



SERIOUS HEAD PROTECTION

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## **Identity Communication Standards**

### **A design guideline and reference**

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This identity guideline document has been designed to be a simple reference for control and alignment of our brand communication.

To assist you in administering the identity consistently, the relevant source files will be referred to in these guidelines.

They will be available on the supplied artwork file accompanying this guide. Please ask our graphics department for a copy.

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## More than 65 years of innovation in the world's most demanding sport

### ***It Takes A Lot to Finish First***

*To get there, you need an amazing combination of cutting-edge technology, seamless teamwork, proven skill, dedication and unwavering nerve. It also takes a good deal of precaution. As a company of first, Bell has never stopped the pursuit of serious head protection through innovation and a focus on the future. We were the first company to be Snell certified, introduce an energy absorbing liner system, build a full-face helmet, fire retardant helmet, aerodynamic helmet, anti-fog shield and homologate an FIA 8860 "super helmet". That same forward thinking defines everything we do and is exhibited in every high-performance racing helmet we build. Delivering the ultimate in protection, innovation, technology and reliability, it is no wonder why more champions have proudly worn Bell Helmets than any other brand.*

### ***Time Tested, Champions Trusted***

*For over 65 years, our commitment to innovative design and progressive approach to safety has defined Bell Racing. That same attention to detail continues today throughout our entire line of products making each Bell helmet unique and worthy of being worn by the world's best drivers. The latest generation of Bell Racing helmets offer forward-thinking design, leading-edge technology, superior engineering, outstanding comfort and fit, enhanced ventilation and industry leading features with the latest material innovations and manufacturing techniques to create the most advanced line of racing helmets available in the world today.*



**#ChampionsWearBell**

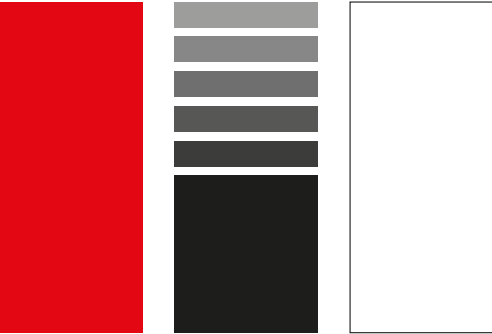
**#AnySurfaceAnySpeed**

This is a visual overview of our brand identity.

The following pages in this guide will give you more information on each part.

An overview of our visual identity

Colours



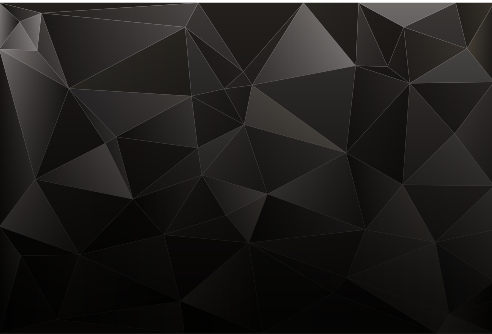
Logos



Typefaces



Patterns, Backgrounds & Lines



Corporate Identity and packaging



Our brand colours are strong and single-minded.

The Bell Helmets Logo should be reproduced to the preferred colour specification of special PANTONE® wherever possible, unless it is the single colour black or single colour white version.

If this cannot be acheived then the four colour process (CMYK) may be used.

When producing work for TV monitors, for consistency match to the RGB specifications.

When producing work for web please use the web safe (hexadecimal) specification.

Our corporate colours

Bell Red

PRINT	Pantone 2347	CMYK 0.90.100.0
SCREEN	HEX E10600	RGB 255.6.0
EXTERIOR	RAL 3028 Reinrot When choosing a vinyl substrate it should be matched as closely as possible to Pantone 2347	
TEXTILE	PANTONE 18-1664 TCX Flery Red	
PLASTIC	PANTONE PQ-2347	

Black

PRINT	Pantone Pure Black	CMYK 80.80.80.80
SCREEN	HEX 000000	RGB 0.0.0
EXTERIOR	RAL 9005 Tiefschwarz When choosing a vinyl substrate it should be matched as closely as possible to Pure Black	
TEXTILE	PANTONE 19-3911 TCX Black	
PLASTIC	PANTONE PQ-BLACK	

White

PRINT	Pantone Pure White	CMYK 0.0.0.0
SCREEN	HEX FFFFFFFF	RGB 255.255.255
EXTERIOR	RAL Pure White When choosing a vinyl substrate it should be matched as closely as possible to Pure white	
TEXTILE	PANTONE 11-0601 TCX White	
PLASTIC	PANTONE PQ-WHITE	

Grayscale

90%	80%	70%	60%	50%	40%	30%	20%	10%
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Please only use our identity mark as supplied in our master identity artworks.

Do not add any visual effects or tricks to the mark, it is dynamic enough as it is.

The logo is perhaps every brand's most important and valuable asset.

Ours is no exception.  
So please treat it carefully.

Therefore we ask you to abide by the rules supplied here.

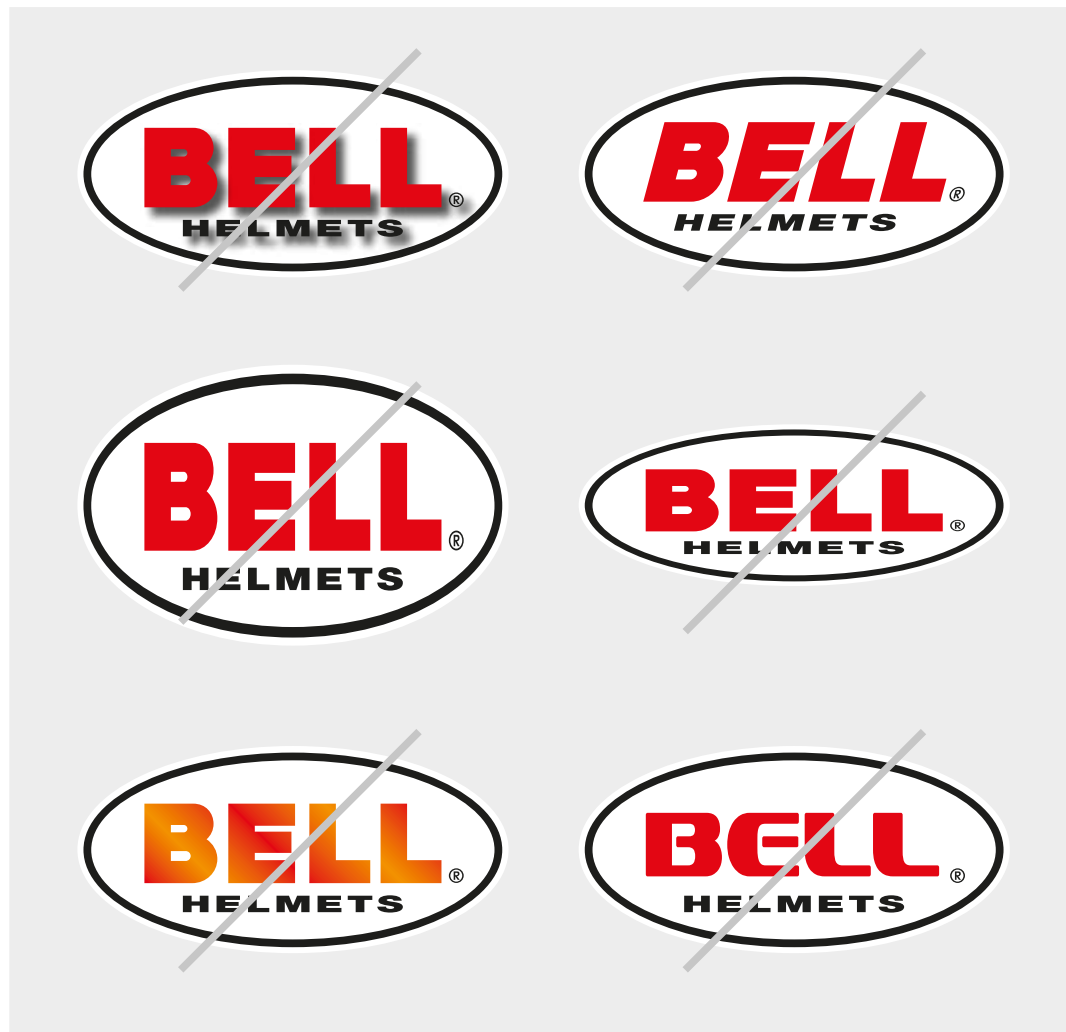
All permissible variations of our brand mark will be outlined in the following pages of this guidelines document.

## An essential rule to follow

- ✓ **Protect our identity from 'visual abuse'.**  
**If in doubt, keep it simple (or leave it out).**



- ✗ **No cheap 'gimmicky' effects, ever. Do not modify the logo for any reason, in any way whatsoever.**  
**Never squeeze or stretch to logo. Leave the logo intact and pure.**



Our primary logo comes in two scales.

#### Standard scale

Use this version in most applications. It works in all places other than very small.

#### Micro scale

This is our small scale logo used in icons, footers and avatars.

For the engravings on our small metal pieces we will use the version of our logo in a single color.

Do not use it any bigger than 15mm wide.

Note: The logos must always be used with the ® symbol.

In the documents referring to communication, we will use the logo with the slogan incorporated into the group.



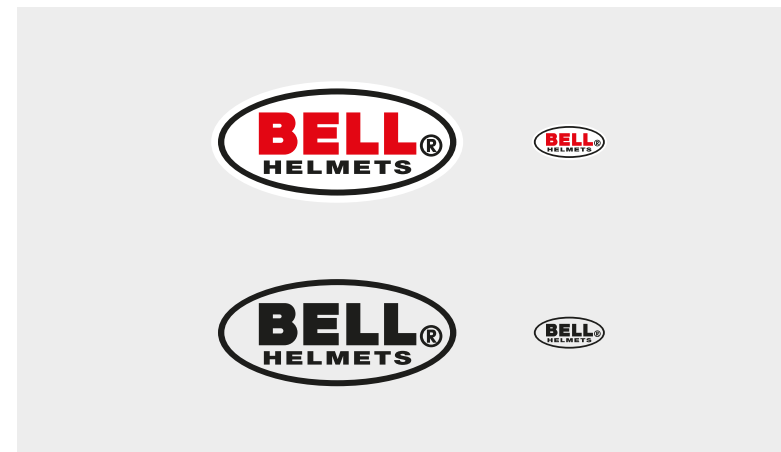
Download  
Logo files

## Primary Logo, variations and complements allowed

### Standard scale



### Micro scale



### Version of the logo with outer shadow to highlight the background



### Version of the logo with our slogan incorporated into the group



Whenever possible we will use our logo in color version, whatever the color used in the background.

When it is not possible to use the color version, we will use the monochromatic version.

As a general rule we will apply it in white or black.

Any other color option in monochromatic version must be approved by our graphic department.

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## Monochromatic Versions

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Color version on any background



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Monochromatic version on dark background



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Monochromatic version on light background



Download  
Logo files



The minimum acceptable clear space for our identity mark is illustrated here.

Each scale version of our logo has a specific clear space area.

#### Standard scale logos

Clear space all around of 50% the height of the Bell logo. This is a more balanced amount of clear space to keep these logos versatile.

#### Micro scale logos

Clear space all around of 100% the height of the Bell logo. This is a greater amount of clearspace to help these logos stand out at small sizes.

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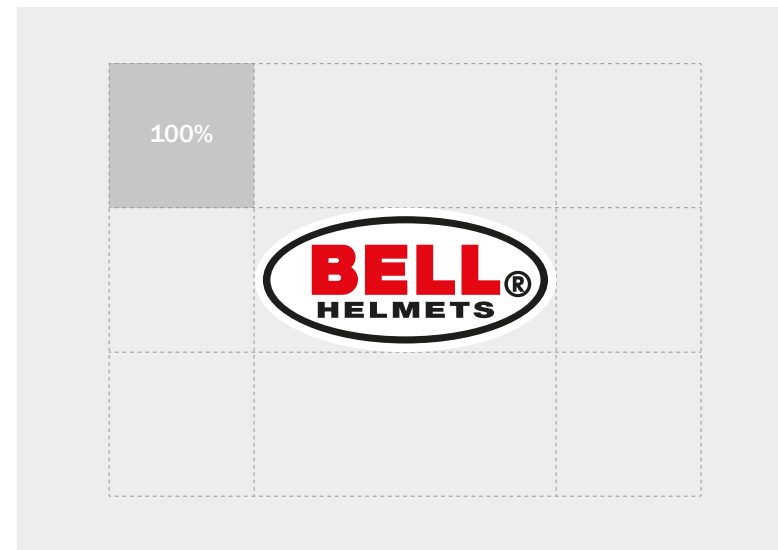
## The clear space required for our logo

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### Standard scale



### Micro scale



We have other logos that we use to complement our communications and that are part of our corporate image and entity.

#### Bell Horse logo.

This is a corporate logo.

We use it in some of our communication documents and packaging. It is always applied with secondary character, it is never used as the main logo.

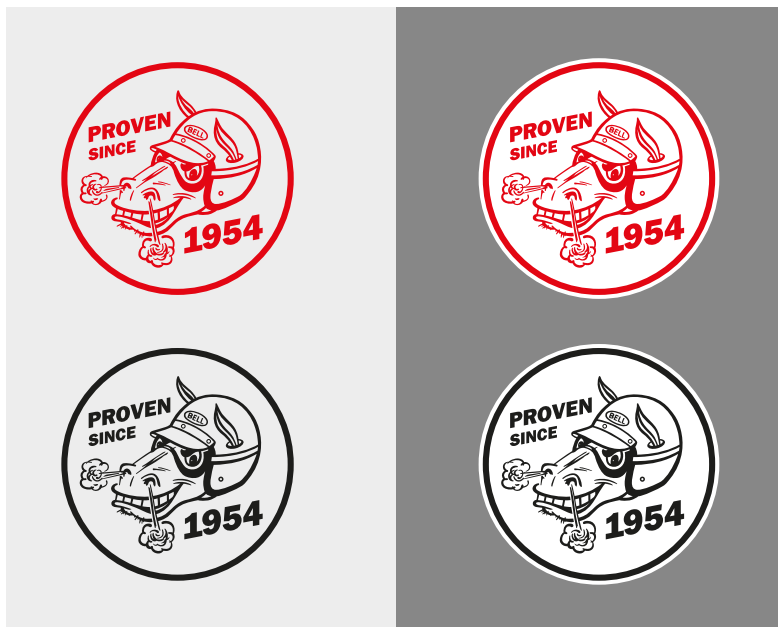
#### Bell 1954 Heritage Club logo.

This is a product logo.

We use it in some of our communication documents and packaging that make direct reference to this product and concept. It is always applied with secondary character, it is never used as the main logo.

## Secondary logos

### Bell Horse logo



- ✓ Always used in red or black on light backgrounds.  
Accompanied by a white base when used on dark backgrounds

### Bell 1954 Heritage Club logo



- ✓ Always used in black or white color depends on what background to put.  
Any other color option version must be approved by our graphic department.



Download  
Logo files

The typographic standards we employ are clear and simple with a sophisticated edge.

Franklin Gothic

Was selected for its humanistic tone and corporate personality. It has a contemporary feeling that is suited to corporate identity and communication work.

Its large family of weights and styles will give our expression plenty of breadth.

Sofachrome Italic

Selected for its strong sports character, we use this typeface in the headlines of our communications.

Bullet Regular

This typeface was inherited from Bell's later stage and we continue to use it in some of our hastags and packaging.

Typefaces

Franklin Gothic

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
0123456789

Sofachrome Italic

*ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
0123456789*

Bullet Regular

**ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
0123456789**

Franklin Gothic family

Regular	<b>Heavy</b>
<i>Italic</i>	<b><i>Heavy italic</i></b>
Medium	<b>Demi</b>
<i>Medium Italic</i>	<b><i>Demi Italic</i></b>
Medium Condensed	<b>Demi Condensed</b>



We are currently using this triangulated pattern design that can be used in your designs.

They can form part of a background in posters or divide content on a website.

There are many uses for the designs. They can be scaled up and down to best fit your layout.

Black shadow headers and degraded red lines also form an essential part of all our graphic communications.

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## Patterns, backgrounds & lines

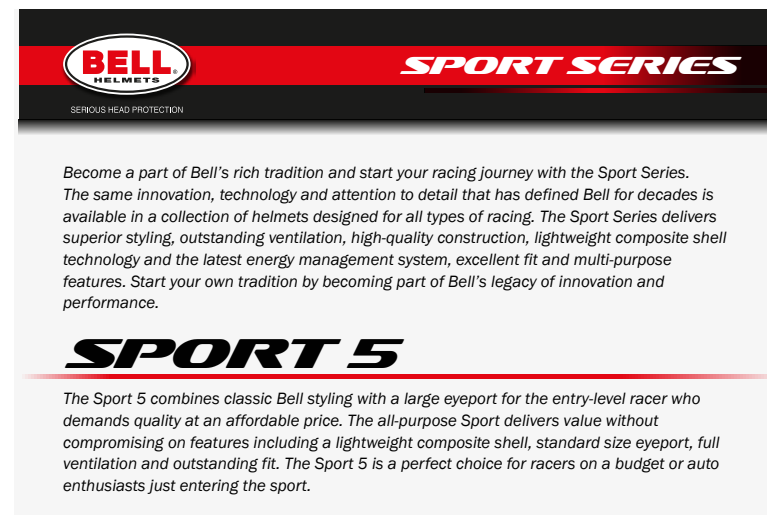
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### Basic triangular background used in our packaging



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### Sample header and lines used in our graphic communications



Download  
Background file

This section contains some examples of our general corporate image.

Applications in which we can see how all our basic design elements were used to achieve homogeneous and related products with the same global image.

Corporate Identity and Packaging

Bell Racing Service Van



Bell Helmet Box



The photographs of the races must show our product, our drivers, our helmets, and especially our logo.

We can also use more generic images to create our page backgrounds

We have a bank of imagery that consists of our selected, best photographs from each race. The images in this collection have been treated and will be updated throughout the race season.

Depending on your agreement, you may have access to our bank of imagery for use in your marketing and communications.

Our bank of imagery contains Our selected, best photographs from each race.

Otherwise and in addition you will be selecting your own images to be used for editorial and promotional purposes. These images must be sources from approved photographic agencies and may be subject to fees and rights clearances.

## Photography



Thank you for reading  
through the core section of  
our brand guidelines.

If you have any questions on  
the content, please email us  
at Graphics Department.

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[graphics@bellhelmets.bh](mailto:graphics@bellhelmets.bh)

