Grameen Telecom

Brand & Visual Style Guide

Brand Identity Manual

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About

On 16 October 1995 Professor Muhammad Yunus formed a new company named as “Grameen Telecom” (GTC) registered as a Not-for-Profit Company, Limited by Guarantee, under Section 28 of the Companies Act, 1994.

GTC is one of the shareholders of the country's leading mobile operator “Grameenphone”, owning 34.20% shares. The primary mandate of GTC is to promote development of tele-communication services in rural areas of the country with a view to eradicate poverty by creating new opportunities for income generation through self-employment with access to modern information and communication based technologies. With this aim GTC has been driving a revolutionary program called “Village Phone”.

Overview

These brand guidelines are designed to ensure a consistent look and tone in all communication.

Each element has a specific role to play, but the magic happens when they are all used together. The following pages will help you to understand our brand, what it stands for and how to express it in the best possible way.

** Images used in this guidebook are subject to copyright, not for any commercial use. A proper photoshoot needed to be published in all digital and print media.*

Logo

01

Logo

The icon of the logo represents connecting people to all around the world. As GTC provided mobile phones among the villagers of the country with Village Phone program. The objectives of the program were to provide easy access to telephone services all over rural Bangladesh. Initiate a new income generating option for the villagers and gradually bring the full potential of the Information revolution to the doorsteps of Villagers (i.e., bringing IT to the Poor). Using telephone as a new weapon against poverty. Since connecting rural areas to the rest of the world brings new opportunities to the rural populations.

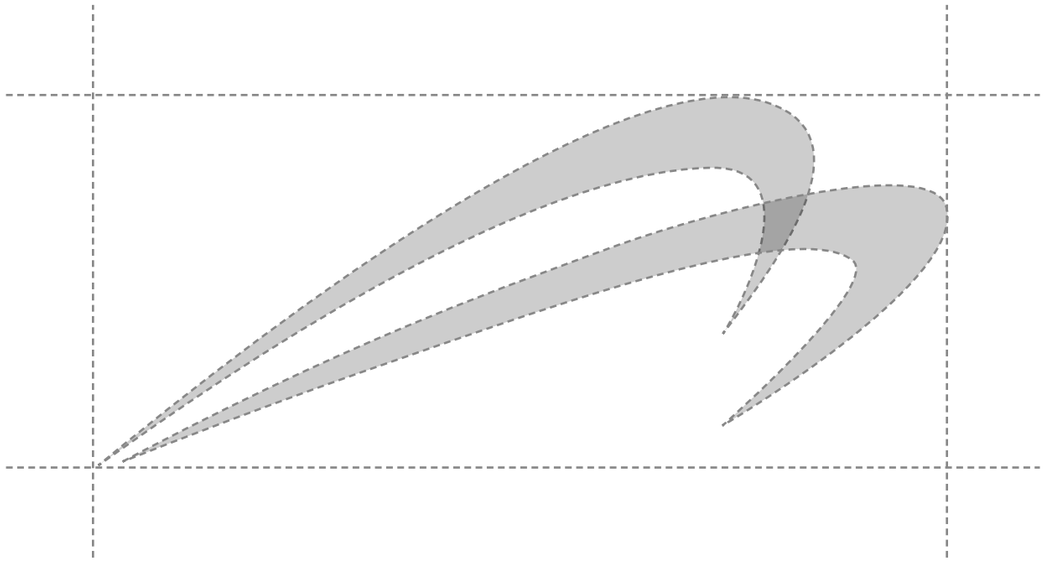
Grameen Telecom

Logo

Logo Bangla

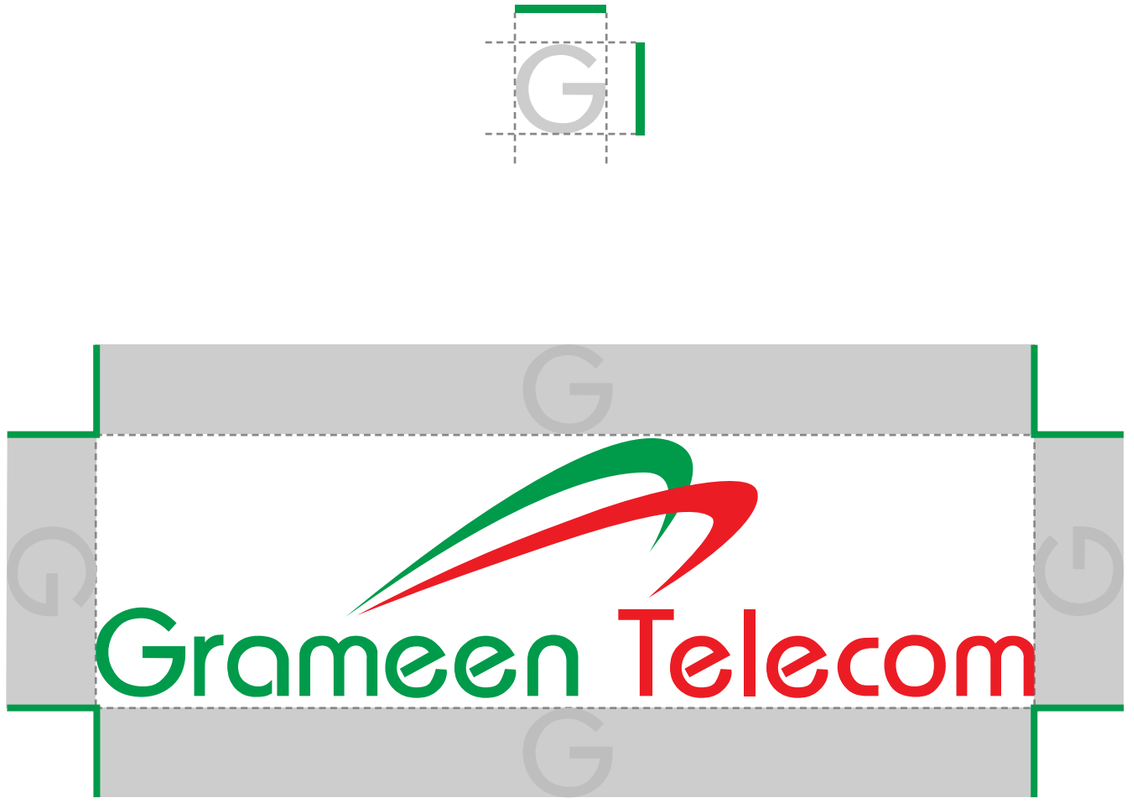
Logo

Structure



Logo

Exclusion zone



Logo

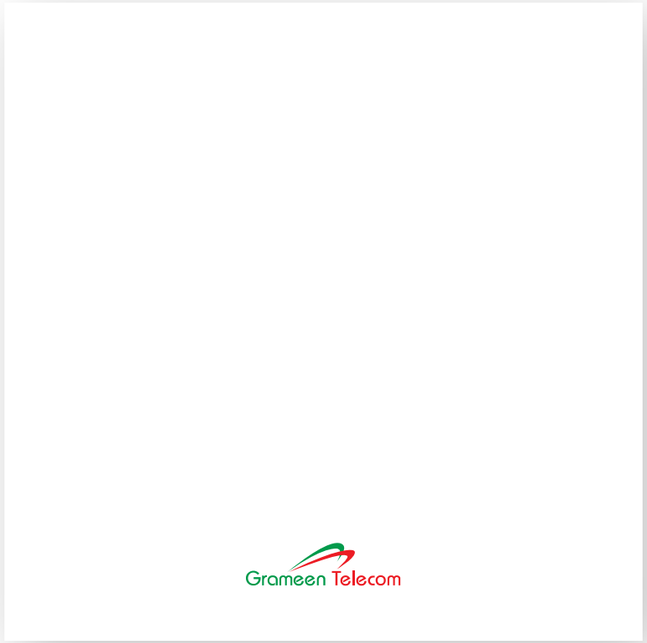
Size

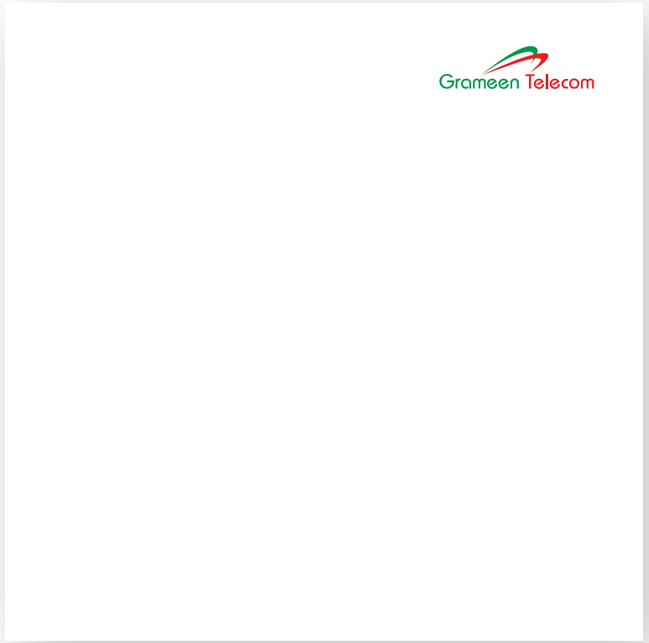
H - 7 mm

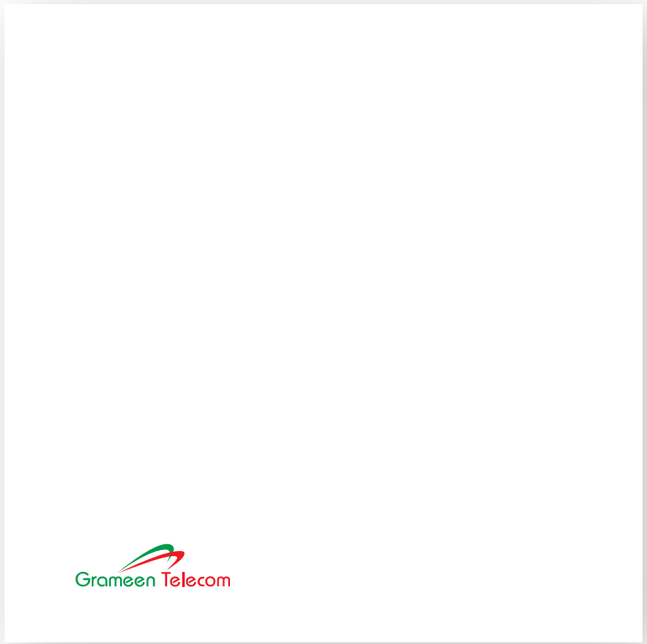
W - 28 mm

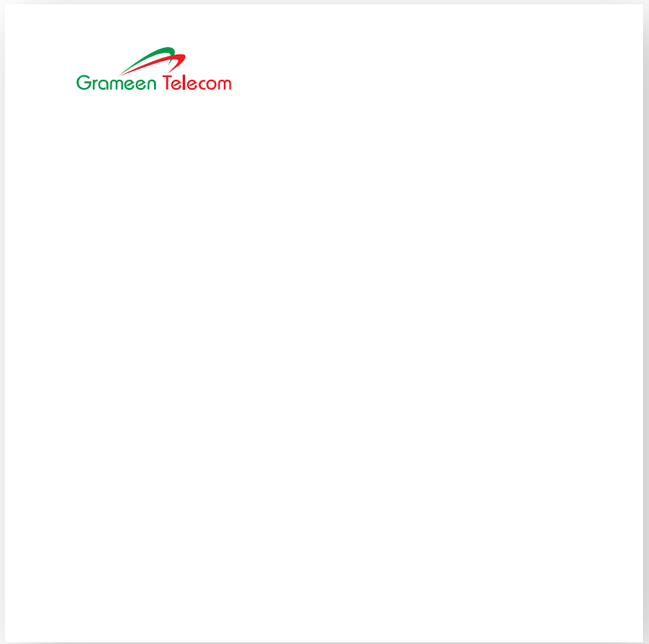
Logo

Placement



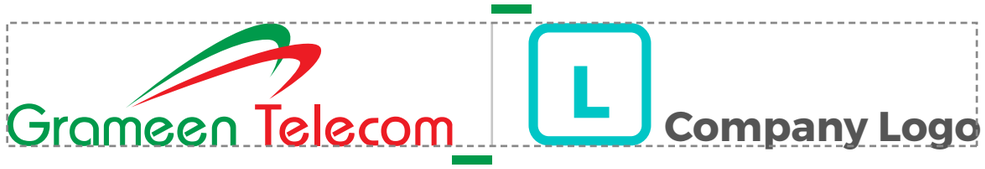






Logo

Lockups

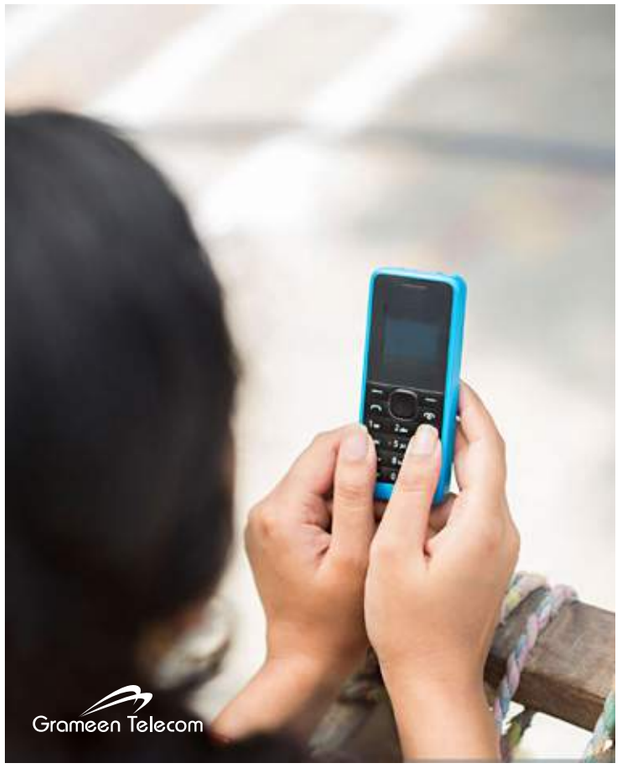


Logo

On solid backgrounds

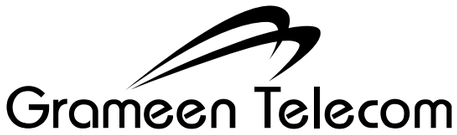
Logo

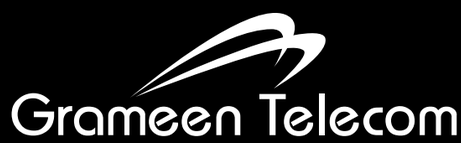
On image



Logo

Monochrome





Logo

Dont’s

Do not change alignment

Do not change icon/text space

Do not squeez

Do not stetch

Do not change keming

Do not transform in anyway

Do not use outline

Do not apply shadow

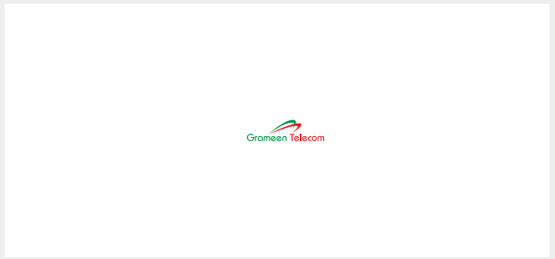
Logo

Dont’s

Do not change typeface

Do not use gradient

Do not apply different brand color



Do not make the logo non-readable

Do not make transparent

Do not use bounding box

Color

02

Color

Primary

RGB

0 154 75

#009A4B

CMYK

87% 15% 100% 0%

RGB

236 28 36

#EC1C24

CMYK

0% 100% 100% 0%

Color

Secondary

RGB

191 192 196

#BFC4C0

CMYK

3% 0% 5% 25%

RGB

138 144 140

#8A908C

CMYK

5% 0% 8% 50%

RGB

236 28 36

#EC1C24

CMYK

0% 100% 100% 0%

RGB

25 53 26

#19351A

CMYK

80% 50% 90% 67%

Typeface

03

Typeface

Font
English

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

Montserrat

- **Regular**
- Ultra Light
- Hairline
- *Thin Italic*
- Light
- **Semi Bold**
- **Bold**
- **Extra Bold**
- **Black**

Montserrat is the primary typeface, used in all communications (English) for Grameen Telecom. It is a modern san-serif font, with a diverse font family with several variations in weight, which is very useful for designs and communication.

Typeface

Weight & Style Direction

About Grameen Telecom

BOLD

On 16 October 1995 Professor Muhammad Yunus formed a new company named as "Grameen Telecom" (GTC) registered as a Not-for-Profit Company, Limited by Guarantee, under Section 28 of the Companies Act, 1994.

SEMI-BOLD

GTC is one of the shareholders of the country's leading mobile operator "Grameenphone", owning 34.20% shares. The primary mandate of GTC is to promote development of tele-communication services in rural areas of the country with a view to eradicate poverty by creating new opportunities for income generation through self-employment with access to modern information and communication-based technologies. With this aim GTC has been driving a revolutionary program called "Village Phone".

REGULAR

Typeface

Font Bangla

অ আ ই ঈ উ ঊ ঋ এ ঐ ও ঔ

ক খ গ ঘ ঙ চ ছ জ ঝ ঞ ট ঠ ড ঢ ণ ত থ দ ধ ন প ফ ব ভ ম য র ল শ ষ স হ ড় ঢ় য় ৎ ং ঃ ঁ

সুতনি এম জে

ইটালিক

রেগুলার

বোল্ড

বোল্ড ইটালিক

SutonyMJ is the primary typeface for bangla, used in all communications (Bangla) for Grameen Telecom.
It is a modern san-serif font, with a diverse font family with several variations in weight, which is very useful for designs and communication.

Typeface

Weight & Style Direction

গ্রামীণ টেলিকম

BOLD

১৬ অক্টোবর ১৯৯৫ সালে অধ্যাপক মুহাম্মদ ইউনূস "গ্রামীণ টেলিকম" নামে একটি নতুন কোম্পানি গঠন করেন যা একটি অলাভজনক কোম্পানি হিসাবে নিবন্ধিত হয় এবং ১৯৯৪ সালের কোম্পানি আইনের ধারা ২৮ এর অধীনে গ্যারান্টি দ্বারা সীমিত।

BOLD-ITALIC

গ্রামীণ টেলিকম দেশের শীর্ষস্থানীয় মোবাইল অপারেটর "গ্রামীণফোন" এর শেয়ারহোল্ডারদের একজন, যার ৩৪.২০% শেয়ার রয়েছে। আধুনিক তথ্য ও যোগাযোগ ভিত্তিক প্রযুক্তিতে প্রবেশের মাধ্যমে স্ব-কর্মসংস্থানের মাধ্যমে আয়ের নতুন সুযোগ তৈরি করে দারিদ্র্য দূর করার লক্ষ্যে দেশের গ্রামীণ অঞ্চলে টেলি-যোগাযোগ পরিষেবার উন্নয়নকে উন্নীত করা জিটিসির প্রাথমিক লক্ষ্য। এই লক্ষ্যে জিটিসি "পল্লী ফোন" নামে একটি বিপ্লবী কার্যক্রম পরিচালনা করছে।

REGULAR

Stationery

04

Stationery

Business card

Stationery

Letterhead

Stationery

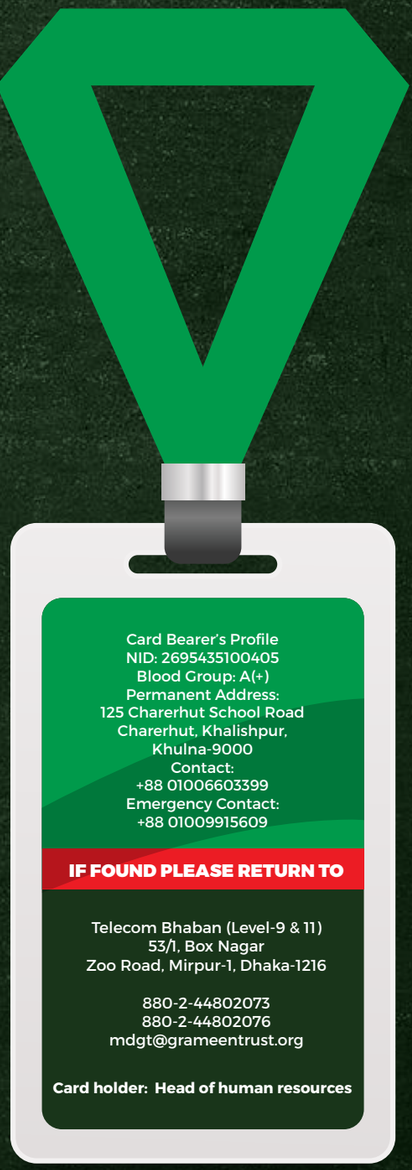
Envelope (Letter)

Stationery

Envelope (A4)

Stationery

ID card



Stationery

Notebook

Brand Styleguide

Coms

05

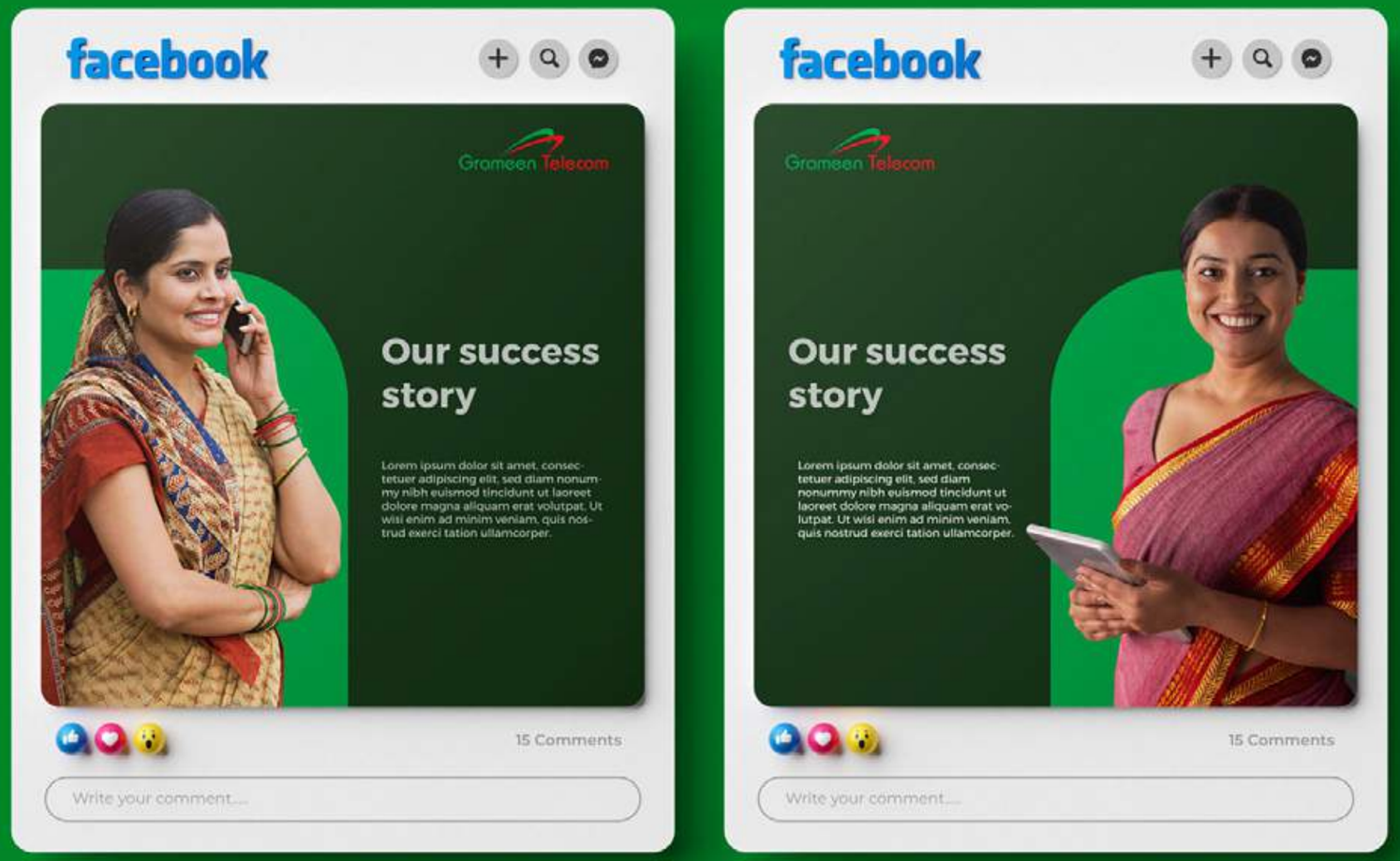
Coms template

PPT

Brand Styleguide

Coms template

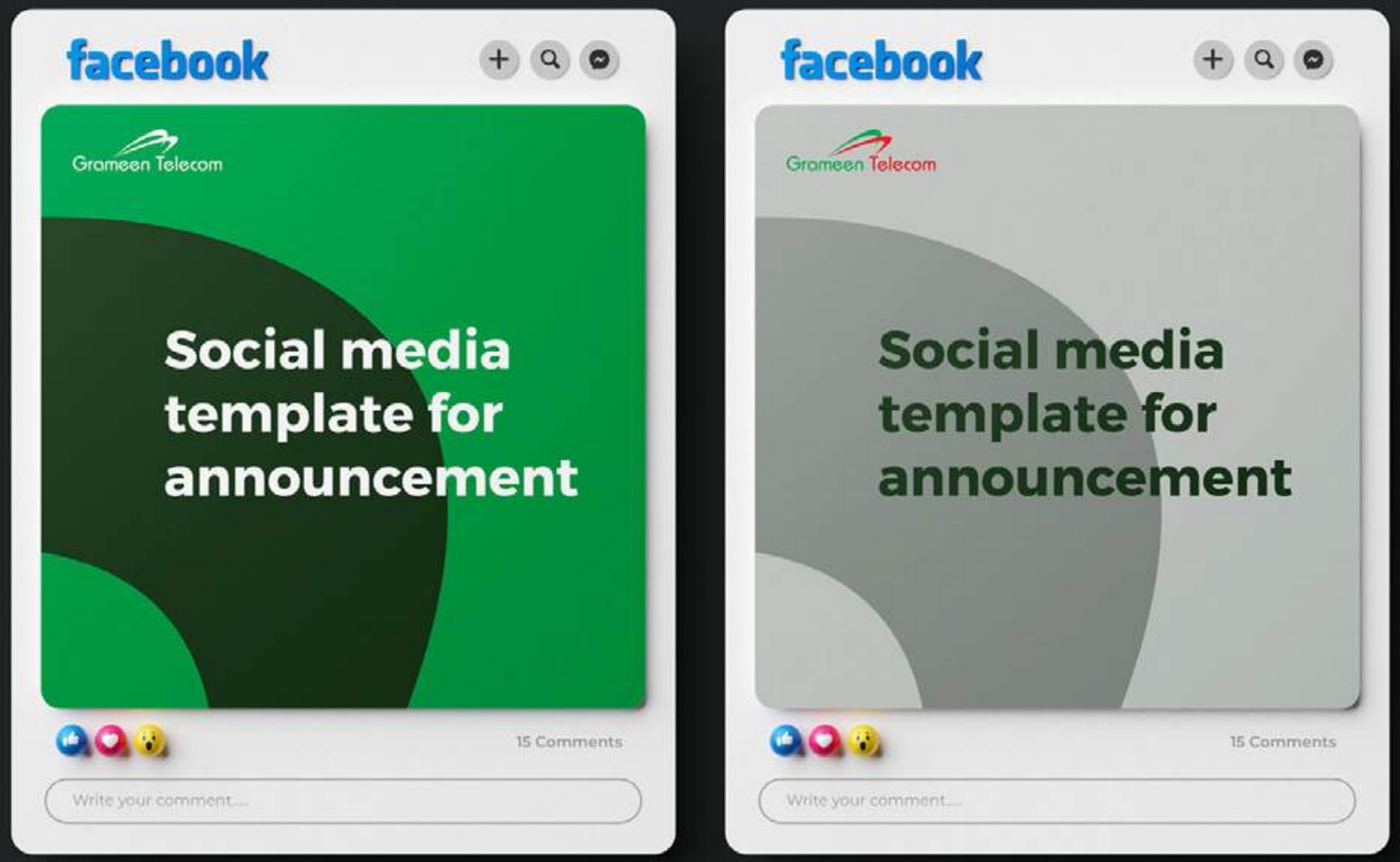
Social media template



Success Story

Coms template

Social media template



Announcement

Coms template

Social media template

Brand Styleguide

Quote

Coms template

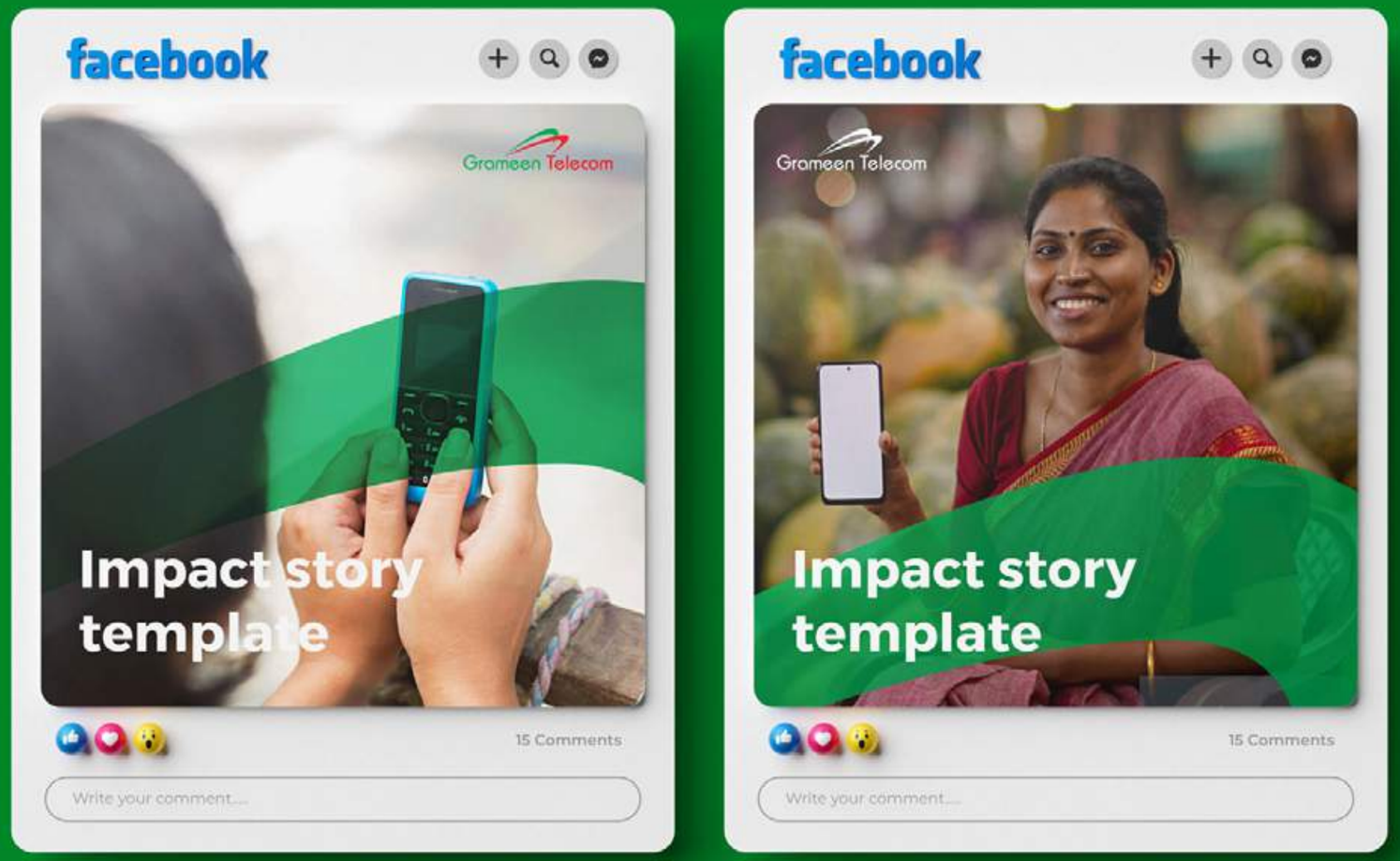
Social media template

Brand Styleguide

Press Release

Coms template

Social media template



Impact Story templates

Coms template

Social media template

Brand Styleguide

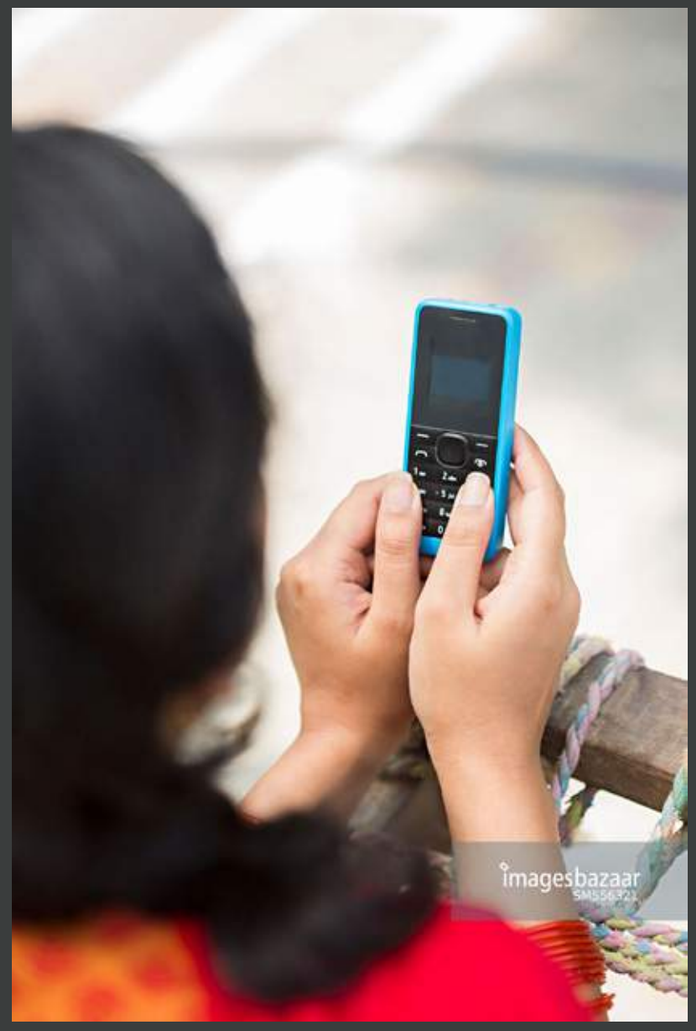
General Templates

Coms template

Social media header

Coms template

Imagery



Thank you