

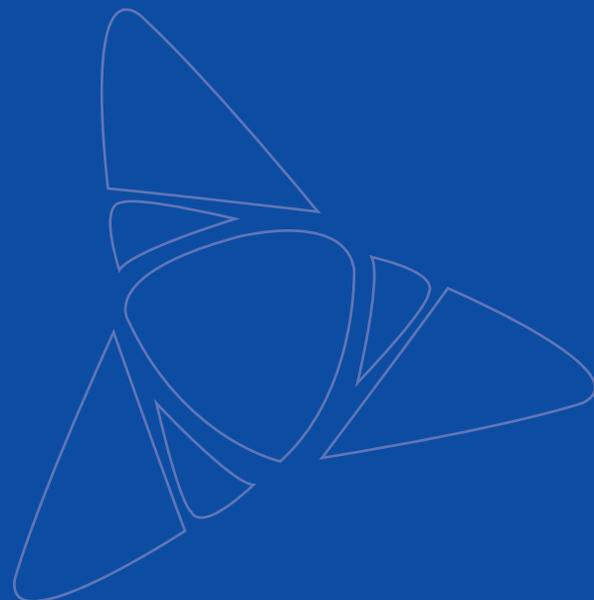


BRANDING AND IDENTITY GUIDELINES

Daffodil Family

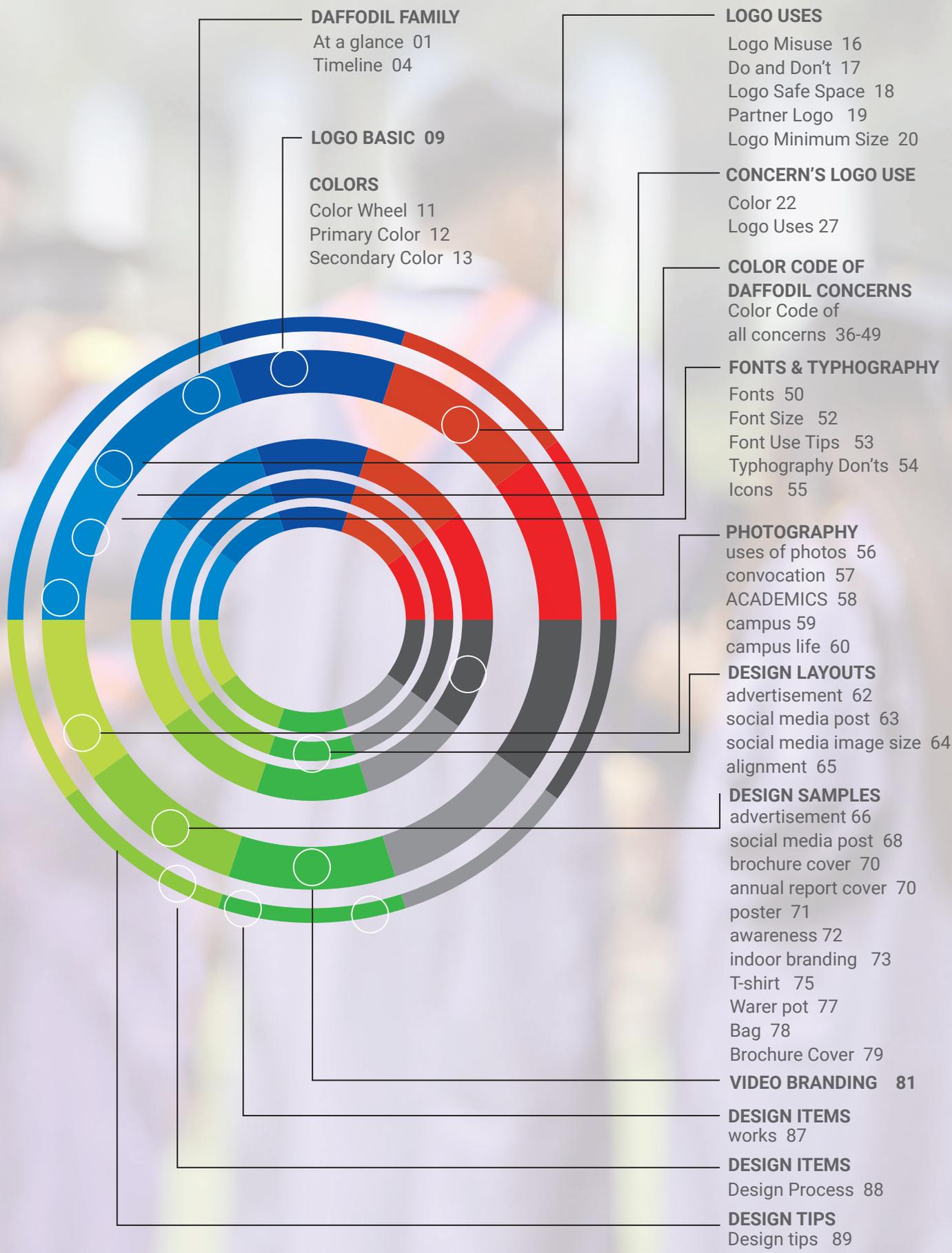
November 2024

Prepared by:
Hafizur Rahman





TODAY,
TOMORROW
AND
BEYOND



DAFFODIL FAMILY

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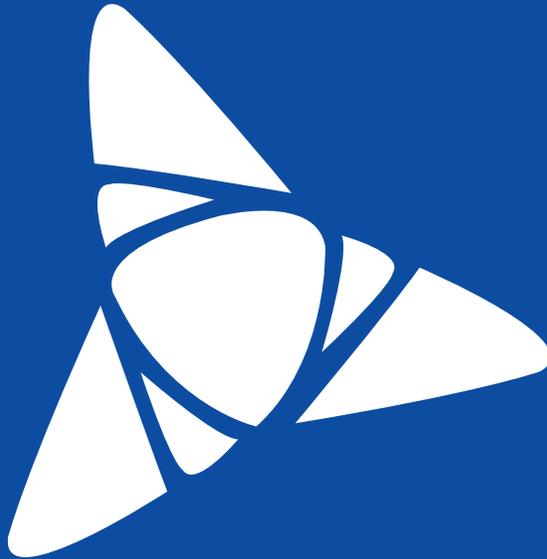
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VISION

To become a globally benchmarked hub in Education, IT, Investment, and Healthcare.

GLOBAL IMPACT AND INTERNATIONAL REACH

Daffodil Family has made significant steps in establishing a strong network of global partnerships, contributing immensely to our mission of fostering a world-class educational environment.

NURTURING GLOBAL EXCELLENCE & SOCIAL RESPONSIBILITY

Transforming Lives, Realizing Dreams:

An Eminent Journey Since 1990

Daffodil Family is a leading Bangladeshi conglomerate with a global presence committed to excellence, innovation, and social welfare, playing a significant role in the development of Bangladesh and the world. Founded by Dr. Md. Sabur Khan, Daffodil Family is Bangladesh's pre-eminent ICT conglomerate and a distinguished global player in education, healthcare, and investment. With 54+ entities spanning four continents, we have been dedicated to providing top-notch services, fostering entrepreneurship, and creating meaningful impact worldwide for the last three decades.

DAFFODIL FAMILY'S CONTRIBUTION IN THE EMPLOYABILITY LANDSCAPE OF BANGLADESH



Skill Development: At Daffodil International University, we offer targeted training programs that align with industry needs, preparing graduates for global success.

Educational Investment: Through the Daffodil Education Network, we provide scholarships and support to ensure academic excellence and career readiness.

Social Impact: Our CSR initiatives, via the Daffodil Foundation and DISS, deliver vocational training to underserved youth, enhancing employability and supporting socio-economic growth.

Industry-Academia Collaboration: We partner with government, NGOs, and international bodies to align our curriculum with industry standards, bridging education and workforce skills.

Employment and Entrepreneurship: We create job opportunities across sectors and support startups with funding and mentorship, driving innovation and economic growth.

Talent Transformation: Our advanced training programs focus on emerging technologies, offering engineering graduates hands-on experience through the Daffodil Academy of Excellence.

Internships and Apprenticeships: We provide practical experience through diverse internship and apprenticeship programs, connecting academic learning with professional demands.

Research and Development: Significant investments in R&D drive innovation and create job opportunities in cutting-edge technologies.

Advancing Global Workforce Readiness: Daffodil Family shapes a globally competitive workforce through quality education, career opportunities, and strategic industry partnerships. Our focus on practical skills and leadership ensures that graduates are prepared to thrive in diverse markets worldwide.

Timeline of Daffodil Family



Timeline of Daffodil Family



EDUCATION NETWORK



HEALTHCARE UNITS



CSR UNITS



EDTECH VENTURES



ICT VENTURES



INVESTMENT UNITS



OTHER VENTURES



DAFFODIL FAMILY IDENTITY

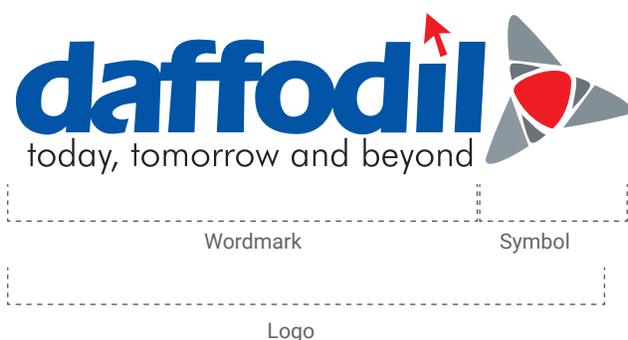
LOGO BASIC

LOGO BASIC



THE FAMILY LOGOS

Daffodil Family logo is the keystone of our visual identity. This logo should be used on all communications materials. Using the logo consistently will enhance the recognition of the Family by all audiences.



LOGO BASIC



THE FAMILY LOGOS



FULL LOGO: At the heart of our visual identity is the Daffodil Family logo. This full version is used as the primary Family logo and for central administration business communications. Is easily recognized at a variety of sizes for both print and digital communications. This version is used for outside audiences where the full name adds additional information. It is also used when the communications would benefit from a more formal approach. Like; Signage, Communication materials, publication, Social Media



SYMBOL LOGO/LOGO MARK: This version is used in a few instances in which the final size is too small or too large, such as in small digital applications and large outdoor flag applications. This version will use in small size suvinier items like; pen, pendrive, coatpin, mug, cap, etc.

COLOR



COLOR WHEEL

We are colorful

Life happens in color. Color captures passions, inspires emotions, and connects people. Bright and energetic, pure and beautiful, Daffodl Family colors add vibrancy to communications and are among the most recognizable and unifying elements in our visual identity.

Choose one of the 2 core colors (the labeled ring in the color wheel shown here) as the primary color in your layout. The lighter and darker tints may be used as highlights and accents.



COLOR



PRIMARY COLORS

Our primary colors are Blue, Red and Grey. Please use the color specifications below.



DF Blue

CMYK: C 100, M 75, Y 0, K 0

RGB: R 0, G 84, B 166

HEX: 0054A6

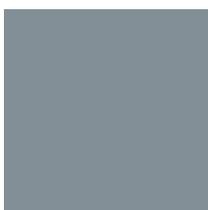


DF Red

CMYK: C 0, M 100, Y 100, K 0

RGB: R 237, G 28, B 36

HEX: ED1C24



DF Grey

CMYK: C 10, M 0, Y 0, K 50

RGB: R 131, G 144, B 151

HEX: 839097



DF Grey

CMYK: C 05, M 0, Y 0, K 65

RGB: R 105, G 116, B 122

HEX: 69747A

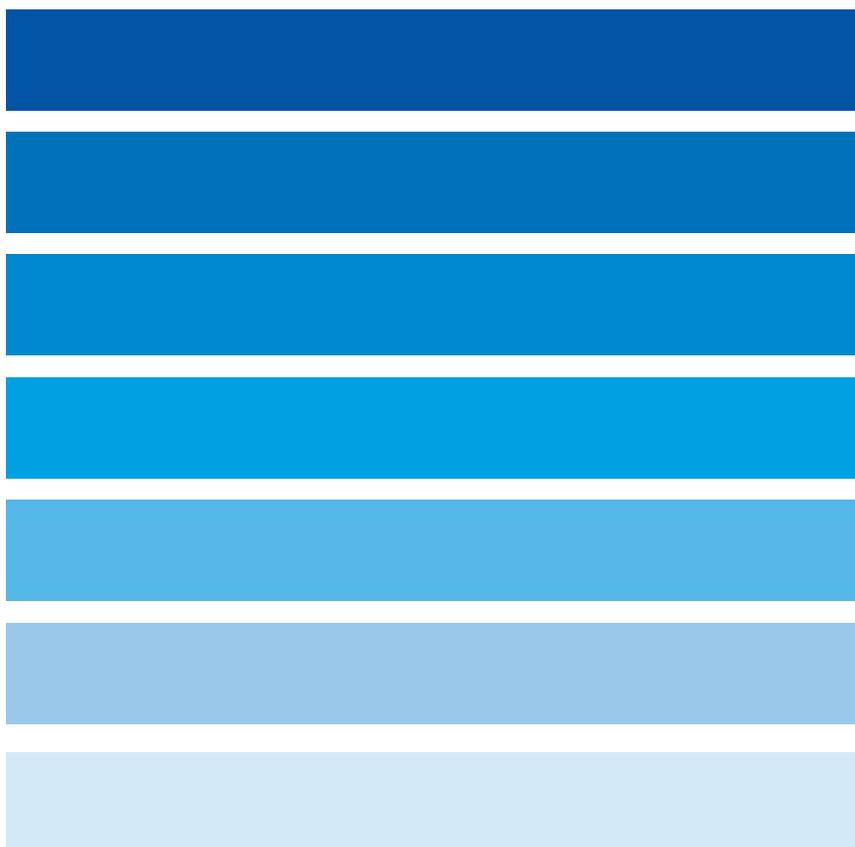
COLOR



SECONDARY COLORS

The primary color should be supported by secondary colors and shades, as well as highlight colors. The DF's secondary colors include the following:

Blue



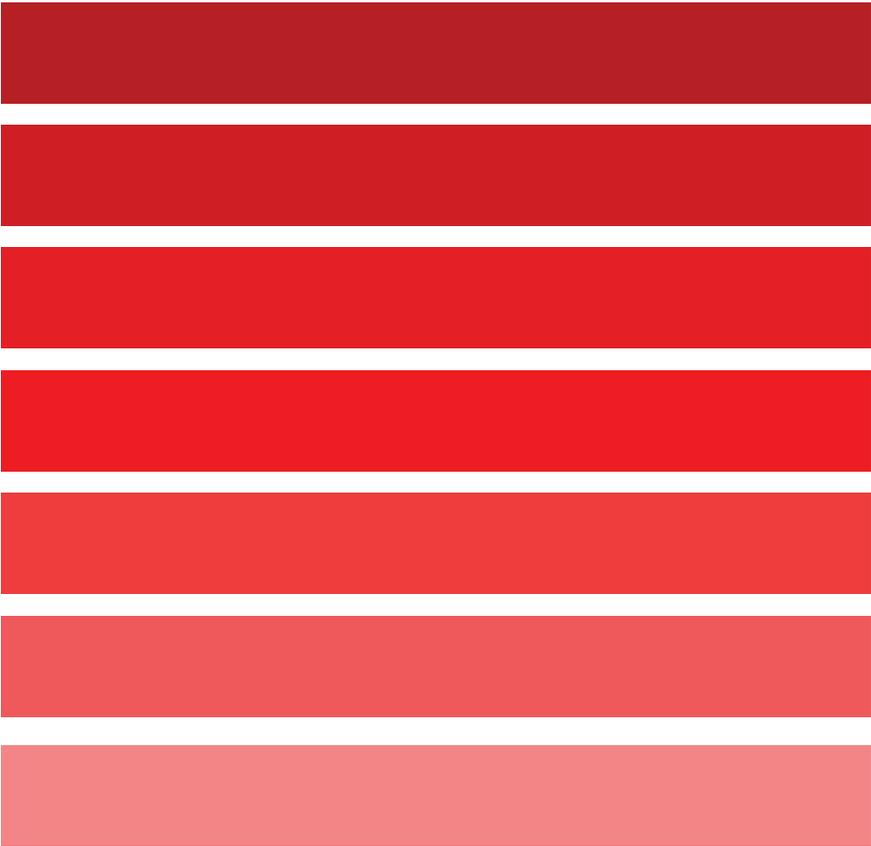
COLOR



SECONDARY COLORS

The primary color should be supported by secondary colors and shades, as well as highlight colors. The DF's secondary colors include the following:

Red



COLOR



SECONDARY COLORS

The primary color should be supported by secondary colors and shades, as well as highlight colors. The DF's secondary colors include the following:

Black



LOGO USES

LOGO MISUSE



Don't stretch



Don't rotate



Don't add a drop-shadow



Don't change the text color



Don't surround by a shape



Don't attach to another logo



Do not apply gradients or other effects.



Don't alter

-  Do not rotate the logo.
-  Do not stretch the logo.
-  Do not change the logo.
-  Do not apply gradients.

Don't use as bullet points



Do not recreate the type or substitute another typeface

LOGO USES

LOGO USES

DO USE THE LOGO THIS WAY



Use the one-color white version on DF Blue background



Use the Black white version when only one color is permitted.



Use the one-color white version on DF Black background

DO NOT USE THE LOGO THIS WAY



Do not Use the one-color white version on another solid color background



Do not change logo color on DF Blue background



Do not change logo color on DF Red background



Do not use black color logo on DF Blue background

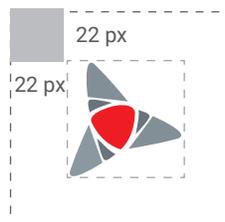
LOGO USES

LOGO SAFE SPACE

TO MAINTAIN THE INTEGRITY OF OUR LOGOS,
SAFE SPACE MUST SURROUND ALL PARTS OF THE LOGO.

This space provides separation from other elements, as well as the edge of the page. This border should always measure a minimum of half the height of the logo.

The DF logo is protected by an invisible exclusion zone where no graphic material other than the background should appear. This is to ensure that the logo remains free from visual interference and stands out clearly.



LOGO USES

PARTNER LOGO

The partner logo emphasizes that DF and our partners are equal in collaboration. The primary element(s) of the partner logo should be made the same height as the DF Logo. As with the primary logo, the partner logo should be large enough that it is clearly legible and in a space that is clear of other graphics.



LOGO USES

LOGO MINIMUM SIZE



Print 1.3"
Digital 95px



Print .50"
Digital 36px

CONCERN'S LOGO USE



COLOR



PRIMARY COLORS

Our primary colors are Blue and Green. Please use the color specifications below.



DIU Blue

CMYK: C 100, M 80, Y 0, K 0
RGB: R 3, G 78, B 162
HEX: 034ea2



DIU Green

CMYK: C 75, M 0, Y 100, K 0
RGB: R 57, G 181, B 74
HEX: 39b54a



DIU Black

CMYK: C 05, M 0, Y 0, K 75
RGB: R 99, G 100, B 102
HEX: 636466



DIU Red

CMYK: C 0, M 100, Y 100, K 0
RGB: R 237, G 28, B 36
HEX: ed1c2

COLOR

SECONDARY COLORS

The primary color should be supported by secondary colors and shades, as well as highlight colors. The University's secondary colors include the following:

Blue



CMYK: C 100, M 80, Y 0, K 0
RGB: R 3, G 78, B 162
HEX: 034ea2



CMYK: C 100, M 50, Y 0, K 0
RGB: R 0, G 114, B 188
HEX: 0072BC



CMYK: C 100, M 30, Y 0, K 0
RGB: R 0, G 137, B 207
HEX: 0089CF



CMYK: C 100, M 10, Y 0, K 0
RGB: R 0, G 161, B 228
HEX: 00A1E4



CMYK: C 60, M 10, Y 0, K 0
RGB: R 83, G 183, B 232
HEX: 53B7E8



CMYK: C 37, M 10, Y 0, K 0
RGB: R 154, G 200, B 236
HEX: 9AC8EC



CMYK: C 15, M 3, Y 0, K 0
RGB: R 212, G 231, B 247
HEX: D4E7F7



COLOR



SECONDARY COLORS

The primary color should be supported by secondary colors and shades, as well as highlight colors. The University's secondary colors include the following:

Green



CMYK: C 75, M 0, Y 100, K 0
RGB: R 57, G 181, B 74
HEX: 39b54a



CMYK: C 50, M 0, Y 100, K 0
RGB: R 142, G 198, B 64
HEX: 8dc63f



CMYK: C 30, M 0, Y 100, K 0
RGB: R 191, G 215, B 48
HEX: bfd730



CMYK: C 50, M 0, Y 60, K 0
RGB: R 132, G 201, B 139
HEX: 84c98b



CMYK: C 40, M 0, Y 60, K 0
RGB: R 159, G 209, B 139
HEX: 9fd18b



CMYK: C 20, M 0, Y 30, K 0
RGB: R 206, G 230, B 193
HEX: cee6c1



CMYK: C 10, M 0, Y 15, K 0
RGB: R 228, G 241, B 222
HEX: e4f1de



COLOR



SECONDARY COLORS

The primary color should be supported by secondary colors and shades, as well as highlight colors. The University's secondary colors include the following:

Black



CMYK: C 0, M 0, Y 0, K 80
RGB: R 88, G 89, B 91
HEX: 58595b



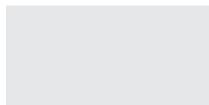
CMYK: C 0, M 00, Y 0, K 60
RGB: R 128, G 130, B 133
HEX: 808285



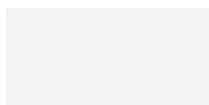
CMYK: C 0, M 0, Y 0, K 40
RGB: R 167, G 169, B 172
HEX: a7a9ac



CMYK: C 0, M 0, Y 0, K 30
RGB: R 188, G 190, B 192
HEX: bcbec0



CMYK: C 0, M 0, Y 0, K 10
RGB: R 230, G 231, B 232
HEX: e6e7e8



CMYK: C 0, M 0, Y 0, K 5
RGB: R 241, G 242, B 242
HEX: f1f2f2



COLOR

HIGHLIGHTS COLORS

Red



CMYK: C 0, M 100, Y 100, K 0
RGB: R 237, G 28, B 36
HEX: ED1C24



CMYK: C 20, M 100, Y 100, K 0
RGB: R 201, G 37, B 44
HEX: c9252c

Yellow

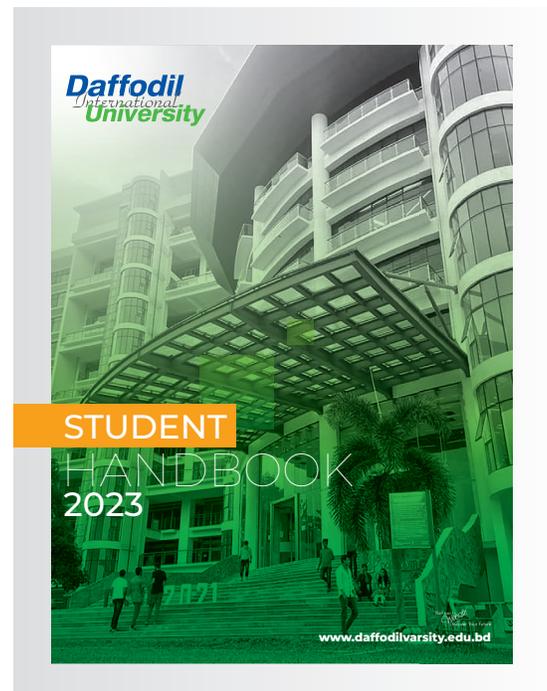


CMYK: C 0, M 20, Y 100, K 0
RGB: R 255, G 203, B 5
HEX: FFCB05

Orange



CMYK: C 0, M 40, Y 100, K 0
RGB: R 250, G 166, B 26
HEX: FAA61A



LOGO USES

DIU LOGO PLACEMENT

The placement of the DIU logo will always require judgement by the designer. Ideally the logo should be positioned top Left, although there may be times when placement on the Right is the only sensible option.

Here are some examples of recommended placement for the logo.

Daffodil International University

Admission Spring 2024

M. Sc. in SOFTWARE ENGINEERING
Faculty of Science & Information Technology

Major available in
CYBER SECURITY
DATA SCIENCE

100% SCHOLARSHIP
WORLDWIDE CLASSES
GLOBAL NETWORKING
HIGH QUALITY MEMBERS
LATEST CURRICULUM
SEA CAMPUS RECRUITMENT
HALL
TRANSPORT
E-LIBRARY

09617901212
admission@daffodilvarsity.edu.bd
admission.daffodilvarsity.edu.bd

Daffodil International University

ADMISSION SPRING 2024

Last Date for Application: 20 December 2023
Admission Test: 22 December 2023

Faculty of Science and Information Technology

Undergraduate Programs:

- B.Sc. in Computer Science and Engineering (CSE)
- B.Sc. in Computing and Information System (CIS)
- B.Sc. in Software Engineering (SWE)
- B.Sc. in Multimedia and Creative Technology (MCT)
- B.Sc. in Environmental Science and Disaster Management (ESDM)
- B.Sc. in Information Technology & Management (ITM)
- B.Sc. in Physical Education and Sports Science (PESS)

Graduate Programs:

- M.Sc. in Cyber Security (CSec)
- M.Sc. in Computer Science and Engineering (CSE)
- M.Sc. in Software Engineering (SWE)
- M.Sc. in Management Information Systems (MIS)

Top Ranking University

SCHOLARSHIP/WAIVER 100%

Special facilities:
• One Student One Laptop • Student and guardian life insurance • Residential Hall for male and female • Transport from all corners of Dhaka city and nearby locations • Medical center • Blended-Mode Teaching Facility • E-Learning facilities

Daffodil Smart City
Birulia Saver, Dhaka - 1216, Bangladesh
Admission Hotline: +8809617901212
Email: admission@daffodilvarsity.edu.bd

0713483141, 01713483039, 01833102806
01847140017, 01713493050-51,
01847140095-96

Apply online:
<http://admission.daffodilvarsity.edu.bd>
www.daffodilvarsity.edu.bd

Daffodil International University

17th FOUNDATION Anniversary

27-28
January, 2019
Permanent Campus
Ashulia, Saver, Dhaka

Daffodil International University

18th Anniversary

“মুছে যাক গ্লানি বুচে যাক জরা
অগ্নিস্নানে অচি হোক ধরা”

প্রফেসর ইউসুফ মাহবুবুল ইসলাম, পিএইচডি
উপাচার্য
ডাফোডিল ইন্টারন্যাশনাল ইউনিভার্সিটি

LOGO USES

DIU LOGO PLACEMENT

Daffodil International University

- 6 FACULTIES
- 54,000+ ALUMNI
- 50K+ ALUMNI
- 500 INTERNATIONAL STUDENTS
- 29 BACHELOR PROGRAMS
- 16 MASTER PROGRAMS
- LINKAGE WITH 520+ UNIVERSITIES
- 440+ CLASS ROOMS
- 4000+ ENTREPRENEURS WORLDWIDE
- 970+ FACULTY MEMBERS
- 18,467 STUDENTS ENJOYED WARRIORS AND SCHOLARSHIPS IN 2022
- 130+ LABS

JOIN DIU TO REALIZE YOUR DREAMS AND TO EXPLORE ACADEMIC EXCELLENCE

We Offer

Undergraduate Programs:

- Business Administration
- Tourism and Hospitality Management
- Entrepreneurship
- Real Estate
- Business Studies
- Computer Science & Engineering
- Software Engineering
- Multimedia and Creative Technology
- Information Technology & Management
- Physical Education and Sports Science
- Computing & Information System
- Environmental Science and Disaster Management
- Journalism, Media and Communication
- English
- Law (LLB Hons.)
- Pharmacy
- Public Health
- Nutrition & Food Engineering
- Agricultural Science
- Information and Communication Engineering
- Electrical & Electronic Engineering
- Textile Engineering
- Architecture
- Civil Engineering

Graduate Programs:

- MBA (Regulart)
- MBA (Executive)
- Computer Science & Engineering
- Software Engineering
- Cyber Security
- Management Information System
- English
- Law (LLM)
- Journalism, Media and Communication
- Development Studies
- Pharmacy
- Public Health (MPH)
- Electronic & Telecommunication Engineering
- Textile Engineering

Graduate Diploma:

- Information Science and Library Management

Top Ranking University

100% UP TO

Special facilities:

- One Student One Laptop • Student and guardian life insurance • Residential Hall for male and female • Transport from all corners of Dhaka city and nearby localities • Medical center • Blended Mode teaching facility • CSE Lab facilities

Daffodil Smart City
 Birpatha Smart Dhaka - 17th, Bangladesh
 Admission Helpline: +880967760212
 Email: admission@daffodilvarsity.edu.bd

0173493914 | 0173493939 | 01833102806
 0184740017 | 0173493050-51
 0184740095-96

Apply online: <http://admission.daffodilvarsity.edu.bd>
www.daffodilvarsity.edu.bd

Daffodil International University

Registration
COC
 Career Development Center

Idea Innovation Daffodil Laptop

Website Link
www.daffodilvarsity.edu.bd/idi

- Think of an excellent idea to use your laptop.
- Create presentation of your idea.
- Compete and win cash prize.

Attractive Cash Prize

Contest Deadlines

Registration Begins 8 June 2011
 1st Idea Round 25 June 2011
 Idea Gala Round 16 July 2011
 Idea Implementation Round 13 August 2011

Registration Ends
16 June 2011

Implementation Round
 Champion

Registration Ends
16 June 2011

www.daffodilvarsity.edu.bd

Daffodil International University

ADMISSION
Fall Semester
2023

31 JULY 2023
 Last Date of Admission

09 617 901 212
<https://daffodilvarsity.edu.bd>
admission@daffodilvarsity.edu.bd

Join & enjoy up to **100%** waiver/ scholarship

Daffodil International University

58 জাতির শ্রেষ্ঠ সন্তানদের প্রতি আমাদের শহীদ বুদ্ধিজীবী দিবস **বিনম্র প্রদ্বা**

#শহীদ_বুদ্ধিজীবী_দিবস

LOGO USES

LOGO MISUSE



Don't stretch



Don't rotate



Don't add a drop-shadow



Don't change the text color



Don't surround by a shape



Don't attach to another logo



Do not apply gradients or other effects.



Don't alter

-  Do not rotate the logo.
-  Do not stretch the logo.
-  Do not change the logo.
-  Do not apply gradients.

Don't use as bullet points



Do not recreate the type or substitute another typeface

LOGO USES

LOGO USES

DO USE THE LOGO THIS WAY



Use the one-color white version on DIU Blue background



Use the one-color white version on DIU Green background



Use the Black white version when only one color is permitted.



Use the one-color white version on DIU Black background

DO NOT USE THE LOGO THIS WAY



Do not Use the one-color white version on another solid color background



Do not change logo color on DIU Green background



Do not change logo color on DIU Blue background



Do not use black color logo on DIU Blue background

LOGO USES

LOGO USES ON PHOTOGRAPHIC BACKGROUND



Use the color version whenever possible.



Don't place the logo over busy photographic backgrounds.



Do not use the color logo over backgrounds where there is not enough contrast to have the logo stand out.

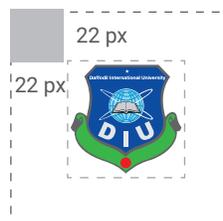
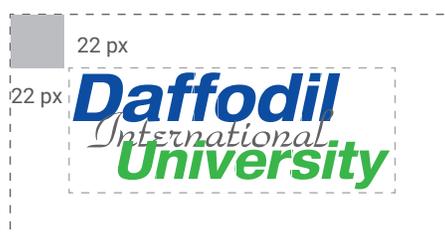
LOGO USES

LOGO SAFE SPACE

TO MAINTAIN THE INTEGRITY OF OUR LOGOS,
SAFE SPACE MUST SURROUND ALL PARTS OF THE LOGO.

This space provides separation from other elements, as well as the edge of the page. This border should always measure a minimum of half the height of the logo.

The DIU logo is protected by an invisible exclusion zone where no graphic material other than the background should appear. This is to ensure that the logo remains free from visual interference and stands out clearly.



LOGO USES

PARTNER LOGO

The partner logo emphasizes that DIU and our partners are equal in collaboration. The primary element(s) of the partner logo should be made the same height as the DIU Logo. As with the primary logo, the partner logo should be large enough that it is clearly legible and in a space that is clear of other graphics.



LOGO USES

LOGO MINIMUM SIZE



Print .50"
Digital 36px



Print 1"
Digital 73px



Print 1.3"
Digital 95px

COLOR CODE OF DF CONCERNS



1990-2000





DIIT Blue
CMYK: C 100, M 75, Y 0, K 0
RGB: R 0, G 84, B 166
HEX: 0054A6



DIC Blue
CMYK: C 100, M 75, Y 0, K 0
RGB: R 0, G 84, B 166
HEX: 0054A6



DIIT Green
CMYK: C 75, M 0, Y 100, K 0
RGB: R 57, G 181, B 74
HEX: 39b54a



DIC Sky Blue
CMYK: C 100, M 0, Y 0, K 0
RGB: R 0, G 174, B 239
HEX: 00AEEF



DIIT Red
CMYK: C 0, M 100, Y 100, K 0
RGB: R 237, G 28, B 36
HEX: ED1C24



DIIT Black
CMYK: C 0, M 0, Y 0, K 60
RGB: R 128, G 130, B 133
HEX: 808285



DIU Blue
CMYK: C 100, M 80, Y 0, K 0
RGB: R 3, G 78, B 162
HEX: 034ea2



| www.dpi.ac |

DPI Blue

CMYK: C 100, M 85, Y 0, K 0
RGB: R 23, G 71, B 158
HEX: 17479E

DPI Red

CMYK: C 0, M 100, Y 100, K 0
RGB: R 237, G 28, B 36
HEX: ED1C24

DPI Orange

CMYK: C 7, M 17, Y 100, K 0
RGB: R 240, G 203, B 23
HEX: F0CB17



| www.eminence.edu.bd |

Eminence Green

CMYK: C 85, M 10, Y 100, K 10
RGB: R 0, G 148, B 68
HEX: 009444

Eminence Red

CMYK: C 0, M 100, Y 100, K 0
RGB: R 237, G 28, B 36
HEX: ED1C24

Eminence Yellow

CMYK: C 0, M 0, Y 100, K 0
RGB: R 255, G 242, B 0
HEX: FFF200



| www.bsdi-bd.org |

BSDI Blue

CMYK: C 100, M 100, Y 0, K 0
RGB: R 46, G 49, B 146
HEX: 2E3192

BSDI Sky Blue

CMYK: C 100, M 0, Y 0, K 0
RGB: R 0, G 174, B 239
HEX: 00AEEF

BSDI Black

CMYK: C 10, M 1, Y 1, K 92
RGB: R 51, G 56, B 60
HEX: 33383C



| www.aibt.edu.bd |

AIBT Blue

CMYK: C 100, M 95, Y 0, K 0
RGB: R 41, G 56, B 150
HEX: 293896



| www.dist.ac |



DIST Dark Green

CMYK: C 100, M 85, Y 100, K 68
RGB: R 0, G 78, B 30
HEX: 004E1E



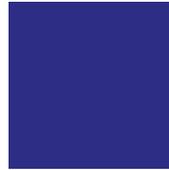
DIST Lime Green

CMYK: C 60, M 10, Y 100, K 0
RGB: R 118, G 176, B 67
HEX: 76B043



DAFFODIL INSTITUTE
OF ENGINEERING & TECHNOLOGY

| www.eit.edu.bd |



DIET Dark Blue

CMYK: C 100, M 10, Y 5, K 5
RGB: R 45, G 45, B 134
HEX: 2D2D86



DIET Royal Blue

CMYK: C 100, M 75, Y 0, K 0
RGB: R 0, G 84, B 166
HEX: 0054A6



DIET Golden

CMYK: C 20, M 35, Y 100, K 5
RGB: R 198, G 155, B 41
HEX: C69B29



| www.nist.edu.bd |



NIST Dark Green

CMYK: C 90, M 40, Y 100, K 50
RGB: R 0, G 73, B 35
HEX: 004923



NIST Lime Green

CMYK: C 85, M 15, Y 100, K 5
RGB: R 11, G 148, B 70
HEX: 0B9446



NIST Red

CMYK: C 0, M 100, Y 100, K 0
RGB: R 237, G 28, B 36
HEX: ED1C24



DAFFODIL
TECHNICAL
INSTITUTE

| www.dti.ac |



DTI Dark Blue

CMYK: C 10, M 75, Y 0, K 50
RGB: R 0, G 43, B 100
HEX: 002B64



DTI Royal Blue

CMYK: C 100, M 50, Y 0, K 0
RGB: R 0, G 114, B 188
HEX: 0072BC



| www.djit.ac |



DJIT Blue

CMYK: C 100, M 85, Y 5, K 0
RGB: R 26, G 71, B 151
HEX: 1A4797



DJIT Red

CMYK: C 0, M 100, Y 100, K 0
RGB: R 237, G 28, B 36
HEX: ED1C24



DJIT Green

CMYK: C 85, M 0, Y 100, K 0
RGB: R 0, G 174, B 77
HEX: 00AE4D



| www.daffodil.ac |



DIA Blue

CMYK: C 100, M 80, Y 0, K 0
RGB: R 3, G 78, B 1162
HEX: 034EA2



DIA Purple

CMYK: C 45, M 100, Y 0, K 0
RGB: R 154, G 37, B 143
HEX: 9A258F



| www.dipti.com.bd |



DIPTI Blue

CMYK: C 100, M 96, Y 23, K 10
RGB: R 42, G 49, B 116
HEX: 2A3174



DIPTI Orange

CMYK: C 0, M 70, Y 100, K 0
RGB: R 243, G 112, B 33
HEX: F37021



| www.dbmc.edu.bd |



DIPTI Blue

CMYK: C 100, M 96, Y 23, K 10
RGB: R 42, G 49, B 116
HEX: 2A3174



DIPTI BMC Orange

CMYK: C 0, M 70, Y 100, K 0
RGB: R 243, G 112, B 33
HEX: F37021



| www.dcu.edu.bd |



AIBT Blue

CMYK: C 100, M 95, Y 0, K 0
RGB: R 41, G 56, B 150
HEX: 293896



| www.dnc.edu.bd |

DNC Blue

CMYK: C 100, M 85, Y 0, K 0
RGB: R 23, G 71, B 158
HEX: 17479E

DNC Red

CMYK: C 0, M 100, Y 100, K 0
RGB: R 237, G 28, B 36
HEX: ED1C24



| www.dusc.diu.edu.bd |

DUSC Blue

CMYK: C 100, M 85, Y 0, K 0
RGB: R 23, G 71, B 158
HEX: 17479E

DUSC Blue

CMYK: C 45, M 100, Y 10, K 0
RGB: R 156, G 37, B 132
HEX: 9C2584

DUSC Green

CMYK: C 65, M 10, Y 100, K 0
RGB: R 104, G 173, B 69
HEX: 68AD45



| www.dis.edu.bd |

DIS Purple

CMYK: C 55, M 90, Y 0, K 0
RGB: R 136, G 63, B 152
HEX: 883F98

DIS Sky Blue

CMYK: C 72, M 12, Y 5, K 0
RGB: R 21, G 172, B 218
HEX: 15ACDA

DIS Dark blue

CMYK: C 100, M 85, Y 33, K 22
RGB: R 26, G 56, B 102
HEX: 1A3866



| www.admission.ac |

admission.ac Blue

CMYK: C 100, M 90, Y 0, K 0
RGB: R 33, G 64, B 154
HEX: 21409A

admission.ac Light Blue

CMYK: C 100, M 30, Y 0, K 0
RGB: R 0, G 137, B 207
HEX: 0089CF

admission.ac Red

CMYK: C 0, M 100, Y 100, K 0
RGB: R 237, G 28, B 36
HEX: ED1C24



AP Blue

CMYK: C 100, M 85, Y 0, K 0
RGB: R 23, G 71, B 158
HEX: 17479E

AP Red

CMYK: C 10, M 100, Y 100, K 0
RGB: R 218, G 33, B 40
HEX: DA2128



DISS Blue

CMYK: C 100, M 85, Y 0, K 0
RGB: R 23, G 71, B 158
HEX: 17479E

DISS Green

CMYK: C 75, M 0, Y 100, K 0
RGB: R 57, G 181, B 74
HEX: 39b54a



Nutec Green

CMYK: C 55, M 90, Y 0, K 0
RGB: R 136, G 63, B 152
HEX: 883F98

Nutec Orange

CMYK: C 0, M 50, Y 100, K 0
RGB: R 247, G 148, B 29
HEX: F7941D

Nutec Blue

CMYK: C 100, M 70, Y 0, K 0
RGB: R 0, G 91, B 170
HEX: 005BAA



Newtec Green

CMYK: C 100, M 0, Y 100, K 0
RGB: R 0, G 166, B 81
HEX: 00A651

Newtec Yellow

CMYK: C 0, M 40, Y 100, K 0
RGB: R 250, G 166, B 26
HEX: FAA61A

Newtec Black

CMYK: C 0, M 0, Y 0, K 100
RGB: R 35, G 31, B 32
HEX: 231F20



| www.dnc.edu.bd |

DNC Blue

CMYK: C 100, M 85, Y 0, K 0
RGB: R 23, G 71, B 158
HEX: 17479E

DNC Red

CMYK: C 0, M 100, Y 100, K 0
RGB: R 237, G 28, B 36
HEX: ED1C24



| www.dusc.diu.edu.bd |

DUSC Blue

CMYK: C 100, M 85, Y 0, K 0
RGB: R 23, G 71, B 158
HEX: 17479E

DUSC Blue

CMYK: C 45, M 100, Y 10, K 0
RGB: R 156, G 37, B 132
HEX: 9C2584

DUSC Green

CMYK: C 65, M 10, Y 100, K 0
RGB: R 104, G 173, B 69
HEX: 68AD45



| www.daffodilnet.com |

DOL Red

CMYK: C 0, M 100, Y 100, K 0
RGB: R 237, G 28, B 36
HEX: ED1C24

DOL Green

CMYK: C 100, M 0, Y 100, K 0
RGB: R 0, G 166, B 81
HEX: 00A651

DOL Black

CMYK: C 0, M 0, Y 0, K 100
RGB: R 35, G 31, B 32
HEX: 231F20



| www.daffodilsoft.com |

DSL Red

CMYK: C 0, M 100, Y 100, K 0
RGB: R 237, G 28, B 36
HEX: ED1C24

DSL Blue

CMYK: C 100, M 80, Y 0, K 0
RGB: R 3, G 78, B 162
HEX: 034EA2

DSL Black

CMYK: C 0, M 0, Y 0, K 100
RGB: R 35, G 31, B 32
HEX: 231F20



| www.dolphin.com.bd |

Dolphin Red

CMYK: C 0, M 100, Y 100, K 0
RGB: R 237, G 28, B 36
HEX: ED1C24

Dolphin Black

CMYK: C 0, M 0, Y 0, K 100
RGB: R 35, G 31, B 32
HEX: 231F20



| www.daffodil-bd.com |

DCL Blue

CMYK: C 100, M 85, Y 0, K 0
RGB: R 23, G 71, B 158
HEX: 17479E



| www.skill.jobs |

Skill Jobs Blue

CMYK: C 100, M 80, Y 0, K 0
RGB: R 3, G 78, B 162
HEX: 034EA2

Skill Jobs Sky Blue

CMYK: C 100, M 0, Y 0, K 0
RGB: R 0, G 174, B 239
HEX: 00AEEF

Skill Jobs Red

CMYK: C 0, M 100, Y 100, K 0
RGB: R 237, G 28, B 36
HEX: ED1C24



| www.daffodilweb.com |

DWE Blue

CMYK: C 100, M 85, Y 0, K 0
RGB: R 23, G 71, B 158
HEX: 17479E

DWE Red

CMYK: C 0, M 100, Y 100, K 0
RGB: R 237, G 28, B 36
HEX: ED1C24

DWE Green

CMYK: C 100, M 0, Y 100, K 0
RGB: R 0, G 166, B 81
HEX: 00A651

The logo for Daffodil Multimedia features the word "DAFFODIL" in blue uppercase letters above the word "MULTIMEDIA" in orange uppercase letters. A stylized graphic of a daffodil flower is integrated between the two words.

DAFFODIL
MULTIMEDIA

| www.daffodilmultimedia.com |

DM Blue

CMYK: C 100, M 90, Y 0, K 0
RGB: R 33, G 64, B 154
HEX: 21409A

DM Orange

CMYK: C 0, M 70, Y 100, K 0
RGB: R 243, G 112, B 33
HEX: F37021

The logo for Spiral World features the word "Spiral" in blue and "World" in red, with a stylized globe icon integrated into the letter "o" in "World".

SpiralWorld

| www.spiralworld.biz |

Spiral World Blue

CMYK: C 100, M 75, Y 0, K 0
RGB: R 0, G 84, B 116
HEX: 0054A6

Spiral World Red

CMYK: C 0, M 100, Y 100, K 0
RGB: R 237, G 28, B 36
HEX: ED1C24

The logo for Computer Clinic features a stylized grey computer monitor icon above the word "computer" in black and "clinic" in red.

computer
clinic

| www.computerclinic.com.bd |

Computer Clinic Red

CMYK: C 15, M 100, Y 100, K 0
RGB: R 208, G 35, B 42
HEX: D0232A

Computer Clinic Black

CMYK: C 0, M 0, Y 0, K 100
RGB: R 35, G 31, B 32
HEX: 231F20

The logo for Dolphin Digital & BPO features the words "dolphin digital" in blue and "BPO" in a larger, bold blue font, with a stylized sunburst or globe icon to the right of "BPO".

dolphin digital & BPO

| Dolphin Digital & BPO |

Dolphin Digital Blue

CMYK: C 100, M 50, Y 0, K 0
RGB: R 0, G 114, B 188
HEX: 0072BC



|www.global24.travel|



Global Travel Blue

CMYK: C 100, M 80, Y 0, K 0
RGB: R 3, G 78, B 162
HEX: 034EA2



Global Travel Blue

CMYK: C 100, M 0, Y 0, K 0
RGB: R 0, G 174, B 239
HEX: 00AEEF



|www.globalrecruit.info|



GRA Green

CMYK: C 100, M 0, Y 100, K 0
RGB: R 0, G 166, B 81
HEX: 00A651



GRA Red

CMYK: C 0, M 100, Y 100, K 0
RGB: R 237, G 28, B 36
HEX: ED1C24



Global Event, Global Opportunity

|www.emediaglobal.biz|



eMedia Blue

CMYK: C 100, M 80, Y 0, K 0
RGB: R 3, G 78, B 162
HEX: 034EA2



eMedia Red

CMYK: C 0, M 100, Y 100, K 0
RGB: R 237, G 28, B 36
HEX: ED1C24



|www.expresssecuritybd.com|



Express Security Blue

CMYK: C 100, M 60, Y 0, K 0
RGB: R 0, G 102, B 179
HEX:0066B3



Express Security Red

CMYK: C 10, M 100, Y 100, K 0
RGB: R 218, G 33, B 40
HEX:DA2128



Express Security Sky Blue

CMYK: C 100, M 10, Y 0, K 0
RGB: R 0, G 161, B 228
HEX: 00A1E4

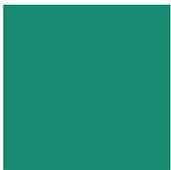


| www.venture.com.bd |



BVCL Blue

CMYK: C 82, M 48, Y 0, K 0
RGB: R 42, G 121, B 190
HEX: 2A79BE



BVCL Green

CMYK: C 83, M 24, Y 64, K 7
RGB: R 27, G 138, B 115
HEX: 1B8A73



BVCL Black

CMYK: C 0, M 0, Y 0, K 100
RGB: R 35, G 31, B 32
HEX: 231F20



| www.knowledgevale.com.bd |



Knowledge vale Blue

CMYK: C 100, M 85, Y 10, K 0
RGB: R 28, G 71, B 146
HEX: 1C4792



Knowledge vale Red

CMYK: C 0, M 100, Y 100, K 0
RGB: R 237, G 28, B 36
HEX: ED1C24

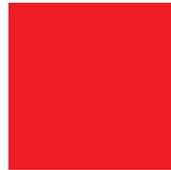


Knowledge vale Green

CMYK: C 85, M 0, Y 100, K 0
RGB: R 0, G 174, B 77
HEX: 00AE4D

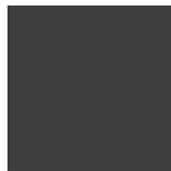


| www.amarsecurities.net |



Amar Securities Red

CMYK: C 0, M 100, Y 100, K 0
RGB: R 237, G 28, B 36
HEX: ED1C24

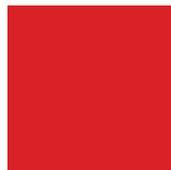


Amar Securities Black

CMYK: C 0, M 0, Y 0, K 90
RGB: R 65, G 64, B 66
HEX: 414042

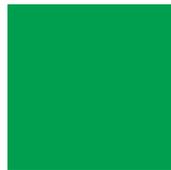


| www.erp.amarfood.net |



Amar Food Red

CMYK: C 10, M 100, Y 100, K 0
RGB: R 218, G 33, B 40
HEX: DA2128



Amar Food Green

CMYK: C 100, M 5, Y 100, K 0
RGB: R 0, G 159, B 79
HEX: 009F4F



| www.incubator.daffodilvarsity.edu.bd |



DBI Blue

CMYK: C 100, M 90, Y 0, K 0
RGB: R 33, G 64, B 154
HEX: 21409A



DBI Red

CMYK: C 0, M 100, Y 100, K 0
RGB: R 237, G 28, B 36
HEX: ED1C24

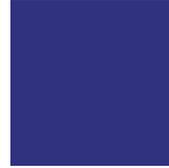


DBI Green

CMYK: C 100, M 0, Y 100, K 30
RGB: R 35, G 31, B 32
HEX: 231F20



| www.oval.furniture |



Oval Blue

CMYK: C 100, M 100, Y 20, K 0
RGB: R 237, G 28, B 36
HEX: ed1c



Oval Black

CMYK: C 0, M 0, Y 0, K 100
RGB: R 35, G 31, B 32
HEX: 231F20



| www.kiosk.com.bd |



KIOSK Red

CMYK: C 0, M 100, Y 100, K 0
RGB: R 237, G 28, B 36
HEX: ED1C24



KIOSK Sky Blue

CMYK: C 90, M 20, Y 0, K 0
RGB: R 0, G 153, B 218
HEX: 0099DA



KIOSK Orange

CMYK: C 0, M 30, Y 100, K 0
RGB: R 253, G 185, B 19
HEX: FDB913



| www.eci.org.bd |



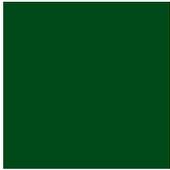
ECI Blue

CMYK: C 100, M 80, Y 0, K 5
RGB: R 3, G 73, B 154
HEX: 03499A



ECI Red

CMYK: C 0, M 100, Y 100, K 0
RGB: R 237, G 28, B 36
HEX: ED1C24



DRC Dark Green

CMYK: C 100, M 0, Y 100, K 70
RGB: R 0, G 75, B 28
HEX: 004B1C



DRC Light Green

CMYK: C 75, M 0, Y 100, K 0
RGB: R 57, G 181, B 74
HEX: 39B54A



IOU Red

CMYK: C 5, M 100, Y 100, K 0
RGB: R 227, G 31, B 38
HEX: E31F26



IOU Black

CMYK: C 0, M 0, Y 0, K 100
RGB: R 35, G 31, B 32
HEX: 231F20



Goedu Yellow

CMYK: C 0, M 35, Y 100, K 0
RGB: R 252, G 175, B 23
HEX: FCAF17



Goedu Black

CMYK: C 0, M 20, Y 0, K 85
RGB: R 77, G 77, B 79
HEX: 4D4D4F



Goedu Red

CMYK: C 0, M 100, Y 100, K 0
RGB: R 237, G 28, B 36
HEX: ED1C24



DHI Blue

CMYK: C 100, M 80, Y 0, K 5
RGB: R 3, G 73, B 154
HEX: 03499A



DHI Green

CMYK: C 75, M 0, Y 100, K 0
RGB: R 57, G 181, B 74
HEX: 39b54a

FONTS & TYPOGRAPHY

FONTS & TYPOGRAPHY



FONTS

Consistent use of typography is an important way we build our brand. When utilized thoughtfully, the right fonts can add visual meaning to what is communicated. DF's Official Type families communicate clearly and cleanly and are flexible across a wide range of applications.

Daffodil Family's preferred font.

SANS SERIF FONT

FUTURA FAMILY

Medium, Light, Bold, Book, Italic, Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

ROBOTO FAMILY

Regular, Medium, Light, Bold, Book, Italic, Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

MONSERRAT FAMILY

Regular, Medium, Light, Bold, SemiBold, ExtraBold, Thin, Italic, Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

FONTS & TYPOGRAPHY

FONTS

SERIF FONT

NOTO SERIF

Regular, Medium, Light, Bold, SemiBold, ExtraBold, Thin, Italic, Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

বাংলা ফন্ট

SUTONNYMJ

Regular, Bold, Italic

অইঙঊঋঌ঍঎এঐ঑঒ওঔকখগঘঙঐ঑঒ওঔকখগঘঙ
ধনপফবভমযরলশষসহড়ঢ়য়ৎ
১২৩৪৫৬৭৮৯০

FONTS & TYPOGRAPHY

FONT SIZE:

USING THE GOLDEN RATIO IN TYPOGRAPHY

The golden ratio is a great tool to use when determining what size font to use for your website, app, blog post, you name it.

Let's say you have already decided on a body font size of 10px, but you don't know what size to make the font for your header. Using the golden ratio, you could multiply 10px by 1.618 to get 16.18, or 16px. Conversely, let's say you're trying to find a body font size to go with your header font size of 25. You could then divide 25 by 1.618 to get a suggested font size of 15.45px, or 16px.

Equations:

Body Font Size x 1.618 = Header Font Size

Header Font size / 1.618 = Body Font Size

Below is an example of a type scale that was constructed by using the golden ratio, starting with the base of 16px. Depending on how many headlines you need, you can stop or continue the sequence at any point in time. This example is using the unit of pixels, but note that the golden ratio can also work for percentages.

41.89px • 1.618
67.78px

H2

67.78px • 1.618
109.66px

H2

25.89px • 1.618
41.89px

H3

41.89px • 1.618
67.78px

H3

16px • 1.618
25.89px

H4

25.89px • 1.618
41.89px

H4

16px

P Style

25.89px

P Style

FONTS & TYPOGRAPHY

FONTS

Type is more than a design element. It articulates our message, expressing both what we say and how we say it.

USES OF TEXT;

- Know your audience and purpose
- Choose fonts wisely
- Use colors carefully
- Align and space your text
- Proofread and test your text
- Use No More Than Three Typefaces
- Standard Fonts Are Better Than Decorative Ones
- Contrasting Font Pair
- Use Alignment
- Line Length
- Balance Line Height, Size and Line Length
- Divide Text Into Paragraphs

AVOID

- Avoid fonts that are overly stylized
- Avoid using type with drop shadows
- Avoid outlining type
- Avoid excessive condensing, tracking, horizontal scaling
- Avoid hyphenation in general, and especially in headlines.
- Don't kern text too tightly or loosely.
- Don't stretch type horizontally or vertically.
- Avoid loose line spacing measures.

FONTS & TYPOGRAPHY

TYPOGRAPHY (DON'TS)

~~This type is
with a shadow~~

Don't add drop shadows to type.

~~This headline is hy-
phenated~~

Avoid hyphenation in general, and especially in headlines.

~~This text is kerned at
negative 100.~~

Don't kern text too tightly or loosely.

~~This type is
stretched.~~

Don't stretch type horizontally or vertically.

~~The line spacing on
this text is 200%.~~

Avoid loose line spacing measures.

~~Too Many
TYPE styles
in one layout~~

Don't use more than 1 or 2 type styles in close proximity,

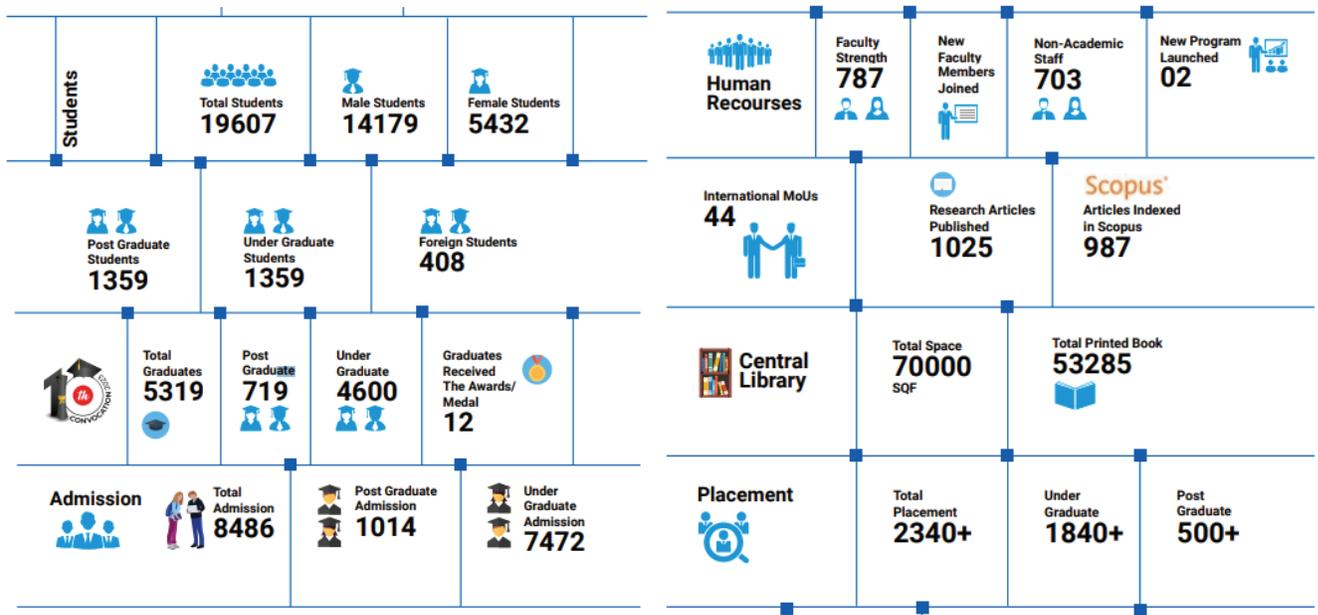
FONTS & TYPOGRAPHY

ICONS

ICONS RELATE TO OUR CAMPUS, CULTURE, CLASSROOMS, AND TRADITIONS

Icons should be the smallest design element on the page.

- Icons must be used in a brand color, and there must be proper contrast between the color of the icon and the background.
- Icons are not logos and should not be treated as such.



Daffodil International University ADMISSION SPRING 2024



OUR FACILITIES

UP TO 100% BURSARY SCHOLARSHIP

FREE LAPTOP

HALL

TRANSPORT

ON CAMPUS RECRUITMENT

E-LIBRARY

INNOVATION LAB

35+ CLUBS

ROVER SOCIETY & BNUCC

LIFE INSURANCE

LAST DATE OF APPLICATION
20 DECEMBER 2023

ADMISSION TEST
22 DECEMBER 2023

09617901212
admission@daffodilvarsity.edu.bd
admission.daffodilvarsity.edu.bd

Daffodil International University Admission Spring 2024

MASTER OF PUBLIC HEALTH
 Faculty Of Allied Health Sciences

Specialization areas:

- Epidemiology
- Reproductive and Child Health
- Hospital Management
- Dentistry
- Nutrition

Facilities:

UP TO 100% BURSARY SCHOLARSHIP

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admission.daffodilvarsity.edu.bd

PHOTOGRAPHY

USES OF PHOTOS

Photography is one of the best tools to communicate a sense of place. It often creates the first impression with its visual presence. Thoughtful and carefully chosen photography can transform a marketing piece and can become an effective way to communicate about DIU.

How does our essence translate into photography?

SMART: Use photography that shows students and faculty actively engaged in academics and the pursuit of knowledge.

URBAN

Located in the heart of one of the world's most culturally rich cities, DIU is the source of photography that is vibrant and diverse.

GLOBAL

DIU has students and locations across the globe—our photography should represent a world view.

AMBITIOUS

Photography should allow the viewer to observe personal moments and individual achievements.

COMMITTED

Use photography that shows our student, faculty, and employee commitment to social causes in our neighborhood and the world.

USAGES OF PHOTOGRAPHY

Use scale and combine wide-angle shots with close-up visual details to create interest and tell a more complete story.

CROP PHOTOS

For greater impact, crop your photos to highlight the subject you want your audience to focus on.

COLOR CORRECT PHOTOS

Use Photoshop's auto settings to perform basic color corrections. Under the Image/Adjustments menu select Levels and click on Auto.

AVOID GROUP PHOTOS THAT DO NOT FOCUS ON A SINGLE SUBJECT

When taking a photograph of a group, select an individual for your audience to focus on.

PHOTOGRAPHY

CONVOCATION



PHOTOGRAPHY

ACADEMICS



PHOTOGRAPHY



CAMPUS



PHOTOGRAPHY

CAMPUS LIFE



SOME EXAMPLES OF WHAT'S POSSIBLE WITH OUR VISUAL IDENTITY

What we want people to think:

It's fresh
It's simple and easy
It's helpful
It's beautiful
It feels like Daffodil



DESIGN LAYOUTS

ADVERTISEMENT

Logo -----

ADMISSION SPRING 2024 Last Date for Application: 20 December 2023
Admission Test: 22 December 2023 ----- CTA

Image -----

Headline (should be short less than 10 words) -----

Body -----

REALIZE YOUR DREAMS
AND ENJOY ACADEMIC EXCELLENCE

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MSc/MS

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- Computer Science and Engineering (Majors available in Data Science)
- Software Engineering (Majors available in Cyber Security, Data Science)
- Cyber Security
- Management Information System (MIS)
- Public Health (MPH) (Majors available in Epidemiology, Reproductive and Child Health, Hospital Management, Nutrition, Dentistry)

Pharmacy (M. Pharm.)

- Textile Engineering

MBA (Regular/Executive)

Majors: • Finance • Marketing • HRM • MIS • Real Estate • Textile and Apparel Management & Merchandising • Accounting • Tourism and Hospitality Management • Banking and Entrepreneurship • International Business • Islamic Finance • Project Management • Engineering Management • Supply Chain Management • Logistics • Digital Marketing • Leadership • Social Business • Agribusiness • Healthcare Management • Business Analytics

MA/MSS/LLM

- English (Majors available in ELI, Literature) • Law • Development Studies
- Journalism, Media and Communication

Top Ranking University

Daffodil Smart City

Binuda, Savar, Dhaka - 170, Bangladesh
Admission Helpline: +880207791222
Email: admission@daffodiluniversity.edu.bd

0173463941, 0173463033, 0183310306, 0194740017, 0173443250-51, 0194740995-96

Apply online: <http://admission.daffodiluniversity.edu.bd>

Special facilities: • One Student One Laptop • Student and guardian life insurance • Residential hall for male and female • Transport from all corners of Dhaka city and nearby locations • Medical center • Flexible mode teaching facility • 24x7 user facilities

100% 100% Graduate Employment

Offer

Logo -----

Headline (should be short less than 10 words) -----

Image -----

Body -----

CTA -----

Contact Information -----

Your future starts here

Daffodil International University (DIU) focuses on creating a well-rounded and self-empowered generation. With a view to preparing students who are employable, DIU nurtures its students with a fine balancing curriculum as well as provides facilities like laptop, technology support to learning, scholarships, international university networking, summer programs, career nurturing, employability skills and entrepreneurship setup support.

Bachelor Programs:

- CE • EE • IT • Pharmacy • SWE • Textile Engineering • Multimedia and Creative Technology • Architecture • Real Estate • Entrepreneurship
- BA • English • Law (Hons) • Journalism and Mass Communication • Tourism and Hospitality Management • Business Studies • Nutrition and Food Engineering • Environment Science and Disaster Management • ACS • CE • Civil Engineering • Public Health • Agricultural Science • PES

Master Programs:

- CE • IT • MIS • Textile Engineering • English • MBA • MPA • MEd • MEd • Journalism and Mass Communication • Public Health
- Software Engineering • Cyber Security • Pharmacy • Development Studies

Post Graduate Diploma:

- Information Science and Library Management

Permanent Campus: Datta Park, Ashulia, Savar, Dhaka. Call: 0183310306, 0194740048, 0173349314
Main Campus: Daffodil Tower, 47, Subhag, Hajar Road, Dharam, Dhaka. Tel: 4111629, 4811670, 0181443956, 0184714094, 0184714099, 0173443009, 0173349325. • Home Administration Office: House # 43, Road # 2, Sector # 2, Shree, Dhaka. Tel: 98954650, 28932010, 0181443044.
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www.daffodiluniversity.edu.bd

Admission Fall 2018
Last Date for Application: 05 September 2018
Admission Test: 07 September 2018

DESIGN LAYOUTS

SOCIAL MEDIA POST

Logo -----

Headline
(should be short less than 6-8 words) -----

Offer/Facilities/Feature -----

Image -----

Contact Information -----

Daffodil International University

Admission Spring 2024

B.Sc. (Hons.) in NUTRITION & FOOD ENGINEERING
Faculty Of Allied Health Sciences

Facilities:

- 100% WAIVER SCHOLARSHIP
- FREE LAPTOP
- HALL
- TRANSPORT
- E-LIBRARY
- INNOVATION LAB
- ON CAMPUS RECRUITMENT
- LIFE INSURANCE

09617901212
admission@daffodilvarsity.edu.bd
admission.daffodilvarsity.edu.bd

Logo -----

Offer -----

Headline
(should be short less than 6-8 words) -----

CTA -----

Contact -----

Daffodil International University

VIRTUAL ADMISSION FAIR FALL-2023

04 -18 APRIL

ONE POINT SOLUTION FOR ADMISSION

VISIT NOW

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DESIGN LAYOUTS

SOCIAL MEDIA IMAGE SIZES

Social Media Image Sizes 2024

					
Profile photo	320 x 320	170 x 170	400 x 400	400 x 400	200 x 200
Landscape	1080 x 566	1200 x 630	1600 x 900	1200 x 627	1920 x 1080
Portrait	1080 x 1350	630 x 1200	1080 x 1350	627 x 1200	1080 x 1920
Square	1080 x 1080	1200 x 1200	1080 x 1080	1080 x 1080	1080 x 1080
Stories	1080 x 1920	1080 x 1920	N/A	N/A	1080 x 1920
Cover photo	N/A	851 x 315	1500 x 1500	1128 x 191	N/A

DESIGN LAYOUTS

ALIGNMENT

		ADMISSION Last Date for Application SPRING 2024 20 December 2023 Admission Test 22 December 2023	
			
<p>If you want to be an ENTREPRENEUR or to get a JOB</p> <h2>Join Bachelor of ENTREPRENEURSHIP</h2> <p>Under the Department of Innovation & Entrepreneurship</p> <p>We ensure 100% EMPLOYABILITY of our students through Business or Job</p>			
CAREER PROSPECTS <ul style="list-style-type: none"> You can become an Entrepreneur You can get job in national companies, multinational companies (MNCs) & government job (Any kind of Govt. job including BCS) 		DEPARTMENTAL FACILITIES <ul style="list-style-type: none"> Funding facility Co-working facility Innovation Lab & Incubation facility Mentoring from industry expert Practical focused teaching & course curriculum Mandatory industry visit 1/2 semester(s) study in foreign university We offer 7 majors focusing IT & Business 	
DU AMONG TOP 1000 UNIVERSITIES IN 		Special facilities include: <ul style="list-style-type: none"> One student one laptop for undergraduate students Life insurance both for students and guardians Hall & transport facility On campus job recruitment E-Library facility with 37000 e-books & 2500 e-journals Innovation lab & astrophysics center to explore inner potential Industry visit for all programs to get hand of experience Industry expertise & foreign teaching staff 5+ clubs for extra curricular activities All sorts of sports facility Entrepreneurial atmosphere 	
Daffodil Smart City Brilla, Saver, Dhaka - 1216, Bangladesh Email: admission@daffodiluniversity.edu.bd		Admission Helpline: +8809617901212 Apply online: http://admission.daffodiluniversity.edu.bd www.daffodiluniversity.edu.bd 	

		
	Ranked 1st among private universities in Bangladesh	Ranked 1st in Bangladesh for the last 8 years
	Ranked within TOP 1000 global universities	Ranked within TOP 200 global universities
		

DESIGN SAMPLES

ADVERTISEMENT



ADMISSION Last Date for Application
SPRING 2024 20 December 2023
Admission Test 22 December 2023



Faculty of Science and Information Technology

Undergraduate Programs:

- Computer Science and Engineering (CSE)
- Computing and Information System (CIS)
- Software Engineering (SWE)
- Multimedia and Creative Technology (MCT)
- Environmental Science and Disaster Management (ESDM)
- Information Technology & Management (ITM)
- Physical Education and Sports Science (PESS)

Graduate Programs:

- Cyber Security
- Computer Science and Engineering (CSE)
- Software Engineering (SWE)
- Management Information Systems (MIS)

Top Ranking University



SCHOLARSHIP/WAIVER UP TO 100%

Special facilities include:
 • One Student One Laptop • Student and guardian life insurance • Residential Hall for male and female • Transport from all corners of Dhaka city and nearby locations • Medical center • Blended Mode Teaching Facility • VDU Loan facilities

Apply online:
<http://admission.daffodiliversity.edu.bd>
www.daffodiliversity.edu.bd



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 Birulia, Savar, Dhaka - 1216, Bangladesh
 Admission Helpline: +8809617901212
 Email: admission@daffodiliversity.edu.bd



ADMISSION Last Date for Application
FALL 2021 20 December 2023
Admission Test 22 December 2023



Ensured Post Corona Safety

ADMISSION FALL 2021

SPECIAL FACILITIES:

Laptop during admission

Student and guardian life insurance

On campus hall both for male and female

Transport from all over Dhaka city and nearby city

Medical center

Dom Blended Learning Center (BLC)

Contact with us:
Daffodil Smart City, Ashulia, Dhaka
 admission@daffodiliversity.edu.bd

1847140094-95, 01847140017
 01811458841, 01833102806
www.daffodiliversity.edu.bd

Undergraduate Programs:

CSE, SWE, BBA, English, LLB
 Computing and Information System (CIS)
 Multimedia and Creative Technology (MCT)
 Environmental Science & Disaster Management (ESDM)
 Nutrition & Food Engineering (NFE)
 Tourism & Hospitality Management (THM)
 Real Estate, Business Studies, Entrepreneurship
 Journalism Media & Communication (JMC)

Postgraduate Programs:

CSE, MIS, MBA, English, LL.M, Public Health
 Journalism Media & Communication (JMC)
 Development Studies (DS)

Postgraduate Diploma:

Information Science and Library Management (ISLM)

Special quota:

- Freedom fighter
- Player, sibling, spouse, physically challenged, 1st blood relative of alumni, tribal, need based.

Apply online





ADMISSION Last Date for Application
SPRING 2024 20 December 2023
Admission Test 22 December 2023



Faculty of Humanities and Social Science

Undergraduate Programs:

- English
- Law
- Journalism, Media and Communication

Graduate Programs:

- English (majors available in ELT and Literature)
- LLM
- Journalism, Media and Communication
- Development Studies

Graduate Diploma:

- Information Science and Library Management

DIU AMONG TOP 1000 UNIVERSITIES IN WORLD RANKINGS SUSTAINABILITY 2024



SCHOLARSHIP/WAIVER UP TO 100%

Special facilities include:
 • One student one laptop • Life insurance for students and their guardians • Separate residential halls for male and female students • Transportation services covering all corners of Dhaka city and nearby areas • Access to a medical center • Blended mode teaching • Education loans for students • On campus job recruitment • E-library facility with 32000 e-books & 2500 e-journals

Apply online:
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 Birulia, Savar, Dhaka - 1216, Bangladesh
 Admission Helpline: +8809617901212
 Email: admission@daffodiliversity.edu.bd



ADMISSION Last Date for Application
SPRING 2024 20 December 2023
Admission Test 22 December 2023



If you want to be an **ENTREPRENEUR** or to get a **JOB**

Join Bachelor of ENTREPRENEURSHIP

Under the Department of Innovation & Entrepreneurship

We ensure **100% EMPLOYABILITY** of our students through Business or Job

CAREER PROSPECTS

- You can become an Entrepreneur
- You can get job in national companies, multinational companies (MNCs) & government job (Any kind of Govt. jobs including BCS)

DEPARTMENTAL FACILITIES

- Funding facility
- Co-working facility
- Innovation Lab & Incubation facility
- Mentoring from industry expert
- Practical focused teaching & course curriculum
- Mandatory industry visit
- 1/2 semester(s) study in foreign university
- We offer 7 majors focusing IT & Business

DIU AMONG TOP 1000 UNIVERSITIES IN WORLD RANKINGS SUSTAINABILITY 2024



Special facilities include:
 • One student one laptop for undergraduate students • Life insurance both for students and guardians • Hall & transport facility • On campus job recruitment • E-library facility with 32000 e-books & 2500 e-journals • Innovation lab & astrophysics center to explore inner potential • Industry visit for all programs to get hand of experience • Industry expertise & foreign teaching staff • 50+ clubs for extra curricular activities • All sorts of sports facility • Entrepreneurial atmosphere

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DESIGN SAMPLES

SOCIAL MEDIA POST

Daffodil International University Admission Spring 2024

LAST DATE OF APPLICATION: 25 OCTOBER 2023
ADMISSION TEST: 27 OCTOBER 2023

Facilities:

- 100% BBA SCHOLARSHIP
- FREE LAPTOP
- HALL
- TRANSPORT
- ON CAMPUS RECRUITMENT
- E-LIBRARY
- LATEST CURRICULUM
- INNOVATION LAB
- 35+ CLUBS
- ROVER SCOUT
- GLOBAL NETWORKING
- LIFE INSURANCE

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admission.daffodilvarsity.edu.bd

Daffodil International University Admission Spring 2024

B.Sc. (Hons.) in **NUTRITION & FOOD ENGINEERING**
Faculty Of Allied Health Sciences

Facilities:

- 100% BBA SCHOLARSHIP
- FREE LAPTOP
- HALL
- TRANSPORT
- E-LIBRARY
- INNOVATION LAB
- ON CAMPUS RECRUITMENT
- LIFE INSURANCE

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admission@daffodilvarsity.edu.bd
admission.daffodilvarsity.edu.bd

Daffodil International University Admission Spring 2024

M.Sc. in **Cyber Security**

www.daffodilvarsity.edu.bd 09617901212

Daffodil International University Admission Spring 2024

M.A. in **ENGLISH**
Faculty Of Humanities & Social Sciences
Major available in LITERATURE & IELTS

Facilities:

- 100% BBA SCHOLARSHIP
- LATEST CURRICULUM
- GLOBAL NETWORKING
- ON CAMPUS RECRUITMENT
- INNOVATION LAB
- HALL
- TRANSPORT
- E-LIBRARY

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DESIGN SAMPLES

SOCIAL MEDIA POST

Daffodil International University

Admission Spring 2024

BBA
BACHELOR OF BUSINESS ADMINISTRATION

- WEEKEND CLASSES
- HALL
- TRANSPORT
- E-LIBRARY
- ON CAMPUS RECRUITMENT
- PH.D. FACULTY MEMBERS

100% WAIVER / SCHOLARSHIP

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Daffodil International University

VIRTUAL ADMISSION FAIR
FALL-2023

04 -18 APRIL

ONE POINT SOLUTION FOR ADMISSION

VISIT NOW

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Daffodil International University

ADMISSION SPRING 2024

Last Date of Admission
26 January 2024

OUR FACILITIES

- 100% WAIVER / SCHOLARSHIP
- FREE LAPTOP
- HALL
- TRANSPORT
- ON CAMPUS RECRUITMENT
- E-LIBRARY
- LATEST CURRICULUM
- INNOVATION LAB
- 35+ CLUBS
- ROVER SCOUT
- GLOBAL NETWORKING
- LIFE INSURANCE

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admission@daffodilvarsity.edu.bd
admission.daffodilvarsity.edu.bd

Daffodil International University

EXCITEMENT IS IN THE AIR!
11TH CONVOCATION 2024
IS JUST AROUND THE CORNER, AND WE'RE GEARING UP FOR A CELEBRATION LIKE NO OTHER.

LAST DATE OF REGISTRATION: 31 JANUARY 2024

SCAN ME

DESIGN SAMPLES

BROCHURE COVER



ANNUAL REPORT COVER

TISSUE BOX



DESIGN SAMPLES

POSTER

Daffodil International University

regional
icpc International Collegiate Programming Contest
icpc.foundation

Asia Regional Dhaka Site Event
acm ICPC 2018
SATURDAY
10 November

Attractive Cash Prizes

Preliminary Contest
Friday, 5th October 2018
(03.00pm to 08.00pm)
Platform: algo.codemarshal.org

Final Contest
Mock Contest: Friday, 9th November 2018
Onsite Contest: Saturday, 10th November, 2018

Register at
<https://icpc.baylor.edu>

Registration Deadline
30th September, 2018

Registration Fee
Tk. 5,000 per team

Venue:
DIU Permanent Campus
Ashulia, Savar, Dhaka

Department of Computer Science & Engineering
Tel: +88-02 9128234-5, 01817382645, 0199089279
Email: sp@diu2018@daffodiluniversity.edu.bd

Award Partners: Intel, Microsoft, Dell, Wireless, etc.

Support Partners: ICT, etc.

Daffodil International University

International Women's Day
2018

Equal access to education training and science and technology: Pathway to decent work for women

Rally
Seminar
Debate
Cultural Program

Date: 8th March 2018
Venue: DIU Auditorium

INVITATION CARD

Daffodil International University

8th Convocation 2018

13 March 2019
Ashulia, Savar, Dhaka

PROGRAM

08:00 am - 09:00 am: Registration and Seating

09:00 am - 09:30 am: Inauguration and Prayer

09:30 am - 10:00 am: Address by the Guest of Honor

10:00 am - 10:30 am: Address by the Vice-Chancellor

10:30 am - 11:00 am: Address by the President of Bangladesh

11:00 am - 11:30 am: Address by the President of Bangladesh

11:30 am - 12:00 pm: Presentation of Certificates

12:00 pm - 12:30 pm: Lunch

12:30 pm - 13:00 pm: Cultural Program

13:00 pm - 13:30 pm: Address by the Vice-Chancellor

13:30 pm - 14:00 pm: Address by the President of Bangladesh

14:00 pm - 14:30 pm: Address by the President of Bangladesh

14:30 pm - 15:00 pm: Address by the President of Bangladesh

15:00 pm - 15:30 pm: Address by the President of Bangladesh

15:30 pm - 16:00 pm: Address by the President of Bangladesh

16:00 pm - 16:30 pm: Address by the President of Bangladesh

16:30 pm - 17:00 pm: Address by the President of Bangladesh

Daffodil International University

DIU Industry Academia Lecture Series
on Entrepreneurship Development

DIU Permanent Campus
Dharmapala, Ashulia, Savar, Dhaka

INVITATION

The DIU Industry Academia Lecture Series on Entrepreneurship Development has been launched by the Innovation & Incubation Centre (IIC) of Daffodil International University (DIU) with the aim to inform and motivate the educational profile of the struggle and challenges faced on route to success by the well known entrepreneurs of the country. The 2nd lecture of the series will be delivered by:

Mr. Md. Mozibar Rahman
Chairman, B88 Cable Industries Ltd.

Journey of a Struggling Entrepreneur

Speech Title: August 20, 2016
Time: 10:00 AM
DIU Auditorium
Daffodil Tower-3, 4/2 Sobhanagar, Dhaka

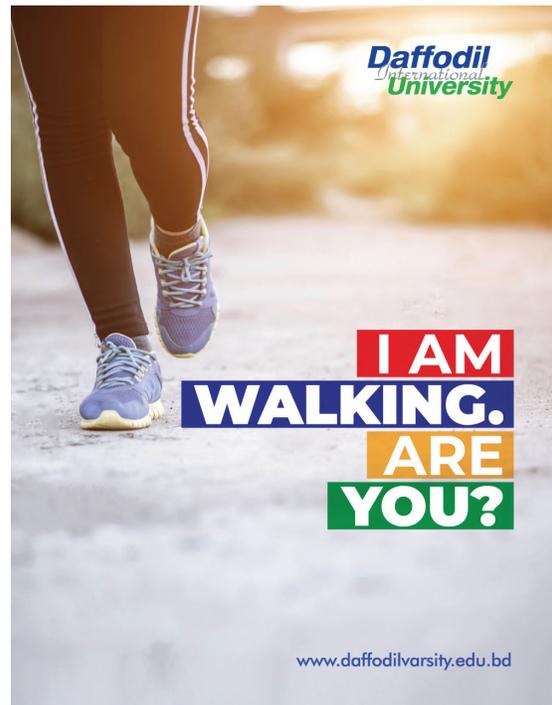
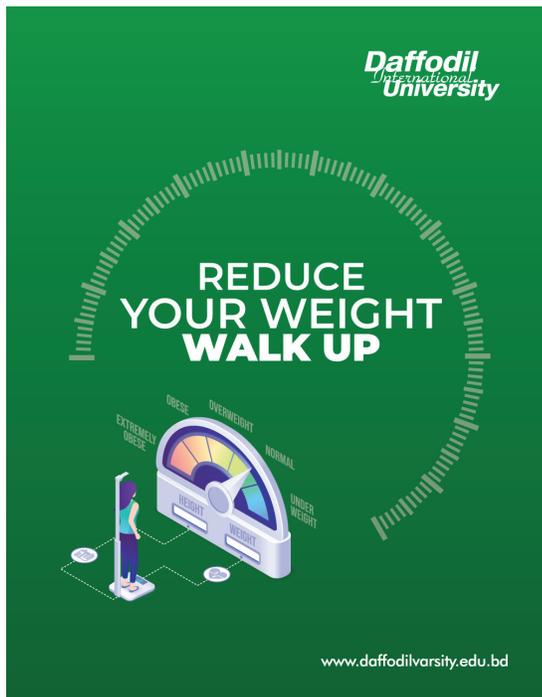
You are cordially invited to attend the DIU Industry Academia Lecture.

Professor Hossain Ashrafuzzul Islam, PhD
Vice-Chancellor, Daffodil International University

Contact: 91424 230301

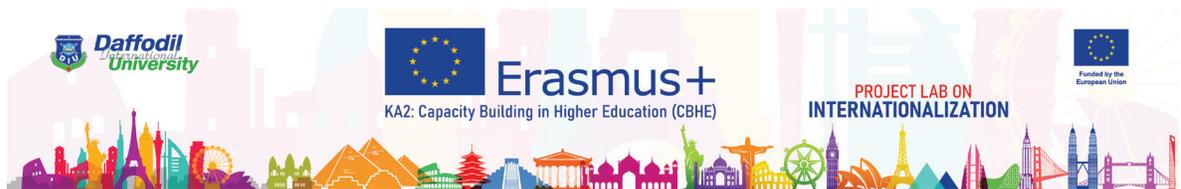
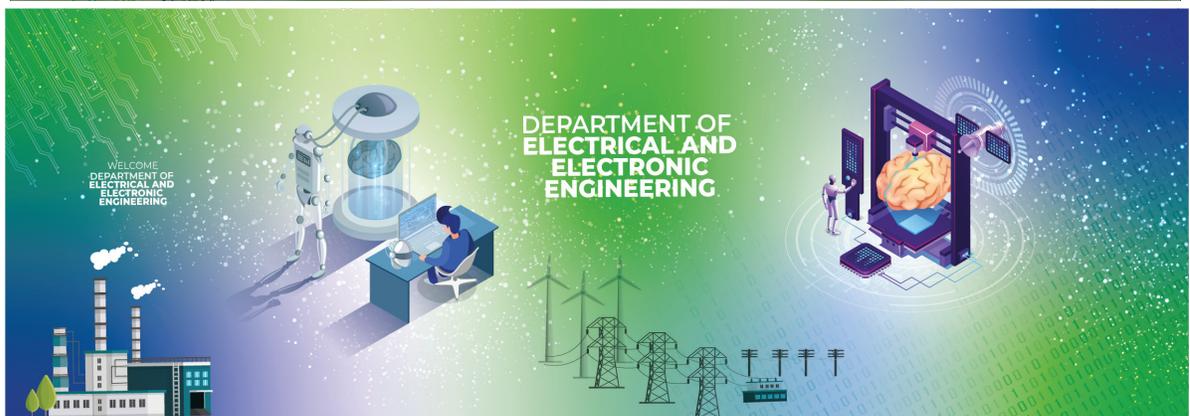
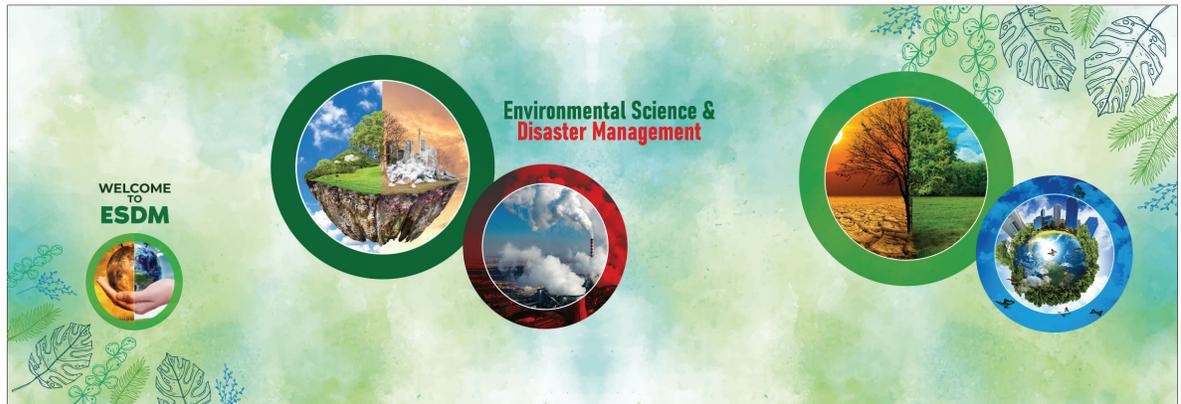
DESIGN SAMPLES

AWARENESS CAMPAIGN



DESIGN SAMPLES

INDOOR BRANDING



DESIGN SAMPLES



T-SHIRT DESIGN



DESIGN SAMPLES

CONGRATULATION



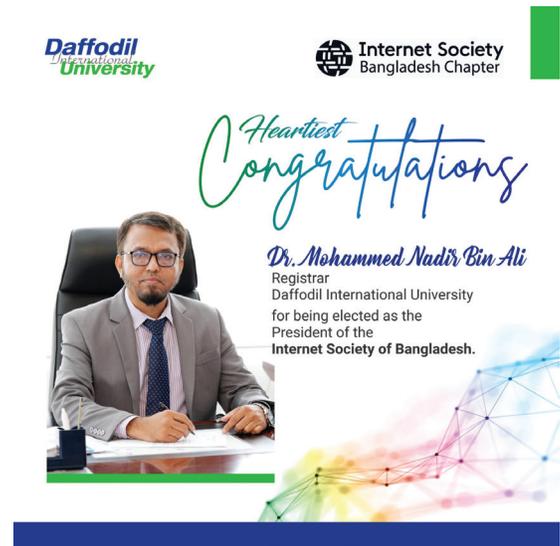
Daffodil International University



Congratulations

Professor Dr. M. Lutfar Rahman
Vice Chancellor
Daffodil International University

for being appointed as a part time member of
Bangladesh Accreditation Council (BAC).



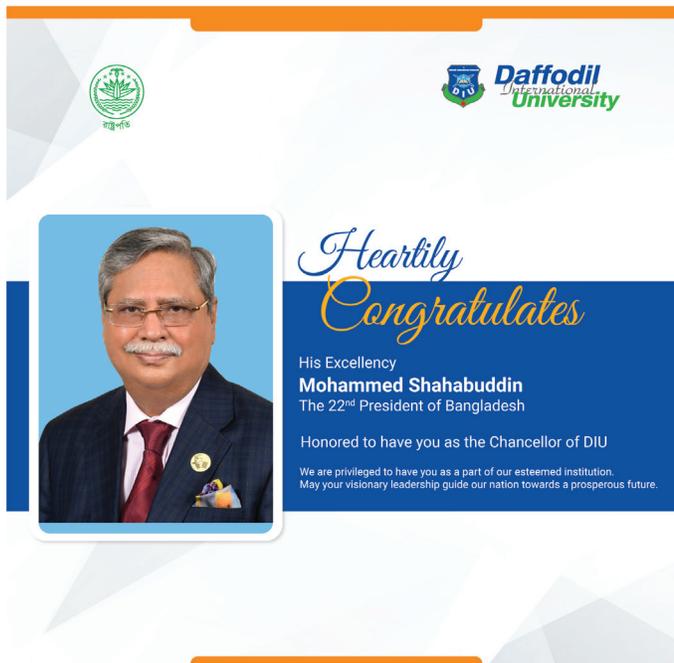
Daffodil International University



Heartiest Congratulations

Dr. Mohammed Nadir Bin Ali
Registrar
Daffodil International University

for being elected as the
President of the
Internet Society of Bangladesh.







Heartily Congratulates

His Excellency
Mohammed Shahabuddin
The 22nd President of Bangladesh

Honored to have you as the Chancellor of DIU

We are privileged to have you as a part of our esteemed institution.
May your visionary leadership guide our nation towards a prosperous future.



daffodil
today, tomorrow and beyond



Congratulations

on being elected as the **Treasurer** of the
International Association of University Presidents (IAUP)
for the 2027-2030 term.



Dr. Md. Sabur Khan
Chairman, Daffodil Family

www.daffodil.family

DESIGN SAMPLES

WATER POT



DESIGN SAMPLES

BAG



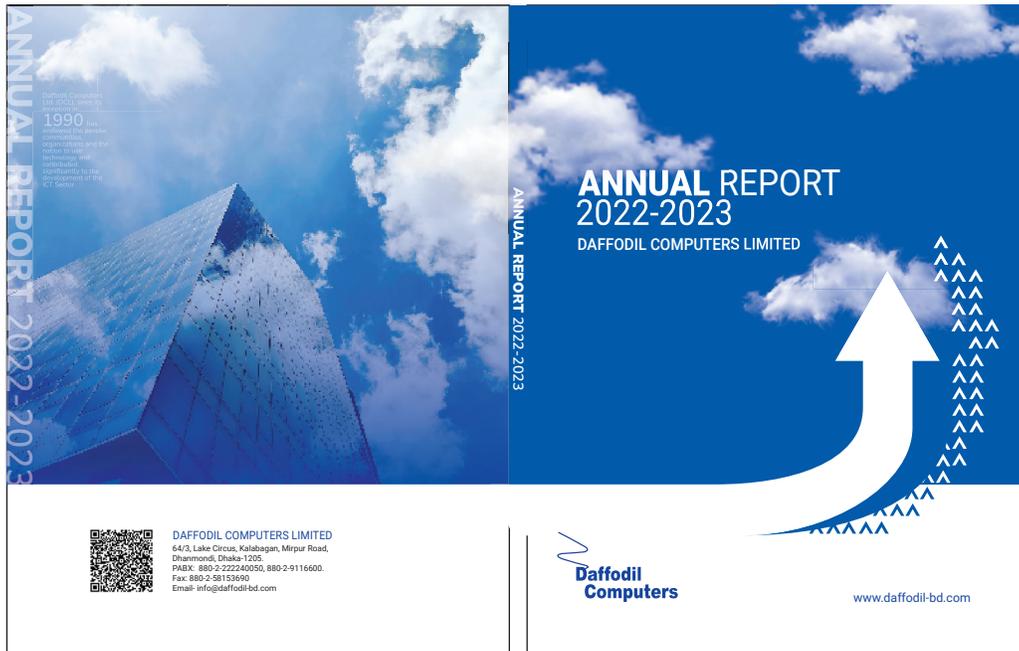
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BROCHURE



DESIGN SAMPLES

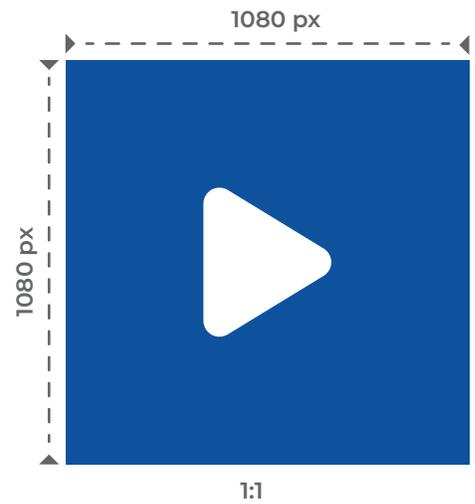
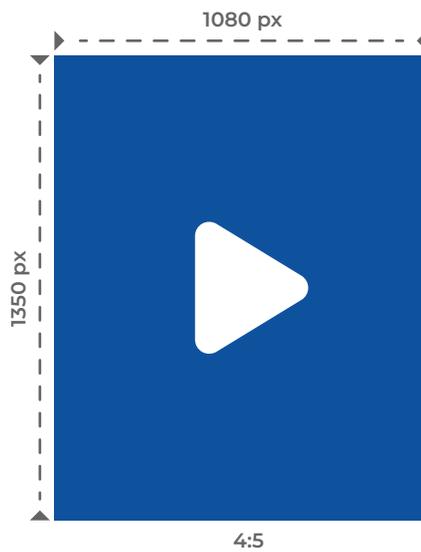
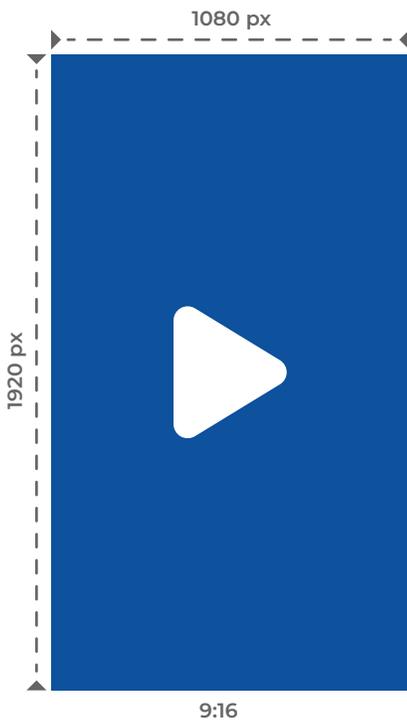
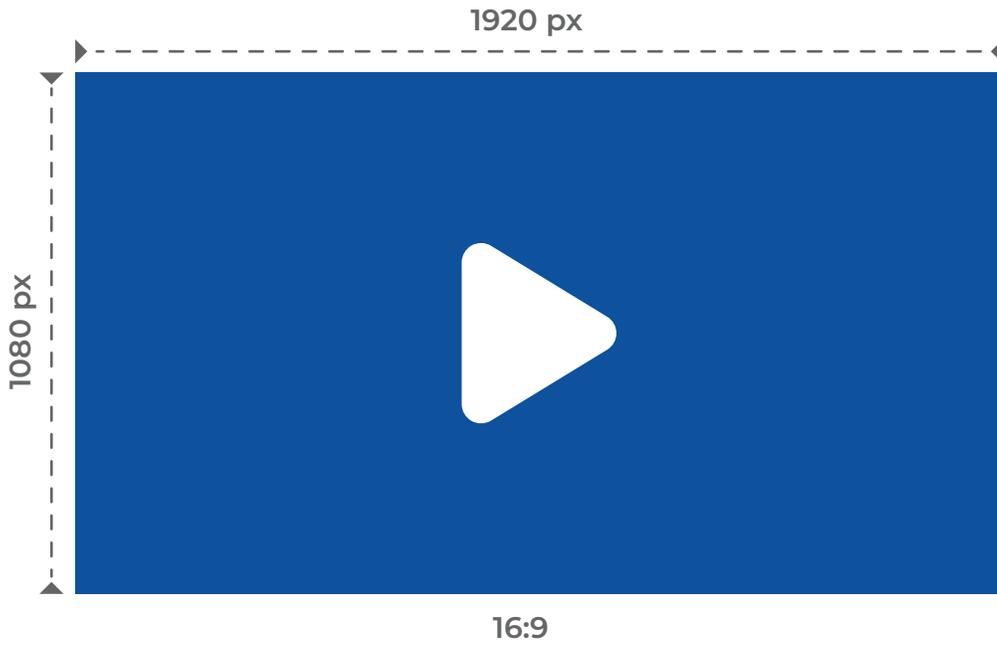
ANNUAL REPORT COVER



VIDEO RATIO



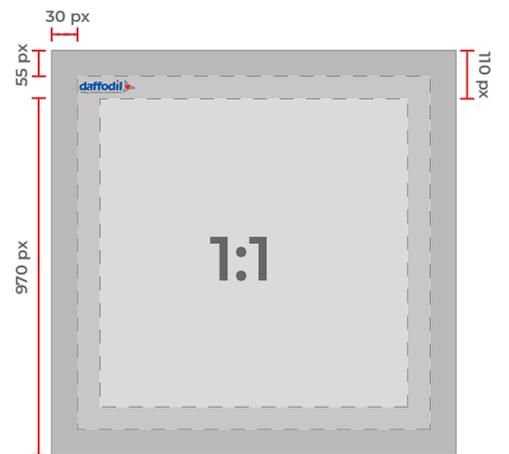
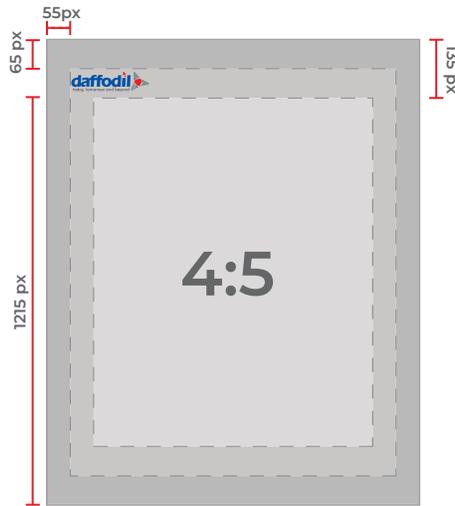
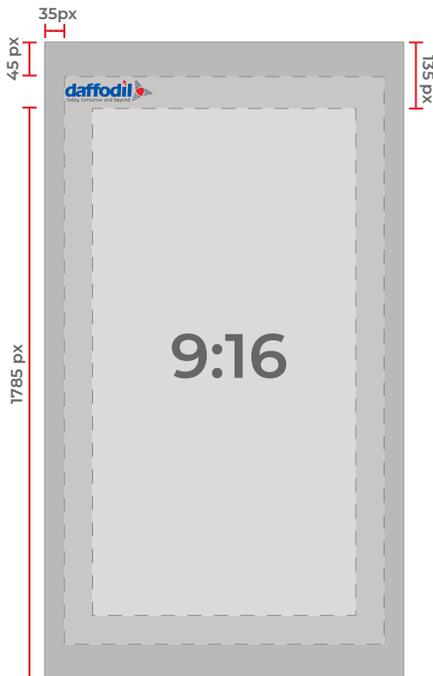
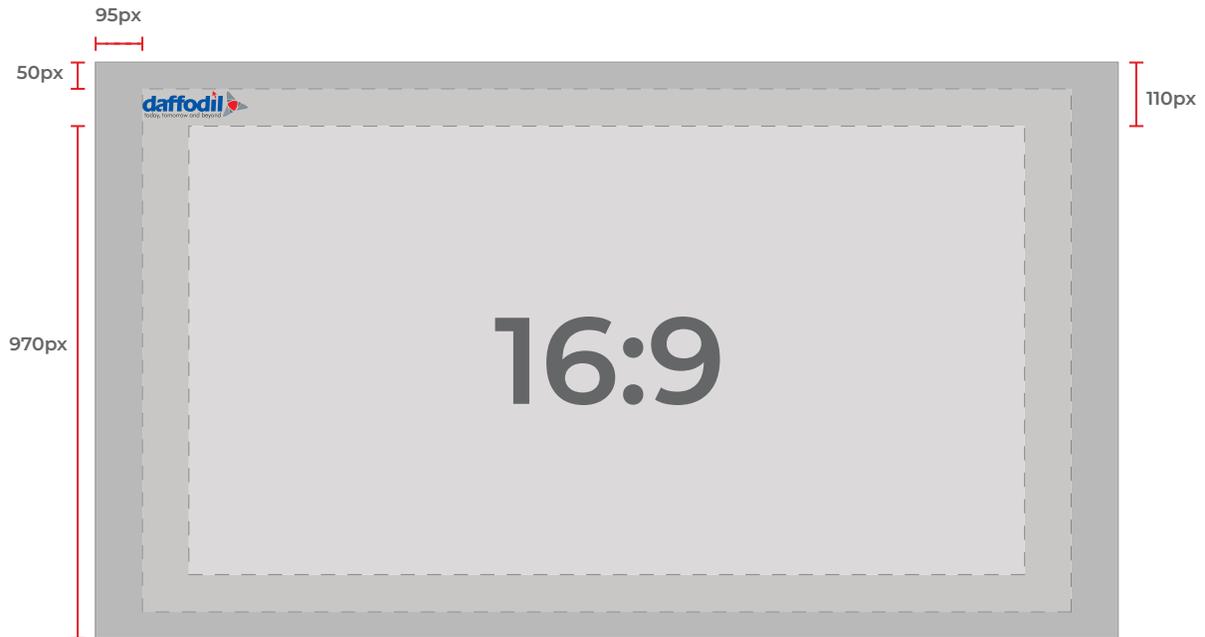
SOCIAL MEDIA VIDEO RATIO



LOGO USES



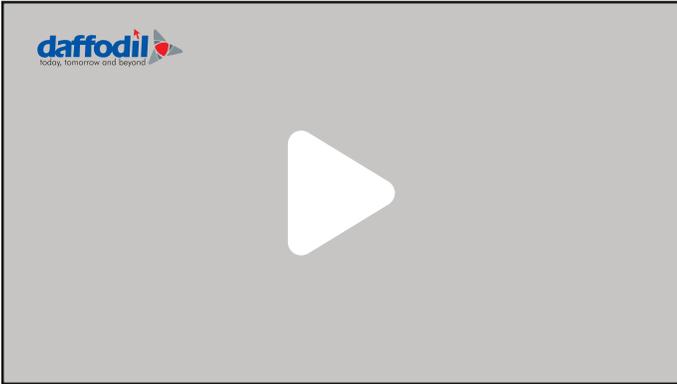
PLACEMENT OF DF LOGO



LOGO COLOR



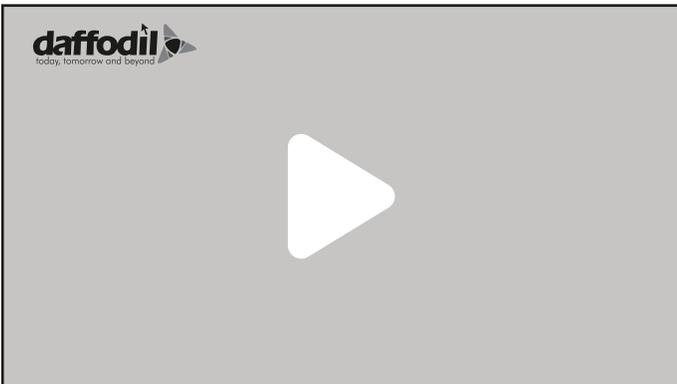
COLOR OF DF LOGO



Use the wordmark logo general videos



Use the white version when only one color is permitted.



Use the Black version when only one color is permitted.



DF Blue

CMYK: C 100, M 75, Y 0, K 0
RGB: R 0, G 84, B 166
HEX: 0054A6



DF Red

CMYK: C 0, M 100, Y 100, K 0
RGB: R 237, G 28, B 36
HEX: ED1C24



DF Grey

CMYK: C 10, M 0, Y 0, K 50
RGB: R 131, G 144, B 151
HEX: 839097



DF Grey

CMYK: C 05, M 0, Y 0, K 65
RGB: R 105, G 116, B 122
HEX: 69747A



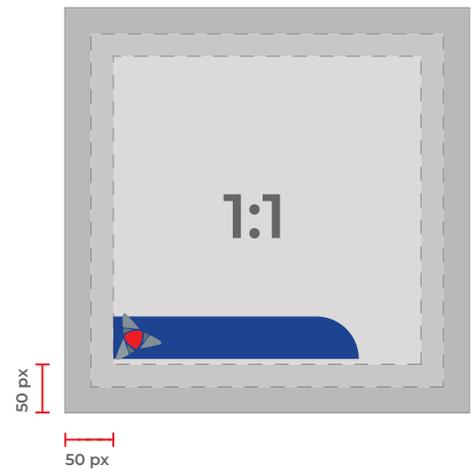
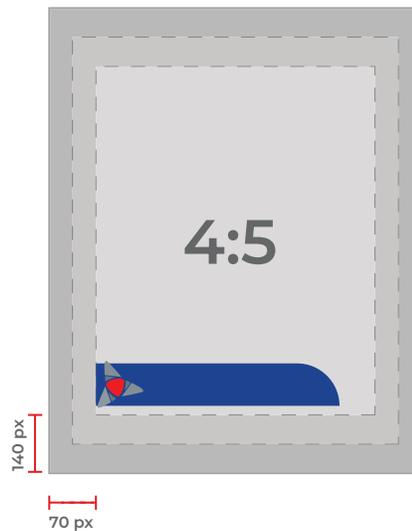
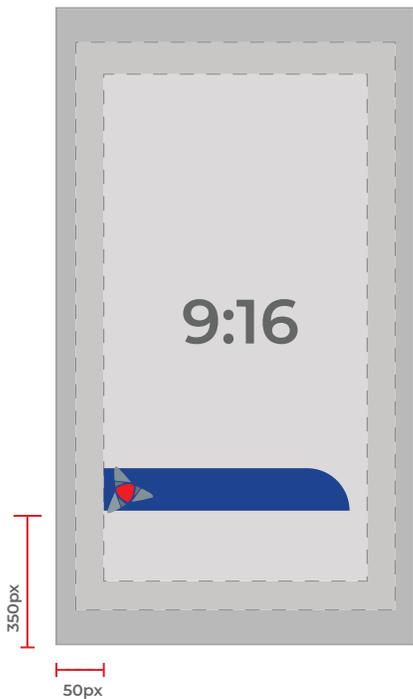
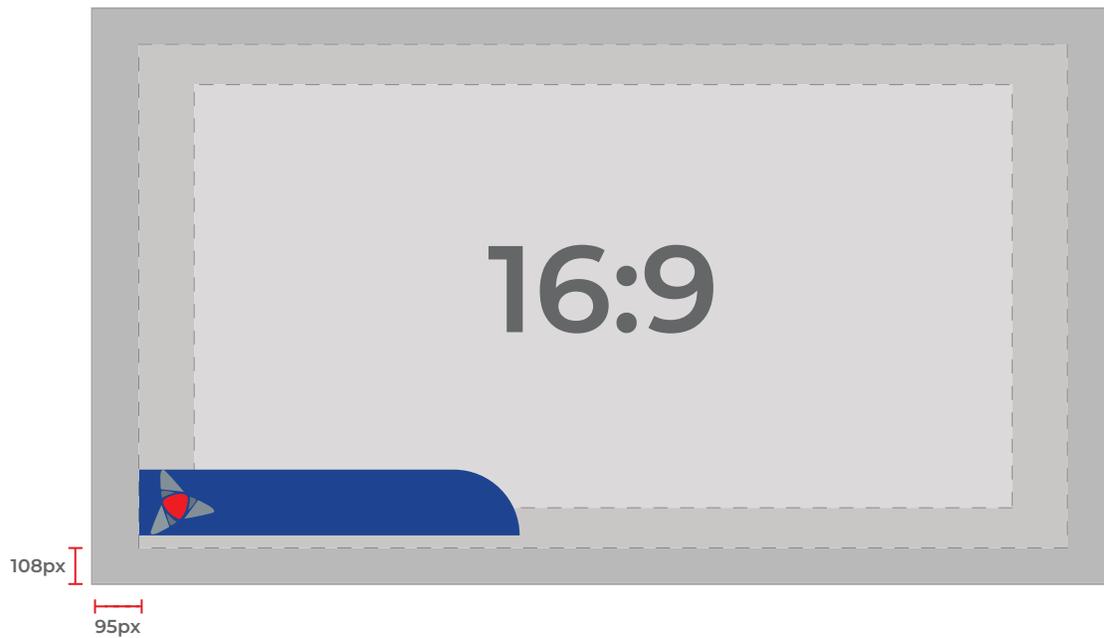
H: 45 px W: 170 px

Recommended logo size

LOWER THIRD USES



USES OF LOWER THIRD



LOWER THIRD FONT FAMILY

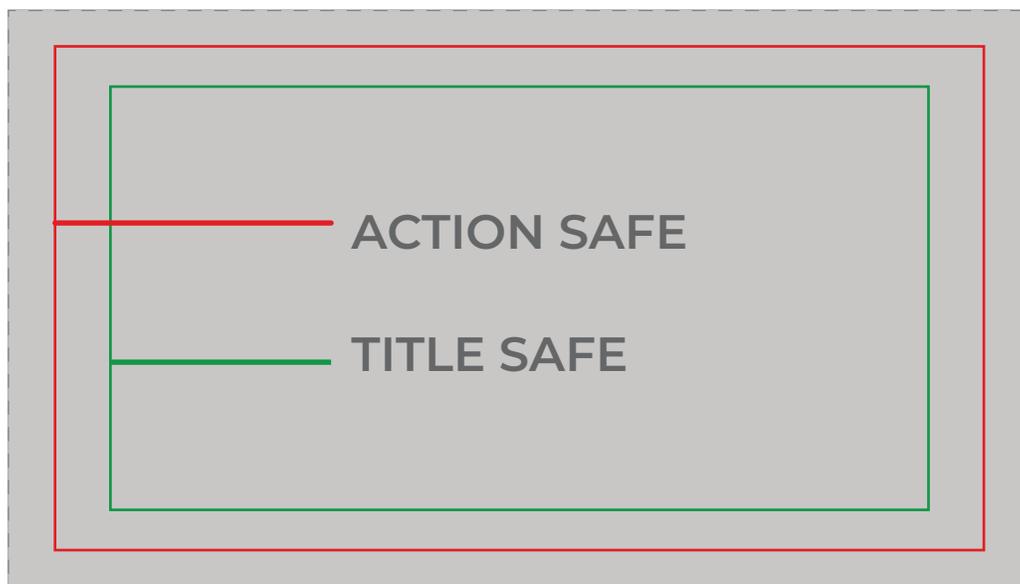
MONSERRAT FAMILY

Regular, Medium, Light, Bold, SemiBold, ExtraBold, Thin, Italic, Black

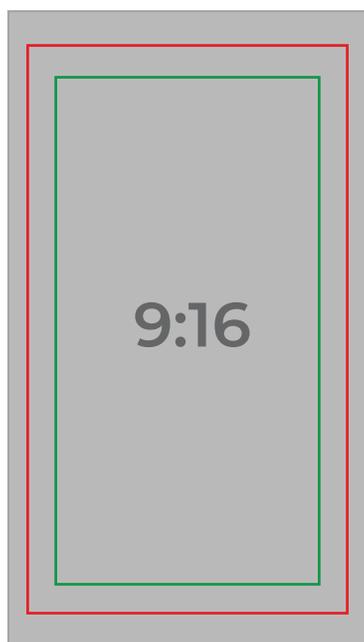
ACTION & TITLE



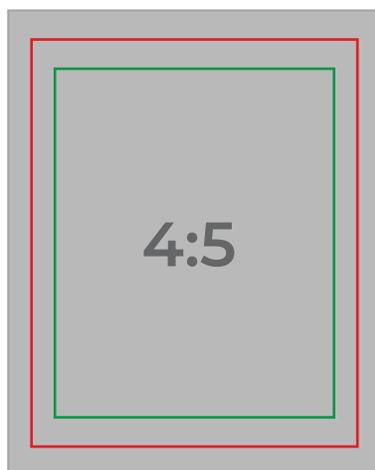
ACTION & TITLE



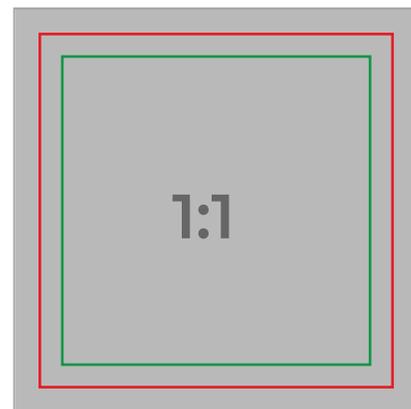
16:9



9:16



4:5

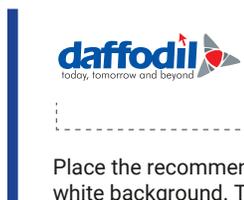


1:1

VIDEO ENDING



PLACEMENT OF DIU LOGO



Place the recommended wordmark logo at the end of the video on a white background. The logo can be static or animated.

DESIGN ITEMS

WORKS

Print Media: Advertisement, Brochure, Flyer, Leaflet, Poster, Invitation Card, Cover Design, Annual Report, Corporate Materials, Logo Design, Presentation, Calendar, Diary, Newsletter, Souvenir, Banner, Festoon, Shopping Bag, Label Design, Certificate Design, Greetings Card, Folder Design, Signboard, Sticker, X Banner, Indoor and Outdoor Branding Design, Stall Branding, Events Branding, ID Card and Ribbon design, Packaging Design.

Web Media: Web Template, UI, UX, PSD, Icon, Web Banner

Social Media: Template, FB Boost Post Design, Video Presentation

Presentation: Powerpoint Presentation, Infographics

Video: Promotional Video, TVC, Documentary, Corporate Film, Event Promo, Welcome Video, Social Awareness Video, Video Resume.

Multimedia: Concept, Direction, Scripting, Short Division, Visualization, VFX, Animation, Motion Graphics, Editing, Music, Camera Operation, Voice, Creative Writing, Sketching, Typography Design.

Promotional Materials/ Gift Items: Pen, Pen Holder, Card Holder, Mug, Wood Craft, Tissue Box, Crest, T-Shirt, Track Suit, Cap, Pen Drive, Book Marker, Key Ring, Umbrella

Events Branding (Events): Convocation, Anniversary, Fair, Festival, Conference, National and International Day, Seminar, Workshop, Summit, Week, Exhibition, Competition, Sports. Social Awareness, Product Launching, Trade Show.

Design Materials for events (Print): Mnemonic /Logo, Invitation card, Banner, Festoon, X stand, Poster, Brochure, Newsletter, Backdrop, Certificate, Social Media Prop, Cake, Folder, Bag, Crest, Coupon, Badge, Sponsor Backdrop, Lighting, Digital Signage, T-Shirt, Wristbands, Bunting, Gobo, Cake, Wall Graphics, Events Tickets, Business Card, Letterhead, Pen, Notepad, Presentation Design, Newspaper and Magazine Advertising, Proposal Design.

Digital Materials: Website, Email Marketing, Events Apps, Video Promo, Social Media, Online Advertising, Infographics, Digital Backdrop

Onsite Event Branding: Event Design, Booths, Social Wall, Projection Mapping, Banners and Posters, Swag, Photo Wall, Wall and Floor Graphics, Painting.
Software: Adobe Illustrator, Adobe Photoshop, Adobe After Effects, Flash, Premier, 3D Max, Cinema 4D, Autocad.

DESIGN PROCESS

DESIGN PROCESS:

The graphic design process consists of four phases (definition, creation, feedback, and delivery), which can be broken down into 9 steps. This approach can be applied to nearly every design project:

Definition Phase

- Step 1: Creative/Design Brief
- Step 2: Design Research/Ref Design/ Competitor Study
- Step 3: Brainstorming / Mood Boarding

Creation Phase

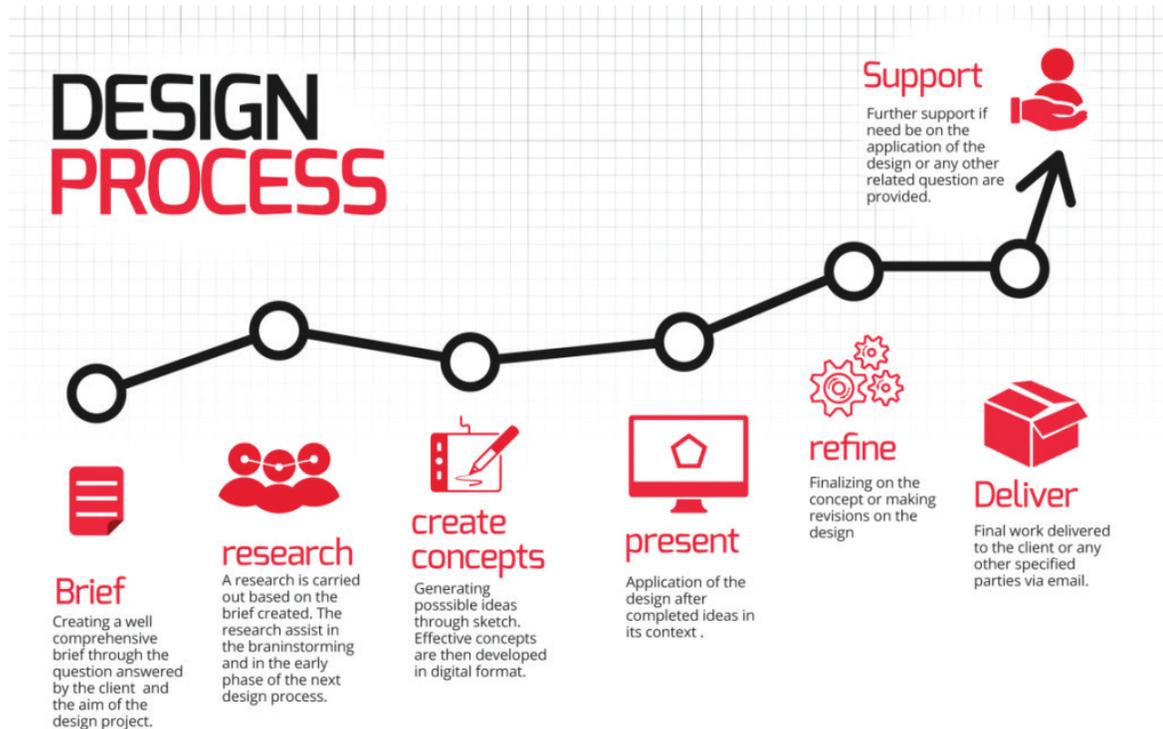
- Step 4: Concept/Sketching/ Layout
- Step 5: Design Building
- Step 6: Refining/Feedback

Feedback Phase

- Step 7: Presenting
- Step 8: Revisions/Corrections

Delivery Phase

- Step 9: Final Delivery and Archive



DESIGN TIPS

DESIGN TIPS:

Elements of Graphics Design

Line
Shape
Image
Space
Size
Color
Text
Texture
Form

The 7 principles of Graphic Design

1. Emphasis
2. Balance and alignment
3. Contrast
4. Repetition
5. Proportion
6. Movement
7. White space

Rules for Creating a Great Logo Design

- Do not use more than three colors.
- Type must be easy enough for your grandma to read.
- The logo must be recognizable.
- Create a unique shape or layout for the logo.
- Do not combine elements from popular logos and claim it as original work.
- Do not use clipart under any circumstances.
- The logo should look good in black and white.
- Make sure that the logo is recognizable when inverted.
- Make sure that the logo is recognizable when resized.
- If the logo contains an icon or symbol, as well as text, place each so that they complement one another.
- Avoid recent logo design trends. Instead, make the logo look timeless.
- Do not use special effects (including, but not limited to: gradients, drop shadows, reflections, and light bursts).
- Avoid intricate details.
- A photo does not make a logo.
- You must surprise customers with presentations.
- Do not use more than two fonts.
- Each element of the logo needs to be aligned. Left, center, right, top, or bottom.
- Always choose function over innovation.
- If the brand name is memorable, the brand name should be the logo.
- Create variations. The more variations, the more likely you are to get it right.
- The logo must look consistent across multiple platforms.
- The logo must be easy to describe.
- Do not use taglines in the logo.
- Sketch out ideas using paper and pencil before working on a computer.
- Keep the design simple.
- It should be honest in its representation.
- The logo should be balanced visually.
- Avoid bright, neon colors and dark, dull colors.
- The logo must not break any of the above rules.

DESIGN TIPS

HERE ARE SOME DESIGN TIPS FOR BEGINNERS:

Understand the Basics:

Learn the fundamental principles of design, such as balance, contrast, unity, emphasis, and rhythm. These principles provide a solid foundation for any design project.

Hierarchy is Key:

Establish a clear hierarchy in your design. Guide the viewer's eye by using size, color, contrast, and placement to emphasize certain elements.

Simplify:

Less is often more. Avoid clutter and unnecessary elements. Aim for simplicity and clarity in your designs.

Typography Matters:

Choose fonts wisely. Ensure readability and consider the mood or tone you want to convey. Stick to a limited number of fonts in a design to maintain consistency.

Color Harmony:

Understand color theory and how to create harmonious color schemes. Use colors purposefully to convey emotions or draw attention.

Whitespace is Your Friend:

Don't be afraid of empty spaces. Whitespace (negative space) can enhance readability, focus attention, and give your design a clean and professional look.

Consistency is Key:

Maintain a consistent design throughout your project. Consistency in colors, fonts, and layout helps create a cohesive and polished appearance.

Grids and Alignment:

Use grids to organize your design elements. Align text, images, and other elements to create a neat and structured layout.

Learn from Others:

Analyze designs you admire. Understand what works well and why. Keep abreast of design trends but also be willing to develop your unique style.

Get Feedback:

Share your work with others and seek constructive feedback. This can provide valuable insights and help you improve your designs.

Practice Regularly:

Designing is a skill that improves with practice. Set aside time regularly to work on different projects and experiment with new techniques.

Stay Organized:

Keep your design files organized. This includes naming conventions, folder structures, and version control. This will save you time and frustration in the long run.

Know Your Tools:

Whether you're using graphic design software, coding tools, or other platforms, become proficient with the tools of your trade. This efficiency will enhance your creativity.

Be Open to Critique:

Don't take critiques personally. Use feedback as an opportunity to learn and grow as a designer.

Keep Up with Trends:

While it's important to develop your unique style, staying informed about current design trends can be beneficial. It allows you to adapt and incorporate new elements into your work.

DESIGN MATTERS

If you've just read these guidelines, you have our appreciation. It means you share our belief in details and quality.

Brand Tools has additional resources and guidance on the entire Daffodil brand. If you ever have additional questions about our visual identity and its application in design, don't hesitate to contact **design@daffodil.family**

THANK YOU



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