





01 | LOGO

The horizon symbolizes Bellu's mission to continually strive toward greater knowledge while providing a luxurious experience for the client. It is composed of two wave crests and a rising sun. The water represents the beauty and luxury of the Mediterranean, and the wave crests create both a sideways "B" for Bellu and strand of curly hair.



 01 | LOGO

Bellu has two approved logo variants: the horizon and the horizon with our company name.

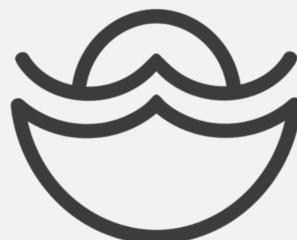
White space should be a border approximately one third the width of the horizon. Do not rotate the logo on an angle.





# 01 | LOGO

The horizon has five color options  
to be used across various media.



The full logo has four color options  
to be used across various media.

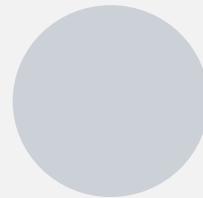


 02 | COLOR PALETTE

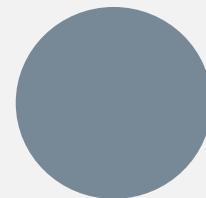
Always use the color codes provided in this guide to maintain brand consistency. Avoid web color pickers.



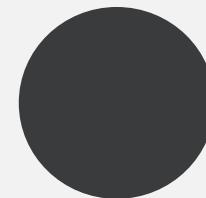
**CMYK:** 0 | 0 | 0 | 5  
**RGB:** 242 | 242 | 242  
**HEX:** #f2f2f2



**CMYK:** 4 | 2 | 0 | 16  
**RGB:** 204 | 209 | 215  
**HEX:** #cccd1d7



**CMYK:** 12 | 5 | 0 | 41  
**RGB:** 119 | 137 | 150  
**HEX:** #778996



**CMYK:** 5 | 3 | 0 | 76  
**RGB:** 58 | 59 | 61  
**HEX:** #3a3b3d



**CMYK:** 0 | 2 | 5 | 7  
**RGB:** 237 | 231 | 223  
**HEX:** #ede7df



**CMYK:** 0 | 1 | 4 | 0  
**RGB:** 254 | 251 | 244  
**HEX:** #fefbf4

Primary

Accent



## Lora

Lora Normal is used for body text,  
**Lora Medium is for subheadings,**  
**and Lora Bold is for headings.**

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0

## FINO SANS

**FINO SANS MEDIUM IS USED IN OUR FULL LOGO.** FINO SANS THIN IS USED IN HEADLINES, TITLES, AND CALLS TO ACTION. FINO SANS IS ALWAYS TYPED IN LOWERCASE TO MAINTAIN LETTER CONSISTENCY.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
1 2 3 4 5 6 7 8 9 0

# 04 | STYLE

Bellu is the Corsican word for beautiful. All videography and photography should evoke feelings of luxury, simplicity, cleanliness, and relaxation.

When it comes to hair care, we emphasize the importance of catering to the individual. Our imagery should also reflect diversity in hair type, ethnicity, gender, and age.

