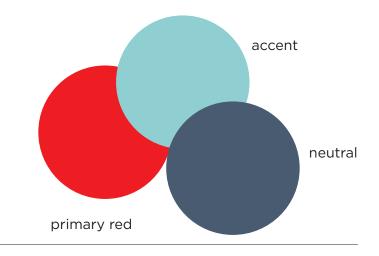
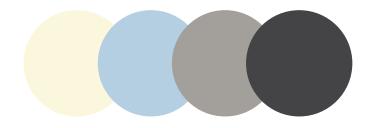


#### COLOR PALETTE

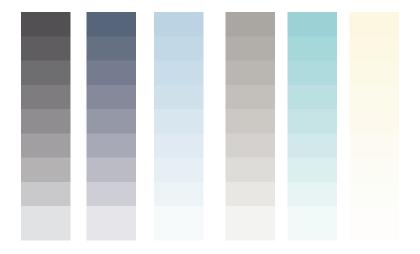
The color red is strong and attention-getting so the secondary colors need to sit back. Blues and warm greys complement the red and have calming and soothing effects.





secondary color palette

tints





#### FIRSTNAME, LASTNAME

Job Title

Abedin Tower, 6th Floor 35, Kamal Ataturk Avenue, Banani Dhaka-1213, BANGLADESH

Phone: +8801905858933 Email: name@shnnetwork.org



OPTION 1

# সূর্যের হাসি

#### FIRSTNAME, LASTNAME

Job Title

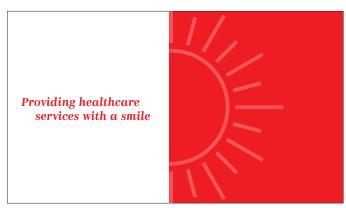
Abedin Tower, 6th Floor 35, Kamal Ataturk Avenue, Banani Dhaka-1213, BANGLADESH

P: +8801905858933

Email: name@shnnetwork.org







OPTION 3





#### FIRSTNAME, LASTNAME

Job Title

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

Email: name@shnnetwork.org





#### FIRSTNAME, LASTNAME Job Title

Abedin Tower, 6th Floor 35, Kamal Ataturk Avenue, Banani Dhaka-1213, BANGLADESH

Phone: +8801905858933 Email: info@shnnetwork.org



OPTION 5



FIRSTNAME, LASTNAME Job Title

Abedin Tower, 6th Floor 35, Kamal Ataturk Avenue, Banani Dhaka-1213, BANGLADESH

P: +8801905858933 Email: info@shnnetwork.org

www.shnnetwork.org

Providing healthcare services with a smile.



#### FIRSTNAME, LASTNAME Job Title

Abedin Tower, 6th Floor 35, Kamal Ataturk Avenue, Banani Dhaka-1213, BANGLADESH

Phone: +8801905858933 Email: name@shnnetwork.org ছাসি মুখে সেবা

www.shnnetwork.org

per OPTION 1





#### FIRSTNAME, LASTNAME Job Title

Abedin Tower, 6th Floor 35, Kamal Ataturk Avenue, Banani Dhaka-1213, BANGLADESH

Phone: +8801905858933 Email: name@shnnetwork.org



#### **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.



Phone: +8801905858933

Email: name@shnnetwork.org

www.shnnetwork.org

Ivory Colored paper

OPTION 3



#### FIRSTNAME, LASTNAME Job Title

Abedin Tower, 6th Floor 35, Kamal Ataturk Avenue, Banani Dhaka-1213, BANGLADESH

Phone: +8801905858933 Email: name@shnnetwork.org



#### SHN SIGNAGE v1

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



OPTION 1





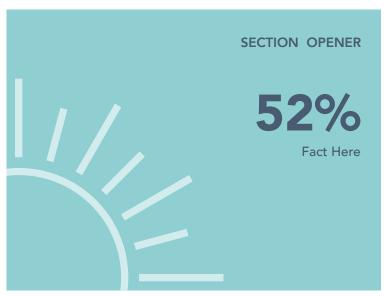
SIGNAGE SELECTION

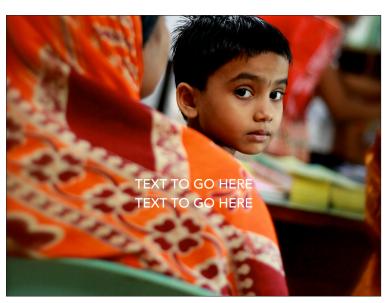






INTRO SLIDE





COVER SLIDE INTRO SLIDE

#### SLIDE TITLE

- Bullet text here

#### SLIDE TITLE

Subhead here

text here text here text here text here text here text here

Subhead here

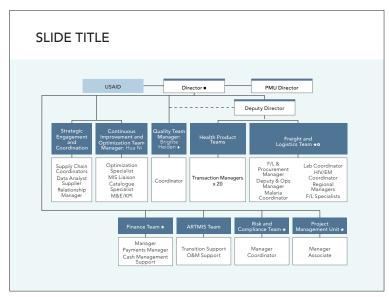
text here text here text here text here text here text here

Subhead here

text here text here text here text here text here text here

Slide with text

INTRO SLIDE





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

Full page graphic

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

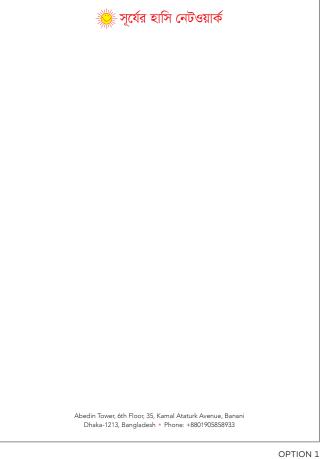
# SLIDE TITLE

Text here text h

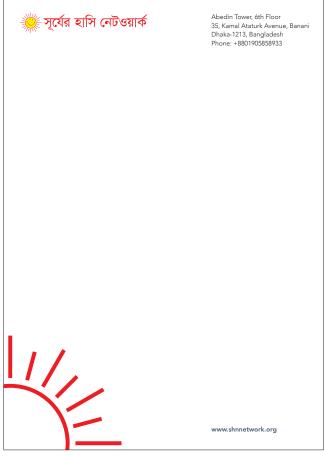


Slide with text and photo

Slide with text and icons







## EXISTING PHOTOS (2012)























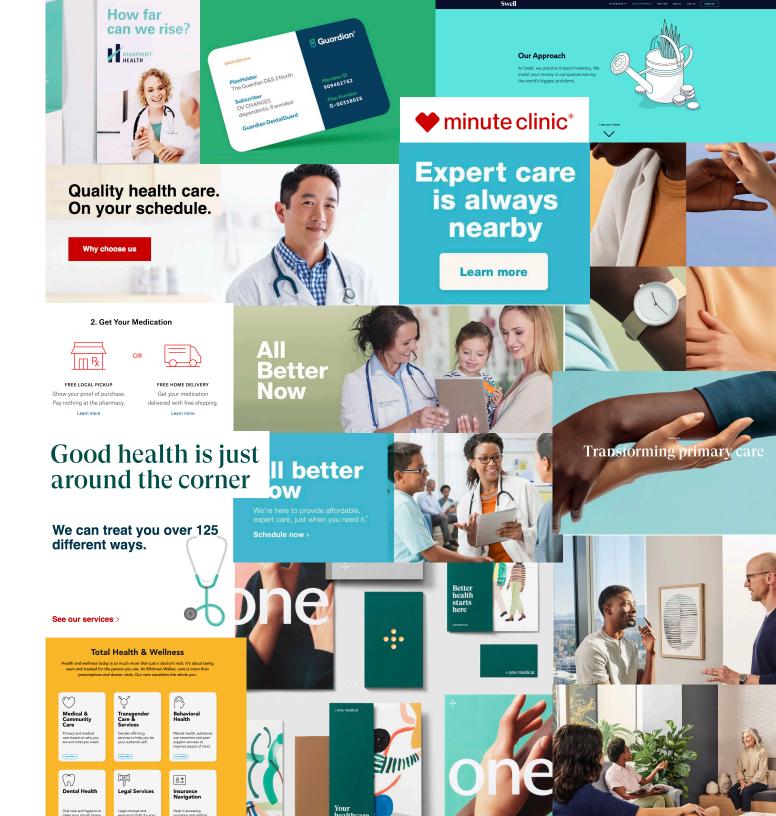


MOOD BOARD

#### **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.

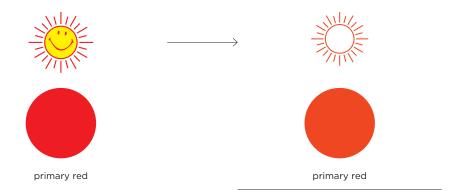
To change how SHN is positioned in the minds of its stakeholders, including staff and the government of Bangladesh, and its customers, SHN's brand awareness needs to dramatically shift.



#### LOGO OPTION

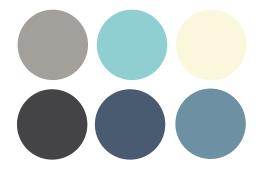
### **MOVING FORWARD**

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.



TONED DOWN
REFINED
QUALITY
LESS PLAYFUL

secondary color palette stays the same







OPTION 1





OPTION 2





#### **NEWSLETTER LAYOUT**











**BEFORE** 



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

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

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

বশি্বাস সহজলভ্য অন্তর্ভুক্ত প্রতশিব্রুত সততা

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pud Staff/Secondary Story Highlight With Photo

Highlight data point about clinic here. Highlight data point about clinic here.

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Secondary story or highlight to go here
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#### Clinic Headline

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