BELLA

Building the Europe Link to Latin America

BRANDING MANUAL

This manual contains the basic tools for the proper use and the brand application of the BELLA logo relating to all possible uses and supports.

The manual is designed to meet the needs of those who are responsible for interpreting, articulating, communicating and implementing the BELLA brand.

It is important to ensure proper use of BELLA branding to ensure that the correct meaning and identity are created in the audience's mind.

The BELLA logo
shows two people coming together
holding hands,
representing the union
of the peoples of two continents,
and uses aquatic colours,
symbolising the submarine
cable which will
be used by BELLA.

Brand

Logo

BELLA

Building the Europe Link to Latin America

Symbol

Logo explanation

Depending on the intended size of the BELLA logo in a piece of graphic work, either the horizontal or vertical designs may be used.

14px

4px

1px

03
MINIMUM REDUCTION

2 x 2.1 cm
56.69 x 59.53 px
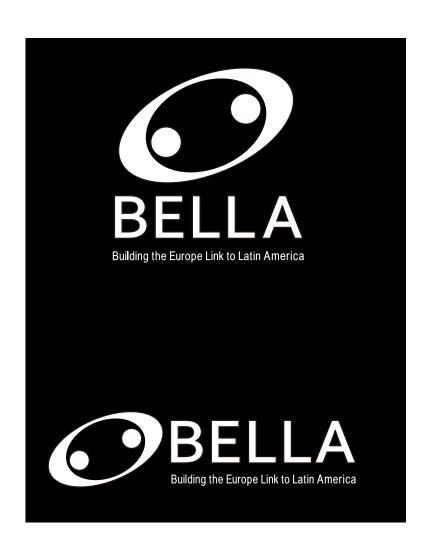

6 x 1.6 cm
170.08 x 45.35 px

BELLA

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PANTONE
Coated 361 C
C73 M9 Y98 K0
R88 G172 B46
#58AC2E

PANTONE
Coated 7684 C
C91 M66 Y14 K0
R9 G96 B163
#0960A3

PANTONE
Coated Black 6 C
C0 M0 Y0 K0
R0 G0 B0
#000000

BELLA

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BabelSans

°|1234567890'¿
°!"#$%&/()=?¡
qwertyuiop¨*
asdfghjklñ[]
>zxcvbnm;:_
QWER-
TYUIOP´+
ASDFGHJKLÑ{}

BELLA (Building the Europe Link with Latin America) provides for the long-term interconnectivity needs of European and Latin American research and education communities by procuring and deploying a long-term Indefeasible Right of Use (IRU) for spectrum on a direct submarine cable between the two regions, and deploying a 100Gbps-capable research and education network across Latin America. BELLA is implemented by a Consortium of the Regional Research and Education Networks GÉANT (Europe) and RedCLARA (Latin America) and the National Research and Education Networks of Brazil, Chile, Colombia, Ecuador, France, Germany, Italy, Portugal and Spain. Funding for BELLA is provided by the European Commission (DG-CONNECT, DG-DEVCO and DG-DEFIS) and Latin America NRENs. For more information visit [insert web address], follow us on Twitter [insert Twitter handle].

The BELLA-T logo it is just the BELLA logo with the addition of a "-T" and without the logo explanation text.
All the previous exposed rules of colour and reduction sizes do apply to this logo.

BELLA-T

As part of the BELLA Programme, the BELLA-T logo is an application of the BELLA logo. This secondary logo was made just for internal purposes, it is intended to be used as follows:
Public use: it will only be used as the website, presentations, public pieces and documents logo until the launch of the BELLA Programme website, when the BELLA logo will be the only brand that BELLA-T and BELLA-S will publicly use.
Private use: the BELLA-T logo will be used for internal BELLA-T project communications purposes, meaning: BELLA-T deliverables and other internal documents.