


## Logo Usage Information

The Bell Microproducts logo may appear in color or in black. For the Bell Microproducts logo to communicate effectively, it must be treated appropriately and in a consistent manner. It must be easy to identify which product(s) the Bell Microproducts logo represents.

The corporate colors for Bell Microproducts are black and PMS Reflex Blue. Always check the color with swatches from a PANTONE color specifier. When reproducing Bell Microproducts blue (PMS Reflex Blue) in four-color process inks, a screen tint of cyan: 100%, magenta: 72.0%, yellow: 0% and black: 6.0% is to be used.

Under no circumstances is the Bell Microproducts logo to be redrawn or modified. Reproduction of the logo must be made from authorized artwork provided by Bell Microproducts.

### Do's

Bell Microproducts logotype,  corporate symbol and the word "Bell Microproducts" must always appear in the relationship established as shown here:



Authorized two-color Bell Microproducts logo: Black and Blue (PMS Reflex Blue)



**Black**

Process:  
Cyan 0%  
Magenta 0%  
Yellow 0%  
Black 100%



**PMS Reflex Blue**

Process:  
Cyan 100%  
Magenta 72.0%  
Yellow 0%  
Black 6.0%

Acceptable one-color Bell Microproducts logo: Black



Reverse print (white) onto solid black

Minimum size of Bell Microproducts logo  $\frac{3}{16}$ "

There are only a few occasions when text can violate the preferred clear space. For instance, if there is little vertical space in the advertisement where a tag line or promotional phrase used is in conjunction with the symbol, the minimum clear space is defined by the "x-height". The "x-height" is determined by the distance from



Minimum clear space unit



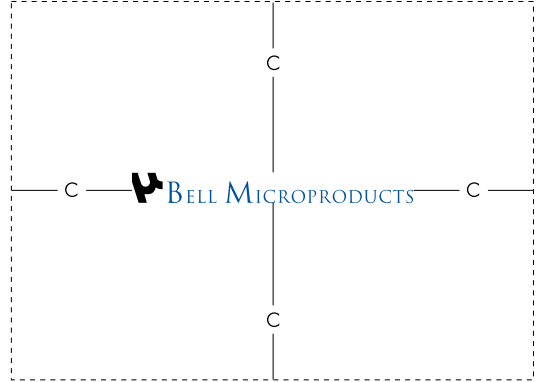
Minimum clear space shown above and below symbol

The use of clear space is a way of “protecting” the symbol, and keeping it free from visual clutter or distraction. To determine the dimensions of the preferred clear space, use the height of the symbol plus spacing between symbol and logo type (labeled “C” at left) as the minimum clear space distance.

Do not place headlines, copy, photos, or other graphic elements any closer to the symbol than the distance represented by the height of the symbol.



Preferred clear space unit “C”



Preferred clear space surrounds symbol

Don'ts

Always avoid using the symbol in ways such as those shown below. In general, do not alter the logo in any way. Do not separate the components of the symbol, change the size relation between the logotype and corporate symbol, reproduce the logo as “Bell Micro” instead of “Bell Microproducts”, or try to recreate the symbol from different type or graphic elements. Integrity of the logo should be maintained by not altering the shape or proportions of the components. The Bell Microproducts logo must only be reproduced from original reproduction art or digital PostScript files.



BELL MICROPRODUCTS

Do not separate the components of the symbol

BELL MICROPRODUCTS

Do not change the size relation between the logotype and corporate identity

BELL MICRO

Do not reproduce the logo as “Bell Micro” instead of “Bell Microproducts”

BELL MICROPRODUCTS

Do not recreate the symbol from different type or graphic elements