



Brand Guideline



Weavers



Investors



Entrepreneurs

7 PRINCIPLES OF SOCIAL BUSINESS

- 1** Business objective will be to overcome poverty, or one or more problems (such as education, health, technology access, and environment) which threaten people and society; not profit maximization.
- 2** Financial and economic sustainability.
- 3** Investors get back their investment amount only. No dividend is given beyond investment money.
- 4** When investment amount is paid back, company profit stays with the company for expansion and improvement.
- 5** Gender sensitive and environmentally conscious.
- 6** Workforce gets market wage with better working conditions
- 7** Do it with joy.





About

We, at YY Ventures, aspire to be the 'weavers' of today's social business world that connects nodes as people, groups, or organizations to bring out social change for a better village, community, country, and planet.

The purpose of this guideline is to help convey our vision to all our partners and associates to have a better understanding of how we represent our thoughts visually, in the most effective manner. This document contains visual guidelines about our logo, colors, branding element and typography which are to be used in all kinds of visual communication.

MOODBOARD



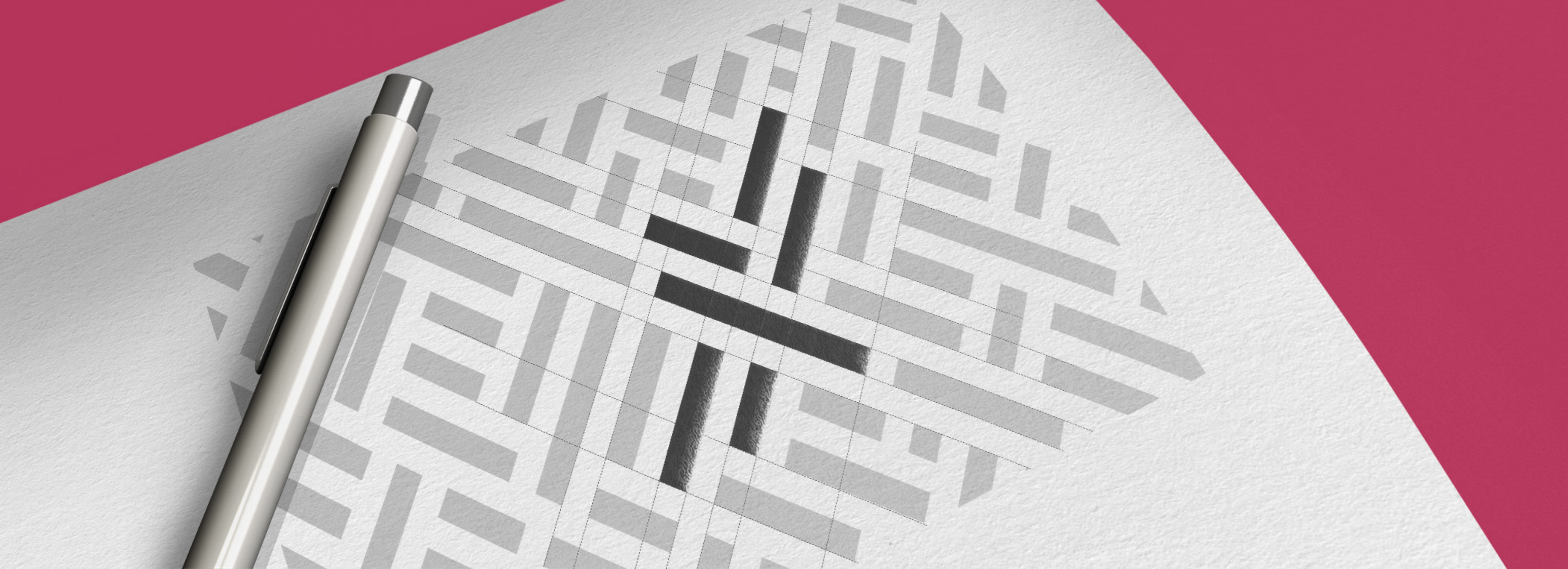
Talents



We support socially and environmentally conscious entrepreneurs who fight poverty, unemployment and carbon emission.



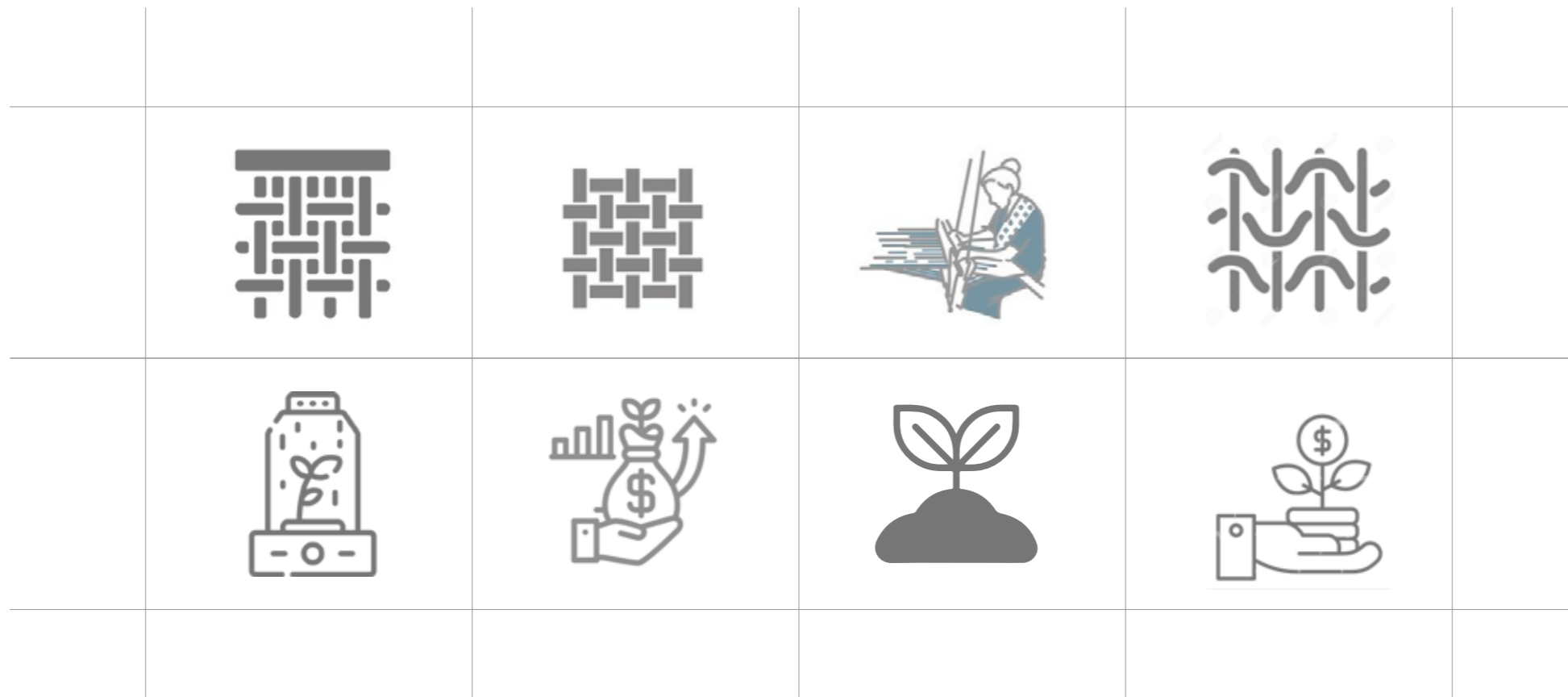




LOGO CONCEPT

The YY Ventures logo comes from this concept of weaving, where the icon is an abstract representation of our company's vision and mission of weaving together of individuals and communities to create a better future.

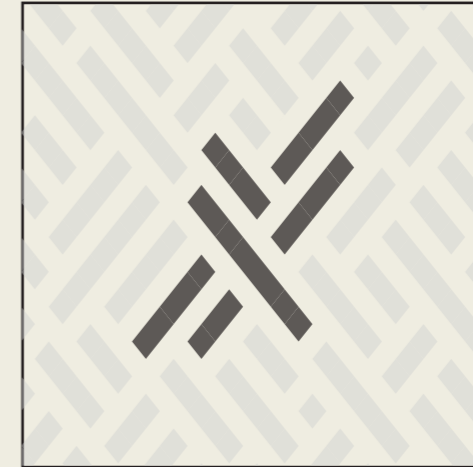
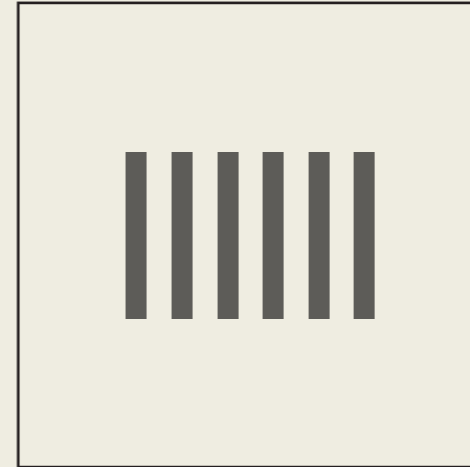
THE RESEARCH



As we weave a path toward gender-inclusive leadership, we strive to ensure diversity, equity, and inclusion in our workplace so that everyone feels welcome, safe, and comfortable in their own skin, and is confident in their ability and opportunity to think and speak freely.

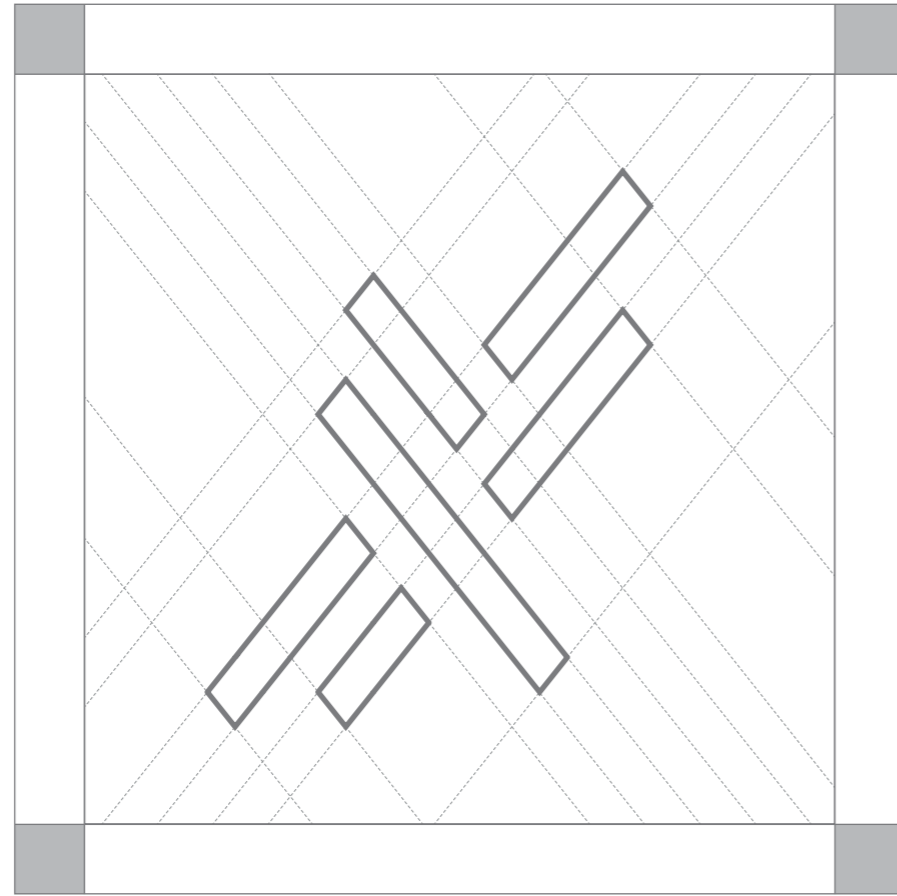
Since the inception of YY Ventures, we have been mindful of how our operations affect our environment, and have taken a very active role in ensuring sustainability practices every day at our office, and the events we host. For example, we use organic, local, and seasonal products at all our events. Any leftover food is recovered or used to produce vermicompost fertilizer. Additionally, we serve coffee and tea produced by responsible producers where the farmers and workers get a fair market price.

Every day at YY Ventures, we ensure that there are no single-use plastic products such as plastic bottles, banners, badges, etc. and we focus on using organic or recyclable products carefully sourced from trusted producers.

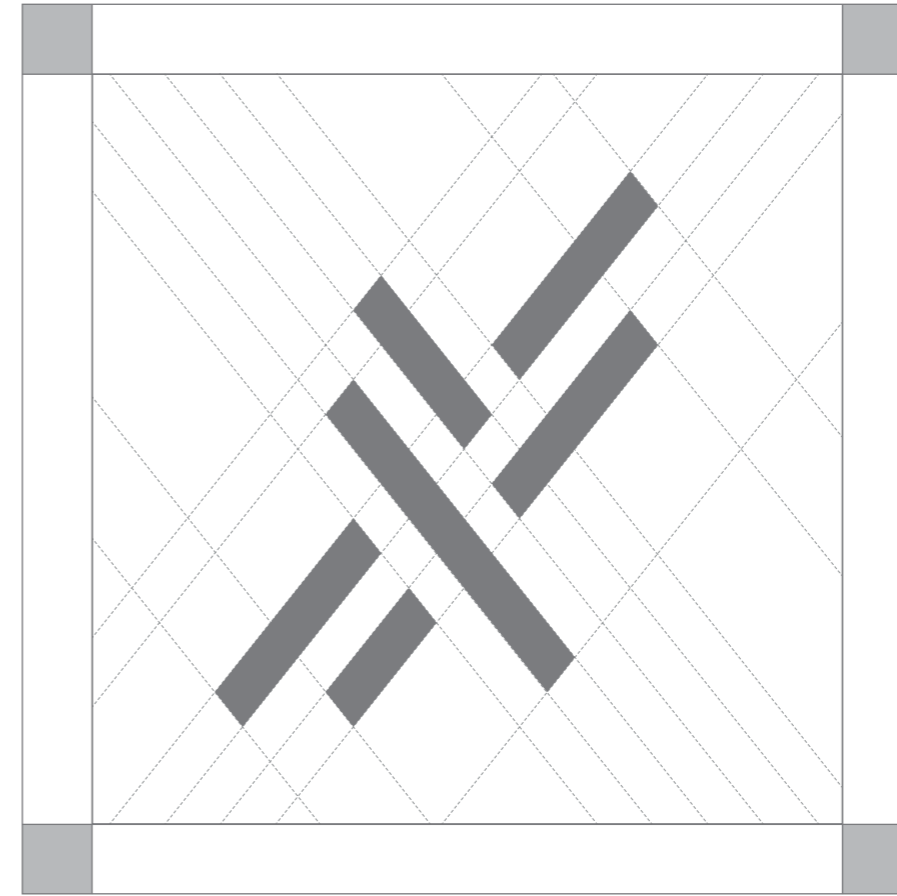


LOGO PROCESS

Selected Concept (Wireframe)



Selected Concept (Fill)



 **yyventures**

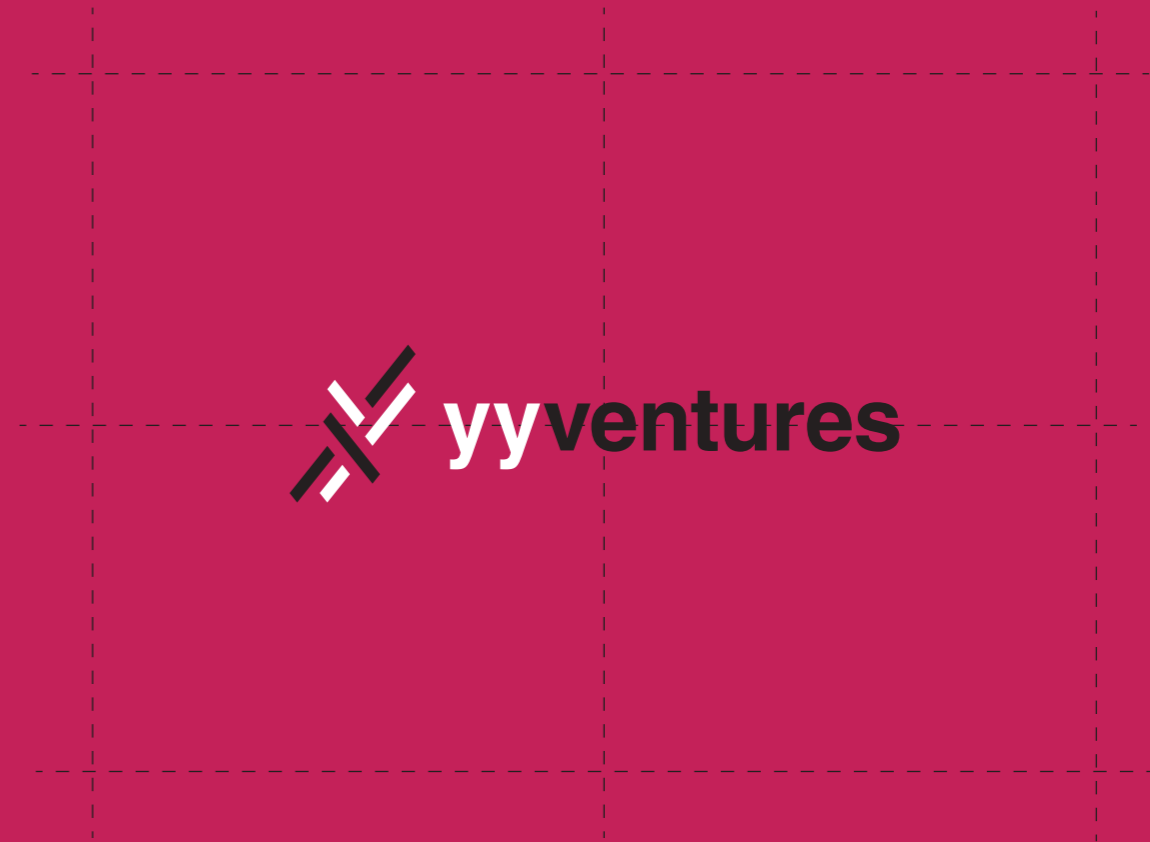
PRIMARY LOGO



The YY Ventures logo comes from this concept of weaving, where the icon is an abstract representation of our company's vision and mission of weaving together of individuals and communities to create a better future.



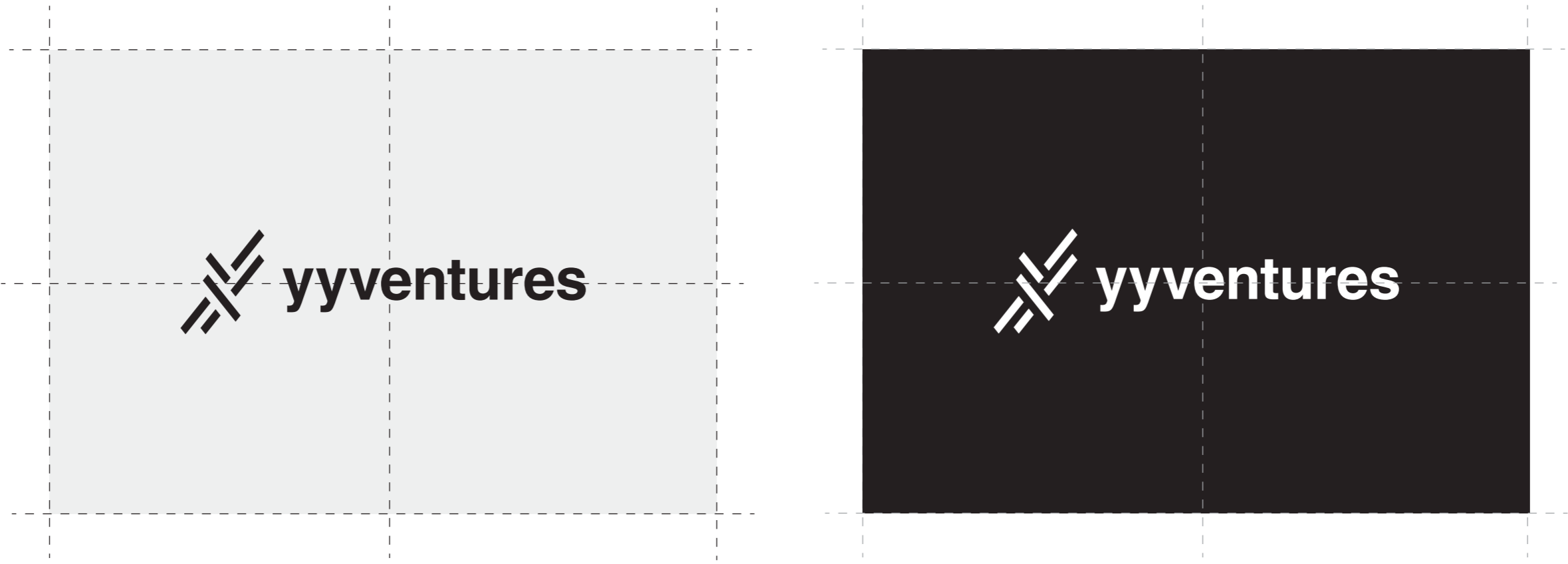
The original logo



The reversed version which can be placed on dark/black backgrounds.

LOGO VARIATIONS

Logo Monochrome



The usability of the logo may vary in different media. When needed, monochrome versions of the logo are to be used. A black and a white version of the logo can be used when necessary.

Logo Clear Space



The clear space around the logo shown above is the minimum space to be maintained when using the logo in any and all communication materials.

The 'Y' of the YY Ventures logo is used as the unit of measurement for the clear space around the logo and should be followed in every usage scenario.

When using the icon, the same amount of clear space should be left around it, i.e. equivalent to the height of the 'Y' of the YY Ventures logo.

Minimum Logo Size



10mm



The logo cannot be smaller than 10mm in height

LOGO DON'TS



No low-contrast backgrounds.



Do not stretch the logo.



Do not rotate or flip the logo.



Do not change logo proportions.



Do not change logo orientation.



Do not use stroke on the logo.



Do not use shadows or glows.



Do not reduce logo opacity.



Do not use logo colors as background.



Do not use conflicting gradients.



Do not use wrong logo variants.

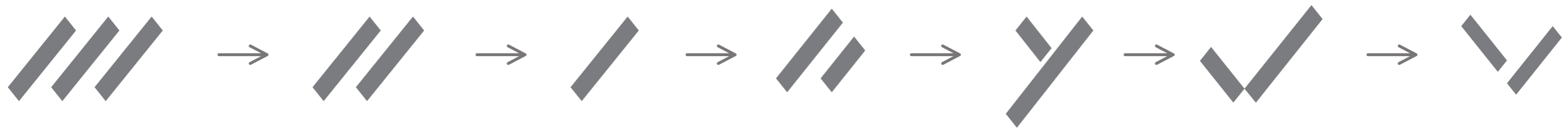
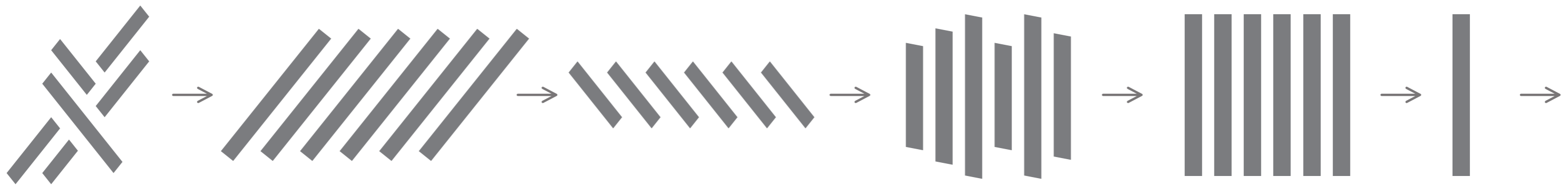


Do not use conflicting patterns.

When using the logo, the above mentioned practices are not encouraged.
The logo or icon may be used creatively, keeping the brand and visual guidelines intact.

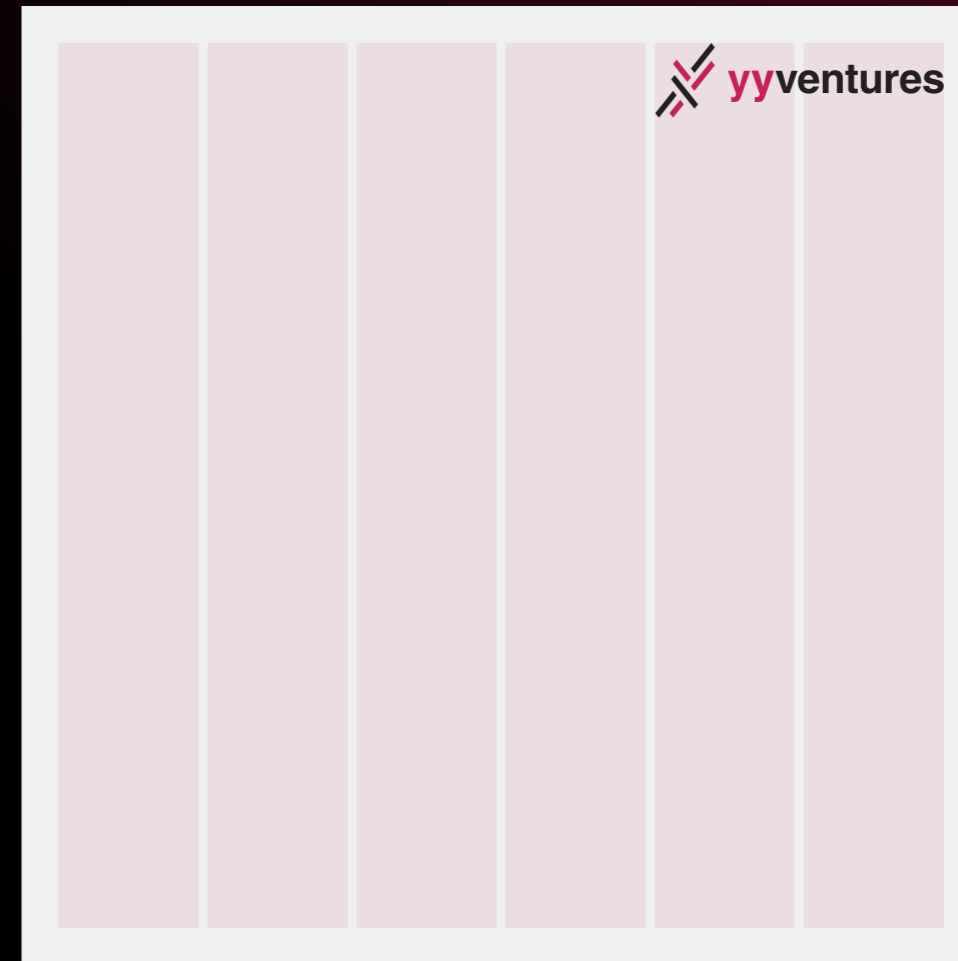
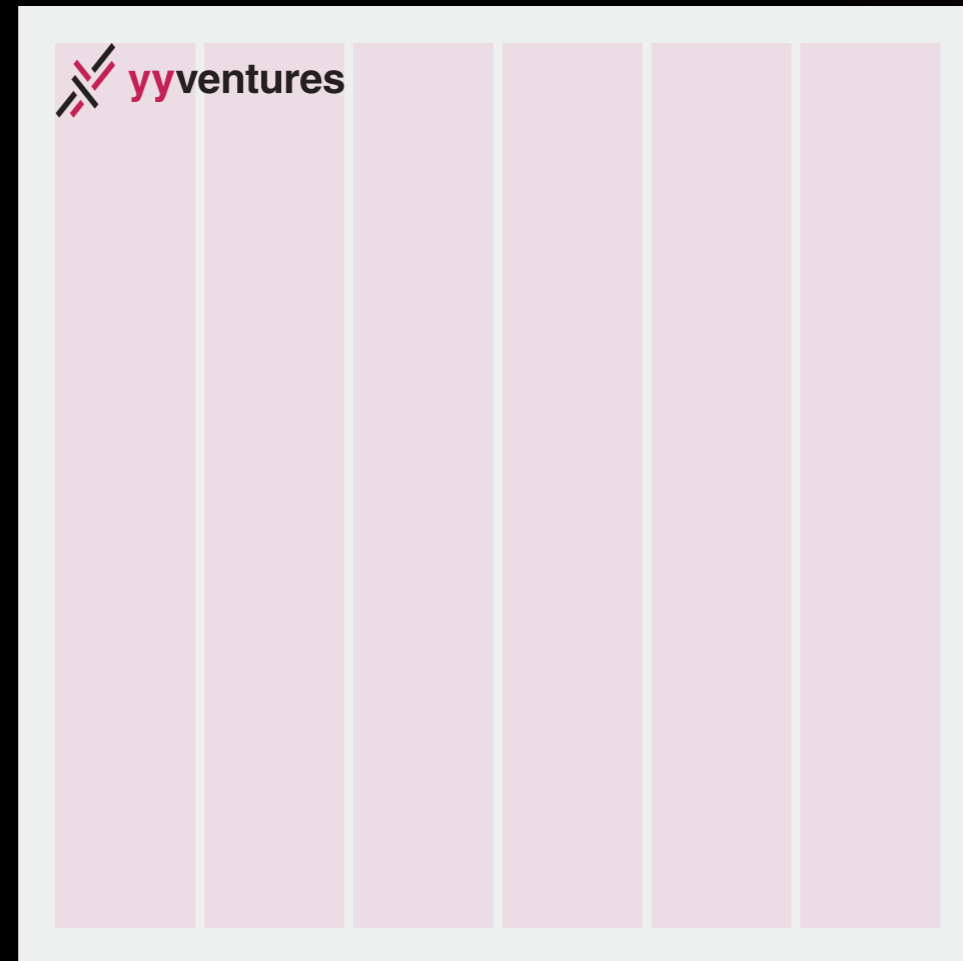
VISUAL

REPRESENTATION



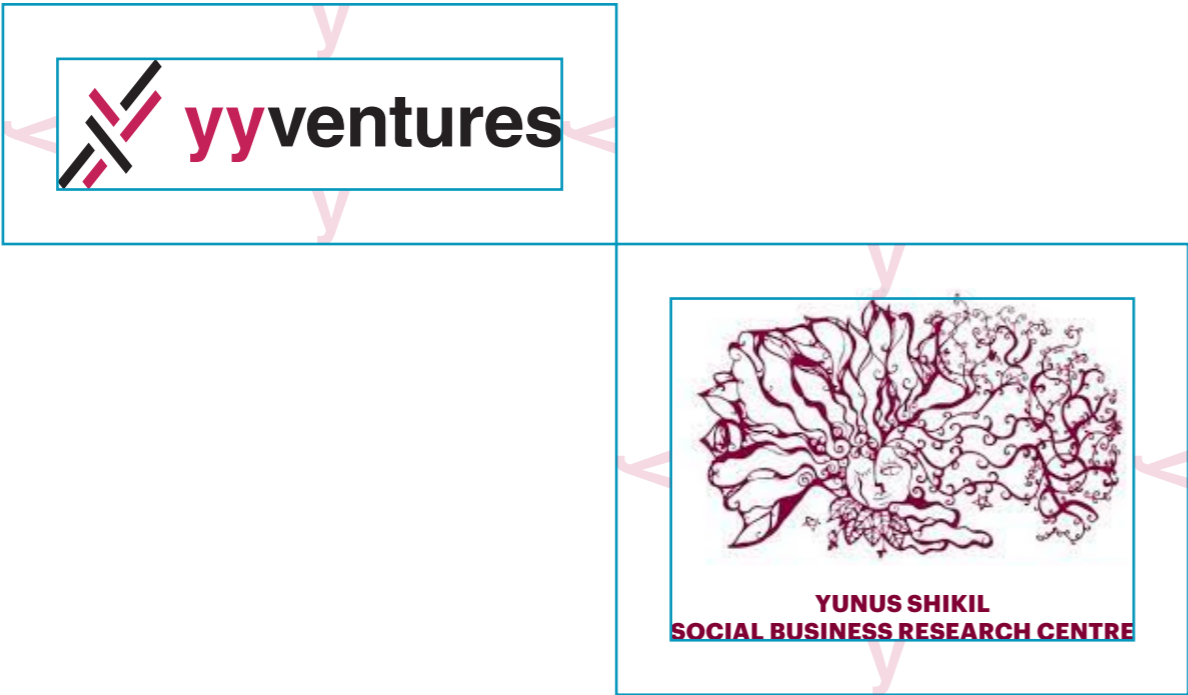
We interpreted the logo 'Staircase of progress' took it apart and created a design system that can be used across YYV's content.

Logo Placement



The YY Ventures logo should be placed on the top left corner or the top right corner of all communication materials.

CO-BRANDING



NEW PARTNERSHIPS
OPPORTUNITIES



YUNUS SHIKIL
SOCIAL BUSINESS RESEARCH CENTRE

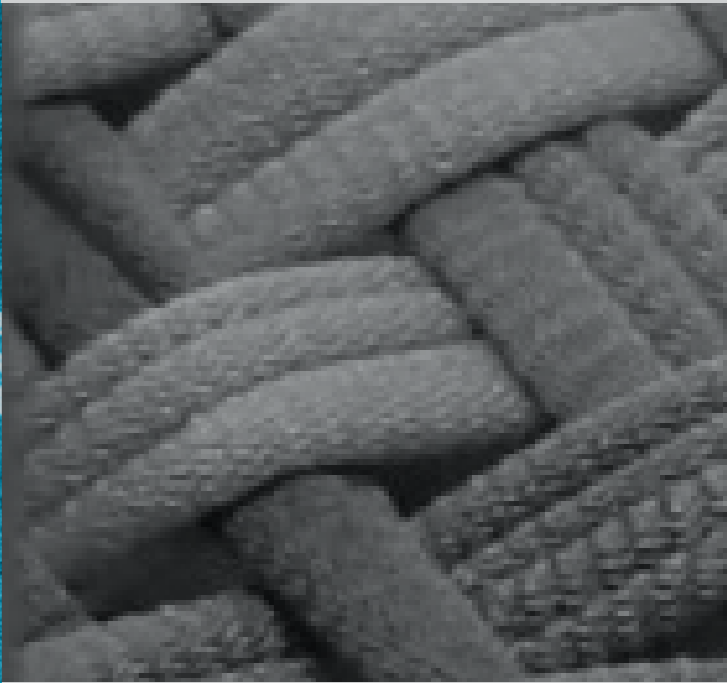
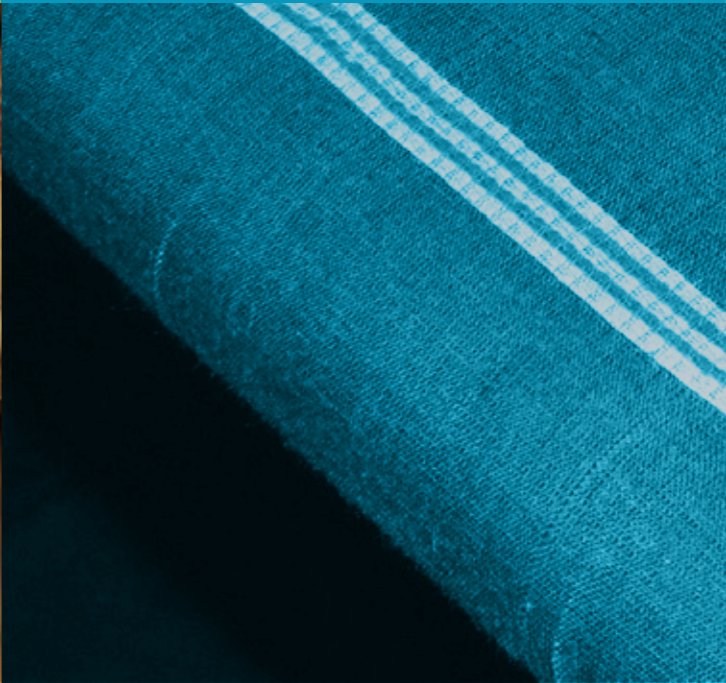
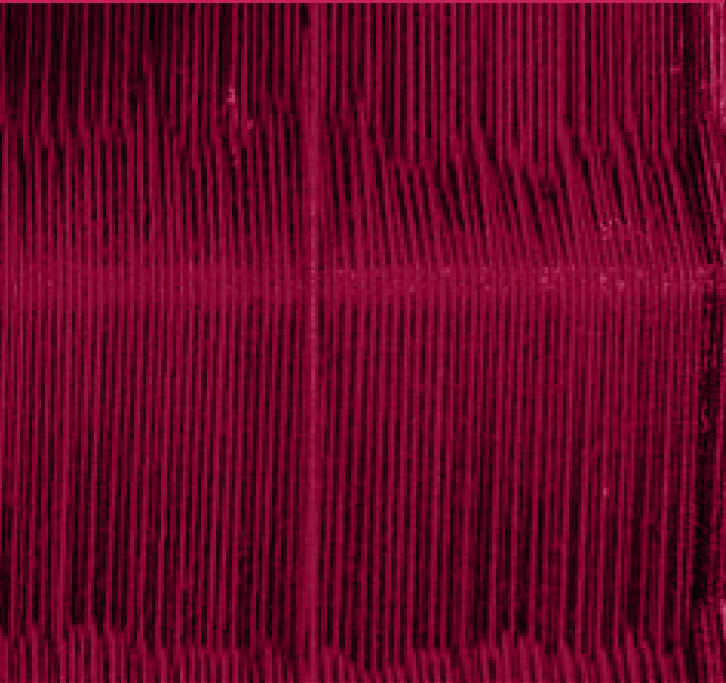
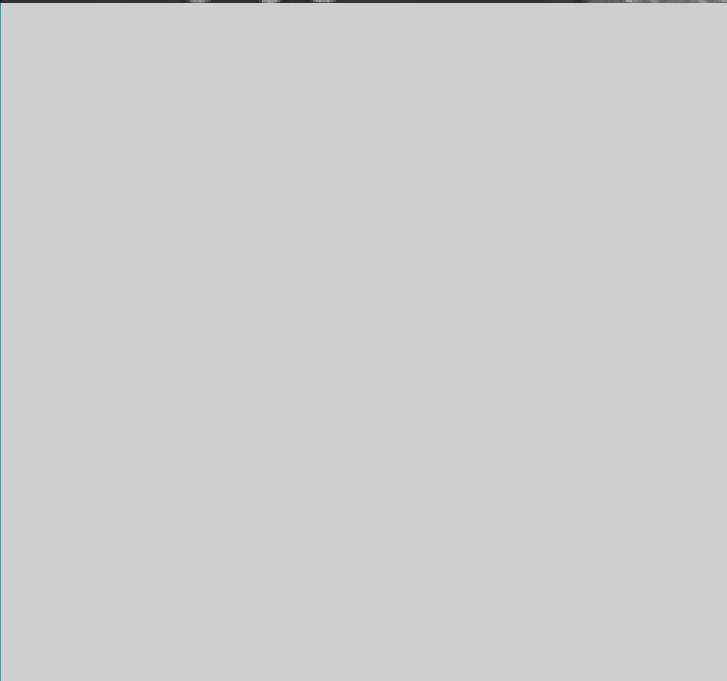
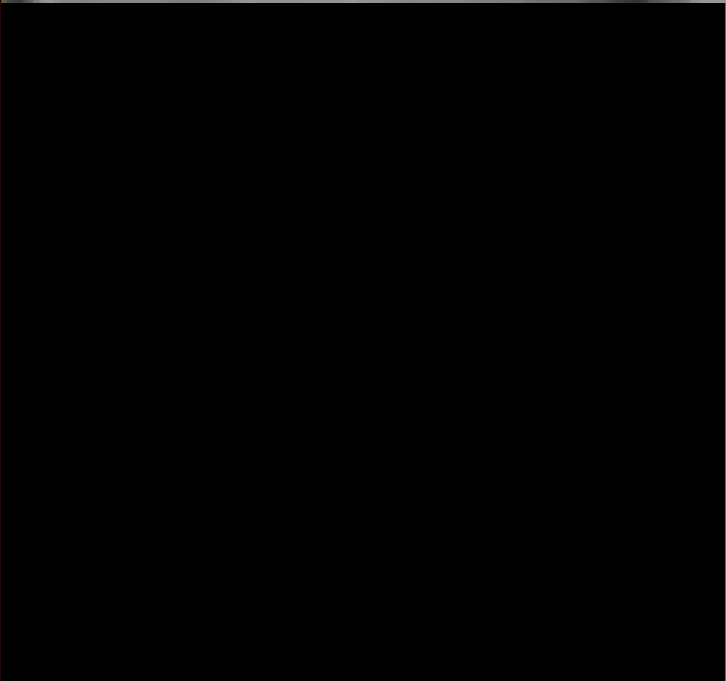
NEW PARTNERSHIPS
NEW OPPORTUNITIES
NEW OPPORTUNITIES
NEW OPPORTUNITIES



YUNUS SHIKIL
SOCIAL BUSINESS RESEARCH CENTRE

BRAND

COLOR



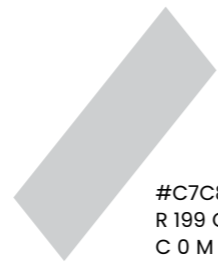
Primary Colors



#C82159
R 198 G 32 B 89
C 10 M 100 Y 48 K 0



#231F20
R 0 G 0 B 0
C 0 M 0 Y 0 K 100



#C7C8CA
R 199 G 200 B 202
C 0 M 0 Y 0 K 27

Secondary Colors



#D1C529
R 198 G 32 B 89
C 10 M 100 Y 48 K 0

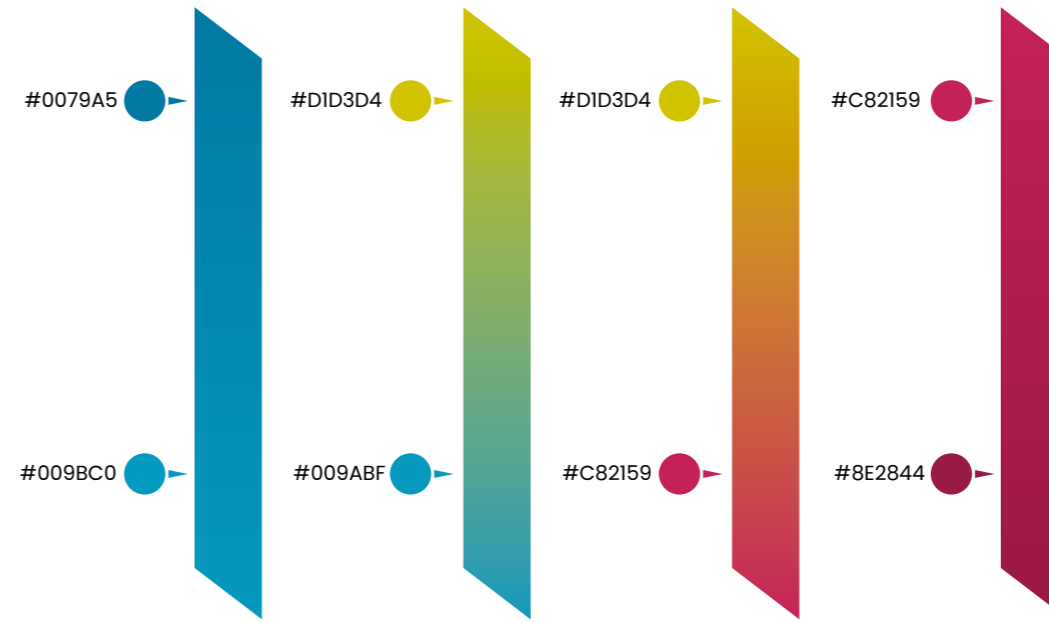


#009ABF
R 0 G 154 B 191
C 89 M 16 Y 16 K 0



#3A3A3A
R 0 G 154 B 191
C 89 M 16 Y 16 K 0

Gradient Colors



TYPOGRAPHY

ENGLISH

Aa Bb
Cc Dd

Graphik

Graphik

Graphik

1 2 3

Headline Graphik Black

0 1 2 3 4 5 6 7 8 9

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

Sub-heading Graphik Bold

0 1 2 3 4 5 6 7 8 9

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

Body Tex Graphik Regular

0 1 2 3 4 5 6 7 8 9

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

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

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

TYPOGRAPHY

BANGLA

অ ক

১ ২ ৩

কর্ণফুলি

কর্ণফুলি

হেডলাইন কর্ণফুলি বোল্ড

০ ১ ২ ৩ ৪ ৫ ৬ ৭ ৮ ৯

অ আ ই ঈ উ ঊ ঋ ঌ 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 ং ঃ

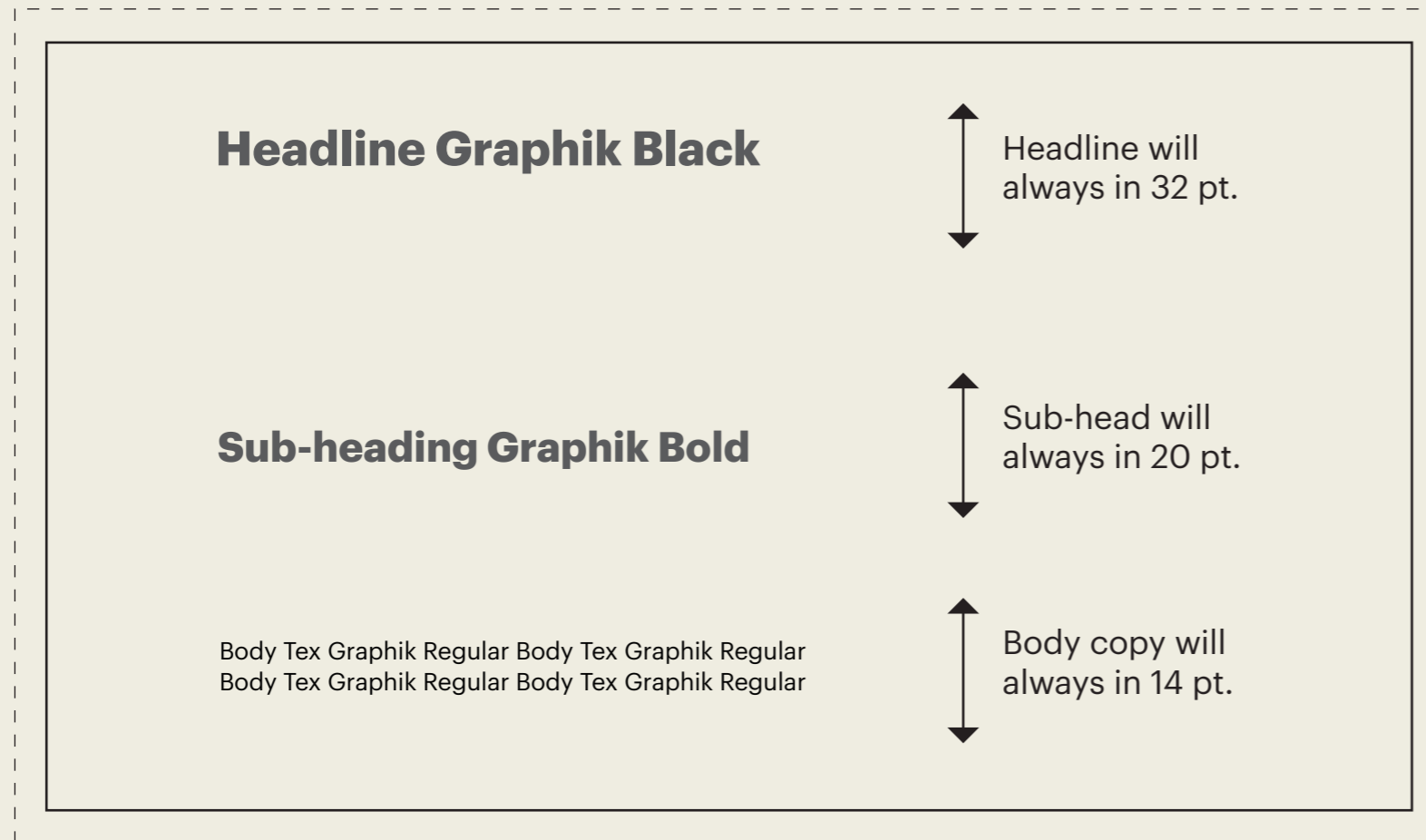
বডি কপি কর্ণফুলি রেগুলার

০ ১ ২ ৩ ৪ ৫ ৬ ৭ ৮ ৯

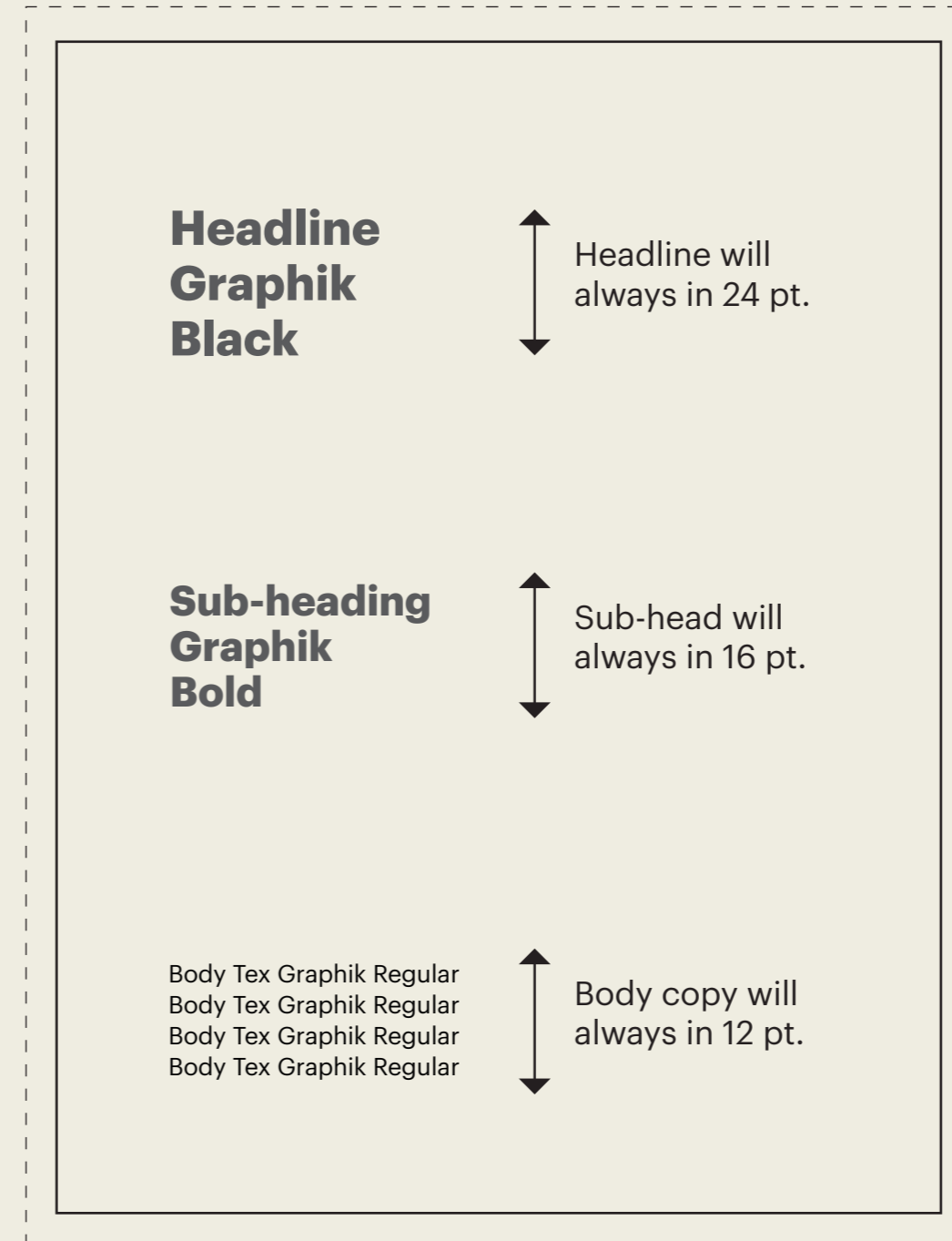
অ আ ই ঈ উ ঊ ঋ ঌ এ ঐ ও ঔ ক খ গ ঘ ঙ চ ছ জ ঝ ঞ ট ঠ ড ঢ ণ ত থ দ ধ ন প ফ
ব ভ ম য র ল শ ষ স হ ড় ঢ় য় ং ঃ

Fonts Size English

While typing in ppt template



While typing in A4 size letter/paper



Fonts Size Bangla

While typing in ppt template

হেডলাইন কর্ণফুলি বোল্ড

Headline will
always in 32 pt.

সাব-হেডলাইন কর্ণফুলি বোল্ড

Sub-head will
always in 20 pt.

বডি কপি কর্ণফুলি রেগুলার বডি কপি কর্ণফুলি রেগুলার
বডি কপি কর্ণফুলি রেগুলার বডি কপি কর্ণফুলি রেগুলার

Body copy will
always in 14 pt.

While typing in A4 size letter/paper

হেডলাইন
কর্ণফুলি
বোল্ড

Headline will
always in 24 pt.

সাব-হেডলাইন
কর্ণফুলি বোল্ড

Sub-head will
always in 16 pt.

বডি কপি কর্ণফুলি রেগুলার
বডি কপি কর্ণফুলি রেগুলার
বডি কপি কর্ণফুলি রেগুলার
বডি কপি কর্ণফুলি রেগুলার

Body copy will
always in 12 pt.

DIGITAL AND
PRINTABLE ASSETS







VISUAL

REPRESENTATION



CONGRATS!

Maisha Ahmed
Manager
Programs

Lorem ipsum dolor sit amet, **consectetuer adipiscing elit**, sed diam nonummy aliquam erat volutpat.



CONGRATS!

Shanto Kumar
Manager
Tech Solutions



A M Shohel
Senior Associate, 3Z Global Centre

WELCOME ABOARD

Lorem ipsum dolor sit amet, **consectetuer adipiscing elit**, sed diam nonummy aliquam erat volutpat.



Ankita Shohel
Senior Associate, 3Z Global Centre

WELCOME ABOARD

Q We are looking for

Associate People & Culture

Apply Now: yy.ventures/career

Lorem ipsum dolor sit amet, **consectetuer adipiscing elit**, sed diam nonummy aliquam erat volutpat.

Q We are looking for

Creative Manager

Apply Now: yy.ventures/career



The journey with YYV has even been better as here we always follow the 7th principle of Social Business, "Do it with joy!"

MAISHA AHMAD Manager, Programs

#Life At YY

Lorem ipsum dolor sit amet, **consectetuer adipiscing elit**, sed diam nonummy aliquam erat volutpat.



The journey with YYV has even been better as here we always follow the 7th principle of Social Business, "Do it with joy!"

OZAIR AHMAD Manager, Partnerships

#Life At YY

SOCIAL MEDIA

New Role



Welcome Post

facebook

yyventures



WELCOME ABOARD

A M Shohel
Senior Associate, 3Z Global Centre

15 Comments


Write your comment.....

This is a Facebook post template. It features the Facebook logo at the top left, followed by a search and share icon. The main content is a blue-themed graphic with a repeating 'WELCOME ABOARD' pattern. A portrait of a man, A M Shohel, is centered. Below the portrait, his name and title are displayed. At the bottom, there are icons for likes, comments, and shares, along with a comment input field and a comment count.

Instagram

FOLLOW

yyventures



WELCOME ABOARD

Ankita Shohel
Senior Associate, 3Z Global Centre

362 likes


your title here #hashtag #loremipsum

This is an Instagram post template. It features the Instagram logo at the top left, followed by a 'FOLLOW' button and a menu icon. The main content is a blue-themed graphic with a repeating 'WELCOME ABOARD' pattern. A portrait of a woman, Ankita Shohel, is centered. Below the portrait, her name and title are displayed. At the bottom, there are icons for likes, comments, and shares, along with a like count, a title field, and two hashtag fields.

Life At YY

facebook

yyventures



The journey with YYV has even been better as here we always follow the 7th principle of Social Business, "Do it with joy!"

OZAIR AHMAD Manager, Partnerships #Life At YY


15 Comments

Write your comment.....

Instagram

FOLLOW

yyventures



The journey with YYV has even been better as here we always follow the 7th principle of Social Business, "Do it with joy!"

MAISHA AHMAD Manager, Programs #Life At YY

362 likes

your title here #hashtag #loremipsum

facebook

+ 🔍 🗨



Q We are looking for

Creative Manager

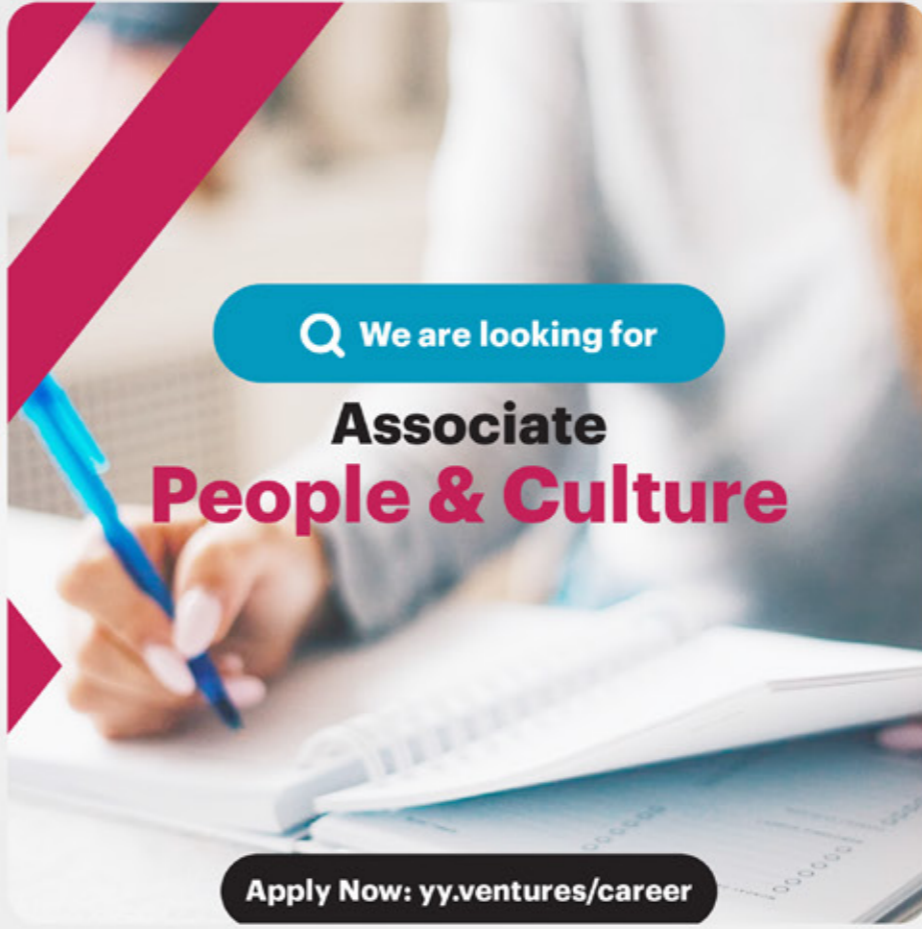
Apply Now: yy.ventures/career

👍 ❤️ 😮 15 Comments

Write your comment.....

Instagram

FOLLOW ...



Q We are looking for

Associate People & Culture

Apply Now: yy.ventures/career

❤️ 💬 📌

362 likes

your title here #hashtag #loremipsum

Imagery for Communication



For photoshoot a person should wear plain and solid color casual outfit (both for male and female). Male can wear semi-formal outfit. Prints or checks on outfits are strictly discouraged.

Color code should be in brand colors such as Pink, Dark Gray, Light Blue & White.



Let us make it YY
Yunus+You