



**Bangladesh  
Investment  
Development  
Authority**

# BRAND MANUAL

These brand guidelines establish a clear and consistent framework for representing BIDA across all communications. Each element is designed to reinforce the organization's identity with professionalism, clarity, and purpose.

Together, these components form a unified system that ensures BIDA is presented with integrity at every touchpoint. The following sections define the standards that guide how the brand should be understood, applied, and maintained.

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# INTRODUCTION

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## 1.1 BRAND PHILOSOPHY

The Bangladesh Investment Development Authority (BIDA) is the apex investment promotion agency of the Government of Bangladesh under the Chief Adviser's Office. BIDA is mandated to promote private sector investment, streamline regulatory processes and support investors from entry to expansion.

BIDA serves both domestic and foreign investors, offering strategic policy advocacy, project facilitation, and aftercare services. With a strong focus on investment competitiveness and ease of doing business, BIDA is at the forefront of Bangladesh's transformation into a dynamic regional investment hub.

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## 1.2 MISSION

To become a world class investment promotion agency for achieving economic progress.

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## 1.3 VISION

Attracting domestic and foreign investment in the private sector, providing improved services, effective coordination and creating an investment-friendly environment.

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# LOGO

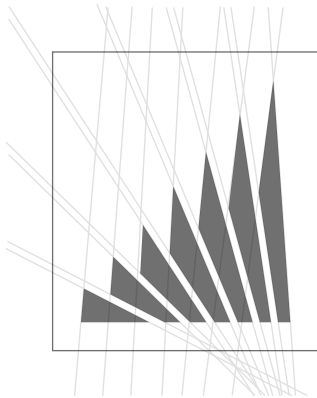
2.0

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## 2.1 LOGO MARK

The new BIDA logo features a polished, geometric icon inspired by the National Martyrs' Monument, symbolizing Bangladesh's sacrifice. Designed with a refined color background, it reflects strength, progressive growth, and a forward-looking identity aligned with national development and aspiration.



Logo Grid



Logo Mark

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## 2.2 LOGO COMBINATION: ENGLISH

The English version of the BIDA logo ensures global accessibility and professionalism. It strengthens BIDA's international presence, allowing clear, consistent recognition across cross-border communications, events, documents, and digital platforms.



## 2.2 LOGO COMBINATION: BANGLA

The Bangla version of the BIDA logo reflects national identity and cultural integrity. It reinforces local relevance while complementing the global brand, maintaining consistency across domestic materials and bilingual communications.



## 2.3 MINIMUM SIZES & CLEAR SPACES

The minimum size of the Brand icon is to be 50px in digital mediums and 15mm in printed versions. The minimum size of the Primary Combination is to be 110px in digital mediums and 30mm in printed versions.

The clear space (as shown) around the logomark allows it to stand out from surrounding elements. A clear space area around the logomark should always be left blank. No other elements (e.g. pictures, text boxes) should be placed within this area. Whenever possible, allow more clear space around the identifier than the minimum specified.



## 2.4 INCORRECT LOGO USAGE

Avoid stretching, adding effects, or placing it within shapes. Such alterations weaken brand consistency and misrepresent the visual identity.



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Do not stretch the  
logo



Bangladesh  
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Do not distort the  
logo



Bangladesh  
Investment  
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Authority



Do not flip the  
logomark

Bangladesh  
Investment  
Development  
Authority



Do not switch the  
position of the logomark  
& the wordmark



Bangladesh  
Investment  
Development  
Authority



Do not change the  
color of the logomark



Bangladesh  
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Do not apply any  
effects to the logo



Bangladesh  
Investment  
Development  
Authority



Do not use logomark  
without square background



Bangladesh  
Investment  
Development  
Authority



Do not change the size of  
the square background



Bangladesh  
Investment  
Development  
Authority

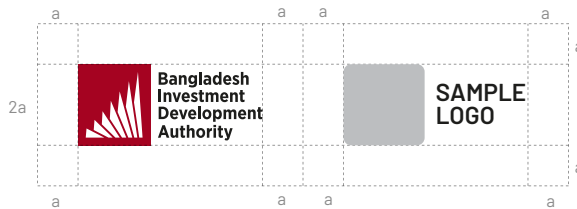


Do not change the  
typeface of the logomark

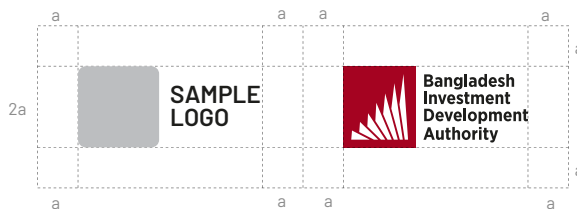
## 2.5 PARTNERSHIP LOCKUPS

Partnership lockups must maintain clear alignment, spacing, and proportional balance between logos. Always use approved configurations to ensure visual harmony, brand equity, and a respectful representation of both entities.

### BIDA as Primary entity

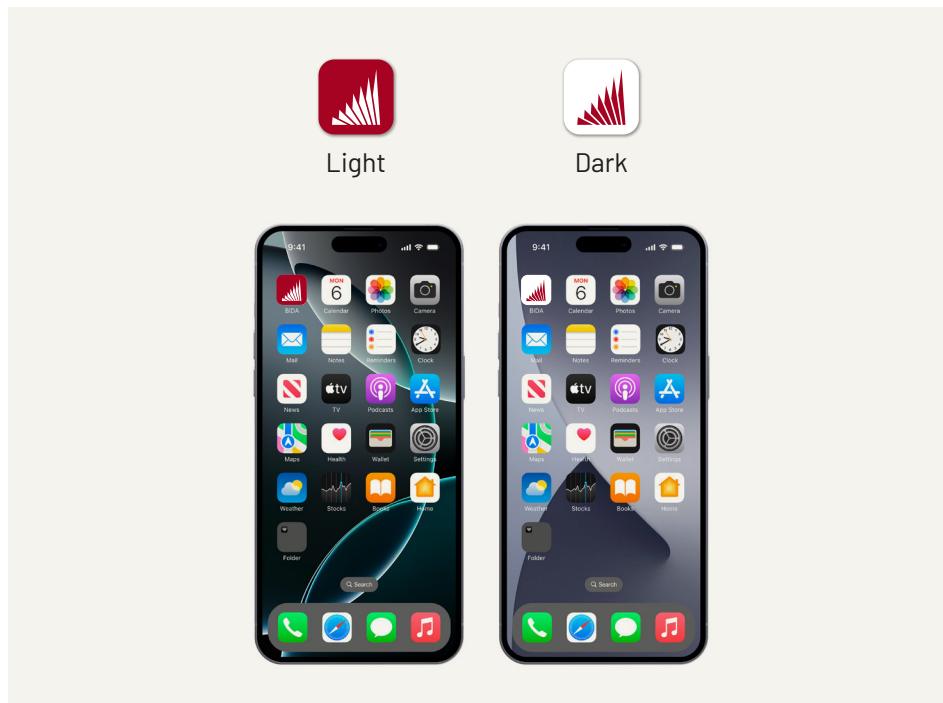


### BIDA as Secondary entity



## 2.6 APP ICONS

The BIDA app icon must retain the core logo mark, scaled for clarity at all sizes. Use only approved backgrounds and colors to ensure brand recognition across digital platforms.



## 2.7 SOCIAL MEDIA DISPLAY PHOTO

The BIDA social media display photo must feature the core logo mark, properly scaled for visibility. Only approved colors and backgrounds should be used to ensure consistency and strong brand recognition across all social platforms.



Option 01



Option 02



Option 03



# COLORWAY

3.0

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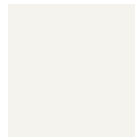
## 3.1 BRAND COLORS

The brand palette incorporates colors that symbolize confidence, unity, and forward momentum.

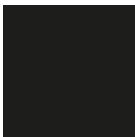
The brand colorway consists of red, black, white and off white, representing BIDA's passion, strength, and clarity. These colors are essential to the brand identity and must not be altered or substituted in any form.



**BIDA RED**  
RGB 165 3 33  
CMYK 24 100 97 18  
HEX A50321



**BIDA OFF WHITE**  
RGB 244 243 237  
CMYK 00 00 03 04  
HEX F4F3ED



**BIDA CHARCOAL**  
RGB 29 29 27  
CMYK 71 65 67 77  
HEX 1D1D1B



**BIDA WHITE**  
RGB 255 255 255  
CMYK 00 00 00 00  
HEX FFFFFFFF

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## 3.2 LOGO COLOR VARIATIONS: DO'S

Always present the BIDA logo in its authorized brand color forms. Ensure strong contrast and clarity, allowing the mark to stand confidently in every environment.



## 3.2 LOGO COLOR VARIATIONS: DON'TS

Do not alter the logo's colors, apply unauthorized shades, or place it on low-contrast backgrounds. Avoid gradients, effects, or patterns that compromise the logo's clarity, integrity, and visual impact.

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# TYPEFACE

## 4.0

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# 4.1 PRIMARY TYPEFACE: ENGLISH BARLOW

Barlow is BIDA’s primary typeface, a modern sans-serif that delivers clarity, versatility, and a confident, inclusive, future-focused visual voice.

Developed by Jeremy Tribby, it is a free font available for all use.

## BARLOW

Aa

Weight

Regular  
Medium  
Bold

Overview

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0  
~ ! @ \$ % ^ & \* ( )

# 4.1 PRIMARY TYPEFACE: BANGLA ADOR NOIRRIT

Ador Noirrit blends Bangla tradition with modern clarity, balancing boldness and grace to reflect BIDA's authentic, cultural voice.

Developed by Lipighor Type Foundry, it is a free font available for all use.

## ADOR NOIRRIT

অ

Weight

Regular  
Medium  
Bold

Overview

অ আ ই ঈ উ ঊ ঋ ঌ 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 ঙ ঙ ঙ  
১ ২ ৩ ৪ ৫ ৬ ৭ ৮ ৯ ০  
~ ! @ \$ % ^ & \* ( )

## 4.2 DISPLAY TYPEFACE

### GRIFTER

Grifter is BIDA’s signature serif typeface, combining strength and elegance to enhance bold, clear, and confident brand communication.

Developed by Hey Studio, Grifter Bold is a free font available for all use.

### GRIFTER

**Aa**

Weight

**Bold**

Overview

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll  
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv  
Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0  
~ ! @ \$ % ^ & \* ( )**



### 4.3 TYPOGRAPHY GUIDELINES

PRINT VERSION: ENGLISH

Typography guidelines for English print ensure clear, consistent, and professional text presentation, enhancing readability and maintaining brand identity across all materials.

GRIFTER BOLD: 24pt  
Line Spacing: 24pt

# IT IS A DISPLAY TITLE

BARLOW BOLD: 18pt  
Line Spacing: 18pt

# IT IS A SAMPLE TITLE

BARLOW MEDIUM: 14pt  
Line Spacing: 14pt

## IT IS A SAMPLE SUB-TITLE

BARLOW REGULAR - 10pt  
Line Spacing- 12pt

This is a sample body text. This is a sample  
body text. This is a sample body text. This  
is a sample body text. This is a sample  
body text. This is a sample body text. This  
is a sample body text.



### 4.3 TYPOGRAPHY GUIDELINES

WEB VERSION: ENGLISH

Web typography guidelines ensure optimal readability, accessibility, and visual consistency across devices, enhancing user experience while reinforcing brand identity online.

GRIFTER BOLD: 60pt  
Line Spacing: 60pt

# DISPLAY TITLE

BARLOW BOLD: 36pt  
Line Spacing: 42pt

# IT IS A SAMPLE TITLE

BARLOW MEDIUM: 24pt  
Line Spacing: 30pt

# IT IS A

## SAMPLE SUB-TITLE

BARLOW REGULAR - 18pt  
Line Spacing- 24pt

This is a sample body text. This is a sample  
body text. This is a sample body text. This is a  
sample body text. This is a sample body text.  
This is a sample body text. This is a sample  
body text.

## 4.3 TYPOGRAPHY GUIDELINES

### WEB VERSION: BANGLA

Web typography guidelines for Bangla fonts ensure clear readability, cultural authenticity, and visual harmony, enhancing user experience and strengthening brand identity online.

ADOR NOIRRIT BOLD: 60pt  
Line Spacing: 60pt

নমুনা  
শিরোনাম

ADOR NOIRRIT BOLD: 36pt  
Line Spacing: 42pt

নমুনা  
উপ শিরোনাম

ADOR NOIRRIT SEMIBOLD: 24pt  
Line Spacing: 30pt

নমুনা  
শিরোনাম

ADOR NOIRRIT REGULAR - 18pt  
Line Spacing- 24pt

এটা একটা নমুনা বডি টেক্সট। এটা একটা নমুনা বডি টেক্সট।  
এটা একটা নমুনা বডি টেক্সট। এটা একটা নমুনা বডি টেক্সট।  
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এটা একটা নমুনা বডি টেক্সট। এটা একটা নমুনা বডি টেক্সট।  
এটা একটা নমুনা বডি টেক্সট।

For any queries, please contact

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