



Brand Guidelines

2024

THE BRAND VOICE



**Noyli is New
and
Trendsetting,
Pertinent and
Desirable.**

Organisational Descriptor

Noyli group is the destination of her valuable customers to provide authentic products and services through innovative empathetic approach. Noyli believes simplicity in all aspects of manufacturing, trends and partnerships. Noyli group believes in inclusive sustainable growth by prioritizing sustainable culture, blending heritage. Noyli products are not only provides comfort but also pleases the eyes. Noyli values people, community and culture. Empowering people in any positive way is the ultimate concern of Noyli.

Noyli Group in one sentence

Noyli is an innovative platform to provide fair inclusive opportunities to all in an effective manner which blends moral integrity with latest trends.

Our Vision

Our Noyli model, which is based on a sustainable vision, values the heritage of Bangladesh culture and stimulates creativity and excellence.

Core Values

Sustainability
Morality
Creativity
Effectiveness

Our Personality

Visionary
Gallant
FAIR
Uncompromising to
Dignity

Brand Essence

Unveiling the Core Essence of Our Brand: Going
Beyond the Ordinary



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.

Exclusion zone

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

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



- 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 33mm. 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.

Symbol and Logotype Usage

The Noyli logotype, when used in colour, should always be in Magenta. However, there needs to be some flexibility with the usage to suit various purposes and applications. We recommend to follow the following guidelines to ensure that the logotype still stands out without compromising the brand integrity.



- 1 The logotype should appear in magenta, wherever possible.



- 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.



- 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.



- 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.



- 5 The logotype should always reverse white out of a colour image, that has a dark or 'busy' colourful background.



- 8 If the logotype is placed onto a pale colour image a black logotype may also be used.



- 3 When the logotype cannot be used in the corporate magenta, due to budget etc., the logotype should appear in black, when on white.



- 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.

Visionary Gallant FAIR

Incorrect Logo Usage

1. Do not separate the logo



2. Do not alter or ungroup the logo in any way



3. Do not scale or distort the logo



4. Do not use multiple logos or use the logo in a repeating pattern



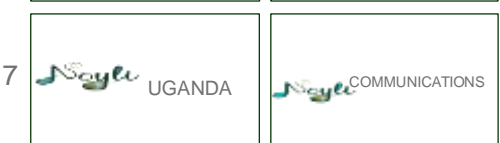
5. Do not rotate or tilt the logo



6. Do not substitute any colors of the logo or have multiple colors within the logo



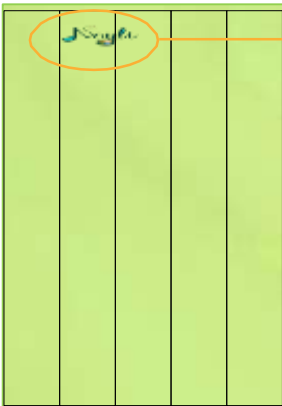
7. Do not use country name or programme name next to the NOYLI logo



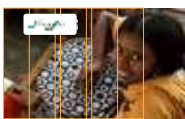
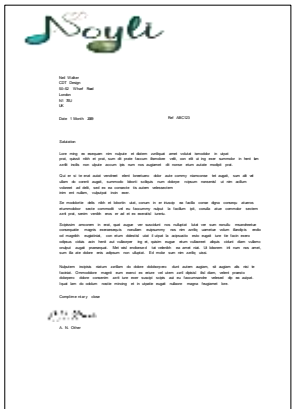
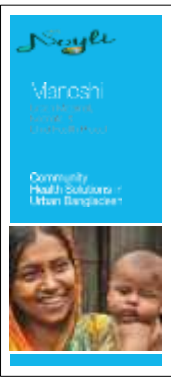
Logo Placement

Off-Centred

Off-centred placement of the logo is always recommended



Front Covers (includes Annual reports, Country Brochures, Programme Brochures, Advertisements, One pages, Cards, Envelopes etc.)



Centred

In few cases the logo may be placed in the centre



Colours (Pantone, CMYK and RGB code)

Primary Colour

Tea Green	
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Process system		RGB system	
Cyan	0.13	R	223
green	100	G	255
Yellow	0.25	B	192
Black	0		

Our core colour is magenta and the chosen magenta is at 100%

Secondary Colours

Pantone 7405C	
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Process s ystem		RGB system	
Cyan	0	R	236
Magenta	11	G	194
Yellow	97	B	0
Black	2		

Pantone 298C	
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Process s ystem		RGB system	
Cyan	67	R	61
Magenta	2	G	183
Yellow	0	B	228
Black	0		

Pantone 137C	
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Process s ystem		RGB system	
Cyan	0	R	255
Magenta	46	G	161
Yellow	100	B	0
Black	0		

Pantone 3298C	
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Process s ystem		RGB system	
Cyan	100	R	0
Magenta	0	G	113
Yellow	57	B	97
Black	42		

Pantone 381C	
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Process s ystem		RGB system	
Cyan	20	R	201
Magenta	0	G	214
Yellow	91	B	0
Black	0		

Pantone 235C	
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Process s ystem		RGB system	
Cyan	5	R	151
Magenta	100	G	0
Yellow	0	B	94
Black	40		

Pantone 2593C	
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Process s ystem		RGB system	
Cyan	67	R	128
Magenta	92	G	55
Yellow	0	B	155
Black	0		

Pantone Cool Gray11C	
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Process s ystem		RGB system	
Cyan	0	R	77
Magenta	2	G	79
Yellow	0	B	83
Black	68		

Typefaces

Primary Typeface

Helvetica Neue

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 (.,:;!@£\$%&*?"')
Helvetica Neue (OTF) 45 Light

Headline

Helvetica Neue 95 Black
65 Medium/Bold

Subheads

Helvetica Neue 55 Roman/ Bold

Introductions

Helvetica Neue 55 Roman
Helvetica Neue 35 thin

Bodycopy

Helvetica Neue 45 light
Helvetica Neue 35 thin

Footnotes

Helvetica Neue 45 light

Web Typeface

Times New Roman 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 Times New Roman size 11 and for Bengali the preferred font is SutonnyMJ size 13

Default Typeface

Times New Roman

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 (.,:;!@£\$%&*?"')
Arial Regular

Headline

Times New Roman Black

Subheads

Times New Roman Bold

Introductions

Times New Roman
Regular/ *Italic*

Bodycopy

Times New Roman
Regular

Footnotes

Times New RomanRegular

Visual/ Photography guideline

Our images can represent us to the world at a glance. We want our visual identity to reflect our personality, our values and how we make an impact on the world. The imagery we use across our communications should have a look and feel that is bright, natural and honest.

Key images should fall into one of these categories:

1. 'Engaging' (the reader)
2. 'Engaged' (the subject in the image)



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



General featured images will focus on individuals, families, communities – primarily programme members. General images should show action – the subject is engaged.



Circular Theme

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



All images should capture the NOYLI brand essence – 'realising potential'

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.

Segmenting & Signature Images

We should categorise images by location/programme/work i.e. Bangladesh key images, Education key images, Food Security key images so that an image/communication becomes instantly recognisable and associated with NOYLI.



Program



Education



Food Security

Guidance

Contact the Communications team if you want to use an image but are unsure whether it is brand compliant or not. Email at <branding@noyli.com> and we can advise you further.


Image Bank

The NOYLI image bank can be accessed from <gallery.brac.net>. After choosing your image, send request to <gallery@noyli.com> with chosen image file name.

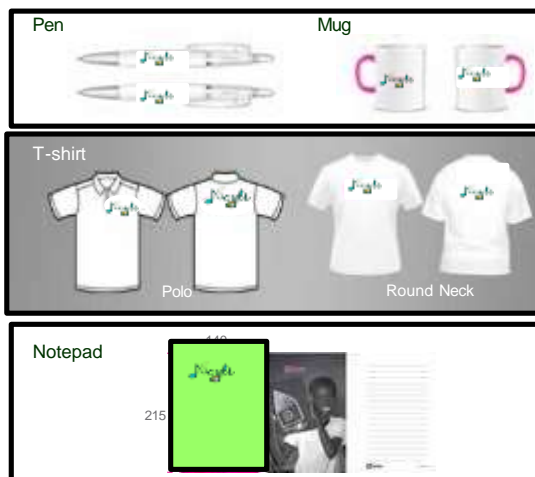
Identity Application

(measurements in millimetres)


Instructions for printing on NOYLI letterhead sheets (pre-printed pad)

40mm margin	 <p>40mm margin from top edge</p>	20mm margin
	<p>Dear All,</p> <p>Please adjust the following on your page setup option on your PC before printing.</p> <p>Font and Font Size</p> <p>a. For Bengali, always use font SutonnyMJ with a font size of 13 points</p> <p>b. For English, always use font Arial with a font size of 11 points</p> <p>Thanks.</p>	
	<p>Noyli Gulshan link road,a Dhaka 1208 Bangladesh T : +880 2 9880000 Ext 2105 M : +88 01712 000000 E : name@noylogroup.com W : www.noylogroup.com</p>	35mm margin from bottom

Promotional Items




Single sided business card

12.5	39	38.5
3.5		
19	<p>Name Name Name Designation Designation</p>	
27	<p>Noyli Gulshan link road,a Dhaka 1208 Bangladesh</p>	<p>T : +880 2 9880000 Ext 2105 M : +88 01000 000000 E : name@noylogroup.com W : www.noylogroup.com</p>
4.5		

Double sided business card

<p>Gulshan link road, Dhaka 1208 Bangladesh</p>	<p>T : +880 2 9880000 Ext 0000 F : +880 2 98800000 M : +88 01000 000000 E : name@noylogroup.com W : www.noylogroup.com</p>
<p>skypeid twitter.com/xxxxxx twitter.com/noyli</p>	<p>facebook.com/noylogroup</p>

ID Card

8.25	33	41.25	3.5
5.5			
11	<p>Name Name Name</p>		
31.5	<p>PIN: 000000</p>		
6	<p>T : +880 2 9880000 Ext 2105 M : +88 01712 000000 E : name@noylogroup.com W : www.noylogroup.com</p>		
	<p>Noyli Gulshan link road,a Dhaka 1208, Bangladesh</p>		

Brochure

17	45	65
9		
220		
	<p>Programme</p>	
15	18.5	42.5
214		
	<p>Component</p>	

Sign

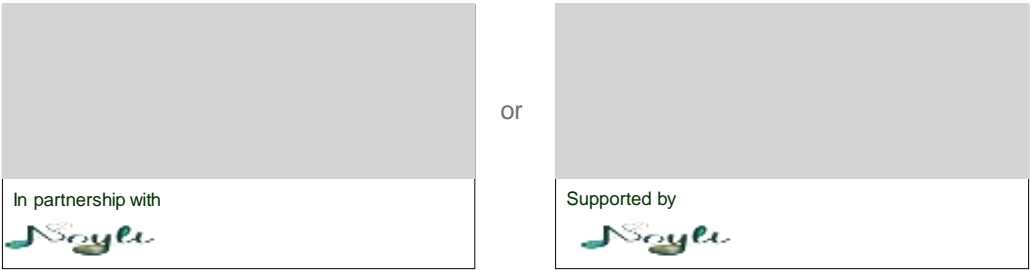


Co-branding

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 NOYLI or one in which we will participate

Banners

1. DESCRIPTOR



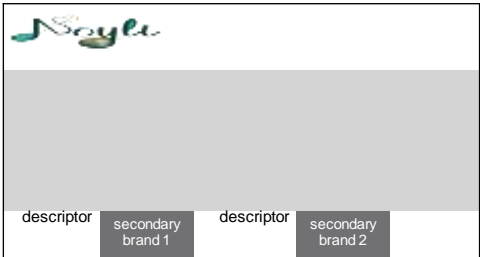
The following descriptors should be used in the context of the particular initiative: In partnership with (LOGO) or Supported by (LOGO)

2. BRAC SUPPORTING A PARTNER’S INITIATIVE:



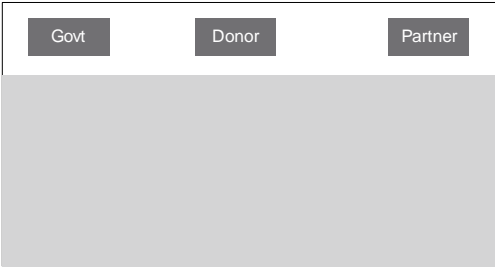
In the case where the partner/donor is the primary brand and NOYLI is the secondary brand, the primary brand would be leading (i.e. in terms of placement, it would be in the header), without any descriptor and the secondary NOYLI brand would be following (i.e. in terms of placement, it would be in the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

3. NOYLI INITIATIVE



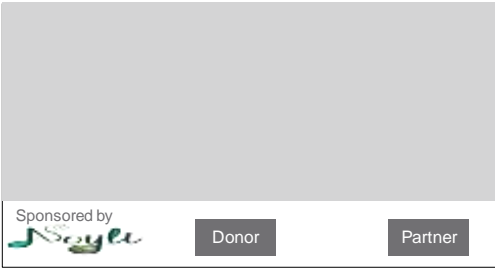
In the case where NOYLI is the primary brand and donor/partner is the secondary brand, the primary brand would be leading (i.e. in terms of placement, it would be in the header), without any descriptor and the secondary brand would be following (i.e. in terms of placement, it would be in the footer),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

4. HIERARCHY



Whether used on a panel area 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

5. SPONSORSHIP



When NOYLI sponsors an event or activity, the following descriptor should be used: Sponsored by (LOGO). In terms of placement, NOYLI logo should, wherever possible, be placed extreme left, footer position.

9. CO-ORGANIZING



When NOYLI is co-organising an event or activity, the following descriptor should be used: Organised by (LOGO). In terms of placement, NOYLI logo should, wherever possible, be placed extreme left (if there are more than one partners).