



BELLA
WELLNESS



Introduction

This guide book serves as the brand identity manual for BELLA WELLNESS Center.

It aims to deliver a consistent and professional standard of brand impression and communications to all our potential customer audiences. Therefore, we expect organisations that are delivering services on our behalf to achieve the same standards.

This document provides guidance about the standards that should be applied to all brand identity implementations and communications, including digital and printed materials. It also offers the basis for creating additional applications.

Following the rules of this manual is mandatory to ensure a consistent brand image.

Please contact Bella Wellness's management and marketing team for identity queries and the use of the brand mark and templates.

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Section 1.0 Brand Basic



Brand Basic

1.1 Brand Identity Concept

Bella Wellness is a state-of-the-art wellness and antiaging center that delivers high-quality solutions to female individuals of all ages.

Bella Wellness logo had composed of Wordmark and symbol which indicating the brand.

Bella Wellness brand had emerged from the concept of:

1- Lotus flower: It represent delicacy + the shape inside the flower represent yoga pose and the shape of the woman`s body.

2- Thin Lines : Its a combination between the petals of the flower + the lines at the top represents the hair of the woman overall they represent the character of the womanby combining them.

3- The Arch: It represent the arc in the interior of bella wellness center.



Lotus Flower
&
Woman`s body
shape



Thin Lines:
Petals
&
Woman`s hair



Arch Shape:
One of the shapes
that are in the interior
of Bella Wellness

Full Logo



BELLA
WELLNESS

Brand Basic

1.2 Brand Mark

Bella Wellness is made of wordmark and symbol and they can be used individually.

Full Logo



Wordmark



Symbol

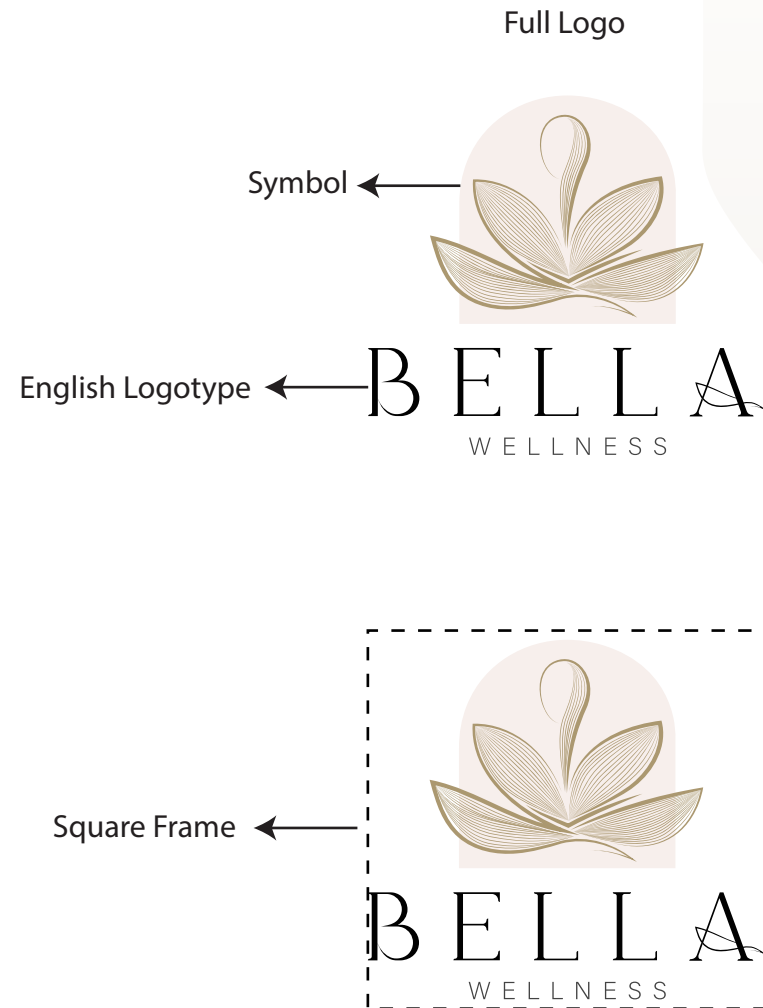


Brand Basic

1.3 Brand Structure

Bella Wellness brand mark consists of symbol with English logotype plus the corporate descriptors. This is the brand master logo that appears always in the shown lockup. It is not allowed to reconstruct the brand mark nor change its configuration. Use always the master file which is available in all common formats.

Bella Wellness logo should always be in a square frame {Length=Width}.



Brand Basic

1.4 Logo Version

The preferred reproduction of Bella Wellness brand mark is in its positive full color version on white background. Alternatively, the logo may be reversed out of a dark background color from Bella Wellness's palettes to secure proper contrast and visibility.

Rarely, the use of monochrome (single color) or bitmap (black and white) versions is necessary. Example: fax transmissions, stamps...

Positive Logo



Bitmap



Brand Basic

1.5 Brand Hierarchy - Primary set

The brand mark represents Bella Wellness as a signature, and therefore appears in every touch point with its customers. To manage this brand behaviour, follow here shown branding hierarchy:

1st Rank Branding

This is the main and complete form of branding, using the master logo for the parent and sub-brands. It is applied most brand applications for recognition and communication purposes.

1st Rank Branding



Master Brandmark

Brand Basic

1.6 Brand Hierarchy - Secondary set

2nd Rank Branding

Bella Wellness can be used singularly for segregated audience communication, and it may appear singularly in many brand applications to cater for broader audience.



Wordmark

2nd Rank Branding

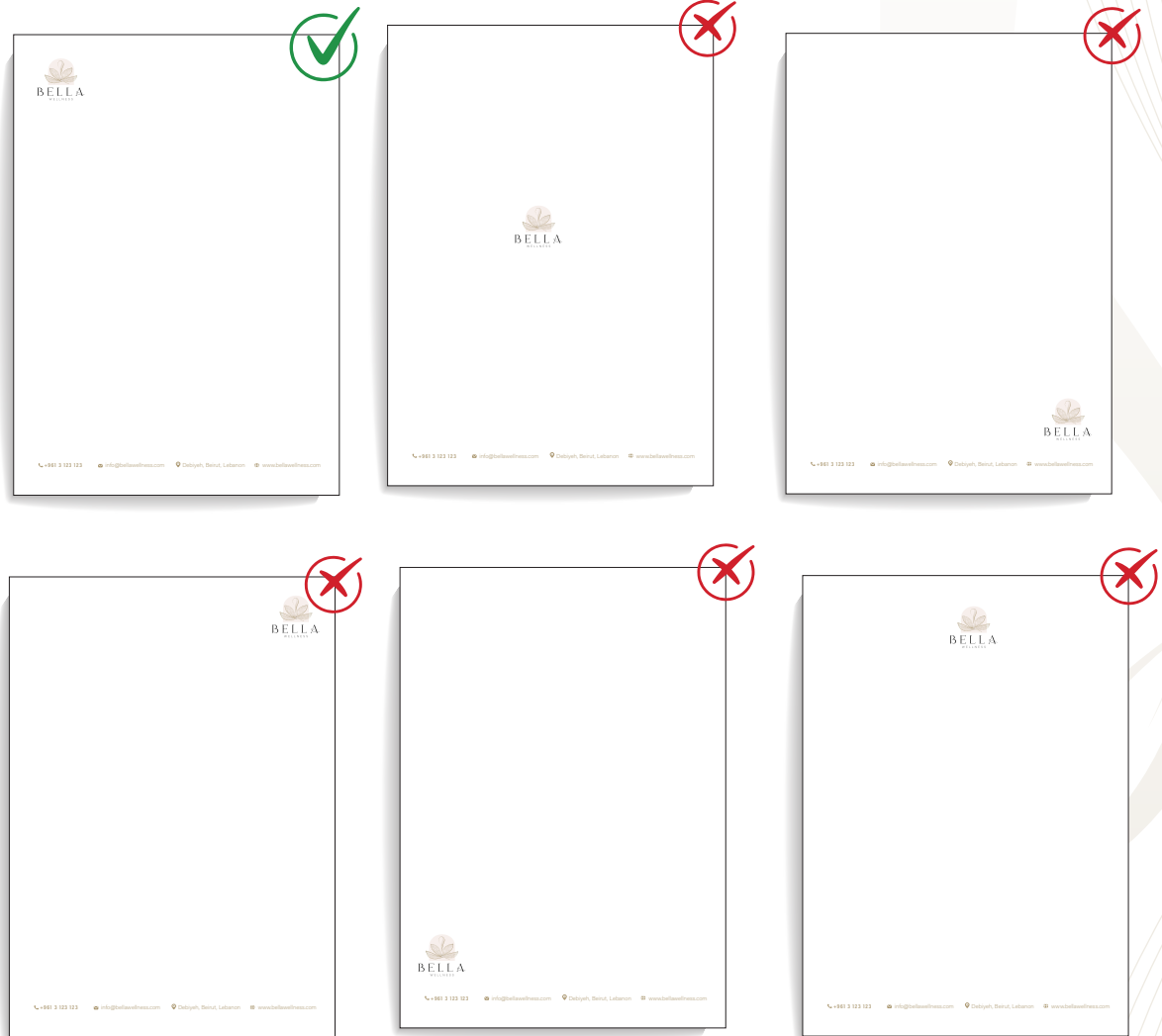


Symbol

Brand Basic

1.7 Brand Placement

The logo of the Bella Wellness on the front face of the letterhead should always be at the left on the top of the paper.



Brand Basic

1.8 Brand Placement

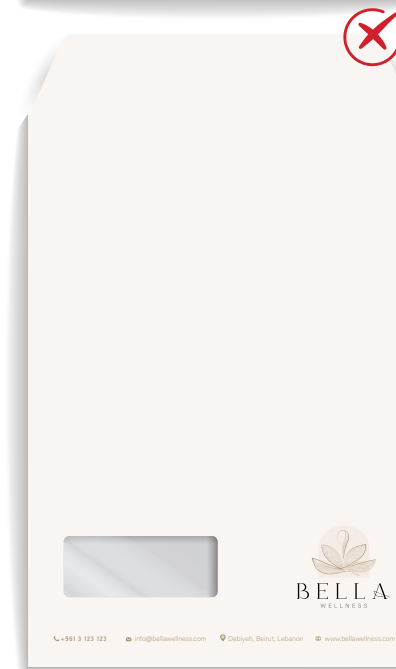
The logo of the Bella Wellness on the face of the envelope should always be at the left on the top of the envelope.



Brand Basic

1.9 Brand Placement

The logo of the Bella Wellness on the front face of the folder should always be at the left on the top of the folder.



Brand Basic

1.10 Brand Placement

The logo of the Bella Wellness on the front of the business card should always be at the center of the light pink square of the card.



Section 2.0 Colors



Colors

2.1 Core Color

Bella Wellness brand is a brand purely for woman so the colors we used are feminist colors {colors that represent woman}.

1- Light Pink: It represents skin tone and at the same time its an earth tone+ pink color is known that it represents women so it will bring many women`s attention.

2- Dark Gold: Its also an earth tone+ its a warm color + it represent nature + gold is known that it attracts most of the women`s attention.

3- Black: Its a rigid color and its the mix of all colors together + its a classy color+its the clearest color as a wordmark for this logo.



BELLA
WELLNESS

#F7EFEC

Light Pink

CMYK: 2 % -5 % -5 % -0 %

RGB: 247 -239 -236

#AB9870

Dark Gold

CMYK: 34 % -35 % -62 % -3 %

RGB: 171-152-112

#010101

Black

CMYK: 2 % -68 % -67 % -90 %

RGB: 1-1 -1

#434343

Dark Gray

CMYK: 67 % -60 % -59 % -45 %

RGB: 67 -67 -67

Section 3.0 Reproduction Guideline



Reproduction Guideline

3.1 Minimum Size

Size measurement is based on the width and length of Bella Wellness logo.

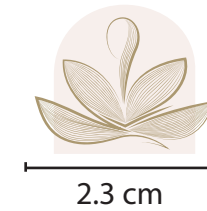
To ensure sufficient branding, apply the minimum size rule when placing the brand mark on any communication or advertising material. Brand identity applications reproduce the logo in an optimum size, please use the provided templates.

Some applications may require micro sizes. As example: fitting a small area on a plastic card, in such cases the use of the micro size logo is allowed and considered exceptional. Further size reduction is not permitted.

Minimum size



Minimum size



Micro size



Reproduction Guideline

3.2 Descriptor Lockup

Bella Wellness brand mark consists of its symbol plus the corporate descriptor. This is the brand master logo that appears always in the shown lockup. It is not allowed to reconstruct the brand mark nor change its configuration. Use always the master file which is available in all common formats .



Reproduction Guideline

3.3 Misuses

Shown in the figures are some unacceptable uses of Bella Wellness brand mark. The brand mark should always be reproduced from the master artworks, do not reconstruct the logo.



Do not distort the logo



Do not add or alter the logo color



Do not reproduce with low resolution



Do not redraw any logo component



Do not change any configuration



Do not add any element

Reproduction Guideline

3.4 Acceptable Backgrounds

The figures demonstrate examples of permitted backgrounds for placing Bella Wellness brand mark.

The main focus is on securing enough visibility and contrast to preserve visibility and maintain consistent branding. Bella Wellness brand mark shall preferably appear on white background. There are cases where background colors are needed. Use of the reverse version is permitted on primary colors only, as this is considered a main branding version.

It is permitted though to place the positive logo versions on light backgrounds from Bella Wellness's supporting palettes.



Reproduction Guideline

3.5 Acceptable Backgrounds - Reverse Logo

The figures demonstrate examples of permitted backgrounds for placing Bella Wellness brand mark.

The main focus is on securing enough visibility and contrast to preserve visibility and maintain consistent branding. Bella Wellness brand mark shall preferably appear on white background. There are cases where background colors are needed. Use of the reverse version is permitted on primary colors only, as this is considered a main branding version.

It is permitted though to place the positive logo versions on light backgrounds from Bella Wellness's supporting palettes.



Reproduction Guideline

3.6 UnAcceptable Backgrounds

The figures show examples of nonpermitted brand mark placements. Reason here is the reduced contrast and loss of logo clarity.

Avoid using alien colors and apply a suitable color from the supporting palette for placing the positive logo version on solid backgrounds. Primary colors offer tints for the same purpose.

Heterogeneous, busy or patterned photographic backgrounds harm the needed brand mark visibility and are therefore not permitted.



Section 4.0 Typography



Typography

4.1 Typfaces

For a coherent brand image, a set of family typefaces serves the brand in typesetting content information, body copy and contact details. The use of different weights gives allows flexibility and better readability.

For the wordmark BELLA WELLNESS we used:

1-Alika {Regular} :as a font for Word BELLA +
+ we edited this font.

2-Acumin Variable Concept - Default: we used it
as a font for word WELLNESS.

For the corporate identity manual we used:

1-Segoe UI Variable {Regular} :as a font for Headings
and Titles.

2-Segoe UI Variable {Light small}: we used it
as a font for Body copy.

Fonts used in the logo

	Alika { Regular}
BELLA	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789
	cumin Variable Concept - Default:
WELLNESS	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

Fonts used in the corporate identity

	Segoe UI Variable {Regular}
Heading Title Name	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789
	Segoe UI Variable {Light small}
Body copy	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

Section 5.0 Stationary



Stationery



Stationary

5.1 Letterhead

-The size of the letterhead is A4

-Typefaces:

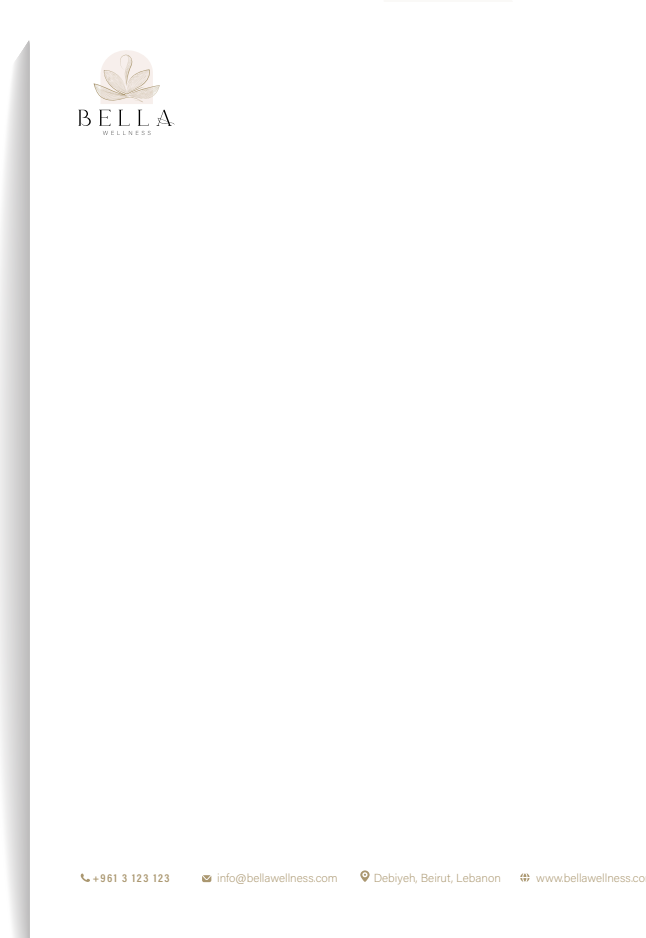
-Acumin Variable Concept Default

-Acumin Variable Concept Condensed Semibold

A4
{here its minimized}



A4
{here its minimized}



Stationary

5.2 Business card

Typfaces:

-Acumin Variable Concept
Default

-Acumin Variable Concept
Condensed Semibold



Stationery

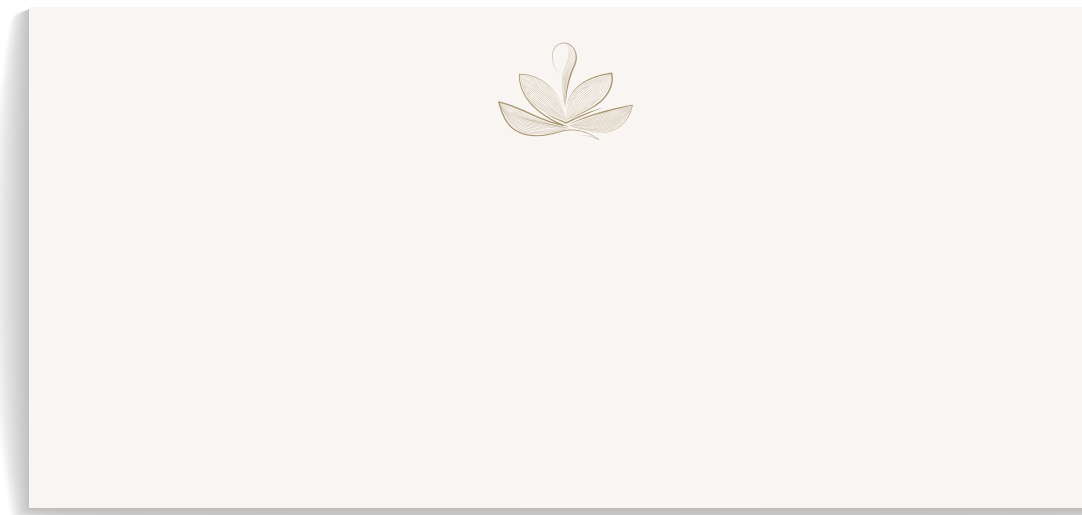
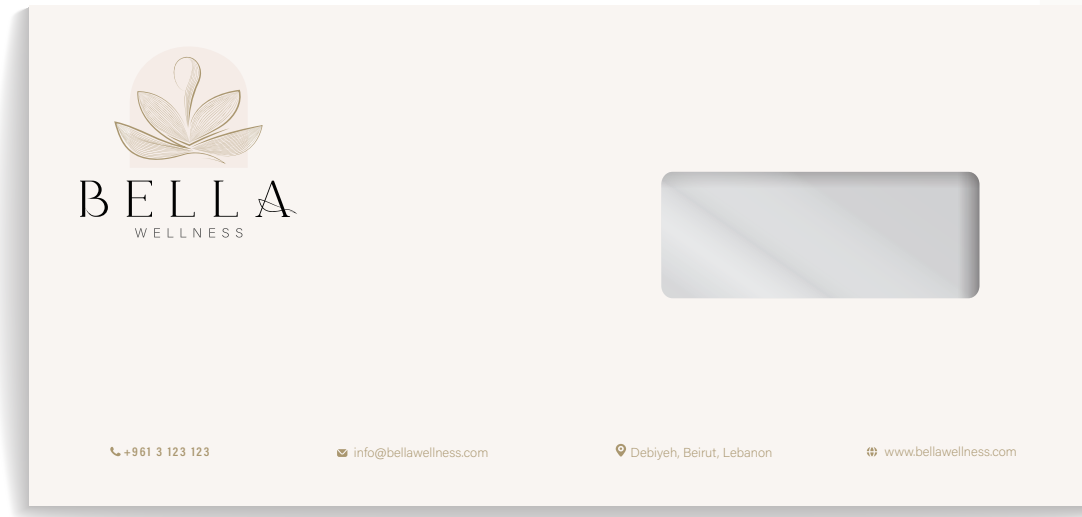
5.4 Envelop

-The size of the envelope is 22cm{Width}*11cm{Height}

-Typfaces:

-Acumin Variable Concept
Default

-Acumin Variable Concept
Condensed Semibold



Stationary

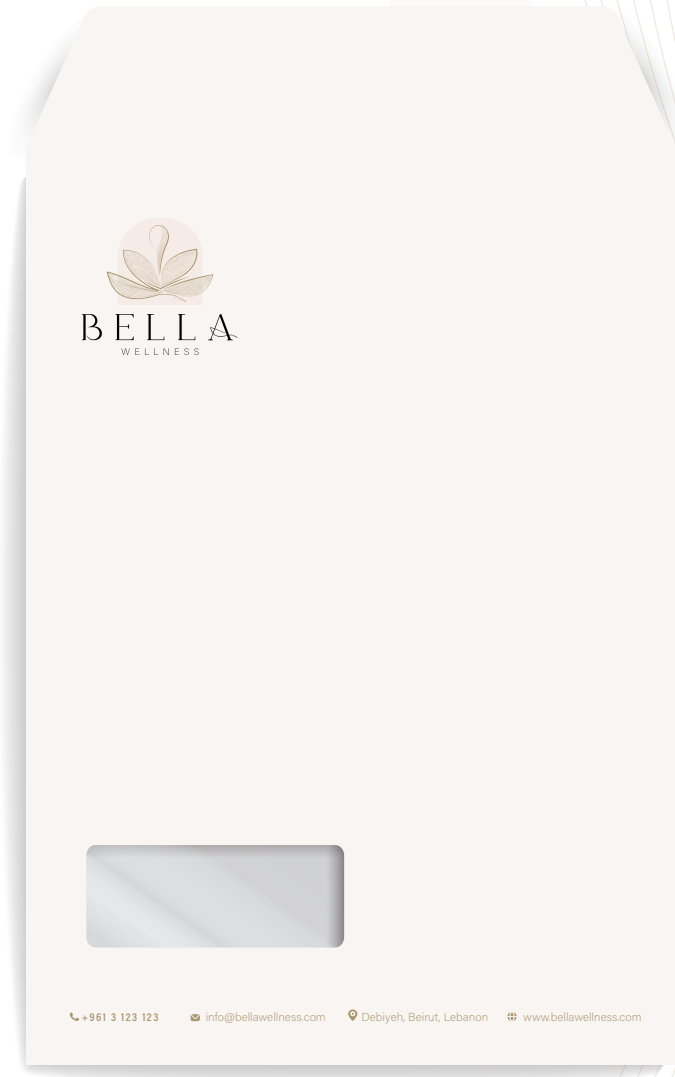
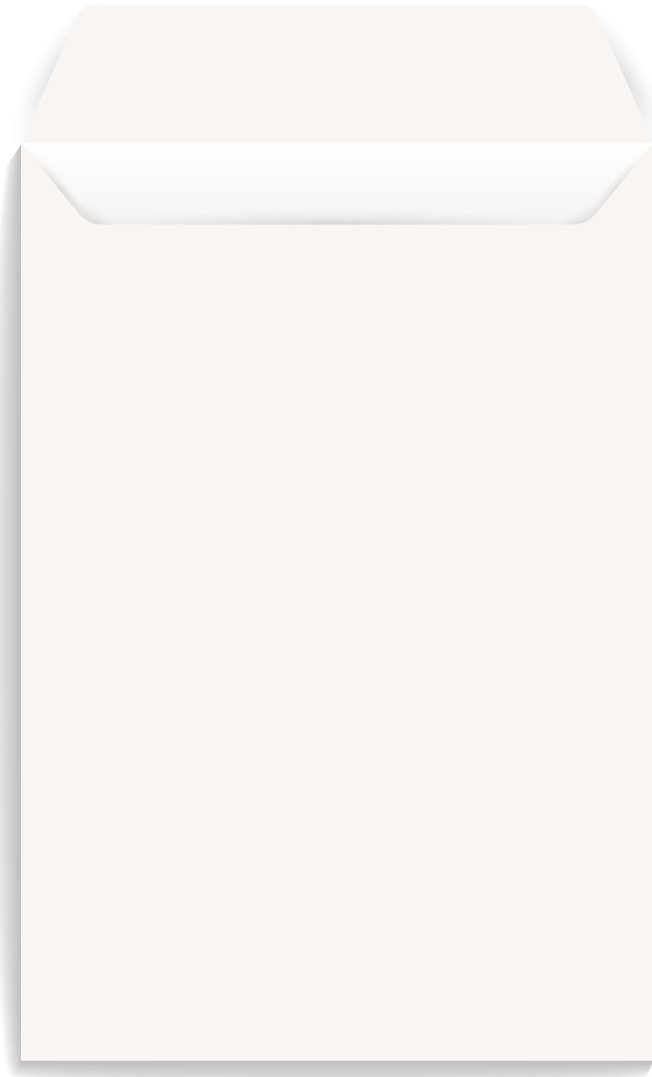
5.5 Folder

-The size of the Folder is for A4 Papers

-Typfaces:

-Acumin Variable Concept Default

-Acumin Variable Concept Condensed Semibold



Section 6.0 Mockup



Mockup

6.1 Logo mockup



Mockup

6.2 Logo on bags mockup



Mockup

6.3 Logo on mug mockup



Mockup

6.4 Logo on shirts mockup



Mockup

6.5 Logo on cap mockup



Mockup

6.6 Logo on pin mockup



Mockup

6.7 Stationary mockup



Mockup

6.7 Stationary mockup



Mockup

6.7 Stationary mockup



Thank You

