

Brand Book



F-Block, Pak Secretariat, Islamabad - Pakistan

🌐 www.mopa.gov.pk Poverty Alleviation PovertyAlleviation

Presented by:

 **COM** PR
EVENT
ADVERTISING
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This guide will provide the rules and limitations in terms of communication design that will put all the stakeholders in a single row so that the material through which we will communicate stays in harmony.

Logo Rationale

The logo derives direct inspiration from the Prime Minister's Vision "Riyasat-e-Madina", which establishes a direct linkage between the program and the prosperous Islamic Reign of the prophet (PBUH). The arcs, colored in green comes directly from the architecture of Masjid-e-Nabwi, followed by the word "Ehsaas" toned in red color. The arcs, colors and the tagline portray the core values of the program that is determination, passion, energy, renewal, harmony and safety.

Symbol Philosophy

The symbol of the arcs of Masjid-e-Nabwi entirely represents the attributes of the Prophet's regime in Madina and connecting it to the current vision of creating "Riyasat-e-Madina" in order to create a brand identity under the prospect of harmony, compassion, support and welfare.



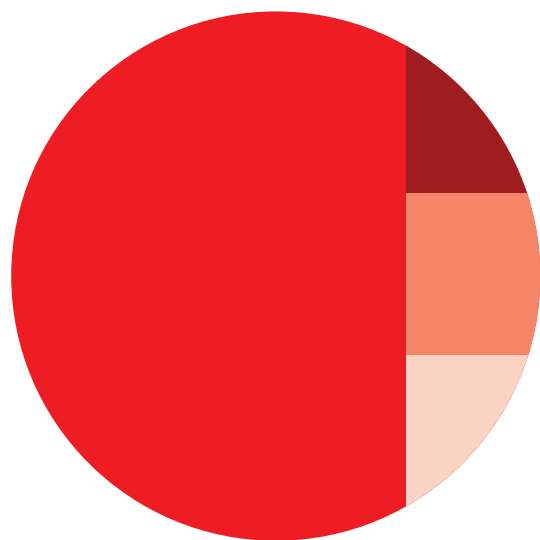
Khat-e-Kofi

Islamic calligraphy is known as Khat was first introduced by the Arabs. There is a variety of Khat including the Kufi, Tuluth and Nasakh. Each types of Khat has its own identity based on several influences such as ornamentals from flora and others nature elements.

نئے پاکستان کا غریب دوست پروگرام

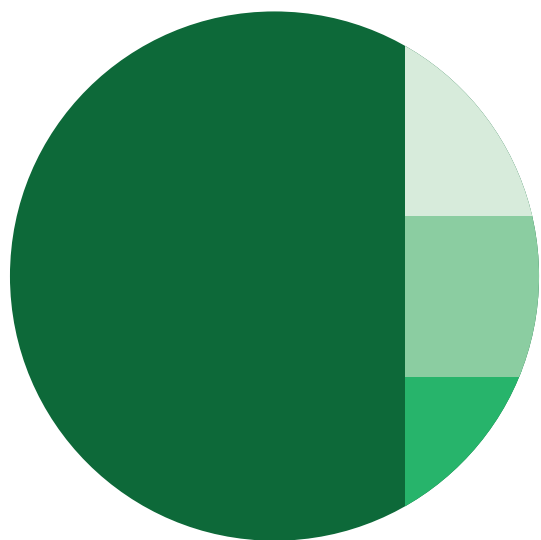
Khat-e-Naskh

Naskh is one of the first scripts of Islamic calligraphy to develop, commonly used in writing administrative documents and for transcribing books, including the Qur'an, because of its easy legibility. Naskh was standardized by Ibn Muqla as one of the six primary scripts of Islamic calligraphy in the 10th century CE.



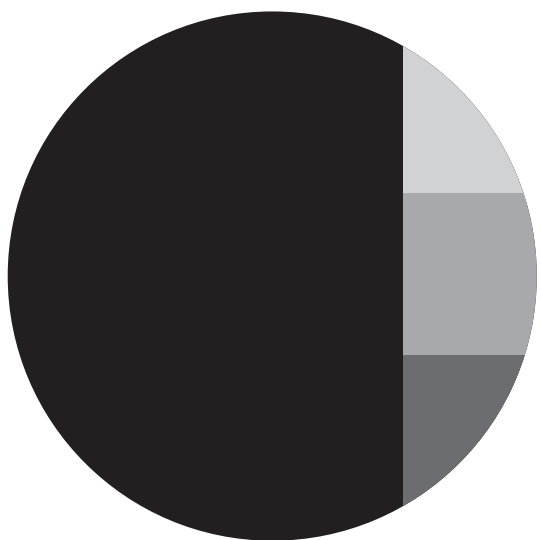
General printing
C:0 M:100 Y:100 K:0

On-screen
R:237 G:28 B:26
HEX: #ed1c24



General printing
C:90 M:33 Y:97 K:25

On-screen
R:5 G:105 B:57
HEX: #026835



General printing
C:0 M:0 Y:0 K:100

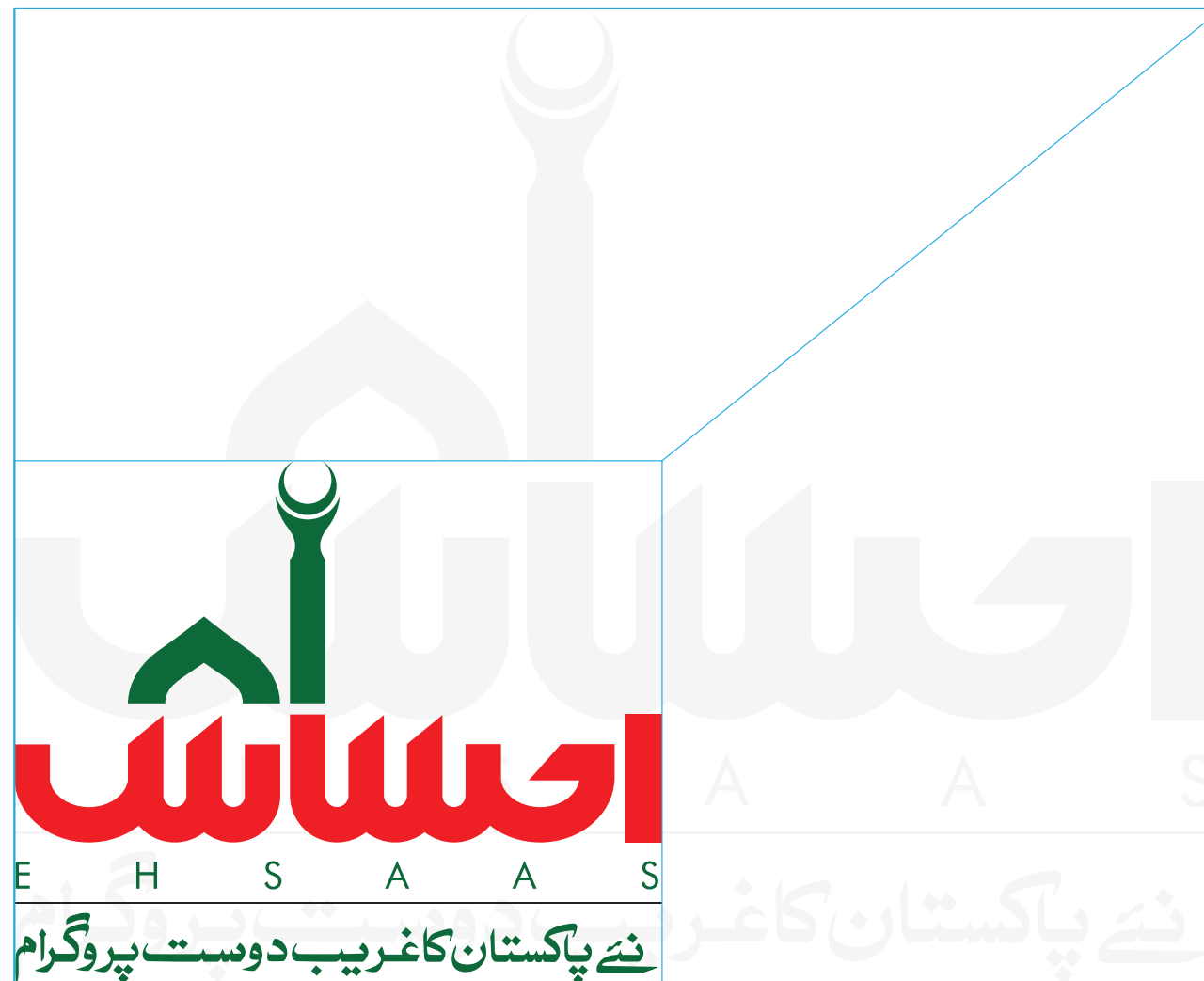
On-screen
R:35 G:31 B:32
HEX: #231f20

The Stacked logo with clear space

To expand design possibilities, the logo can also be used as a stake.

It is important to observe the clear space when designing with stacked logo.





Note:

Minimum size to accurately capture the fine details Ehsaas icon never to be reproduced less than 30mm in height.

Primary Color Version



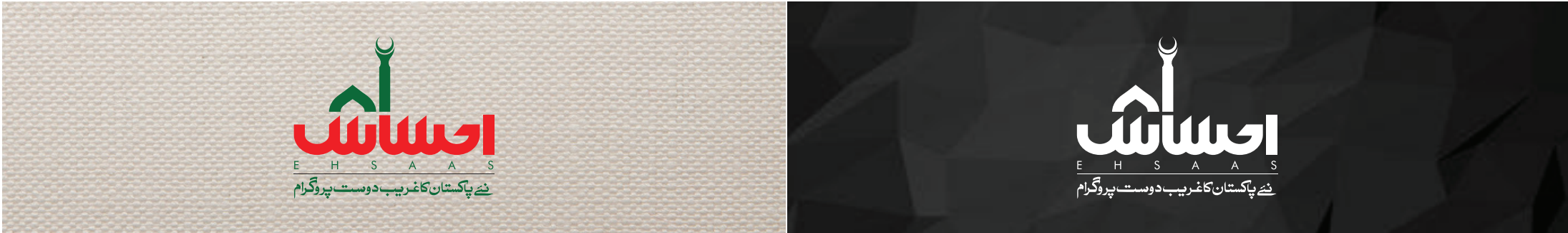
Black Version



Secondary Color Version



With image



Incorrect use

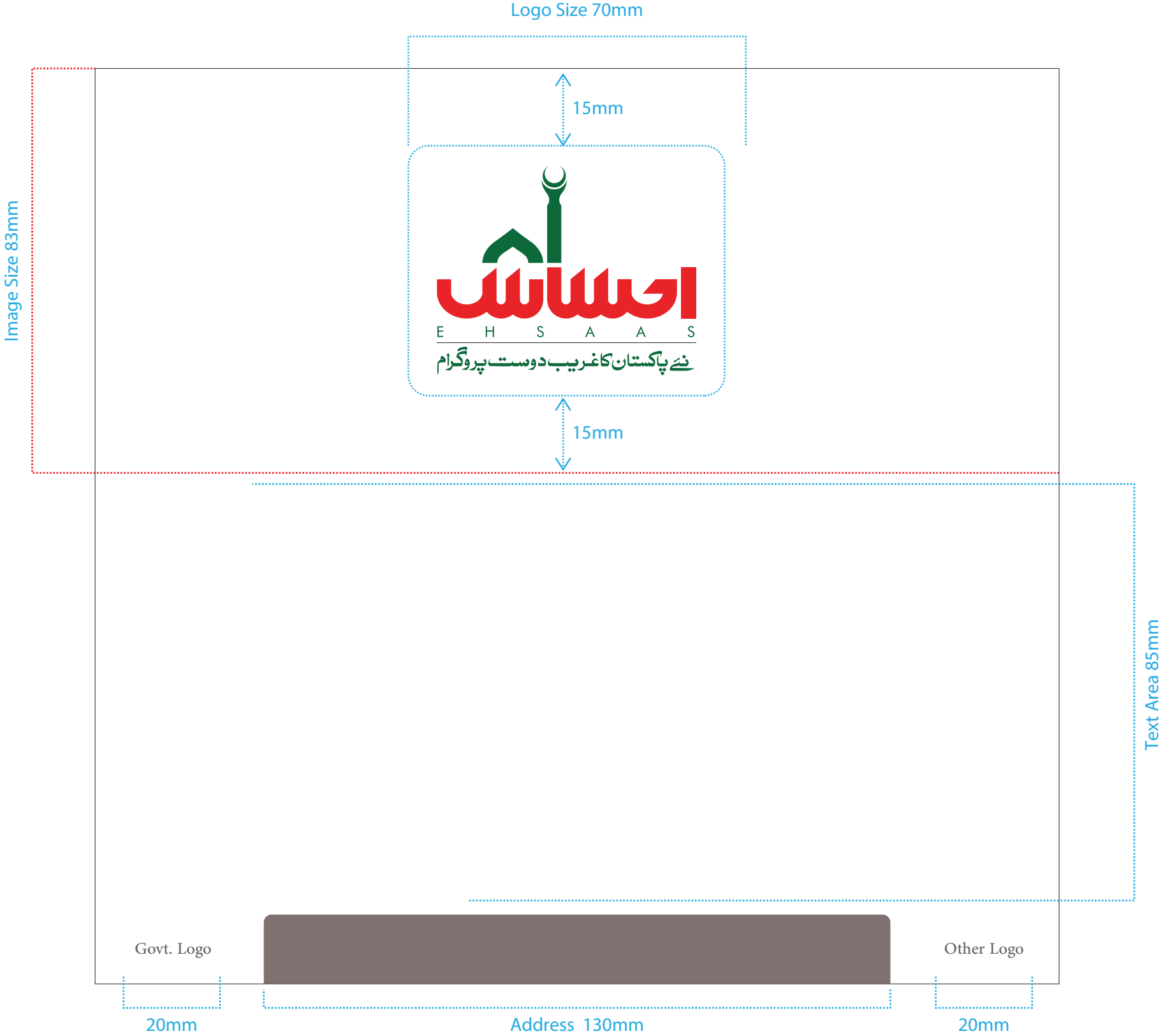


The print ad will follow the specified size guide for the purpose of harmony throughout the communication.

Print Ad.
200mm x 189mm

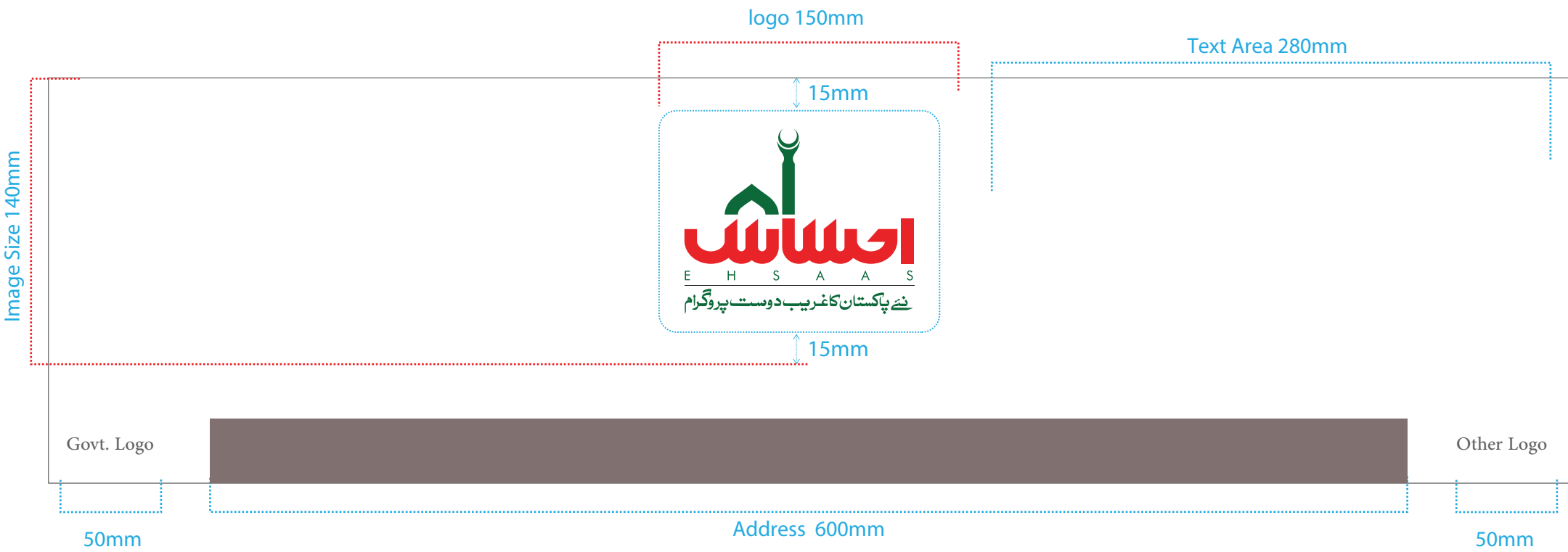
Image Size 83mm

LEGEND	
GOVERNMENT LOGO	20mm(width)
EHSAAS LOGO	70mm(width)
BISP LOGO	20mm(width)



The print ad will follow the specified size guide for the purpose of harmony throughout the communication.

Banner/Board
30”x8”



LEGEND	
GOVERNMENT LOGO	50mm(width)
EHSAAS LOGO	150mm(width)
BISP LOGO	50mm(width)

The print ad will follow the specified size guide for the purpose of harmony throughout the communication.

Banner/Board

30"x8"



Co-Branding

The print ad will follow the specified size guide for the purpose of harmony throughout the communication.

Banner/Board

20ft x 5ft



The print ad will follow the specified size guide for the purpose of harmony throughout the communication.

Banner/Board

40ft x 5ft



The print ad will follow the specified size guide for the purpose of harmony throughout the communication.

Banner/Board

20ft x 10ft

Photo Area



Text Area

Text Area

Govt Logo

Address Area

Other Logo

The print ad will follow the specified size guide for the purpose of harmony throughout the communication.

Banner/Board

60ft x 30ft



The print ad will follow the specified size guide for the purpose of harmony throughout the communication.

Banner/Board

30ft x 60ft



The print ad will follow the specified size guide for the purpose of harmony throughout the communication.

Banner/Board

90ft x 30ft



The print ad will follow the specified size guide for the purpose of harmony throughout the communication.

Banner/Board
30ft x 90ft



Photo Area

Text Area
Text Area

Govt
Logo

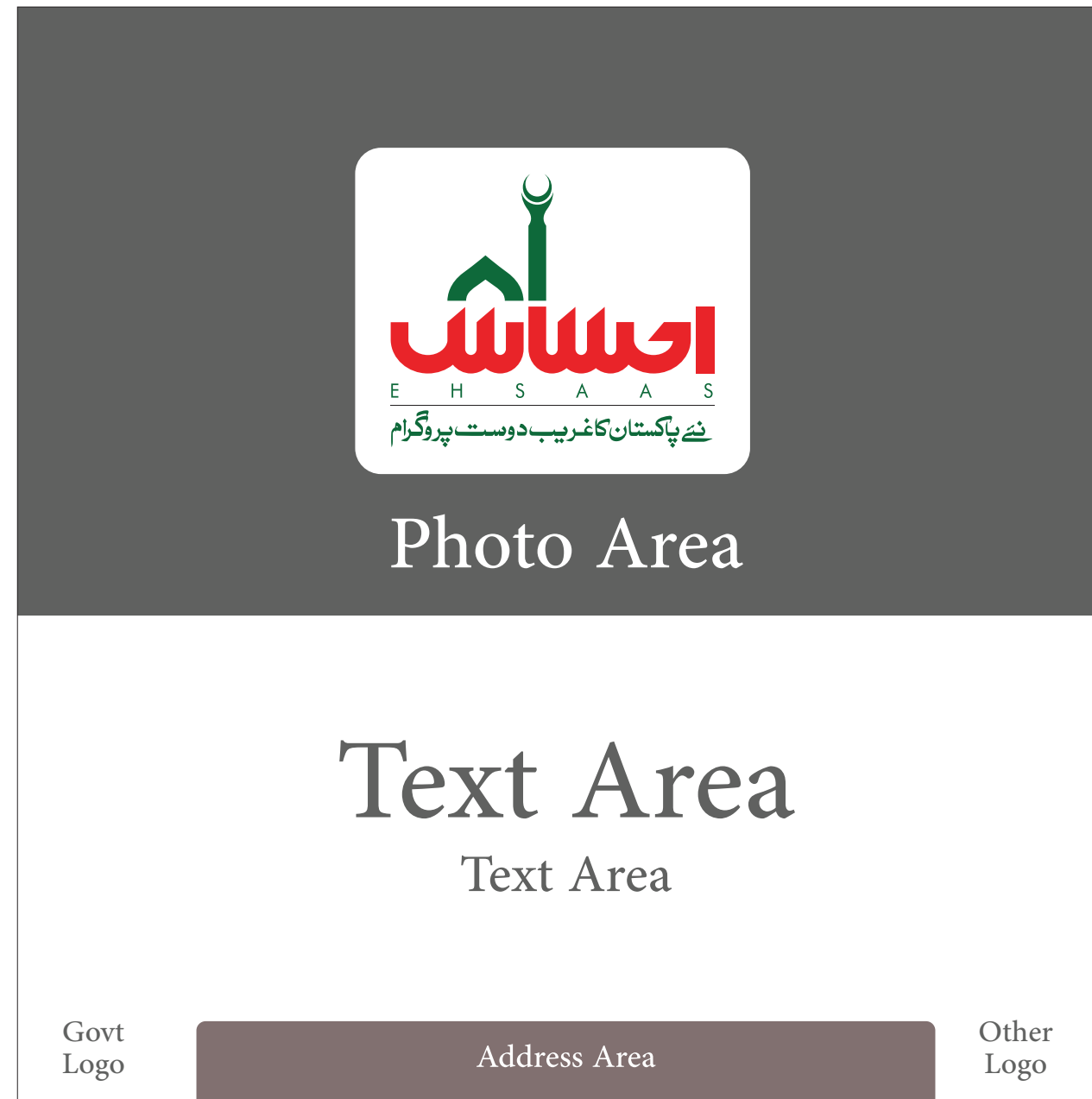
Address Area

Other
Logo

The print ad will follow the specified size guide for the purpose of harmony throughout the communication.

Banner/Board

10ft x 10ft



The print ad will follow the specified size guide for the purpose of harmony throughout the communication.

Web/Other

Govt
Logo

Text Area
Text Area



Address Area

Co-Branding

The print ad will follow the specified size guide for the purpose of harmony throughout the communication.

Banner/Board

90ft x 30ft

