সোনালী ক্ষেত

SONALI KHET

মাঠ থেকে ঘরে

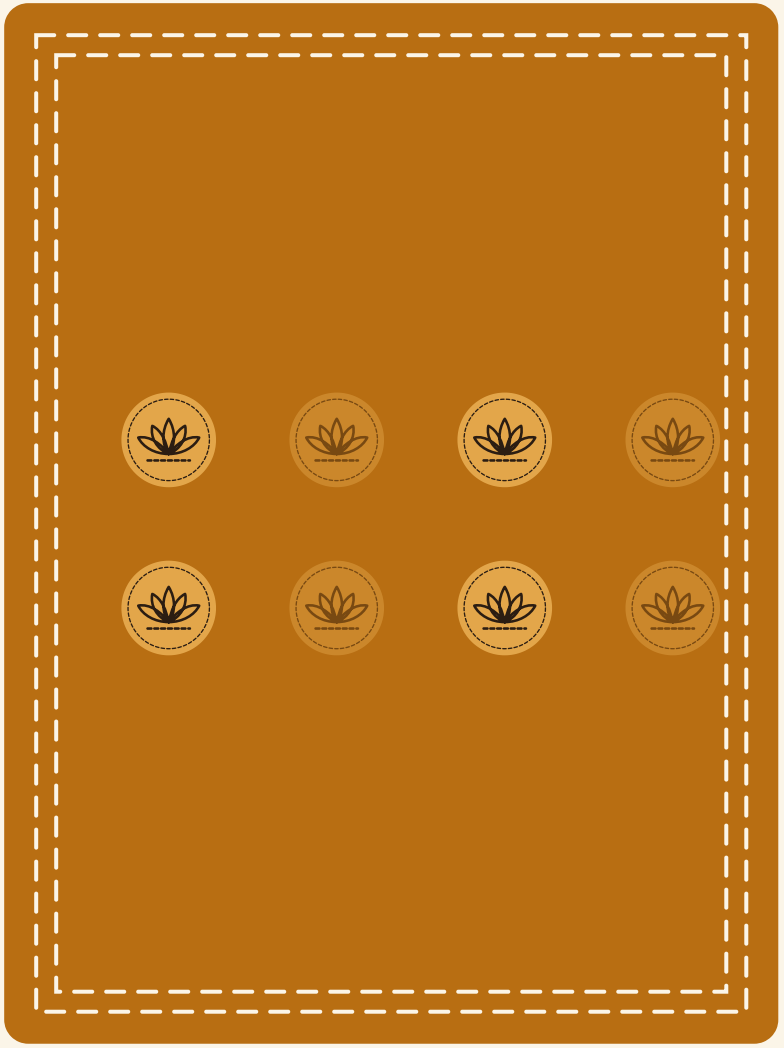
BRAND STANDARDS · v1.0

CONCEPT PROJECT BY HELPLAGBE DIGITAL

The idea

মাঠ থেকে ঘরে — from the field to the home.

A Bangla-first identity for honey, ghee and mustard oil sold in Dhaka supershops. The wordmark is set in Bangla first and English second, because the shopper reads Bangla first. The mark joins a shapla-lotus with the running stitch of nakshi kantha: the quilt every grandmother kept, and the reason customers trust home-made food.



উষ্ণ · Warm

খাঁটি · Honest

শেকড়ে · Rooted

Logo system

Four lockups, one system. Horizontal by default, stacked for square spaces, the mark alone only when the name is visible nearby.



PRIMARY · HORIZONTAL



STACKED



WORDMARK



BRAND MARK · AVATAR, SEAL, FAVICON

Clear space & minimum size



Clear space = x

x is the height of the English line ×2. Keep the outer dashed area free of text, edges and other logos.

Minimum size

Horizontal lockup: 22 mm wide in print, 120 px on screen. Below that, use the brand mark alone (min. 8 mm / 24 px).



COLOUR



REVERSE



ONE COLOUR BLACK



ONE COLOUR WHITE

Colour

Sonali Honey
HEX #B86E12
RGB 184 110 18
CMYK 0 40 90 28

Field Ink
HEX #2B1D12
RGB 43 29 18
CMYK 0 33 58 83

Khet Cream
HEX #FBF5E8
RGB 251 245 232
CMYK 0 2 8 2

Ghee Brick
HEX #9E3A22
RGB 158 58 34
CMYK 0 63 78 38

Mustard Leaf
HEX #55661A
RGB 85 102 26
CMYK 17 0 75 60

Reverse Honey
HEX #E3A64A
RGB 227 166 74
CMYK 0 27 67 11



PROPORTION IN USE · 45 / 25 / 15 / 7 / 5 / 3. CMYK VALUES ARE STARTING POINTS; CONFIRM AGAINST A PRINTED PROOF.

Typography

ক্ষ

Tiro Bangla

BANGLA DISPLAY · WORDMARK, HEADLINES

খাঁটি মধু, ঘরের স্বাদ

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Aa অ

Hind Siliguri

BANGLA + LATIN TEXT · LABELS, SIGNAGE, DIGITAL

সরিষার তেল ৫০০ মি.লি. · Mustard Oil 500 ml

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Graphic language



Running-stitch borders (two dashed lines, 9 / 7 rhythm) frame every label, sign and post. The lotus disc may repeat as a pattern at 45% tint. Each product has its own colour band: honey, ghee brick, mustard leaf.

Applications









Misuse



DO NOT STRETCH



DO NOT ROTATE



DO NOT RECOLOUR



DO NOT ADD EFFECTS



DO NOT OUTLINE



DO NOT PLACE ON BUSY IMAGES