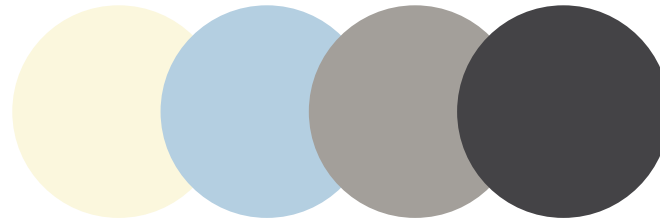
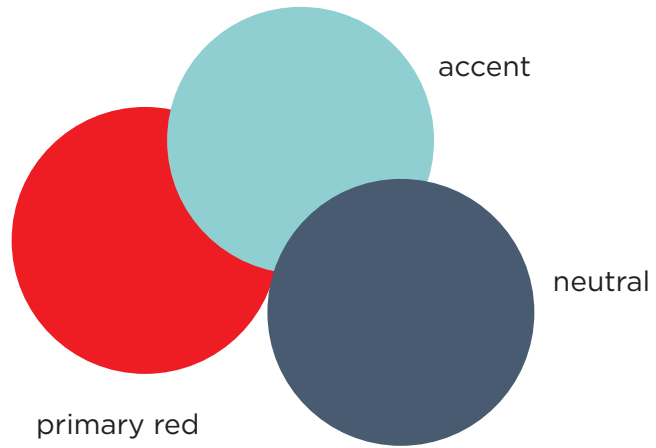




## COLOR PALETTE

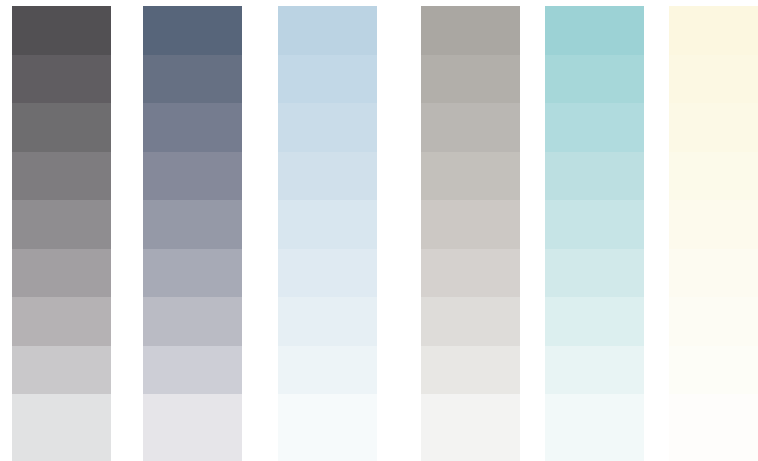
The color red is strong and attention-getting so the secondary colors need to sit back. Blues and warm greys complement the red and have calming and soothing effects.



secondary color palette

---

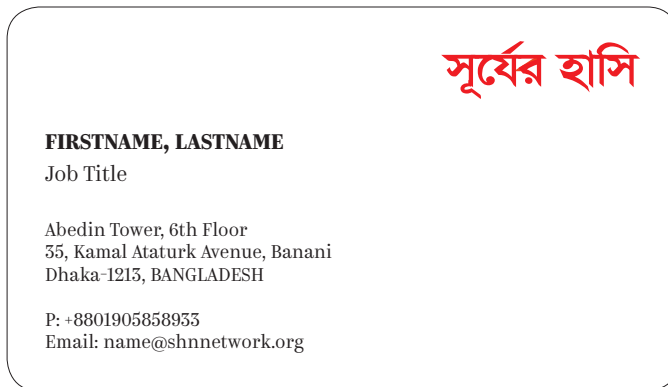
tints







OPTION 1



OPTION 2



OPTION 3

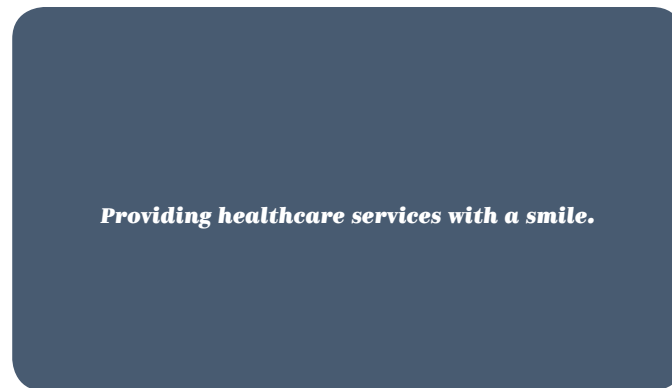


OPTION 4

BUSINESS CARD DESIGNS v1



OPTION 5



OPTION 6



Ivory Colored paper



OPTION 1



OPTION 2

BUSINESS CARD DESIGNS v2

The red bar appearing in option 1 could be an additional design element to help balance the rising sun on the opposite side.



Ivory Colored paper



OPTION 3



OPTION 4

SHN SIGNAGE v1

To help the banner stand out against other signage on the building, a background color is necessary.



OPTION 1



OPTION 2



# সূর্যের হাসি

হাসি মুখে সেবা

টুকের বাজার ক্লিনিক, সিলেট



SIGNAGE SELECTION



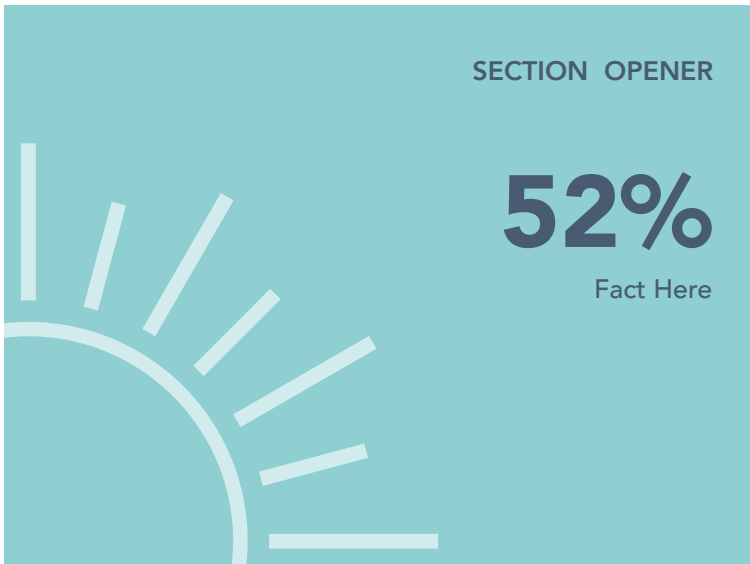
সূর্যের হাসি নেটওয়ার্ক  
হাসি মুখে সেবা



COVER SLIDE



INTRO SLIDE



COVER SLIDE



INTRO SLIDE



### SLIDE TITLE

- Bullet text here
- Bullet text here
- Bullet text here
- Bullet text here
- Bullet text here

Slide with text

### SLIDE TITLE

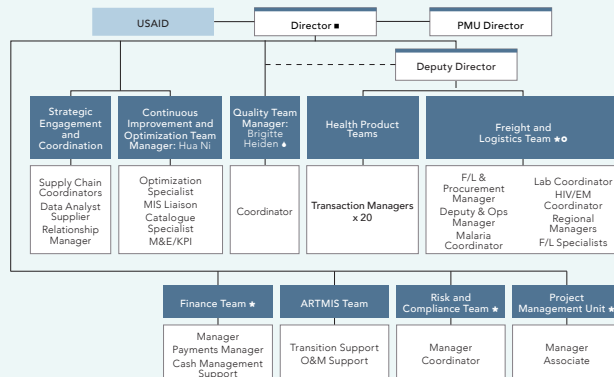
Subhead here  
text here text here text  
here text here text  
here text here

Subhead here  
text here text here text  
here text here text  
here text here

Subhead here  
text here text here text  
here text here text  
here text here

INTRO SLIDE

### SLIDE TITLE



Full page graphic



### SLIDE TITLE

Text here text here text here text here text here text  
here Text here text here text here text here text here  
text here Text here text here text here text here text-

Slide with text and photo

SLIDE TITLE



**Subhead here**  
text here text here  
text here text here  
text here text here



**Subhead here**  
text here text here  
text here text here  
text here text here

Slide with text and icons

SLIDE TITLE

Text here text here text here text here text here text here  
Text here text here text here text here text here  
Text here text here text here text here text-



Slide with text and photo

STATIONARY v1

 সূর্যের হাসি নেটওয়ার্ক

Abedin Tower, 6th Floor, 35, Kamal Ataturk Avenue, Banani  
Dhaka-1213, Bangladesh • Phone: +8801905858933

OPTION 1

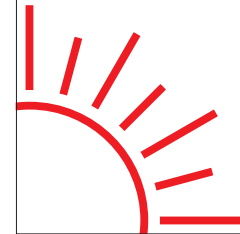
 সূর্যের হাসি নেটওয়ার্ক

Abedin Tower, 6th Floor  
35, Kamal Ataturk Avenue, Banani  
Dhaka-1213, Bangladesh  
Phone: +8801905858933

OPTION 2

 সূর্যের হাসি নেটওয়ার্ক

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35, Kamal Ataturk Avenue, Banani  
Dhaka-1213, Bangladesh  
Phone: +8801905858933



[www.shnnetwork.org](http://www.shnnetwork.org)

OPTION 3

EXISTING PHOTOS (2012)





MOOD BOARD

**MOVING FORWARD**

SHN is working to establish itself as a company with new brand values, a different vision, and a wider scope of service packages and customers.

To change how SHN is positioned in the minds of its stakeholders, including staff and the government of Bangladesh, and its customers, SHN's brand awareness needs to dramatically shift.



## LOGO OPTION

### MOVING FORWARD

By simply removing the happy face and changing the color, the logo better serves customers from all demographics and will help the expansion to a new customer base of clients willing to pay for quality healthcare services.



primary red



primary red

---

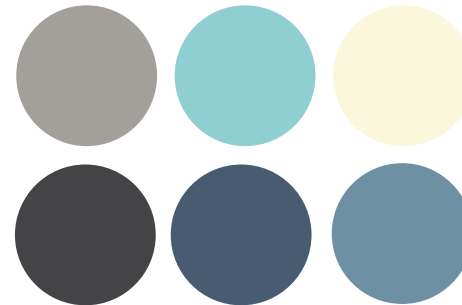
TONED DOWN

REFINED

QUALITY

LESS PLAYFUL

secondary color palette  
stays the same



ENGLISH LOGO TREATMENTS



OPTION 1



OPTION 2



OPTION 3

# NEWSLETTER LAYOUT



BEFORE



## SHN NEWS

A monthly news bulletin of the Surjer Hashi Network (SHN)

MARCH 2019

**SHN MILESTONES**

**AUHC completed the temporary transfer of 76 clinics to interim management organization Ad-din.**

**Swarnivar, a partner NGO under the previous program, agreed to transfer their 55 clinics to SHN effective 1st October 2018.**

**UPCOMING EVENTS**

**08 October 2018**  
Workshop on Business decisions and ideas for SHN for implementation in year 2.

**15 October 2018**  
Global Hand Washing day will be observed across the network.

**Main Feature or a Short Success Story With Photo on the Front Page**



**Message and photo from the CEO to go here.**

**Clinic Headline**

**Staff/Secondary Story Highlight With Photo**

**Words of Wisdom, a quote or tidbit about how to improve service delivery. A quote or tidbit about how to improve service delivery**

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