

Bella



Brand Guidelines

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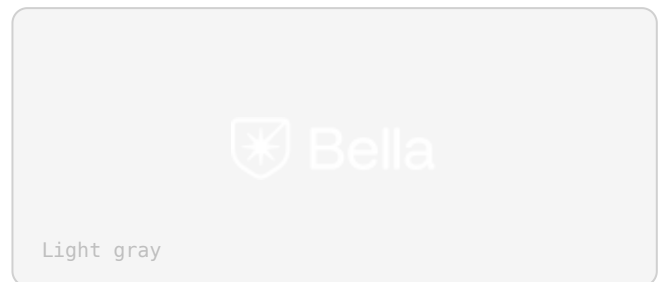
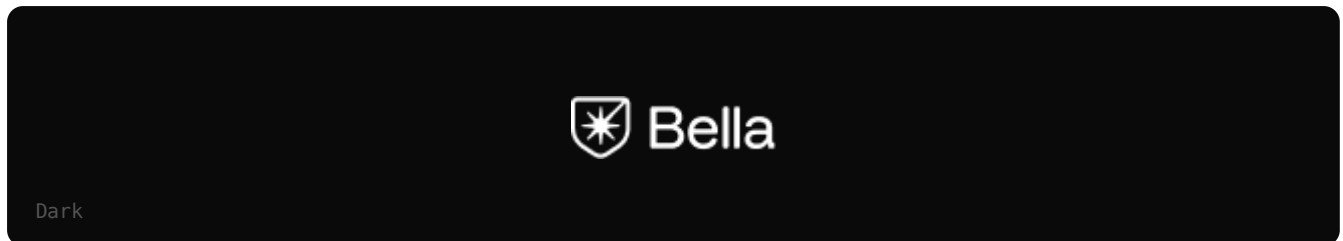
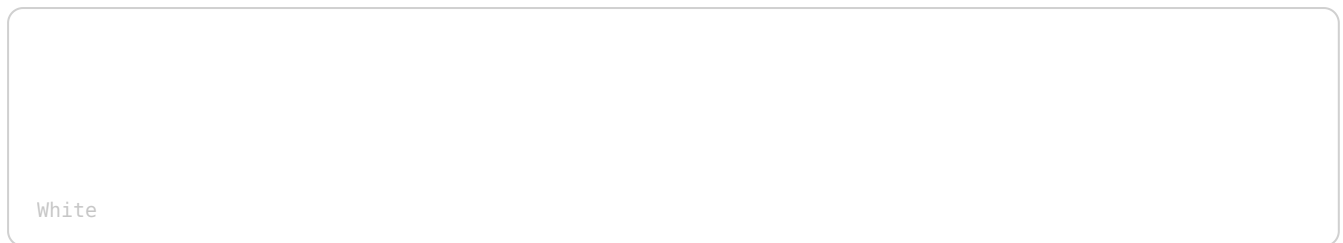
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Logo



A = 31px (logo height)

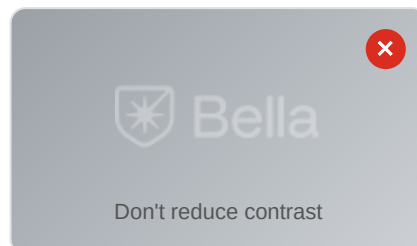
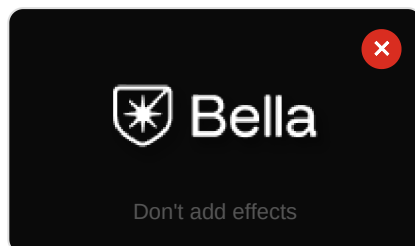
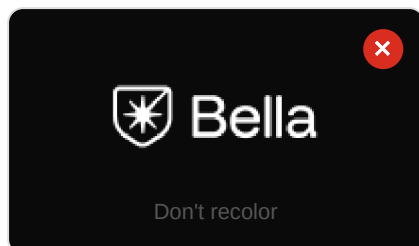
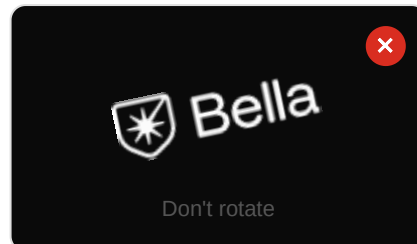
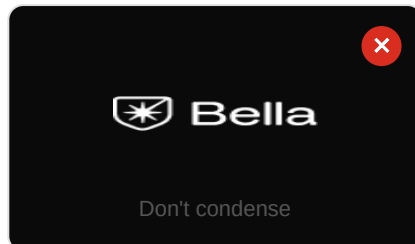
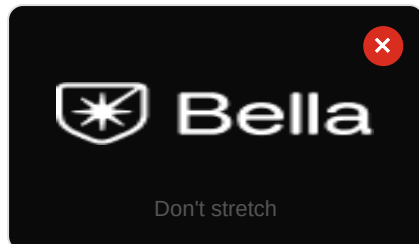
Clear Space

A = logo height. Minimum clear space on all sides equals A. No text, graphics, or other elements should intrude this zone.

102 × 31px

Logo Misuse

Keep the logo consistent. Do not alter its proportions, colors, orientation, or apply effects. The examples below are incorrect.



Color Palette

Primary

#0F201A · RGB 15, 32, 26 · CMYK 53, 0, 19, 87

Green

#D6FFDA

RGB 214, 255, 218
CMYK 16, 0, 15, 0

Green

#75F995

RGB 117, 249, 149
CMYK 53, 0, 40, 2

Green

#1FA565

RGB 31, 165, 101
CMYK 81, 0, 39, 35

Blue

#8D959D

RGB 141, 149, 157
CMYK 10, 5, 0, 38

Blue

#0000EE

RGB 0, 0, 238
CMYK 100, 100, 0, 7

Dark Gray

#333333

RGB 51, 51, 51
CMYK 0, 0, 0, 80

White

#FAFAFB

RGB 250, 250, 251
CMYK 0, 0, 0, 2

Typography - Primary

monospace

INSTALL FONT TO COMPLETE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@#\$%&*()

Regular

Typography is the art and technique of arranging type to make written language legible, readable, and appealing when displayed.

Specimen shown in system fallback font. Actual rendering requires installing **monospace**.

Typography - Secondary

ABeeZee

INSTALL FONT TO COMPLETE

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@#\$%&*()

Regular

Typography is the art and technique of arranging type to make written language legible, readable, and appealing when displayed.

Specimen shown in system fallback font. Actual rendering requires installing **ABeeZee**.

Brand Guidelines

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