

Bella 
Bee



BRAND GUIDELINES



THE BRAND

Bella Boo is a newest brand under the Cortex USA umbrella. This brand and its products will follow you throughout your hair journey, from your teen years to adulthood. This brand represents all things fresh and new, including the look of your hair.

Bella Boo was created with a fresh, simple aesthetic and is represented by eye-catching pastel colors.

COLOR PALETTE

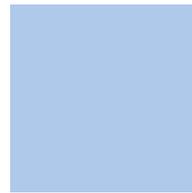
The following are the chosen colors of the Bella Boo brand. They should not be altered in any way. No other percentages or similar color shades are allowed.



Pantone 573 C

R 180 C 28
G 225 M 0
B 216 Y 17
 K 0

Hex: B4E1D8



Pantone 658 C

R 179 C 28
G 201 M 14
B 233 Y 0
 K 0

Hex: B3C9E9



Pantone 514 C

R 214 C 15
G 140 M 53
B 199 Y 0
 K 0

Hex: D68CC7



Pantone 9324 C

R 246 C 2
G 201 M 25
B 227 Y 0
 K 0

Hex: F6C9E3



**Pantone
Black 6 C**

R 17 C 81
G 24 M 71
B 32 Y 59
 K 75

Hex: 111820



Limited Edition
Use **ONLY**-
710 silver foil

LOGO VARIATIONS

The following are the **only** acceptable variations of the Bella Boo logo.

- **No** color changes or backgrounds added
- **No** additions or removal of any logo elements
- **No** tilting or adjustments to the original angle
- **No** movement of the logo elements
- **No** changes to the logo elements' proportions
- **No** outlines, underlining, patterns, or special effects (ex: clipping masks, drop shadows, outer glow)

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LOGO PROPORTIONS

The size presented is the **absolute** minimum for the Bella Boo logo. This is to ensure the legibility. The logo elements should also stay at their original proportions.



FONTS USED

Children of the Starlight

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 x y z

1 2 3 4 5 6 7 8 9 0

PRODUCT MOCKUPS

The following are a few examples of the Bella Boo logo placed on hair products. This shows various ways the color variations can and should be used, lighter logos on darker products and darker logos on lighter products.

