

Brand Guidelines



ওয়েভ ফাউন্ডেশন

WAVE FOUNDATION

Together for Better Life



Welcome to WAVE Foundation

WAVE Foundation emerged as a Civil Society Organization in 1990. Since its establishment, the organization has been implementing multifaceted activities for the socio-economic development of the poor and marginalized as well as the establishment of universal human rights and good governance. Besides, the organization is conducting issue-based policy advocacy and campaigns. WAVE is driven by its motto “Together for Better Life” towards the vision of establishing a “A Just and Prosperous Society”. WAVE has organized its programs into 3 major domains –

- 1) Sustainable Livelihood
- 2) Governance and Rights
- 3) Social Development & Climate Resilience

It is now working directly with more than 17 million people all over the country and making significant contributions to the realization of the country’s development plan and the achievement of the sustainable development goals.

WAVE believes Brand Guidelines establish clear rules for how an organization should be represented, from how a logo should be used to which fonts serve a particular purpose. It communicates a variety of things about the brand, both internally to the organization as well as externally to the stakeholders and general public. In this backdrop, WAVE has adopted Brand Guidelines as a resource for everyone to understand how to represent our brand.



Content

Our Identity	4	Applying the Identity	18
Vision	5	Letterhead	19
Mission	5	Envelop	20
Our Values	5	Business Card	22
Identity Elements	6	Identity Card	23
Symbol and Logotype	7	Banner	24
Clear Space	8	Annual Report	25
Minimum Logo size	9	Promotional Items	26
Usage with backgrounds	10	Photography & Video	29
Showcase of Bad Logo	11	Website & Social Media	30
Used Colours	12	Sign	31
Typefaces	13	Email Signature	34
Typefaces	14	Contact	35
Employee use	15		
Corporate/Agency Font	16		
Web font	17		





Our Identity

1



Index

Vision

A Just and Prosperous Society

Mission

WAVE Foundation promotes rights and entitlement of the people. Organization's priority is to include the poor and marginalized people in the development interventions towards sustainable livelihood, empowerment, equality, democratic governance and climate resilience.

Our Values

Integrity: We demonstrate our integrity through our commitment, honesty and work.

Mutual respect: We hold mutual respect irrespective of position, age, gender, ethnicity and religion.

Accountability: We demonstrate accountability and fairness by abiding rules and policies at work.

Professionalism: We acknowledge professionalism at all aspects of work and life.

Teamwork: Besides our individual responsibilities we work in team to perform tasks.





Identity Elements **2**


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.



[Download Our Logo](#)

Clear Space

Clear space is the area that is required around the outside of our logo. It must be kept free of other graphic elements such as headlines, text, images and the outside edge of materials. The minimum required clear space for the logo is defined by the measurement "X" as shown. This measurement is equal to the height of the letter "X" in the word mark. X height should be measured on WAVE Foundation logo grey icon 



Minimum Logo size

The WAVE Foundation logo is restricted minimum height to 14 mm height for printed production and 40 pixels height for digital platform. Violating this standard compromises the integrity and legibility of the logo.

Print Production

Height: 14 mm
Width: As per proportion



Digital Production

Height: 40 px
Width: As per proportion



Usage with backgrounds

The WAVE Foundation Color logo should be used on white, light Gray & other convenient colour backgrounds ensuring proper visibilities. While the white WAVE Foundation logo should be used only on approved brand colors and on imagery where the logo is clear and unobstructed. Sometimes in different cases, where our logo is not highlighted into background color then we will use one single color logo like Green, Ash, Black as per below references. WAVE Foundation does not allow multi color logo on different background. For better view please have a look on the bad logo usages section.



Showcase of Bad Logo

WAVE Foundation **strictly prohibits** use of below example logo sample.



ওয়েভ ফাউন্ডেশন
WAVE FOUNDATION
Together for Better Life



Used Colours

Primary Colours:

WAVE Foundation uses 2 primary colours green & assh black.

Green



HEX #72BE44
RGB 114, 190, 68
CMYK 60, 00, 100, 00

Assh Black



HEX #818182
RGB 129, 129, 130
CMYK 52, 43, 42, 7

Secondary Colours:

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

Midnight Blue



HEX #00447C
RGB 0, 68, 124
CMYK 100, 57, 0, 40

Black Carbon



HEX #414042
RGB 65, 64, 66
CMYK 0, 0, 0, 90





Typefaces

3



Index

Typefaces

We have a family of three fonts, each with very specific usages. Together, they represent a modern brand while being optimized for ease-of-use and implementation across our organization.

Arial: Employee use

Helvetica: Corporate/agency font

Roboto: Web font

The priority for our written communications is that our copy and messaging is easy for our audiences to read and understand. For this reason:

Use treatments like “ALL CAPS”, italics and bold selectively and make sure the use aligns with the style of your creative and messaging.

Ensure your headlines and content have proper grammar and punctuation throughout.

Ensure any copy/text over an image or background has proper contrast and is legible (or readable for those who use digital readers).

In terms of arranging text, all used font must not exceed -20 kerning.



Employee use

Arial is the font for all-employee use. Because Arial is a standard system font, it is already available to employees and easily readable by people outside of the Organization.

Who uses Arial?

All employees should use Arial for their day-to-day work.

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

abcdefghijklm
nopqrstuvwxyz

1234567890

\$?&%@!#*()=



Corporate/Agency Font

Helvetica is the font used across our logos and in official marketing assets. Its elegance and differentiation can be seen best in large format assets such as signage, billboards & Print materials.

Who uses Helvetica?

Helvetica Neue is limited to internal or external teams/agencies who create marketing assets for campaigns, product launches and events.

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890
\$?&%@!#*()=**



Web font

Roboto is a font optimized for digital and responsive platforms. It is similar to Replica except it has a simplicity that makes it ideal for small, dense text.

Who uses Roboto?

Internal or external teams who create web/digital assets that use live/dynamic text.

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789
\$?&%@!#*()=

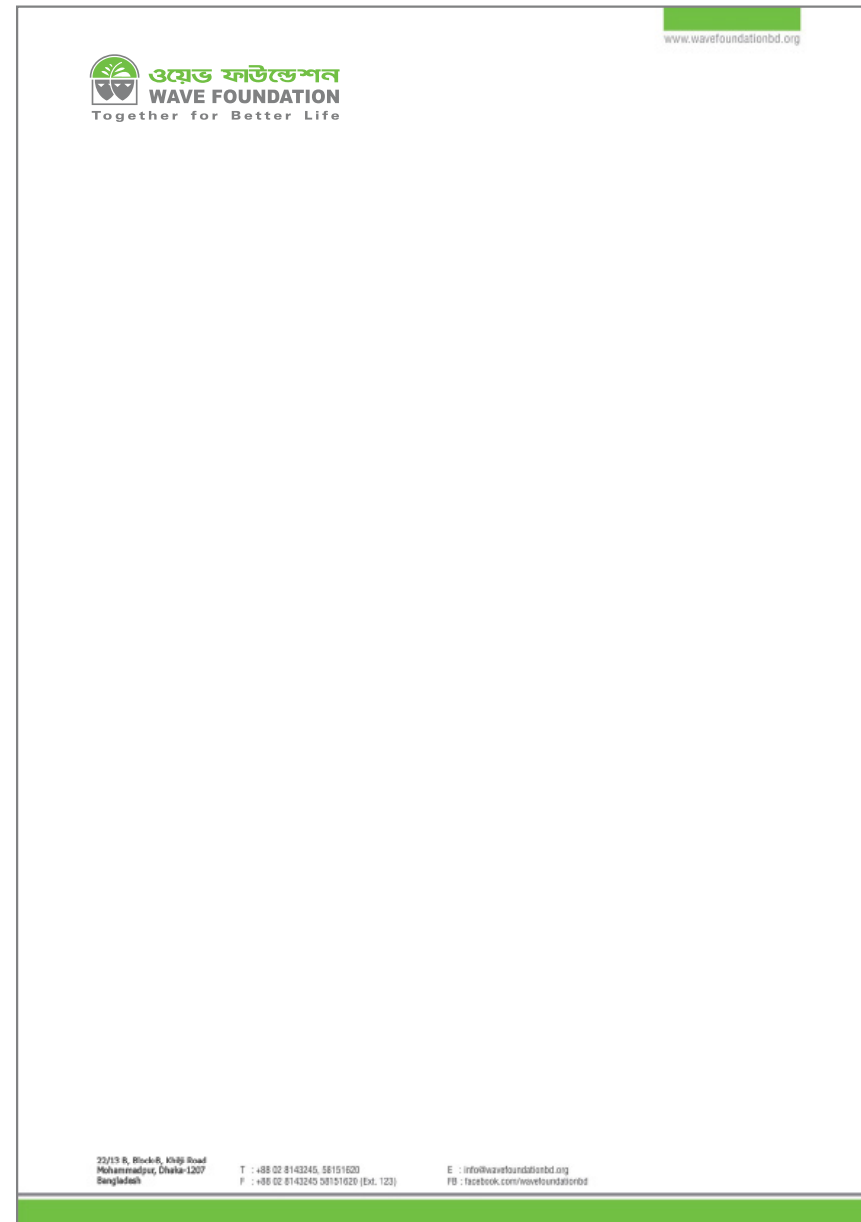




Applying the Identity **4**

Letterhead

Letterhead templates should be used only for specified official purpose. WAVE Foundation does not allow other letterhead template.



Letterhead template
example

Envelope

Envelope templates should be used for specified official purpose. WAVE Foundation does not allow other envelope templates. Please follow our 4 types of official envelope.

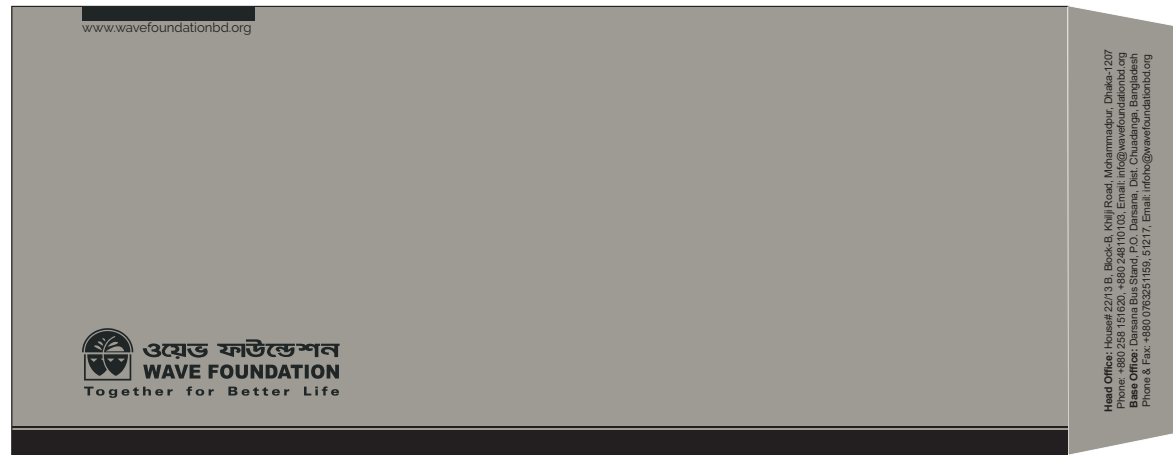


A4 Size Envelope
White Formate

A4 Size Envelope
Brown Color Formate



Envelope



DL Envelope
Brown color Formate



DL Envelope
White Formate



Business Card

WAVE Foundation does not allowed other business card template.
Please follow our official business card template.

Front Side

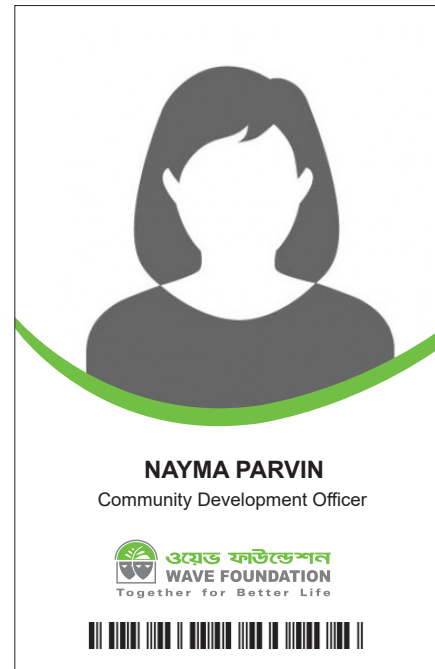


Back Side

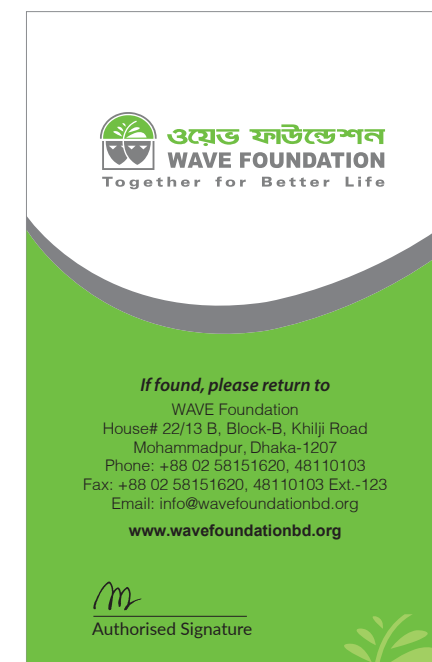


Identity Card

Employee Format

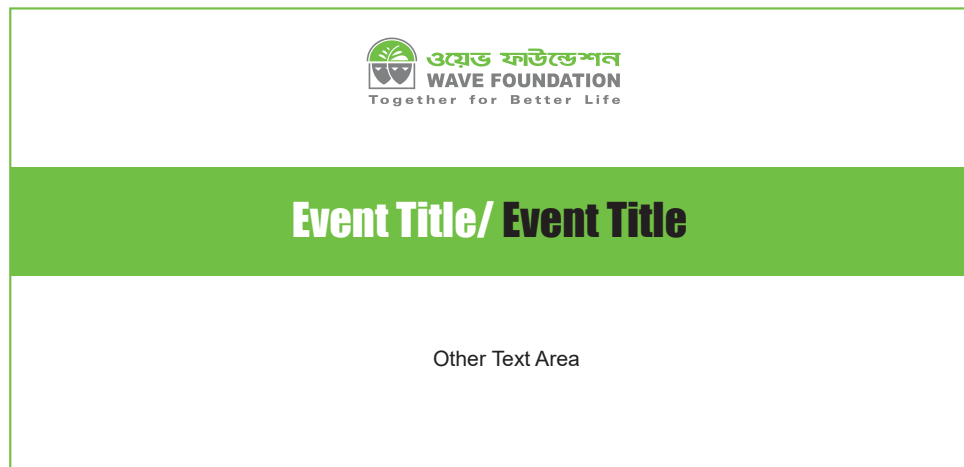


Visitor Format

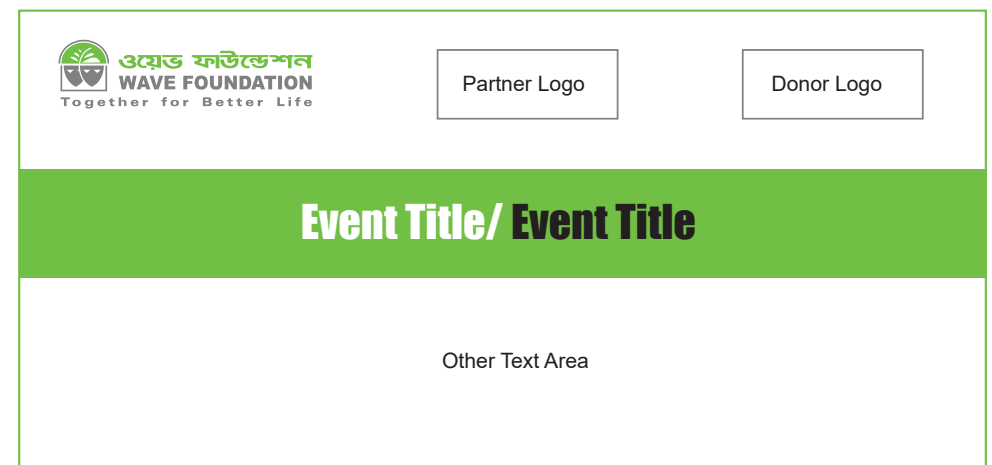


Banner

The logo will be placed at the center top of the banner (following logo guideline). In case of using with other logos, WAVE's logo will be used on left top corner.



Banner Sample Without Partner logo



Banner Sample With Partner logo

Annual Report Cover

The placement of logo for the annual report will follow the guidelines ensuring proper visibility. For print paper, normally we use 300gsm for the cover and 170gsm for the body pages. The stock (Images, Graphic Element etc) where possible should be from reliable sources.



Promotional Items

Cap



Umbrella



Backpack



Mug



Volunteer Vest



Promotional Items

T-Shirt



Promotional Items

Wall Clock



Pen



Bag



Mask



Pen Drive



Photography, Video & Voice

Photography

WAVE uses **bright, fresh** and **energetic** imagery to relate to our people with authenticity and humanity. In the photo, the logo placement needs to be wide and away from the edge of every photo following the guidelines.

Video

Our videos will represent our visual identity and will communicate the our brand and personality. We should align our style, themes & stories with our vision, mission and values. Like the photo logo layout, the placement of the logo needs to be followed for the video.

Voice

Our voice is anchored in our purpose. Through voice we connect with our people — the words we choose, the rhythm, tone and punctuation.



Website & Social Media

The visual content for Social Media and Website will be on-point and on-brand following the guideline every time we post and upload i.e. placements of the logo in photos and videos.



Channels: Online (WAVE website), social media (twitter, facebook, youtube, Instagram, LinkedIn) embed in HTML (email campaigns), blogs etc.



Sign Sample

WAVE Foundation follows same formate sign in the **Head Office**.



Sign Sample

WAVE Foundation follows same formate sign in the **Unit office**.


 ওয়েভ ফাউন্ডেশন WAVE FOUNDATION Together for Better Life	
ইউনিট অফিস	
সমিতির নাম	
গ্রাম	
ইউনিয়ন/পৌরসভা	
www.wavefoundationbd.org	

Completed signboard: Unit Office
Size 12"x12"


 ওয়েভ ফাউন্ডেশন WAVE FOUNDATION Together for Better Life	
ইউনিট অফিস	
সমিতির নাম	
গ্রাম	
ইউনিয়ন/পৌরসভা	
www.wavefoundationbd.org	

Sign Sample

WAVE Foundation follows same formate Sign in the **Region & Area Office.**




ওয়েভ ফাউন্ডেশন
WAVE FOUNDATION
Together for Better Life




ইউনিট ও এরিয়া অফিস
মুক্তিপাড়া, চুয়াডাঙ্গা

পিকেএসএফ এর আর্থিক সহযোগিতায় ক্ষুদ্রঋণ কার্যক্রম পরিচালিত



ওয়েভ ফাউন্ডেশন
WAVE FOUNDATION
Together for Better Life



ইউনিট ও এরিয়া অফিস
মুক্তিপাড়া, চুয়াডাঙ্গা

পিকেএসএফ এর আর্থিক সহযোগিতায় ক্ষুদ্রঋণ কার্যক্রম পরিচালিত

Email Signature

WAVE Foundation follows below email signature formate.


Signature text must follow **Arial Font** family and font size should be **10 pt** (Regular Font). The first line's (Name, Designation, Program, Project or Division name) font size should be **11 pt** whereas **Name** should be in bold font. Also WAVE logo banner size and length have to be followed as below.

Please use 11 pt bold font

Name | Designation | Program or Project or Division name

M: + 88010000000 | E: xxxxx@wavefoundationbd.org

WAVE Foundation Head Office | 22/13 B, Block-B, Khilji Road, Mohammadpur, Dhaka-1207, Bangladesh
T: +880258951620, +88028143245 | Web: www.wavefoundationbd | FB: facebook.com/wavefoundationbd

 **ওয়েভ ফাউন্ডেশন**
WAVE FOUNDATION
Together for Better Life

Please use 11 pt regular font

Please use 10 pt regular font

Logo Banner must not cross this line

[Downalod Signature Footer image](#)

Contact

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

Communications and Knowledge Managment Division

WAVE Foundation
House# 22/13 B, Block-B, Khilji Road
Mohammadpur, Dhaka-1207, Bangladesh
T: +880 258 151620, +880 248110103
E: info@wavefoundationbd.org





ওয়েভ ফাউন্ডেশন
WAVE FOUNDATION
Together for Better Life



- ✉ House- 22/13 B, Block-B, Khilji Road
Mohammadpur, Dhaka-1207, Bangladesh
- 📍 +880 258 151620, +880 248110103
- 🌐 info@wavefoundationbd.org

- 📘 [wavefoundationbd](#)
- 🐦 [foundation_wave](#)
- 📺 [wavefoundationbd](#)
- 🌐 [wave-foundation-bd](#)