

Core brand elements

Bell logo

A single unifying force holds the Bell Universe together: the Bell logo. The following rules outline proper use of the Bell logo.

Clear space

A minimum area of clear space equal to 1x (the width of the two Ls in the Bell logo) must surround the logo to ensure legibility and visual prominence. No text or other graphic element should encroach this area.

Minimum width

To ensure legibility, the Bell logo should not be reproduced at a size smaller than .375" for print applications, and 46 pixels on-screen.

Colour versions

Our preference is to use the Bell blue version of the logo on a white background.

When your background has a different solid color, is with patterns or with design elements, the logo should be protected in a box or be black to make sure the logo visibility is optimal.

TO DOWNLOAD LOGO:

<http://www.bce.ca/news-and-media/companylogos>



Minimum clear space



Minimum width



Colour versions



Preferred:
Bell blue