



# Brand Guideline

[www.emkcenter.org](http://www.emkcenter.org)

**"Your brand is the single most important investment  
you can make in your business"**

- STEVE FORBES, EDITOR IN CHIEF OF FORBES MAGAZINE





**“The real foreign policy of America is citizen to citizen, friend to friend, people to people, foreign bonds of brotherhood that no tyranny can diminish.”**

**- Edward M. Kennedy (February 1972, Dhaka)**

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## About EMK Center

Initially created in 2012 through a partnership between the Liberation War Museum and the American Center of U.S. Embassy Dhaka, the EMK Center is a non-partisan platform committed to open dialogue, informed action, individual and artistic expression, and personal and professional development. We define public service as service on behalf of the people – by anyone, anywhere, anytime.

The EMK Center honors the legacy of public servants worldwide, exemplified by the men and women who fought for Bangladesh's independence in 1971 and by U.S. Senator Edward M. Kennedy, who was moved to take action then and throughout his life in support of his convictions. In February 1972, Senator Kennedy planted a banyan tree on Dhaka University's campus as a living tribute to friendship, resilience, and hope, and it stands today.

Since March 2018, the University of Liberal Arts Bangladesh (ULAB) is associated with the EMK Center as its managing partner and the American Center of U.S. Embassy Dhaka.

### **Mission**

The mission of the EMK Center is to engage, inspire, connect and empower citizens of all ages, races and socioeconomic backgrounds to better themselves, their communities and the world through our seven core pillars: Inclusive Entrepreneurship, Promotion of Arts and Culture, Connect, Advancing STEM through MakerLab, EducationUSA, Youth Share & Upsquill.

### **Objective**

At the EMK Center, we firmly believe that even one person has the power to bring on positive change through public service. Be it through volunteerism, through one's career or through fostering entrepreneurship. Public service has tremendous potential to transform our societies. We extend support to any organization or individual who is willing to dedicate time and effort to impact lives through the engagement of youth. The Center's objective is to connect individuals and organizations to each other, support them and to create a synergy that is compatible with Bangladesh's both short and long run vision.

### **For more click here**

*<https://emkcenter.org/our-story/>*

# Brand Graphics Manual

The EMK Center Brand Graphics Manual has been developed for use by EMK Center's team who focus on producing visual communication materials for the organisation. The purpose of this publication is to help the team improve the quality of their information products and deliver professional visual communication materials throughout EMK Center, communicating with a consistent visual language which is on brand. This manual will help the EMK team and partners to produce quality materials.

For any questions about this manual or brand, please contact:

**[socialmedia@emkcenter.org](mailto:socialmedia@emkcenter.org)**

## EMK Center Logotype

The current EMK Center logotype was implemented in 2012. It remains unchanged and is EMK Center's permanent visual identifier.

The EMK Center logotype is a symbolic representation of the organization. It should not be altered in any way under any circumstances.

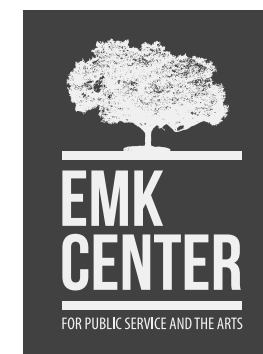
The logotype will continue to be used to represent the organization in general and in partnerships.

To provide the required clear space around the logotype, use the height and width of a standard 'M' – in the same height as the letters in the logotype – as a guide.

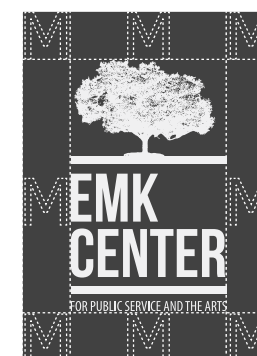
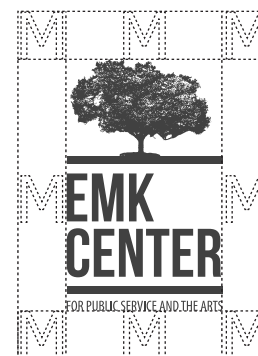
The transparent PNG format allows for high-quality design & print reproduction.

Click to download  
<https://emkcenter.org/wp-content/uploads/2022/01/EMK-Center-Logo-1.png>  
<https://emkcenter.org/wp-content/uploads/2022/01/emk-logo-white.png>

## EMK Center Permanent Visual Identifier



## Required Clear-Space Guide



# Logotype Artwork & Minimum Size

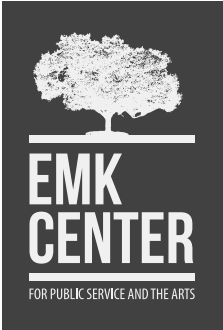
Below is a range of logos that have been made available for use.

A minimum width of the logo is high 50 px/pt width 80 px/pt for social media, website, high 100 px/pt width 160 px/pt for printing.

## Logotype

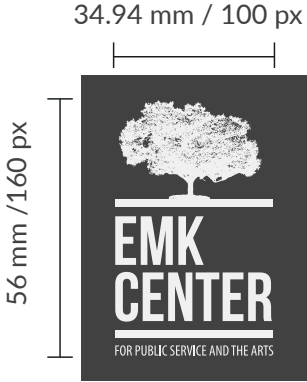
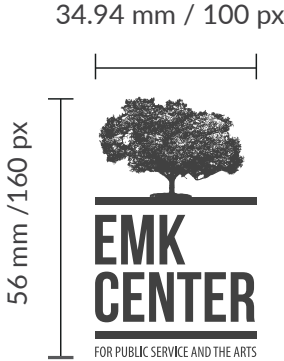


100% Grey



100% White

## Logo Minimum size





## Restrictions Regarding Usage of Logo

To preserve the integrity of our brand, our logo must have consistency in its appearance. Ensure that our logo is recognizable by using it properly, and do not alter it under any circumstances. Consider the logo version and the background it is placed on to provide the best legibility. The examples are shown here illustrate various improper applications of our logo.

Don't  
change color



Don't  
add type



Don't  
rotate



Don't  
use low resolution file



Don't  
disort type



Don't  
use effects & shadows





## Fonts

EMK Center's three typefaces are:

- Verdana (English)
- Akhand (For videography)
- HindSiliguri (Bangla)

Verdana  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 0123456789

*Verdana*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*0123456789*

**Verdana**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789**

**Verdana**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789**

Akhand  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 0123456789

**Akhand Bold**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789**

Hind Siliguri  
 অ আ ই ঐ 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 ঙ্গ ঙ্গ  
 ০ ১ ২ ৩ ৪ ৫ ৬ ৭ ৮ ৯

## Color Palette

Spot colors are recommended for professional printing as well as the CMYK versions.

The RGB is to be used for screen reproduction only.



RGB  
#f1f1f2



RGB  
#414042



C - M - Y - K  
04% - 03% - 03% - 00%



C - M - Y - K  
68% - 62% - 58% - 45%

## Certificate

Follow the EMK Center's logo placement for the printable & digital certificate.

1. EMK Center is the organizer - Logo should be on the center (Certificate provided by EMK Center)
2. EMK Center is the organizer & the event is arranged by EMK MakerLab/EducationUSA - EMK Center's logo should be on the center & EMK MakerLab/EducationUSA logo will be placed beside EMK Center logo (Certificate provided by EMK Center)
3. Partnership/Collaboration - If EMK Center is the main organizer logo should be on the top right side/center. But, must be mention that - EMK Center is a strategic partner, organizer, partner, etc.



## Backdrop, X-banner & Poster

EMK Center's logo always should be on the backdrop, x-banner & poster of any internal, partnership/collaboration, external event.

1. EMK Center main organizer - Logo should be on the top/bottom right side.
2. EMK Center is organizing with EMK MakerLab or EducationUSA - EMK Center's logo should be on the top/bottom right side with EMK MakerLab or EducationUSA logo.
3. Partnership/Collaboration - If EMK Center is hosting logo should be on the top/bottom right side. And, another organization is hosting the event & EMK Center is the partner then no specific required place for the logo.



Poster

A3 size



X-banner

H: 60 inch x W: 24 inch



Backdrop

H: 144 inch x W: 96 inch



## Photography

If any EMK Center's event photo's uploaded to anywhere by the external organizations -

1. EMK Center logo always should be on the bottom right of the photographs.
2. Other organizations logo can be placed beside the EMK Center's logo



## Videography

1. Videography, Live Stream & Post-production fully by EMK Center - EMK Center's logo should be always on the top right side (White version with grey background)
2. Videography, Live Stream & Post-production by EMK Center but it's a partnership/collaboration event - EMK Center's logo should be always on the top right side (White version with grey background) & another organizer logo will appear in the videography.
3. Videography, Live Stream & Post-production is by others & it's a partnership/collaboration - EMK Center's logo should appear on the video.



## Social Media

Follow the EMK Center's logo placement for social media. It'll be applicable for Facebook event cover, post photo, Instagram, LinkedIn & Twitter -

1. EMK Center is the organizer - Logo should be on the top right side.
2. EMK Center is the organizer & the event is arranged by EMK MakerLab/EducationUSA - EMK Center's logo should be on the top right side & EMK MakerLab/EducationUSA logo will be placed beside EMK Center logo.
3. Partnership/Collaboration - If EMK Center is the main organizer logo should be on the top right side. And, another organization is hosting the event & EMK Center is the partner then no specific required place for the logo. But, must be mention that - EMK Center is a strategic partner, organizer, partner, etc.



**“Branding is the process of connecting good strategy with good creativity”**

- MARTY NEUMEIER  
AUTHOR OF “THE DESIGNFUL COMPANY”

**Thank you for using this document.**



Visit **EMK Center**

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Hours: 09:30 am - 08:00 pm (close on friday & other public holidays)

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