

Core brand elements

Bell logo

A single unifying force holds the Bell Universe together: the Bell logo. We use the Bell logo – its curves, lines, solids and/or negative spaces – as a consistent design element to show how Bell will constantly make your today better. Although the visual idea is about playing with the Bell logo, this should not mean we can take blatant liberties with it. The following rules outline proper use of the Bell logo.

Clear space

A minimum area of clear space equal to 1x (the width of the two Ls in the Bell logo) must surround the logo to ensure legibility and visual prominence. No text or other graphic element should encroach this area.

Minimum width

To ensure legibility, the Bell logo should not be reproduced at a size smaller than .375" for print applications, and 46 pixels on-screen.

Colour versions

Use the full-colour positive version wherever possible. Alternate positive and reverse versions are available for certain applications



Minimum clear space



Minimum width



Colour versions: Positive and reverse



Preferred:
Full-colour
Bell blue

One-colour
black

One-colour
Bell blue

One-colour
black