



SERIOUS HEAD PROTECTION

Identity Communication Standards
A design guideline and reference

RACING**FORCE**GROUP



BRANDS OF RACING FORCE GROUP

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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.

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.



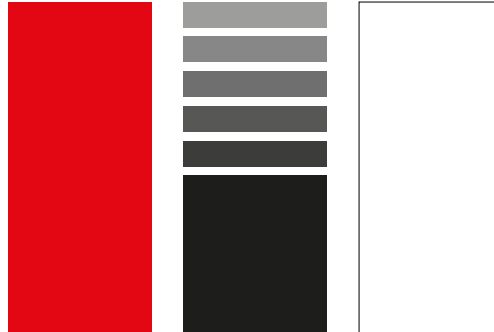
#ChampionsWearBell
#AnySurfaceAnySpeed

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

Bullet

Franklin Gothic Family

SOFACHROME

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 achieved 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 <small>When choosing a vinyl substrate it should be matched as closely as possible to Pantone 2347</small>	
TEXTILE	PANTONE 18-1664 TCX Flery Red	
PLASTIC	PANTONE PQ-2347	

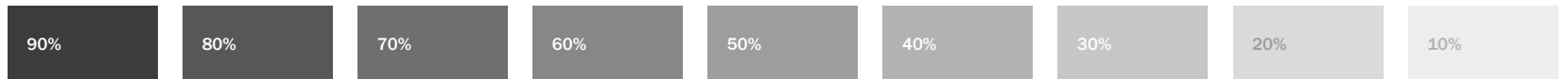
Black

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

White

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

Grayscale



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.

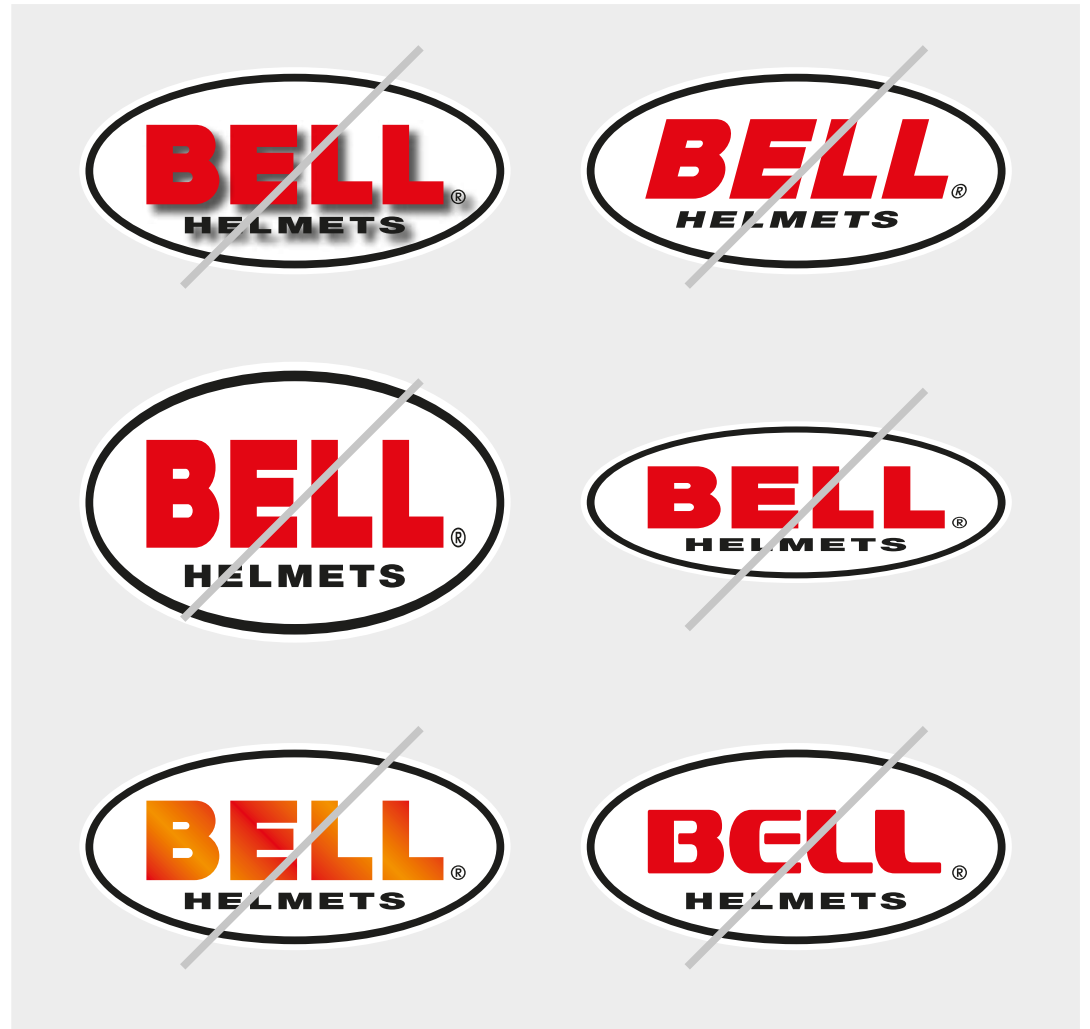
All permissible variations of our brand mark will be outlined in the following pages of this guidelines document.

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.

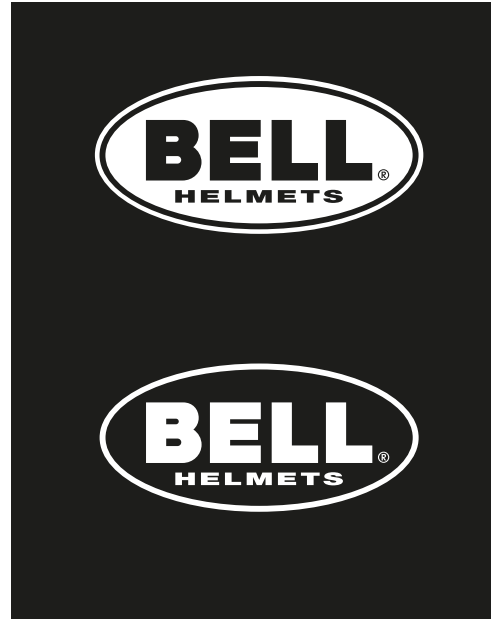
Any other color option in monochromatic version must be approved by our graphic department.

Monochromatic Versions

Color version on any background



Monochromatic version on dark background



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

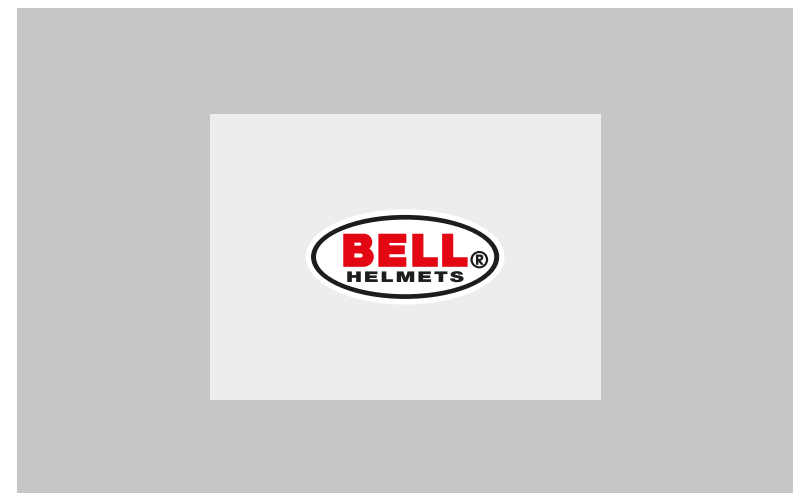
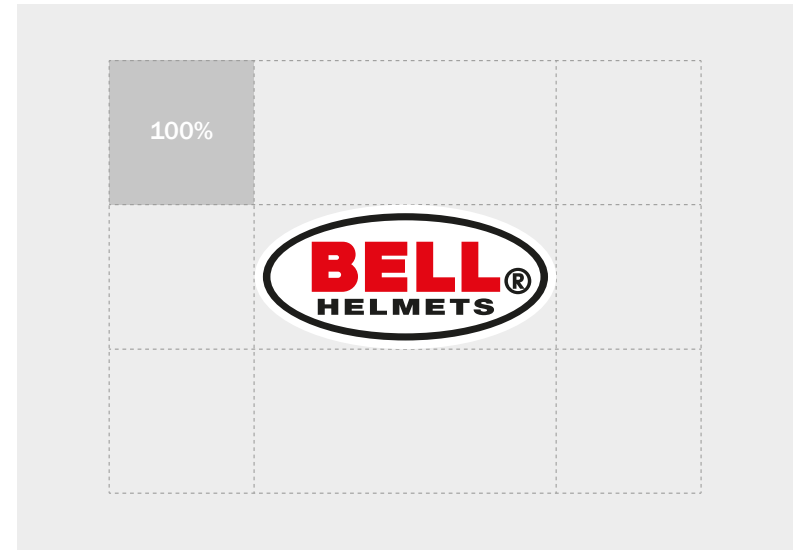
Clear space all around of 100% the height of the Bell logo. This is a greater amount of clear space to help these logos stand out at small sizes.

The clear space required for our logo

Standard scale



Micro scale



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
Italic

Heavy
Heavy italic

Medium
Medium Italic
Medium Condensed

Demi
Demi Italic
Demi Condensed



Download
Typefaces

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.

graphics@bellhelmets.bh

