



# SHAMIL LOGO

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## USAGE GUIDELINES

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# 1. THE LOGO

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Primary logo

The Shamil Logo is an official seal issued by the Ministry of Social and Family Development (MSFD) to recognize products made by Persons with Disabilities (PWDs). Each approved individual is issued a unique serial number, ensuring traceability and authenticity.

## **Purpose**

The Shamil Logo represents inclusion, authenticity, and verified social impact. Proper use ensures credibility and builds trust with customers while supporting PWD-led enterprises.

## 2. ELIGIBILITY

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The Shamil Logo may only be used by approved individuals verified as PWDs or PWD-led enterprises.

Each issuance is tied to a specific supplier and serial number.

The seal is non-transferable and cannot be shared or reassigned.

## 3. SERIAL NUMBER REQUIREMENT

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- Every version of the Shamil Logo issued will include a unique serial number.
- This serial must:
  - Be clearly visible and legible
  - Remain unchanged and unaltered
- The serial number is used for verification and tracking of approved usage.



↑  
Unique  
serial number  
provided by BCC

## 4. PERMITTED USE & DESIGN PLACEMENT



### Minimum Clear space

The logo must be surrounded on all sides by an adequate clear space to protect its visual integrity. This space must be free of all other graphical elements.

### The logo may be used on:

- o Product packaging
- o Product tags or labels
- o Marketing materials (print and digital)

\*Shamil Logo is Recommended to be placed on the left corner of the top or bottom of packaging. The shamil logo must be smaller than the product brand identity / logo.

### PRODUCT TAG



Front

### PRODUCT PACKAGING



### STICKERS



## 5. RESTRICTIONS

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- The logo must not be used:
  - On products without verified PWD involvement.
  - By third parties or resellers .
- Misuse or misrepresentation may result in:
  - Revocation of the logo.

## 6. COMPLIANCE & MONITORING

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- MSFD and BCC reserve the right to:
  - Verify usage against issued serial numbers
  - Conduct periodic reviews
- Individuals must comply with any updates or revisions to these guidelines.



## COMMUNICATIONS

Please send all emails to:  
[shamil@bcc.mv](mailto:shamil@bcc.mv)

Hotline/ Viber:  
791-3535 | 330 5555  
(Sun–Thurs, 08:00–15:00)



Ministry of Social and  
Family Development  
Republic of Maldives