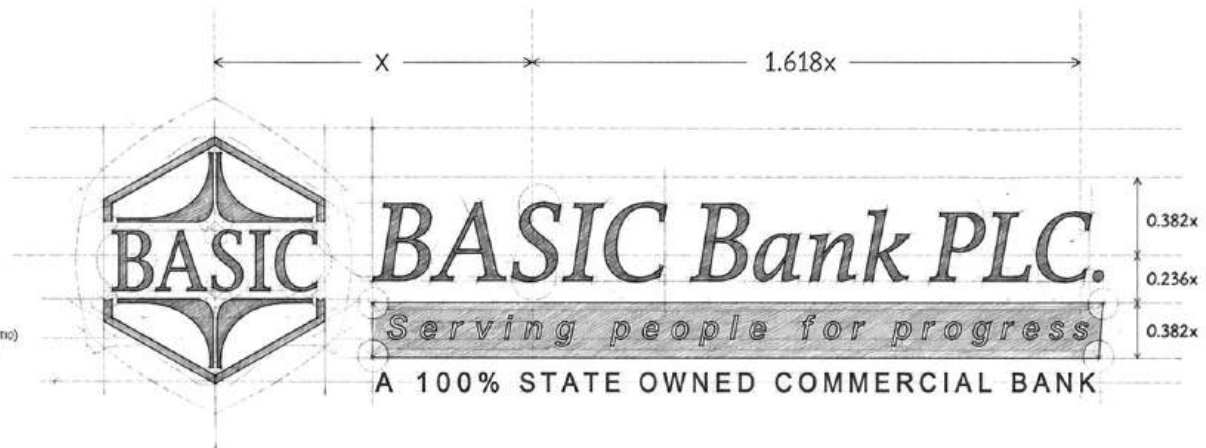
OVERALL LAYOUT PROPORTION
BASED ON GOLDEN RATIO
FOR VISUAL HARMONY & BALANCE

4. ALIGNMENT & SPACING

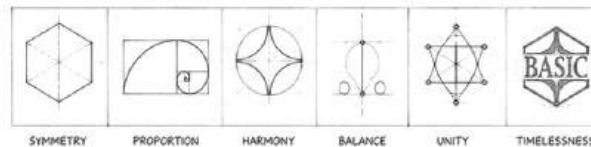


ALL ELEMENTS ALIGNED
TO BASELINE GRID
ENSURING CONSISTENCY
& VISUAL UNITY

BASIC BANK PLC. LOGO FORMATION GEOMETRIC PRINCIPLES



5. GEOMETRIC PRINCIPLES



DESIGN PHILOSOPHY

- SYMMETRY
- PROPORTION
- HARMONY
- BALANCE
- UNITY
- TIMELESSNESS

CURVE SYSTEM



CURVES DERIVED USING
CIRCLES & TANGENTIAL
ARCS FOR BALANCE
& HARMONY

Logo Story



BASIC Bank PLC.

Serving people for progress

A 100% STATE OWNED COMMERCIAL BANK



বেসিক ব্যাংক পিএলসি.

সমৃদ্ধির পথে মানুষের সাথে

শতভাগ রাষ্ট্র মালিকানাধীন বাণিজ্যিক ব্যাংক

The logo consists of a stylized circular emblem and typography.

- **The Symbol (Emblem):** The circular icon represents the holistic nature of the economy. The internal geometric patterns evoke a sense of structure, machinery, and industrial growth (referencing its core mandate of SSI financing).
- **Typography:** Bold, clean, sans-serif lettering in uppercase to convey authority, transparency, and strength.



Logo Story

The logo emblem of **BASIC Bank PLC.** is highly geometric and abstract. Yet, it has a deep thought behind creating each design elements of the emblem.

According to the logo design principles and the bank's core mandate, the design elements are interpreted as follows:

Geometric and Symmetrical Design: The emblem is created by two identical, mirrored shapes - one facing up and one facing down - connected in the centre. This strong symmetry and balance convey concepts of stability, trustworthiness, and methodical operation, all crucial qualities for a financial institution.

Implied Shapes: The two main forms, with their upward and downward flow, could be interpreted as:

- A. Growth and Progress:** The top shape, resembling a roof or an open canopy, and the overall upward trajectory suggest **protection, shelter, and financial growth.**
- B. Openness and Partnership:** The central negative space and the opening in both forms might symbolize the bank's role as a **channel for financial flow** and its **openness to collaboration and partnership**, especially with the Small and Medium-sized Enterprises (SMEs) sector, which is its historical focus.

Emblem Colour (Green): The use of green is a standard representation of **growth, prosperity, vitality, and connection to nature/agriculture**, which aligns with a bank dedicated to financing development and small industries.

In summary, the emblem communicates a message of a **balanced, stable, and protective institution** dedicated to fostering **economic growth and development**, particularly for small and medium-scale enterprises in Bangladesh.



There are some variations of the main colour logo, which are included here -



Logo Colour Variants

BASIC Bank PLC. holds a strategy for keeping a clear space around. The logo should always have a border of clear space to ensure its maximum visibility. This is also known as the exclusion zone.

CLEAR SPACE = The WIDTH of 'BB' letter of BASIC Bank PLC. typography around four sides of the logo

Nothing, including the edge of a page, should fall within the exclusion zone. At the time of using the logo, **ALWAYS RECHECK AND ENSURE THE ABOVE-MENTIONED CLEAR ZONE.**

Clear Space



To ensure readability and accurate reproduction of BASIC Bank PLC. logo, there is a minimum size which must be followed.

The logo is measured by its width.

The preferred **minimum size of the logo is 65 mm (2.5 inch)** by its width.

Minimum Size for Exceptional Cases

In exceptional cases (like, ID card, etc.), we can also use it in the minimum size of **45 mm (1.77 inch)** by its width.

This instruction can't be violated in any inevitable requirement.

This minimum size may vary according to your print process, application and choice of logo (i.e. 3D, Solid, Outline); but of course, this would not be less than **45 mm (1.77 inch)** in size. To ensure reproduction quality, please carry out a print test where necessary. Always be aware of the reproduction quality.

Minimum Print Size



A solid red horizontal bar.

Brand Colours

Primary Brand Colours

1. Deep Forest Green

The primary green used in the emblem and the 'BASIC Bank PLC.' typography serves as a strong nod to the national flag of Bangladesh. This colour will be mentioned as **BASIC Green** in the next pages.

- **Symbolism:** It represents the bank's deep roots in the nation's soil, symbolizing sustainability, growth, and prosperity.
- **Brand Perception:** In a banking context, this shade evokes a sense of security and organic expansion, particularly reflecting the bank's mandate to support small-scale industries and the rural economy.

2. Crimson Red

This colour is prominently featured in the horizontal bar containing the tagline 'Serving people for progress', provides a dynamic contrast. This colour will be mentioned as **BASIC Red** in the next pages.

- **Symbolism:** Red is the colour of energy, passion, and vitality. It mirrors the sun in the national flag, representing the dawn of new industrial opportunities.
- **Brand Perception:** It draws the eye to the bank's core mission – service and progress. This 'Call-to-Action' color suggests a proactive and modern approach to commercial banking.

3. Sophisticated Black

The sub-text '**A 100% STATE OWNED COMMERCIAL BANK**' is rendered in a sharp, professional black. This colour will be mentioned as **BASIC Black** in the next pages.

- **Symbolism:** Black represents authority, discipline, and permanence.
- **Brand Perception:** By using black for the ownership statement, the logo establishes a sense of unshakeable trust and governmental backing. It provides the visual 'grounding' for the logo, ensuring the viewer understands the bank's stability.

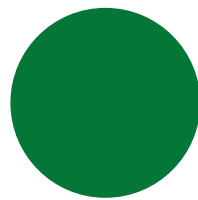
4. Stark White

The internal negative space of the emblem and tagline utilize white to ensure maximum legibility.

- **Symbolism:** White denotes transparency, integrity, and clarity.
- **Brand Perception:** It reflects the bank's commitment to ethical banking practices and clear, honest communication with its depositors and stakeholders.

Primary Colour Palette

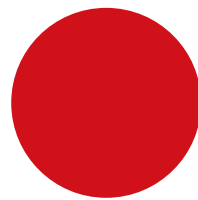
Colour	Professional Attribute	Strategic Purpose
Green	National Heritage	Establishes identity as a 'Son of the Soil' institution.
Red	Operational Vitality	Highlights the bank's energetic drive toward progress.
Black	Formal Authority	Reinforces the security of state-owned status.
White	Ethical Transparency	Signifies clarity in financial services and governance.



C M Y K
90 30 100 20

R G B
0 114 59

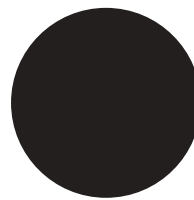
HEX #00723b



C M Y K
0 100 100 15

R G B
206 24 30

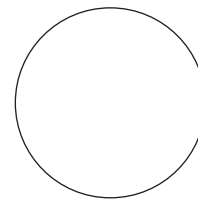
HEX #ce181e



C M Y K
0 0 0 100

R G B
35 31 32

HEX #231f20



C M Y K
0 0 0 0

R G B
255 255 255

HEX #ffffff

Additional Colours

Beyond our primary brand colours, we have curated a selection of secondary accents to enhance our visual identity.



C	M	Y	K
50	0	0	0

R	G	B
109	207	246

HEX #6dcff6



C	M	Y	K
40	0	0	0

R	G	B
167	169	172

HEX #a7a9ac



C	M	Y	K
0	20	70	0

R	G	B
255	205	103

HEX #ffcd67



C	M	Y	K
50	0	100	0

R	G	B
141	198	63

HEX #8dc63f

Visual Standards & Brand Governance / Dos and Don'ts

To maintain integrity, these rules are non-negotiable:

1. **Never stretch or distort the logo.**
2. **Never use BASIC Green/BASIC Red/BASIC Black text on a dark background.**
3. **Never use emojis in formal correspondence** (e.g., loan approvals or legal notices)

Follow all other examples shown here:

To maintain a consistent image across branches from the capital city to rural sub-branches:

- **Logo Usage:** The logo must never be tilted, shadow-effected, or recoloured.
- **Signage:** All physical branches must utilize the guided colour palette on high-visibility lightboxes.
- **The 'Integrity' Shield:** As per the National Integrity Strategy (NIS) of Bangladesh, the brand must visibly communicate its commitment to the Right to Information and Anti-corruption measures.

Use the Logo correctly.

The BASIC Bank PLC. Logo helps to convey the core identity of the brand. Keeping that in mind, here are some examples of ways to use the Logo.

- > Always use the Actual Coloured Logo
- > Use Single/Reverse Coloured Logo following the these guidelines, if necessary.

Please follow the background colour using techniques as shown here:



Dos

Use the Logo correctly.

All elements including shapes and colours together convey the core identity of the brand. Keeping this in mind, please use the logo correctly. Here are some examples of ways not to use the Logo:

Don't use any contradictory background colour/s as mentioned above.

Don't add or displace the logo elements.

Don't enclose a different shape or decorative borders.

Don't add any stroke/glow.

Don't rotate/flip/skew/stretch the logo.

Don't use unspecified colours.

Don't scale/resize the logo disproportionately.

Don'ts



Target Audience

- **Small Entrepreneurs:** The 'engine room' of the Bangladesh economy.
- **The General Public:** Retail depositors seeking maximum deposit security, reliable personal financial services, and the trust associated with a state-owned bank.
- **Corporate Entities:** Larger commercial businesses requiring specialized financial infrastructure, trade finance solutions, and international LC services.
- **Govt. Corporations:** Government corporations seeking comprehensive banking solutions that align with our diverse service portfolio.

Brand Voice & Tone

Our brand is more than a logo; it is a promise. How we speak is just as important as how we look.

In an era of digital volatility, BASIC Bank PLC. stands as the intersection of **human-centric service and technological precision**. We aim to sound like a knowledgeable partner, not a distant bureaucracy.

As a state-owned institution, the voice must be Authoritative, Dependable, and Encouraging.

- **Tone:** Professional and accessible. We speak as a partner to the 'unbanked' and the small entrepreneur while maintaining the formality expected of a national treasury.
- **Language:** Primarily Bengali for mass accessibility (as the 'People's Bank'), with English utilized for international trade and corporate communication.
- **Core Message:** 'Small Scale, Large Impact'. We emphasize that no industry is too small to be the engine of the nation.
- **WE Approach:** Always WE. Not me/not the Bank.

Imagery, Photography and Graphics

- **Subject Matter:** Focus on real people in real-life scenarios homeownership, starting a business, or everyday moments of financial ease.
- **Style:** Natural lighting, high clarity, and authentic expressions. Avoid overly staged 'corporate' stock photography.
- **Product Visuals:** When showing digital apps or cards, use clean, hyper-realistic mockups that highlight the interface and design.

We avoid 'corporate stock' cliches. No handshakes, no golden retrievers, and no piles of coins.
- **Photography:** Focus on **The Result of Wealth**, not the money itself. Show a small business owner opening their doors or a family in their first home. Use natural lighting and candid compositions.
- **Data Visualization:** Graphs should be clean, using Electric Teal to highlight growth. Avoid 3D charts; keep everything flat and legible

Using the **Logo** on an Image

Using the Logo on an Image

While using the Logo on an image, always keep the originality.

If the image/background is white or light coloured, the original logo can be used directly on the image. In case of any other deep coloured image where the logo is not clear, try to make the specific part lighter to keep the logo visible.

The brand suggests no use of the reversed logo on a light-colored image. Reversed colour logo can be used on BASIC-Green, BASIC-Red and BASIC-Black coloured image.



On 4-colour Image

Using the Logo on an Image



On 4-colour Image

Using the Logo on an Image



On Red Colour Image

Using the Logo on an Image



On Green Colour Image

Using the Logo on an Image



On Black Colour Image

Digital & Physical Touchpoints

Digital App

The UI (User Interface) should prioritize speed. Every critical action (transfer, deposit, lock card) must be accessible within two taps.

Physical Branches

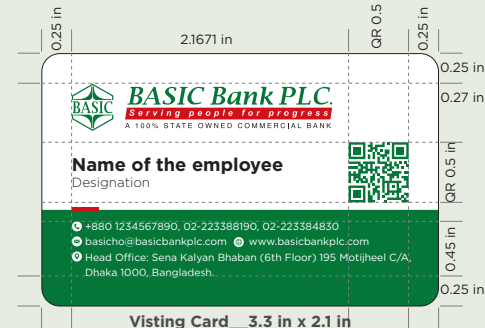
Branches are 'Advice Centres'. They should feel like a high-end library or lounge – minimalist desks, warm wood accents, and open spaces that encourage conversation rather than barriers.

Corporate **Brand** Identity

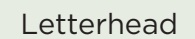
Corporate Brand Identity is the comprehensive visual and sensory manifestation of our Bank's strategic core. It is the tangible translation of the brand's personality into a consistent, recognizable language that shapes public perception.

Beyond our logo, this guideline for Corporate Brand Identity functions as a unified ecosystem designed to ensure every touchpoint – from digital platforms to physical environments – communicates a singular, cohesive story.

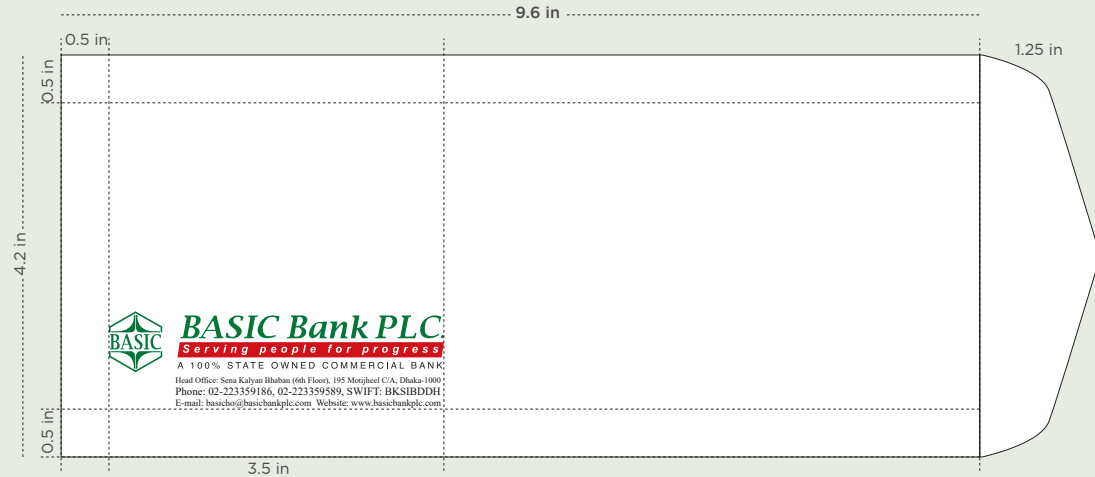
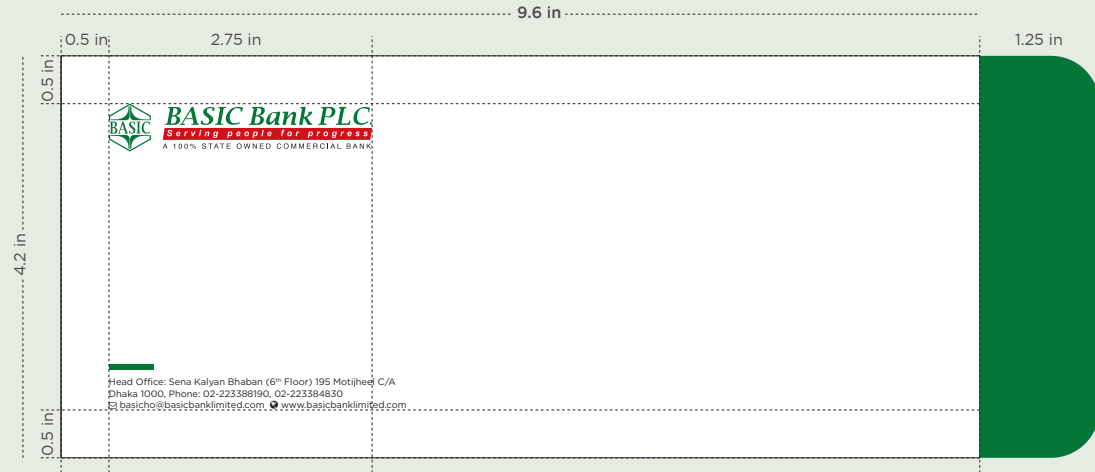
Stationery



Business Card

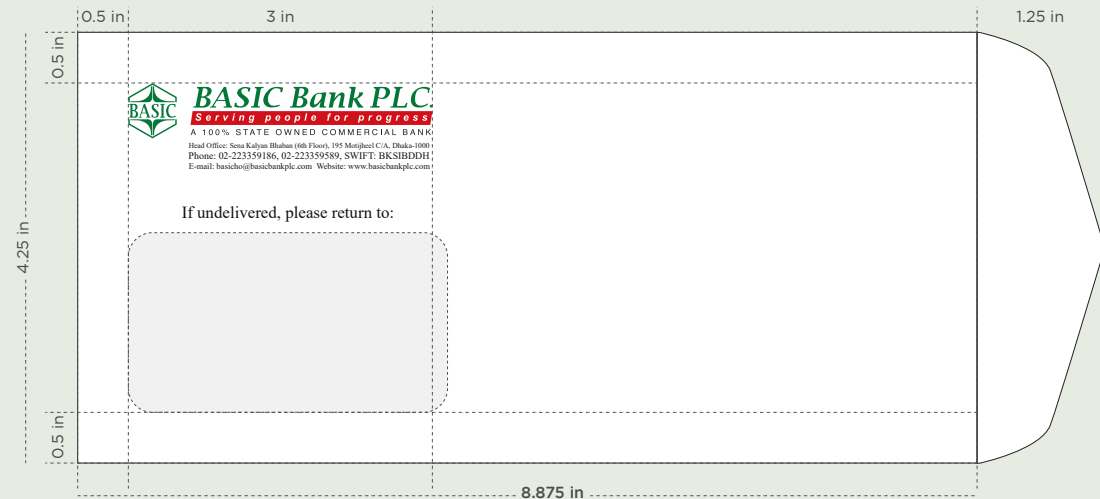


Stationery



Letter Envelope
(White)

Stationery



White Envelope
with Window

Stationery

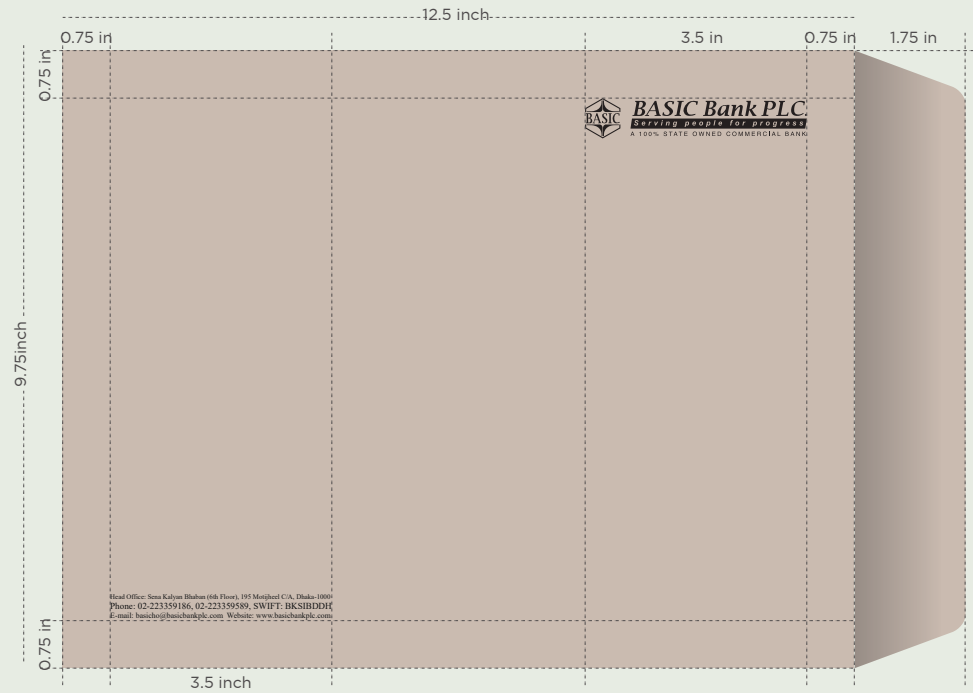


A4 size
Envelope
Khaki



Letter
Envelope
Khaki

Stationery



A4 size
Envelope
Khaki

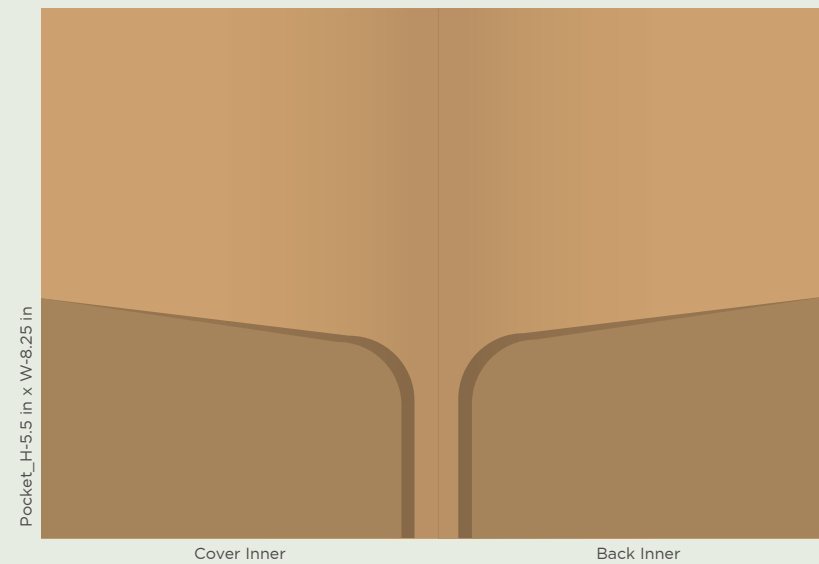


Letter
Envelope
Khaki

Stationery

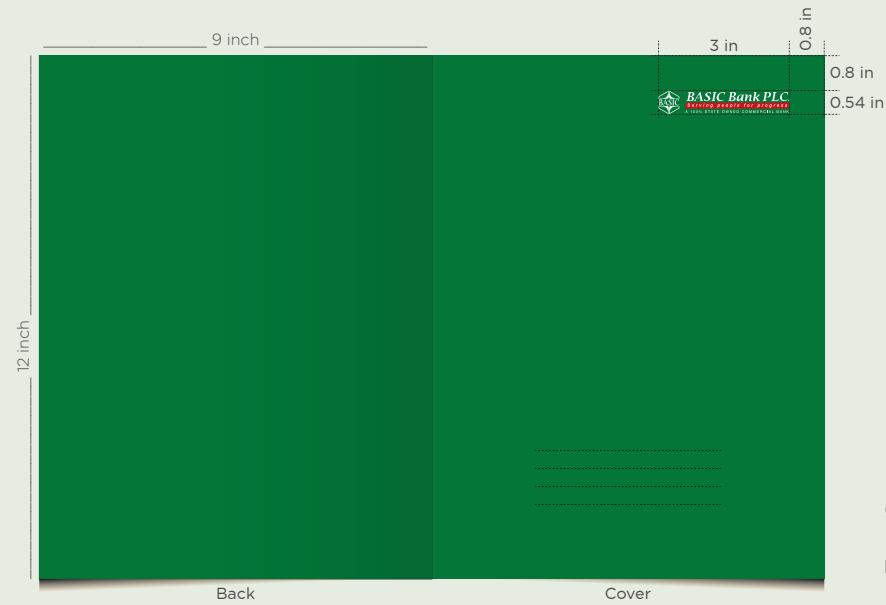


Khaki Colour
File Folder
Front & Back

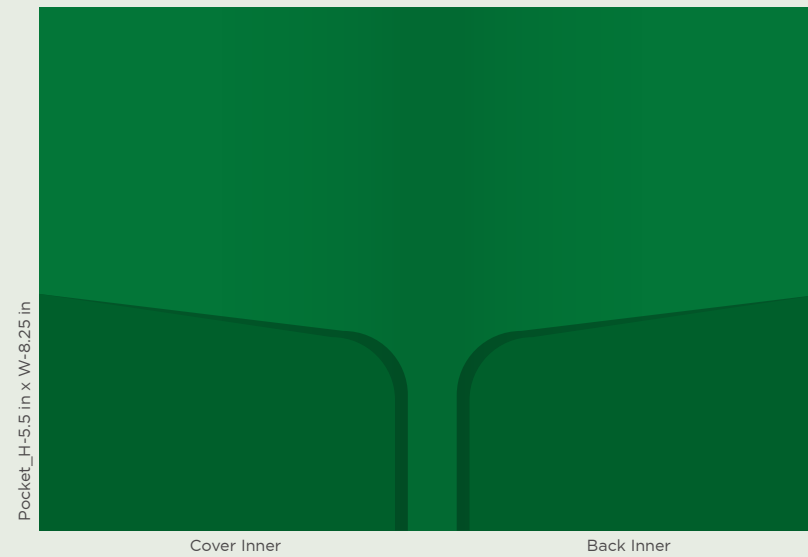


File Folder
Inner

Stationery

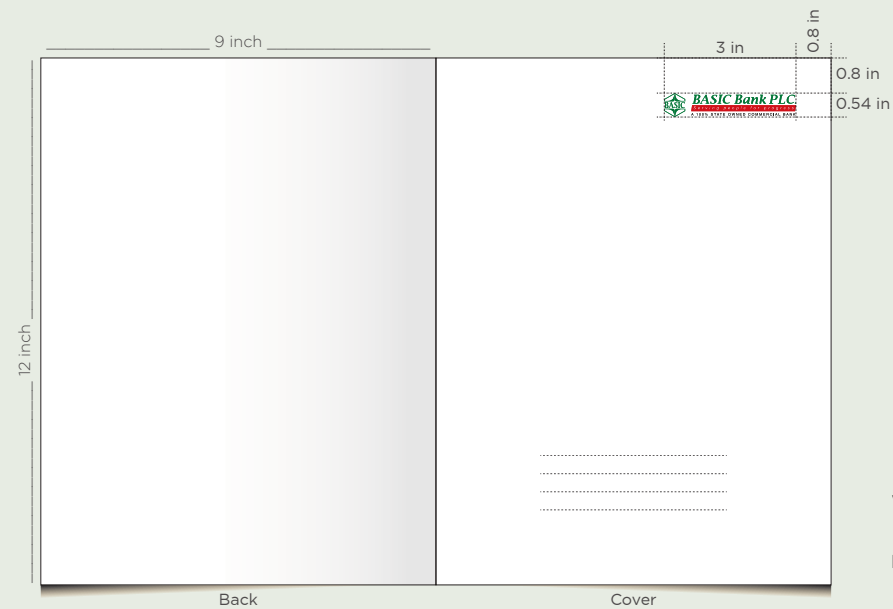


Green Colour
File Folder
Front & Back

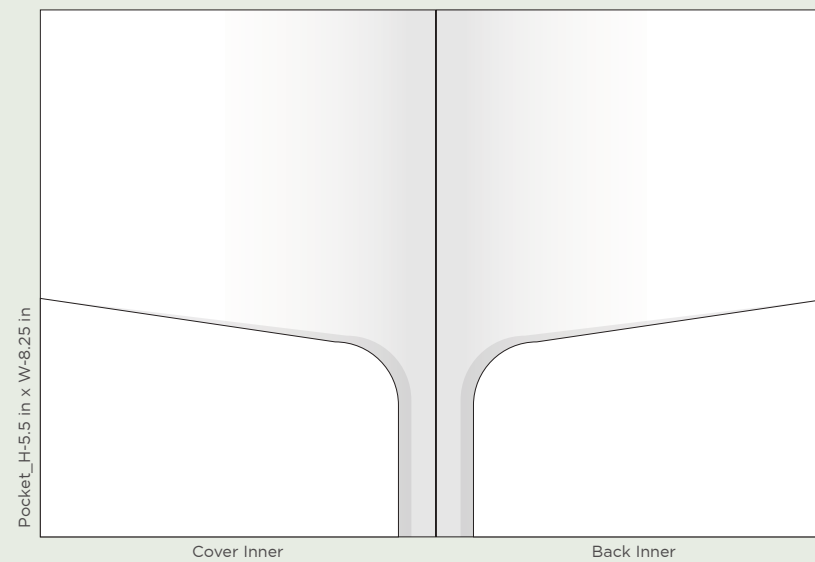


File Folder
Inner

Stationery



White Colour
File Folder
Front & Back



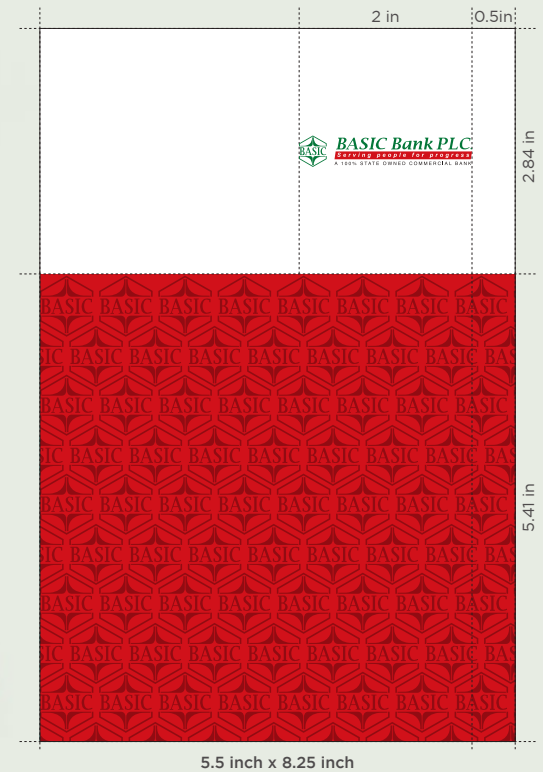
File Folder
Inner

Stationery



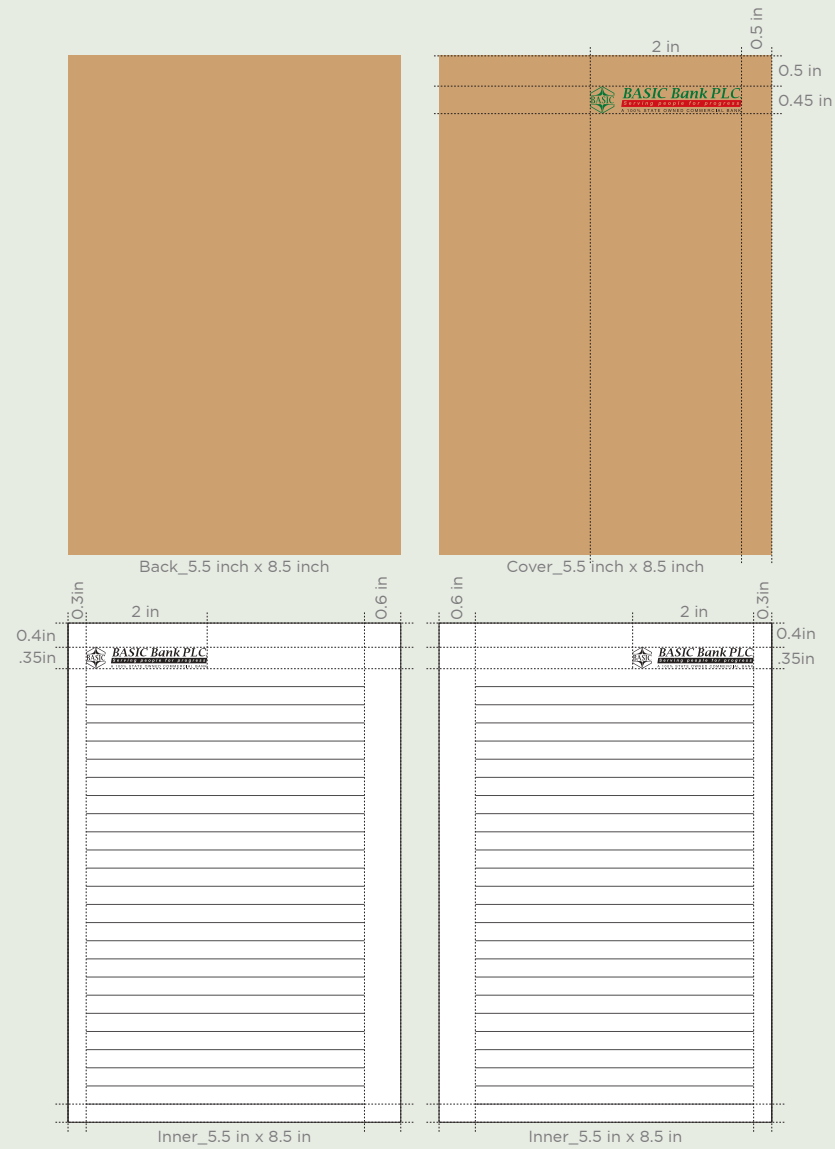
Notebook
Green

Stationery



Notebook
Red

Stationery



Notebook



Stationery

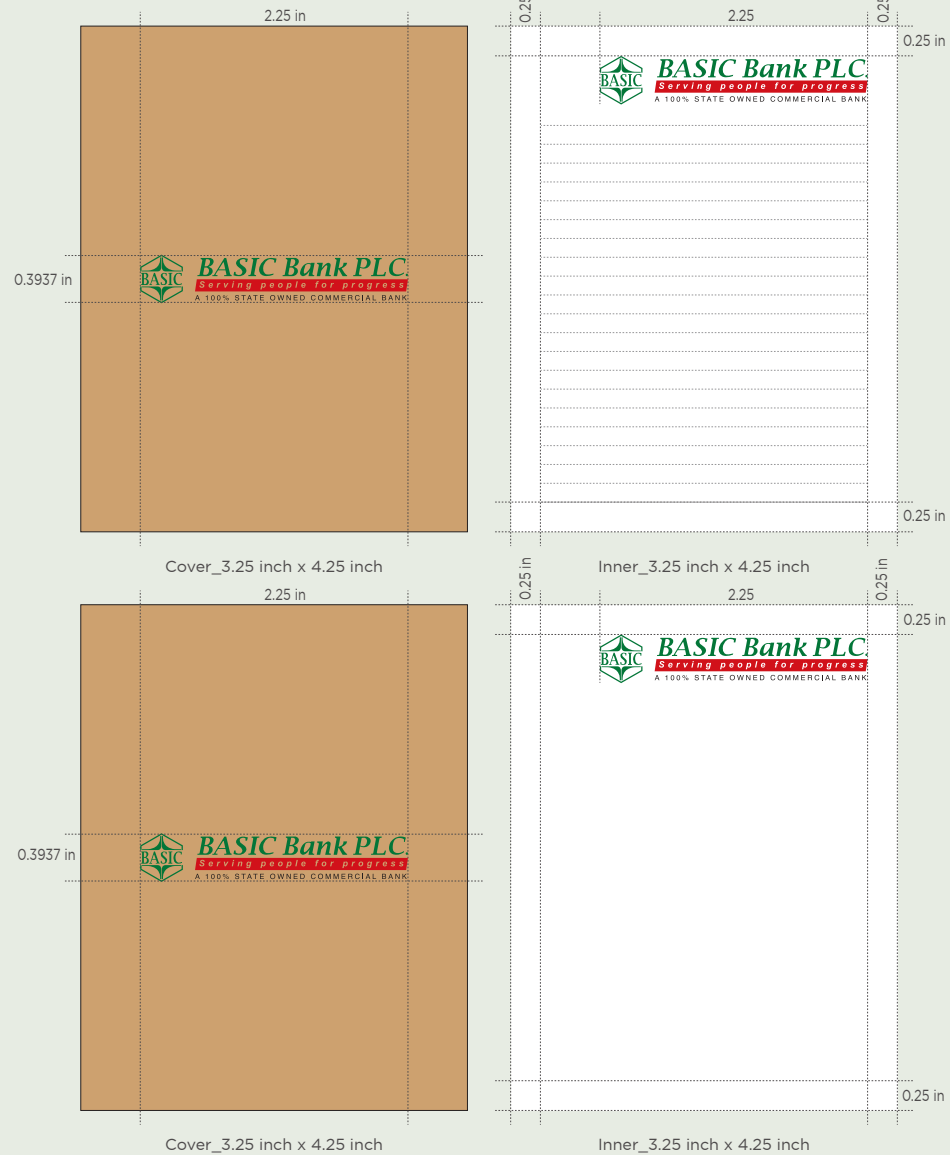
The stationery layout consists of two main components: a brown cover and an inner note sheet. The cover is labeled "Cover_6.87 inch x 9 inch" and features the BASIC Bank PLC logo at the bottom right. The inner note sheet is labeled "Inner_6.87 inch x 9 inch" and contains the following fields:

- Meeting with: _____ Date: _____
- Name: _____
- Company: _____
- Brief Purpose of Conversation: _____
- Topics of Discussion: _____
- Meeting Notes: _____
- Questions: _____
- Takeaway: _____

The BASIC Bank PLC logo is also present at the top right of the inner note sheet. The logo includes the text "BASIC Bank PLC" and "Serving people for progress" with a tagline "A 100% STATE OWNED COMMERCIAL BANK".

Official
Note Sheet

Stationery



Slip Pad

Stationery



ID Card



Stationery



Tissue Box

Stationery



Lapel Pin

Stationery



Lapel Pin

Stationery



Paper Weight

Stationery



Pen

Stationery



Pen Holder

Gift Items



Gift Bag

Gift Items



Mug

Gift Items



Jersey

Gift Items



Jersey

Gift Items



Jacket

Gift Items



Polo Shirt

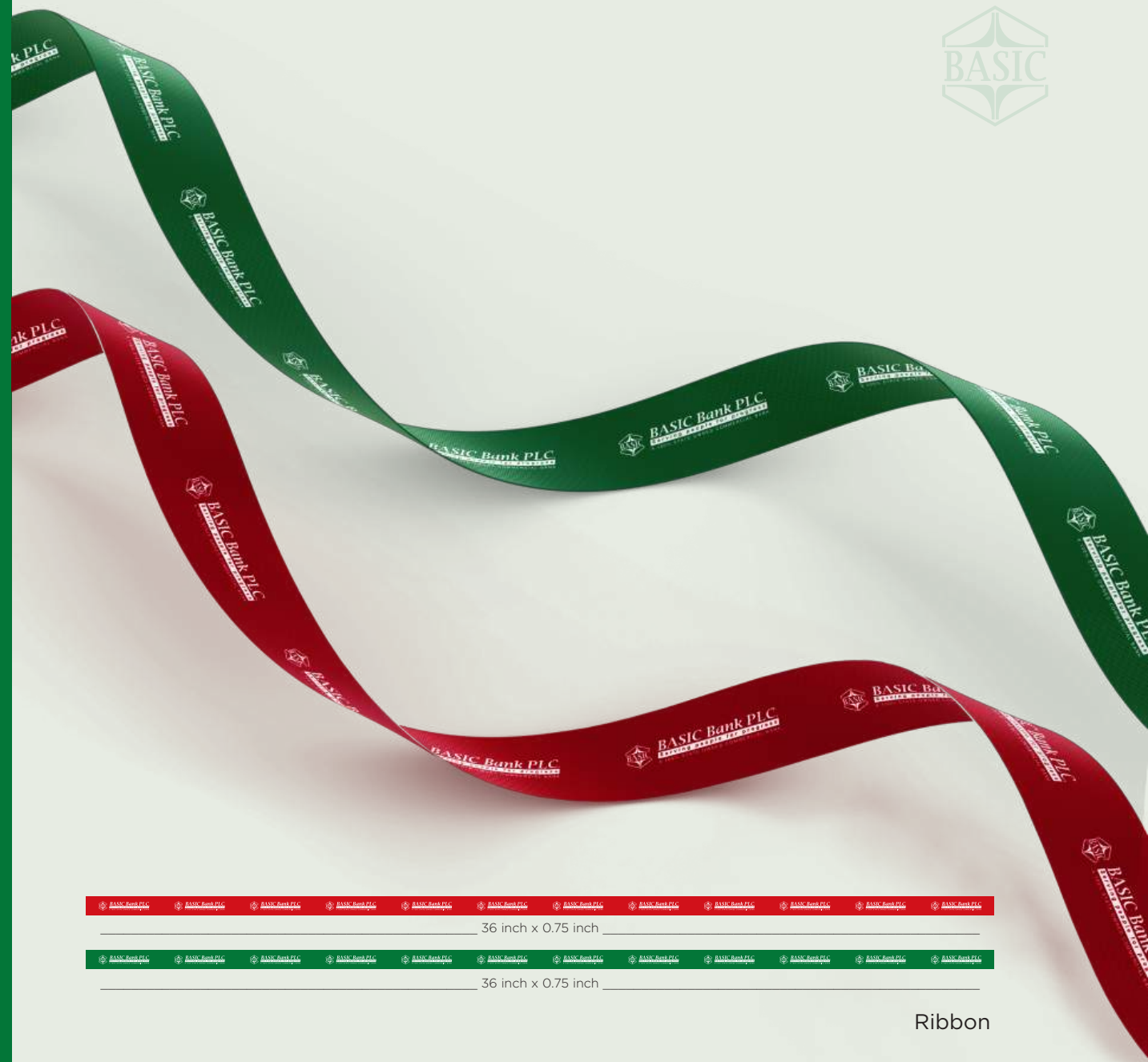
Gift Items



T-shirt

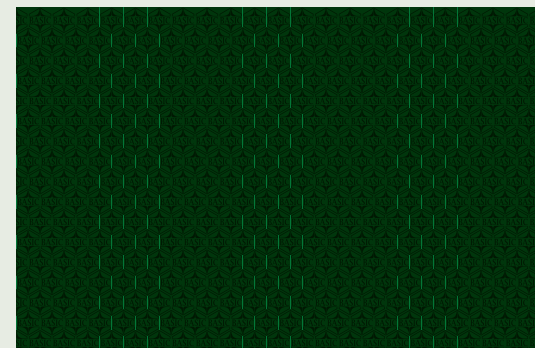


Gift Items



Ribbon

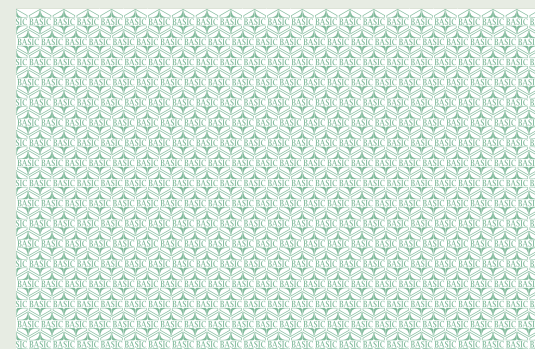
Gift Items



36 in x 23 in



36 in x 23 in



36 in x 23 in

Wrapping Paper

Gift Items



Key Ring

Gift Items



Key Ring

Gift Items



Water Bottle

Different Surfaces



Glass



Acrylic sheet



Glass and Wood



Wood

Debit and credit card designs balance aesthetic sophistication with functional utility. Contemporary trends emphasize minimalist layouts, horizontal orientations, and premium matte or metallic finishes. Sensitive account details frequently shift to the back to enhance privacy. Additionally, integrated EMV chips, contactless payment indicators, and crisp branding elements ensure both swift transaction processing and secure account verification.

Debit and Credit Cards





Chequebook Design Sample

Cover Size_10 in

Logo Size_3.5 in

3.5 in

 **BASIC Bank PLC.**
Serving people for progress
A 100% STATE OWNED COMMERCIAL BANK

A/C No. 10960594474847
MD ALIMURRAHMAN MINTU
CAJ 1661501 CAJ 1661550

Current Account Cheque Book

0.5 in 0.25 in 9.25 in

2.5 in 7.5 in

SAG 8460387

 **BASIC Bank PLC.**
Serving people for progress
A 100% STATE OWNED COMMERCIAL BANK

Date _____
Pay to _____

Bal B/F		
Deposit		
Chq.Amt.		
New Bal		

 **BASIC Bank PLC.**
Serving people for progress
A 100% STATE OWNED COMMERCIAL BANK

Payable at any branch 055270668

DATE
D D M M Y Y Y Y

Pay To _____ Or Bearer

The Sum of Taka _____ Tk

A/C No. 10960594474847
MD ALIMURRAHMAN MINTU

Please Sign Above This Line

84698401 0552605581 012345678911211

Cover Size_10 in



Chequebook Design Sample

Cover Size_10 in

3.5 in

0.5 in

0.25 in

9.25 in

Current Account
Cheque Book

 **BASIC Bank PLC.**
Serving people for progress
A 100% STATE OWNED COMMERCIAL BANK

A/C No. 10960594474847
MD ALIMURRAHMAN MINTU
CAJ 1661501 CAJ 1661550

2.5 in

7.5 in

3.5 in

Cover Size_10 in

SAG 8460387

 **BASIC Bank PLC.**
Serving people for progress
A 100% STATE OWNED COMMERCIAL BANK

Date _____
Pay to _____

Bal B/F		
Deposit		
Chq.Amt.		
New Bal		

 **BASIC Bank PLC.**
Serving people for progress
A 100% STATE OWNED COMMERCIAL BANK

Payable at any branch 055270668

Pay To _____ Or Bearer

The Sum of Taka _____ Tk _____

A/C No. 10960594474847
MD ALIMURRAHMAN MINTU

DATE

Please Sign Above This Line

8469840 055260558 0123456789112

Visual Brand Signage

Visual brand signature is necessary to make an authentic and convincing brand strategy that can be applied uniquely and creatively in all forms of brand communications to both employees and customers. Successful Visual Brand Signature creates a memorable experience for the consumer, encouraging repeat business and boosting the company's economic health. It is a long-term creative solution that can be leveraged by an executive team to showcase their brand's unique personality.

In case of designing a horizontal signage, there will be following rules -

All horizontal signage must utilize the signature Green background. **The reverse Bangla logo, featuring the integrated red band, shall be positioned on the left, adhering to establish clear space requirements.**

The 'Graphical Upward Arrow,' derived from the corporate emblem (masked with a square-shape), **is to be placed from the half of the ground width keeping it left aligned.**

On the right, the authorized **'BASIC Bank PLC.'** wordmark and respective **Branch/Sub-branch designation shall be aligned, maintaining a margin equivalent to half of the initial left-side clear space.**

Visual Brand Signage

Horizontal Signage

Landscape

For horizontal signage, the following ratios can be applied.

If the width of the signage is **10x**, logo width will be **4x**

If the width of the signage is **20x**, logo width will be **8x**

If the width of the signage is **30x**, logo width will be **12x**

The graphical arrow mark derived from the emblem, **will be used as a separator** between the main logo on the left side and the bank's name & address on the right side. **It will be placed keeping left alignment from the centre** (from 5x for 10x width, 10x for 20x width, 15x for 30x width) **of the width**.

The bank's logo, name & address will be placed as per the mentioned grid reference.



Vertical Signage

Landscape

For vertical signage, the following rules can be applied.

The logo Emblem will always get priority; no total logo will be used for the design.

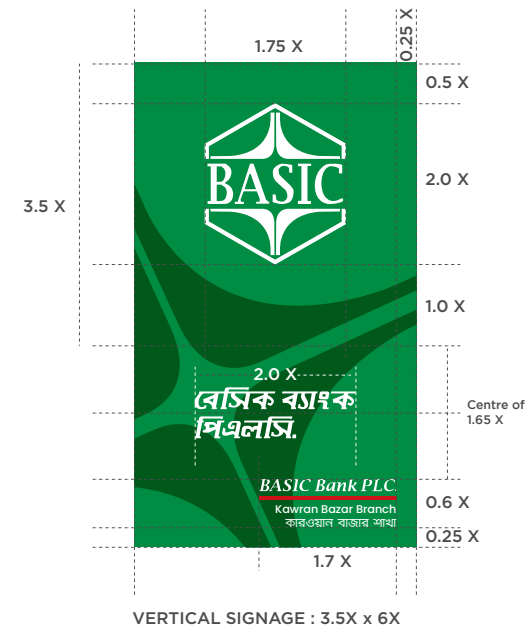
While using the logo emblem, **it's width will be half of the signage width.**

If the width of the signage is **2x**, the emblem width will be **1x**.

And, it will be placed at the centre of the width (same clear space will remain on the both left and right side).

The bank's emblem, name & address will be placed as per the mentioned grid reference.

Visual Brand Signage



Visual Brand Signage



Office Branding

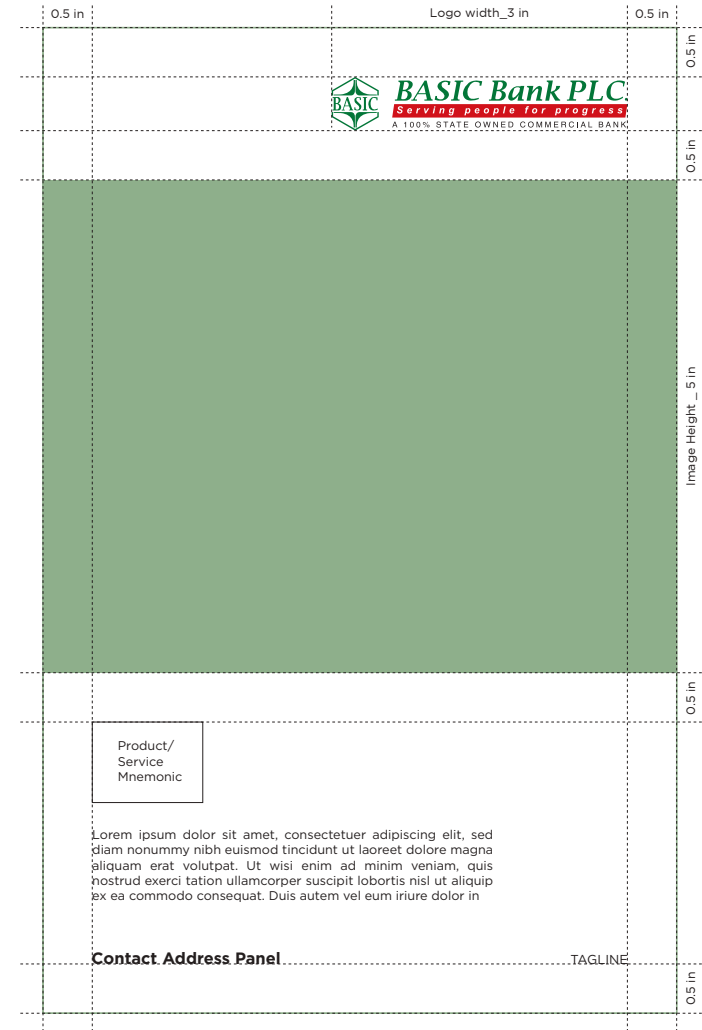


Modular Design

Our modular design refers to a strategic framework where visual and structural elements are treated as independent, interchangeable components (modules). This system allows brand assets to be rearranged and scaled across various platforms – from digital interfaces to physical signage – without compromising aesthetic integrity or functional logic.

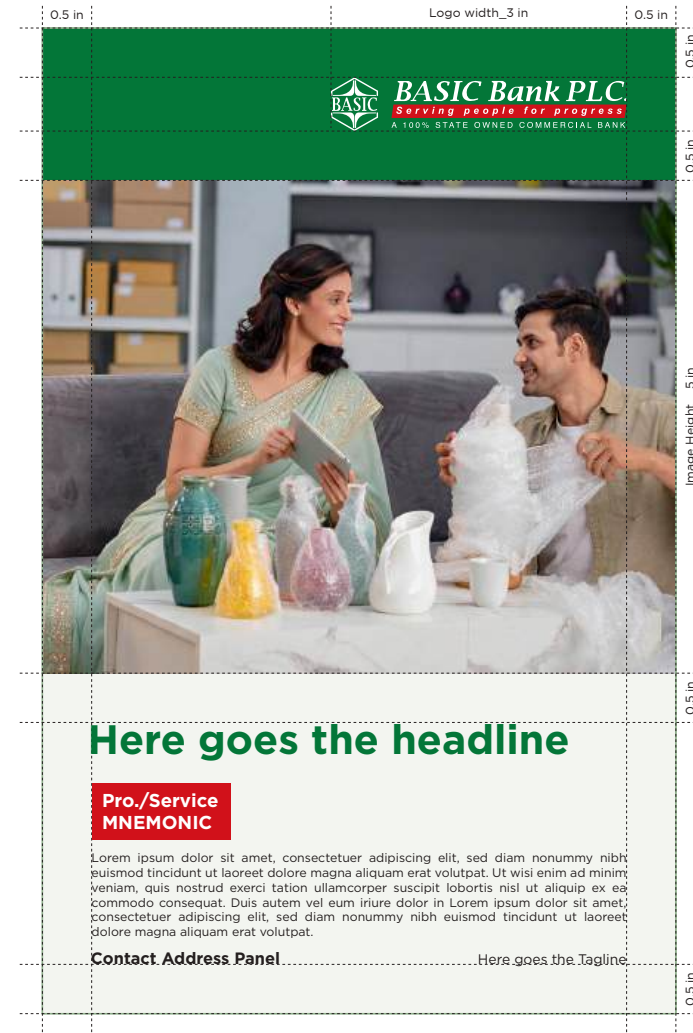
By utilizing a modular approach, the brand ensures:

- **Scalable Consistency:**
Maintains a cohesive identity across diverse formats and screen sizes.
- **Operational Efficiency:**
Accelerates the design process through the reuse of standardized components.
- **Adaptable Versatility:**
Provides the flexibility to evolve layouts and content while adhering to established brand governance.



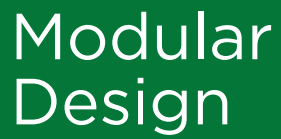
Size: 4 Column X 10 Inch

Modular Design



Size: 4 Column X 10 Inch







Modular Design

Logo width_3.5 in

0.5 in

0.5 in

5 in

0.5 in

0.5 in





Here Goes the Headline

Product/
Service
Mnemonic

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip

Contact Address Panel

TAGLINE

Half Page Press (8 col x 10 inch)

Modular Design



বেসিক ব্যাংক পিএলসি
স্বতন্ত্র রাষ্ট্র শাসিত আর্থনোমিক ব্যাংক



এখানে হেডলাইন বসবে

প্রোডাক্ট/
সেবার
নিম্নোক্ত

এখানে কপি বসবে, এখানে কপি বসবে, এখানে কপি বসবে। এখানে কপি বসবে, এখানে কপি বসবে, এখানে কপি বসবে। এখানে কপি বসবে, এখানে কপি বসবে, এখানে কপি বসবে।
এখানে কপি বসবে, এখানে কপি বসবে, এখানে কপি বসবে। এখানে কপি বসবে, এখানে কপি বসবে, এখানে কপি বসবে। এখানে কপি বসবে, এখানে কপি বসবে, এখানে কপি বসবে।
এখানে কপি বসবে, এখানে কপি বসবে, এখানে কপি বসবে। এখানে কপি বসবে, এখানে কপি বসবে, এখানে কপি বসবে। এখানে কপি বসবে, এখানে কপি বসবে, এখানে কপি বসবে।
এখানে কপি বসবে, এখানে কপি বসবে, এখানে কপি বসবে। এখানে কপি বসবে, এখানে কপি বসবে, এখানে কপি বসবে। এখানে কপি বসবে, এখানে কপি বসবে, এখানে কপি বসবে।

এখানে যোগাযোগের নাম্বার ও ঠিকানা বসবে। এখানে ট্যাগ লাইন বসবে।

Half Page Press (8 col x 10 inch)

Brand Book ■ BASIC Bank PLC.-



A solid red horizontal bar.

Social Identity



Social Identity



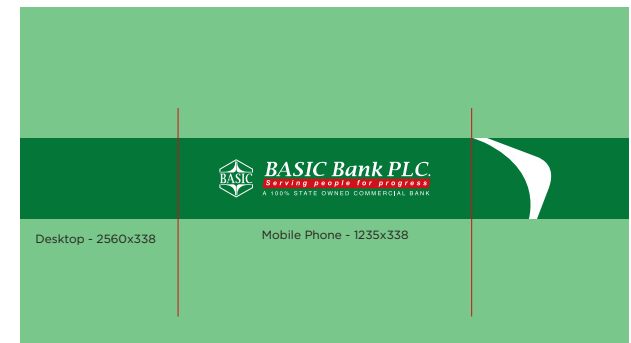
FB Profile - 720 x 720 pixel

Facebook Cover - 820 x 360 pixel



Linkedin Profile - 400 x 400 pixel

Linkedin Cover - 1128 x191 pixel

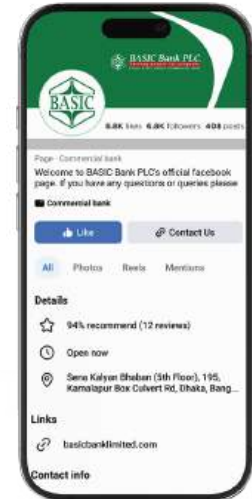


TV Screen - 2560 x 1440

YOUTUBE COVER DESIGN

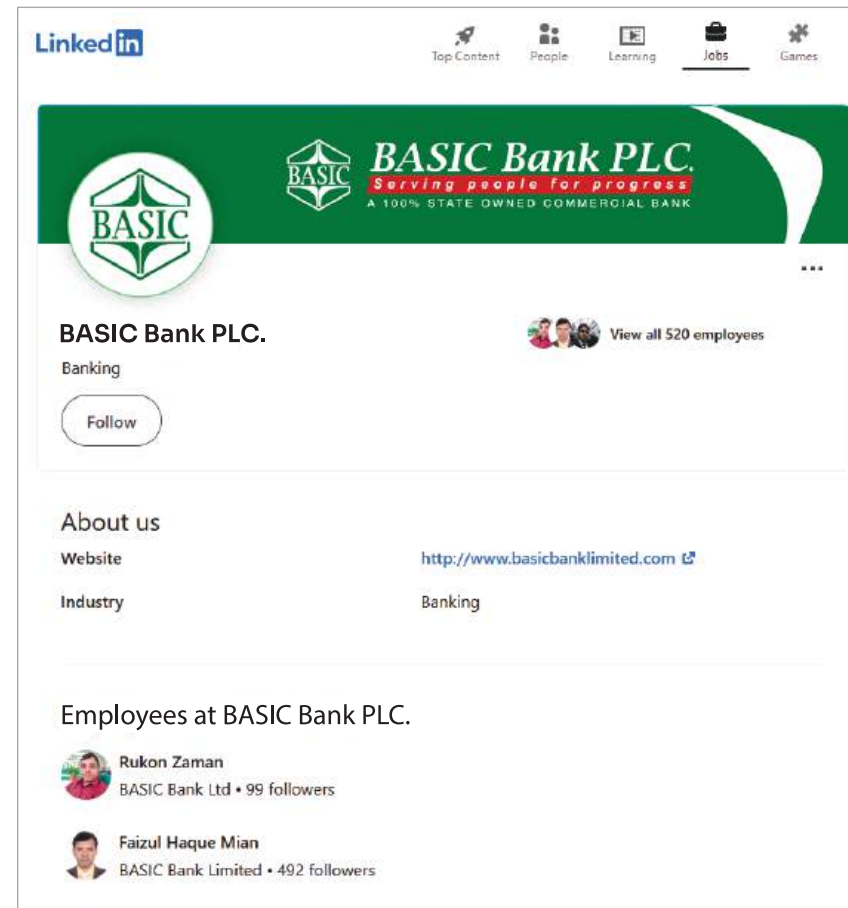


Social Identity





Social Identity



Website Identical Design

Website Identical Design



Website Home Page



Tagline

Serving people for progress

সমৃদ্ধির পথে মানুষের সাথে



—
Type of the
Bank's
Full Name

BASIC Bank PLC.
বেসিক ব্যাংক পিএলসি.

The Typeface

Typeface

Gotham

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9
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A B C 1 2 3

A B C 1 2 3

A B C 1 2 3

A B C 1 2 3

A B C 1 2 3

A B C 1 2 3

A B C 1 2 3

Secondary Typeface

Poppins

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

0 1 2 3 4 5 6 7 8 9

~ ! @ # \$ % ^ & * () { } [] < > ? : " ' | \

A B C 1 2 3

A B C 1 2 3

A B C 1 2 3

A B C 1 2 3

A B C 1 2 3

A B C 1 2 3

A B C 1 2 3

A B C 1 2 3

A B C 1 2 3

A B C 1 2 3

Secondary Typeface

Times New Roman

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm

Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

0 1 2 3 4 5 6 7 8 9

~ ! @ # \$ % ^ & * () { } [] < > ? : “ ” \

A B C 1 2 3

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A B C 1 2 3

A B C 1 2 3

UNBangla-ANSI

আমার সোনার বাংলা
আমি তোমায় ভালোবাসি

০ ১ ২ ৩ ৪ ৫ ৬ ৭ ৮ ৯

অ ই ঈ ১ ২ ৩

অ ই ঈ ১ ২ ৩

Bangla Typeface

SutonnyMJ

আমার সোনার বাংলা
আমি তোমায় ভালোবাসি

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অ ই ঈ ১ ২ ৩

অ ই ঈ ১ ২ ৩

অ ই ঈ ১ ২ ৩

অ ই ঈ ১ ২ ৩

Note: Any other font/s can be used in exceptional cases

Bangla Typeface

Nikosh / NikoshBAN

আমার সোনার বাংলা
আমি তোমায় ভালোবাসি
০ ১ ২ ৩ ৪ ৫ ৬ ৭ ৮ ৯

অ ই ঈ ১ ২ ৩

Note: Any other font/s can be used in exceptional cases

Implementation

This brand book applies to:

- 1. Advertising:** TVC scripts, social media captions, print ads, etc.
- 2. Corporate Assets:** Business cards, letterheads, email signatures, etc.
- 3. Physical Spaces:** Branch signage, ATM interfaces, etc.

By following these guidelines, we maintain a cohesive brand that resonates with trust and professional excellence.

Adherence to the **Identity and Design** Standards is mandatory for all personnel and external partners. It is the responsibility of every stakeholder to ensure all assets comply with the Brand Book to maintain our visual integrity. Third-party access to these standards requires a signed confidentiality agreement with **BASIC Bank PLC**. These principles govern all touchpoints; consistency is essential to preserving the brand's identity.



Designed & Developed by:

expressions
brand & social communication | event & activation