BELLRINGING

Protecting our brand identity

This guide is a brief overview of the elements that together form the look and feel of the Bellringing brand.

our values

Our values determine our behaviour and outline what we believe to be 'right', and important in life

Commitment   Teamwork   Discovery   Quality   Empathy

how we want our brand to be perceived

Perception words describe how we want our brand to be perceived by others

Adventurous   Welcoming   Dynamic   Logical   Traditional   Unique

our logotype variants - linear

The reversed versions feature a reduced thickness of line weight. For this reason it's important to always use these versions when required, rather than adapt a positive version.

our logotype variants - stacked

The reversed versions feature a reduced thickness of line weight. For this reason it's important to always use these versions when required, rather than adapt a positive version.

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logotype exclusion zone and minimum size - linear logotype

It's important that wherever our logotype appears it's easy to read and not crowded by other elements.
In order to gauge the minimum exclusion zone required, please use the type height as shown below:

BELLRINGING

The logotype should appear no smaller than 40mm wide:

BELLRINGING

logotype exclusion zone and minimum size - stacked logotype

It's important that wherever our logotype appears it's easy to read and not crowded by other elements.
In order to gauge the minimum exclusion zone required, please use the bracket shape as shown below:

BELLRINGING

The logotype should appear
no smaller than 30mm wide:

BELLRINGING

logotype exclusion zone and minimum size - linear logotype with tower details

It's important that wherever our logotype appears it's easy to read and not crowded by other elements.
In order to gauge the minimum exclusion zone required, please use the type height as shown below:

BELLRINGING
TOWER NAME AND LOCATION

The logotype should appear
no smaller than 40mm wide:

BELLRINGING
TOWER NAME AND LOCATION
THAT SPANS TWO LINES

BELLRINGING
TOWER NAME AND LOCATION
THAT SPANS TWO LINES

Please seek further advice for
creation of logotype featuring
your tower name and location

logotype exclusion zone and minimum size - stacked logotype with tower details

It's important that wherever our logotype appears it's easy to read and not crowded by other elements. In order to gauge the minimum exclusion zone required, please use the bracket shape as shown below:

BELLRINGING
TOWER NAME AND LOCATION THAT SPANS TWO LINES

BELLRINGING
TOWER NAME AND LOCATION

The logotype should appear no smaller than 30mm wide:

BELLRINGING
TOWER NAME AND LOCATION
THAT SPANS TWO LINES

Please seek further advice for creation of logotype featuring your tower name and location

bell icon

Having an icon as part of a brand's identity provides a visual shorthand that enhances recognition and evokes the brand. The Bellringing icon has scope to be used independantly from the typography as a watermark, for example.

our colour palette further colours will be selected as the new brand collateral progresses

TERRACOTTA
C0 M82 Y100 K0
R232 G73 B16
HEX #E84910
PANTONE 1665C

GREY
C90 M80 Y50 K45
R42 G46 B67
HEX #2A2E43
PANTONE 2380C

PALE BLUE
C35 M4 Y4 K0
R176 G217 B239
HEX #B0D9EF
PANTONE 291C

MID GREY
C10 M11 Y0 K24
R191 G189 B201
HEX #BFBDC9
PANTONE 5295C

our typefaces both fonts selected are compatible with Google so suitable for use both digitally and in print

Both fonts can be downloaded free at www.fonts.google.com

Weights of Merriweather to be used for titles and content

MERRIWEATHER
SANS LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

MERRIWEATHER
SANS REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

MERRIWEATHER
SANS BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

EB Garamond Italic to be used at scale as conversational font - titles, quotes etc

EB GARAMOND
ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
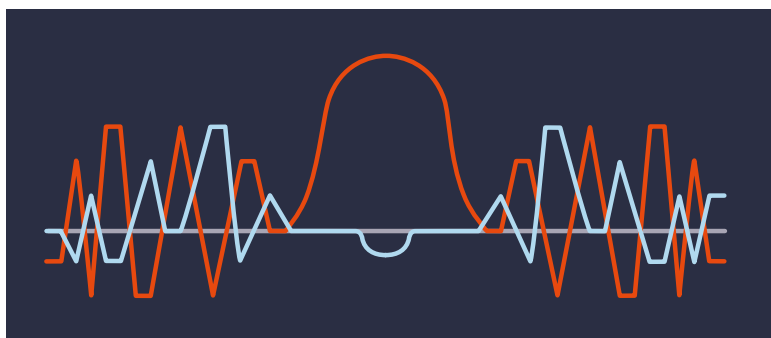
EB GARAMOND
MEDIUM ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Motifs Built in to the visual language of the Bellringing brand are motifs as shown below:

Swing motif

Method motif

protecting our logotype

Please don't play around with our logo or bell icon by squashing, stretching, tilting or distorting , or by changing the colours from those that are acceptable . Please note that this list is not exhaustive.

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