



BELU

Basic elements

[The Belu brand and it's communication](#)

The Belu brand is about being different.

We're a widely available ethical brand that's found in many top restaurants, bars, hotels and corporate venues. We believe in beautiful design, using the most environmentally responsible processes and materials available. We go further and do more than any other mineral water brand.

We're a fast-growing company who gives all our profits away.

We know that many of our partners like to share some information about us and why they like stocking us and so we've created some copy that helpfully sums us up.

We have a short and long version depending on your needs.

Belu. Made with mineral water and ethics.

Short Belu copy statement

Belu are 100% carbon neutral.

They wouldn't dream of importing or exporting water.

Their bottles are made from recycled glass or plastic.

And if that wasn't enough, all their profits go to WaterAid to fund clean water projects in the world's poorest communities.

**Belu.
Made with mineral water and ethics.**

Long Belu copy statement

Logo

Our logo has been designed to be bold and simple, it is bold to reflect our ethical principles. It is simple to reflect our approach to design.

For stand alone use we have a version that incorporates a lock-up of our logo with our tagline. This is particularly useful in third party applications. For example if you'd like to feature our brand on a menu, piece of printed material, as part of a co-branded application or in sponsorship.

The word 'BELU' is rendered in a very bold, blue, sans-serif typeface. The letters are thick and blocky, with a clean, modern aesthetic.The word 'BELU' is rendered in the same bold, blue, sans-serif typeface as the first instance, but it is positioned above a tagline.

MADE WITH MINERAL WATER AND ETHICS

The Belu identity

We have a simple and practical set of logos. Large, regular and small versions cover all reproduction needs and techniques.

For optimal legibility and quality please use the correct version supplied.

The Belu logo can also be reversed out of flat colour or an appropriate flat area within a photograph.

We have made an additional set for these purposes (again for different sizes).

The logo should always be reversed out in white for maximum legibility.

Our logos have all been designed with a great deal of care so please don't stretch or distort them in anyway.



Large version
For sizes over 150mm wide



Large version with tagline
For sizes over 150mm wide



Large version
For sizes over 150mm wide



Large version with tagline
For sizes over 150mm wide



Regular version
For sizes between 40mm and 150mm wide



Regular version with tagline
For sizes between 40mm and 150mm wide



Regular version
For sizes between 40mm and 150mm wide



Regular version with tagline
For sizes between 40mm and 150mm wide



Small version
For sizes below 40mm wide.



Small version with tagline
For sizes below 40mm wide. The logo should never be used smaller than 20mm wide



Small version
For sizes below 40mm wide.



Small version with tagline
For sizes below 40mm wide. The logo should never be used smaller than 20mm wide

Colour and usage

Colour is at the heart of the Belu brand identity. While a very simple and limited palette, it can help create immediate recognition of Belu.

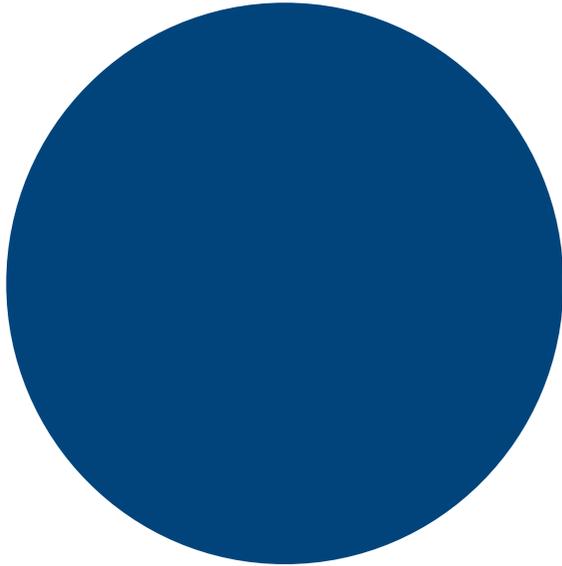
The main colour we use is Pantone 295 to ensure consistency across everything we produce from all our printed materials to packaging and point of sale.

We have a CMYK equivalent for use in four colour process application.

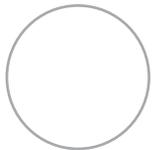
We also use our logo in White (whether as the paper background or printed) and in Pantone 877 Silver.

In Mono applications we use our logo in Black. It can also be used in any single colour in restricted third party materials.

To maintain a consistent usage of the Belu logo, we have an exclusion zone around it. Nothing should ever appear in this area.



PMS 295
CMYK 100/57/0/40
RGB 0/70/120



PMS N/A
CMYK N/A
RGB 255/255/255

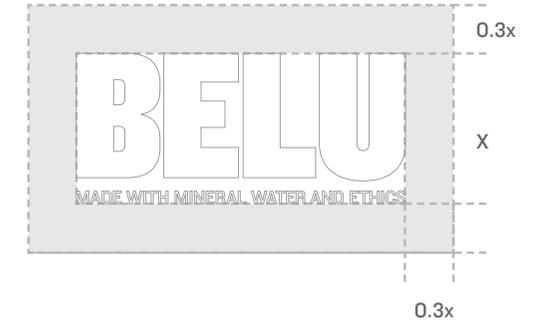


PMS 877
CMYK 0/0/0/40
RGB 176/177/179



Solid black
and tints

Logo exclusion zone



BELU

Mono logo

BELU

MADE WITH MINERAL WATER AND ETHICS

Mono logo with tagline