

BrandHub

“

PROTTYASHI stands for a belief that everyone deserves a fair chance to grow and realise their potential. We work to open those pathways through support, protection, and empowerment.”

Monowara Begum
Executive Director, PROTTYASHI

LOGO STORY

The PROTTYASHI logo is more than just a visual identity it is a reflection of the organization’s journey, philosophy, and unwavering dedication to social progress. Each element of the design carries a deeper meaning that represents the spirit of hope and resilience embedded in the name PROTTYASHI, which itself stands for aspiration and forward movement.

The flowing, upward-moving shapes in the logo symbolize continuous growth and the transformative impact PROTTYASHI strives to create in the lives of marginalized and vulnerable communities. These shapes echo the idea of rising above challenges, embracing change, and moving toward a brighter future. They also capture the dynamic and adaptable nature of PROTTYASHI’s work, which responds to the evolving needs of society with innovation and empathy. The harmonious curves in the design represent unity, collaboration, and inclusiveness values at the heart of the organization. They illustrate how PROTTYASHI brings people, ideas, and resources together to create meaningful change. The smooth lines also reflect the organization’s peaceful and human-centered approach to development, intervention, and social empowerment.

The selected color palette reinforces the identity and emotional impact of the logo. Calming yet confident tones convey trust, reliability, and openness, while brighter accents represent optimism, opportunity, and the positive outcomes PROTTYASHI aims to achieve. Together, these colors create a sense of balance, professionalism, and hope perfectly aligning with the organization’s mission and vision.

This brand hub introduces PROTTYASHI's origin, differentiators (DNA), and narrative, and provides tools for a variety of purposes: designing programs, guiding curriculum development, measuring impact, introducing PROTTYASHI, and creating materials that accurately represent our work.

This will ensure consistency and accuracy across all communication materials.

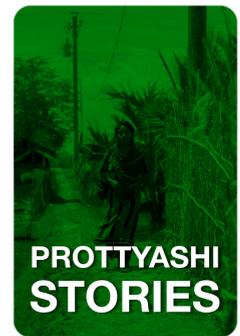
For further guidance, please contact:
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PROTTYASHI

PROTTYASHI is a national-level non-governmental organization founded in 1983 by the visionary leader Mrs. Monowara Begum in the remote village of Akubdondi, Chottogram District, western Bangladesh. Initially starting with a small-scale health program, PROTTYASHI

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