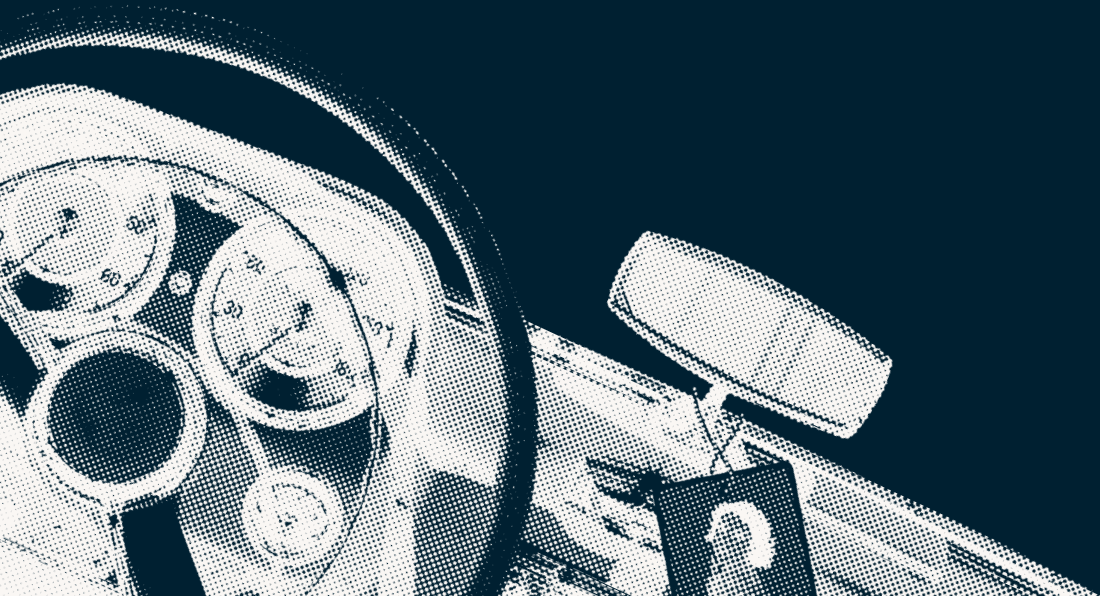


*Best Friend
moments*

belladot®

BRAND BOOK 2017



THIS BRAND BOOK BELONGS TO:
.....

1 BRANDING

The why 4
Target groups and motivations 5-6
Belladot's position 7
Core values: Gets you there..... 8-13

2 COMMUNICATION

Communication platform 14
Digital communication..... 15-16

3 GRAPHICS

Professional layout..... 17
Logotype..... 18-19
Tag line – Best Friend Moments 20
Colors and spot colors..... 21
Illustrations 22-23
Photos 24
Car illustration/graphic element..... 25
Fonts 26-27
Advertising 28
Consumer materials 29
Exhibitions..... 30-31
Dealer materials..... 32
Digital media advertising 33
Giveaways 34
Paper recommendations 34

For questions regarding the brand or requests for templates, please contact our marketing department by emailing, marketing@belladot.com. Our brand ambassador is Christoffer Utbult.

The Belladot brand book was developed by the concept and branding agency Gappio AB.

The Belladot Brand Book

This is our brand book. It is about the soul of our business, how we want to be perceived and how we relate to each other. The aim is for us all to work towards common goals and to stand for the same values. Use it in your daily work – for queries or as inspiration.

Our brand is not just a logo, a name or a sign. Our brand is formed by all the associations made by employees, customers and other relationships when they come into contact with Belladot. It cannot be bought at any price, yet it is our most valuable asset. Everyone working with Belladot is an ambassador who should "live the brand". It is us who convey this crucial image.

The why

Everyone should be able to buy a Belladot! We see it as our mission to be our customer's Best Friend Moments in life by being a helpful and honest friend that guides them to where they want to be. We go about this in a way that is relaxed so our customers can feel proud, free and safe.



Target groups and motivations

Segmentation

We have positioned our basic range in the middle segment with a quality level that is good at an affordable price. However, the "silver bullet" and other special collections can touch the upper price segment. Our product strategy is about creating products that accompany our customers all the way on their journey through life.

General target group description

This group is made up of people who want a balance in life, they make conscious choices and enjoy feel-good activities. Personal and family life are important. Their purchasing decisions may depend on what the company stands for, such as their social commitments (CSR), labor conditions in factories and environmental policy. This target group is attracted to how Belladot expresses a relaxed, open feeling of freedom that along with our supporting role means we can take a proud place on their shelves. In addition, our sales channels are handled fairly and in the right way so this group can feel proud of their choice.

Consumer categories

We have divided our target group into different categories, depending on how we can best help them through the different stages of life:

Love and play – women, men and couples who are curious, playful and like a little more pleasure in their lives. Young and old alike.

The first period (and beyond) – young women needing intimate self-care products. Also, women in developing countries and aid projects that we can sponsor with our products.

After childbirth and menopause – mothers who suffer from urinary incontinence and need to train their pelvic floor. Also, women entering menopause.

Erectile dysfunction – men who need help with erectile dysfunction and related issues at clinics.

Opinion formers and influencers

Belladot's strategy is to continuously work with target groups and those able to influence end consumers.

For example, when someone gets their first period or discovers they have urinary incontinence they get a lot of support from doctors, clinics and gynecologists. We can assist with this work by providing demonstration kits and information materials.

With their specialist knowledge, pharmacists can have a big influence on purchasing decisions and spread the right information. We provide training materials to support this activity.

During campaigns we also work with bloggers and other "influencers" from our subject area that are relevant to the target group.

Target groups and motivations

Dealers

Our primary retail target group are online and offline stores selling self-care products. This includes pharmacies, cosmetic and grocery stores. The motivations for dealers are education, the helping role, pride (daring to take a place), lust for life, health, freedom, authenticity and function. For example, a pharmacist attaches great importance to his knowledge and the white coat represents an advisory person. All healthcare professionals have similar motivations. "It's more fun to sell Best Friend Moments than a vibrator."

Other sales outlets are health and intimate care departments in convenience stores.

Media choice

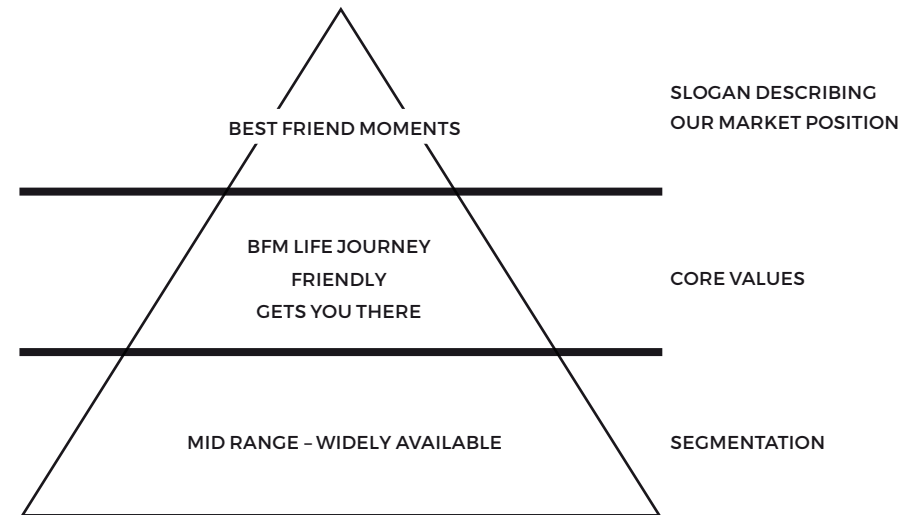
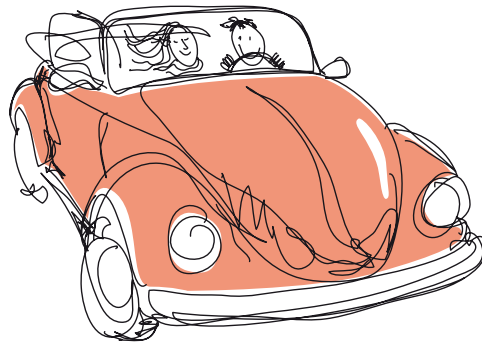
When we build an image for end consumers through advertising and editorial we choose media (newspapers, bloggers etc.) that deal with lifestyle and health.

When we target those we want to make our ambassadors, such as clinics and pharmacists, we want to take a more informative helping role. In this way our choice of media becomes more focused on the medical and health industry.

The choice of media depends on the product category we want to highlight and current issues relevant to the brand and different situations in life.

See also the communication platform at the back of the brand book.

Belladot's position



Our position is defined by what distinguishes us from our competitors, how we create added value with our products and how we communicate a clear and unique personality.

It can be neatly summed up by "Best Friend Moments". These core values (Points of Difference) are the result of a common effort and form the guide for how we work together. Everyone working with Belladot follows these core values in all decisions, big or small, and they are the foundation for the overall image we want to convey to our target groups and partners.

We work with these values on a daily basis. They are rock solid and beyond compromise. Each core value is described on the following pages.

BFM (Best Friend Moments) Life Journey is the core value we use to position ourselves in the market. This is what makes us different and it should never be compromised. An example of an issue could be, "Does this product fit into" BFM Life Journey"? This shows how our core value is relevant to all packages.

The other two core values are competitive advantages designed to support our position and personality, as well as to maintain high standards.

At the base of the triangle above we explain which segment we are working within.



Core value: BFM Life Journey

Belladot's ambition with BFM Life Journey is to be your Best Friend Moments through life. We are lovingly and proudly offering freedom, joy and acceptance. We are proud to take a place in our clients lives. Through life from the first period, to intimate pleasures and helping with sexual health issues. Everyone should be able to buy a Belladot!

Core value: BFM Life Journey

This core value describes our position in the market and how we distinguish ourselves from our competitors. The feeling we want the target audience to get from the brand is defined by BFM payoff.

Belladot's ambition with BFM Life Journey is to be your Best Friend Moments through life. We are lovingly and proudly offering freedom, joy and acceptance. We are proud to take a place in our clients' lives. Through life from the first period, to intimate pleasures and helping with sexual health issues. Everyone should be able to buy a Belladot!

Belladot is a Swedish brand

Belladot is a Swedish brand that can be characterized by its country's values. These are perceived as attractive in Sweden and internationally - democracy, freedom, equality and acceptance. We convey these by associating them with a picnic in the Swedish countryside. The image of the brand is relaxed and expresses joy. These associations are evident in the overall tone we use.

BFM, freedom and the journey through life

Belladot is a playful and/or helping friend. We give our customers a sense of freedom (more or less) and we focus on the benefits in general life situations and the journey through different stages of life. This is where we want to be involved and help. This means that we prefer to talk about what the product does instead of its characteristics. A good example of this usefulness in life situations can be seen in our illustrations of a couple in love or a woman and a man with their newborn child. See more in the section on illustrations towards the back of the brand book.

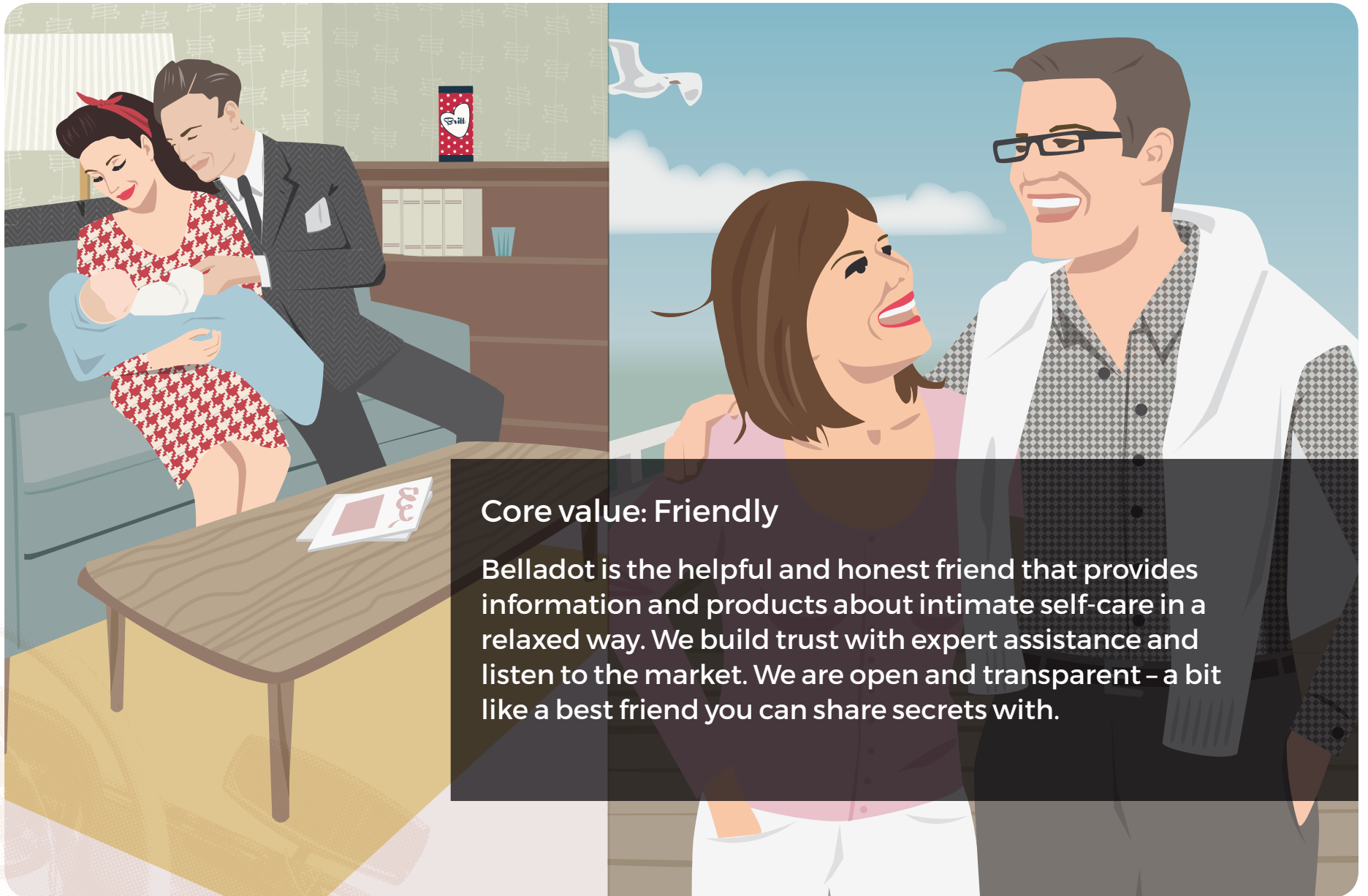
Proud

Our products express pride and take their place on the shelf. Our graphics and messages create associations with the feeling of a picnic and these focus on something beautiful and joyous that results in a relaxing tone. This also conveys pride to our customers who feel they have made a good choice. Everyone should be able to buy a Belladot!

When we meet a dealer, hold a talk or provide training, we always do this with a gleam in the eye and in a relaxed manner. If we can make people smile (whilst being sincere), we will. At the same time we take what we do seriously and play a part in education.

EVELINA EXAMPLE

FEATURES: prevents leakage	➔	ADVANTAGES: No need for tampons	➔	AFFECT: Freedom to do activities
--------------------------------------	---	---	---	--



Core value: Friendly

Belladot is the helpful and honest friend that provides information and products about intimate self-care in a relaxed way. We build trust with expert assistance and listen to the market. We are open and transparent – a bit like a best friend you can share secrets with.

Core value: Friendly

Belladot is the helpful and honest friend that provides information and products about intimate self-care in a relaxed way. We build trust with expert assistance and listen to the market. We are open and transparent – a bit like a best friend you can share secrets with.

Helping

Belladot plays a role in society to educate and inform about topics concerning intimate self-care whilst providing the market with playful and / or helping products. We build trust and we are there for people. We take advice from experts such as a sexologists to provide the right answers to questions and we use a pool of specialist expertise when developing new products. By doing this our customers will feel their needs are being met.

Transparent and responsive

We have an outgoing approach and listen to the market. By using focus groups and communicating with our audiences we can stay up to date. We prefer to do things in dialogue and we are open and transparent - nothing is hidden. We are a bit like a best friend you can share secrets with.

The information on our packaging and other materials uses clarity and simplicity to convey the purpose and message.

Neat, tidy and proper

We have clear business processes and high quality management systems that ensure we meet all regulatory requirements.

By running our operations in a smooth, orderly way we are able to make our sales channels more easily available. The honesty, respect and professionalism that we represent creates trust in all our relations. Our well-groomed appearance combined with an attractive tone in both speech and writing shows awareness, wisdom and authenticity.

We provide guarantees and deal with complaints quickly and smoothly. Our ambition is to exceed the expectations of our customers.

Consideration

Belladot gets involved in long-term sustainable development and we strive to minimize our environmental impact. We ensure that the correct environmental, safety and working conditions are maintained throughout our manufacturing. We do everything we can to cooperate with other companies, governments and organizations to achieve this. In our CSR we are actively working to find projects both in Sweden and across the world where we can provide information, support women's sexuality and ease conditions for those experiencing difficulties.



Core value: Gets you there

Going on a journey together with Belladot should be joyful. The product should be pleasant to look at, feel genuine, smart and functional. There is a clear goal and purpose behind each product or service from Belladot that we infuse with a positive feeling that remains long afterwards.

Core values: Gets you there

Going on a journey together with Belladot should be joyful. The product should be pleasant to look at, feel genuine, smart and functional. There is a clear goal and purpose behind each product or service from Belladot that we infuse with a positive feeling that remains long afterwards.

Genuine

We are a Swedish company with quality and safety levels that Sweden is well known for. It's in our nature to be genuine.

All products, sex aids and liquids comply with regulatory requirements based on their intended use. We choose natural ingredients as much as possible and always use skin-friendly materials.

We are category leaders and always strive to give the best customer experience.

Smartness

Our products are ergonomically designed to fit the body and perform one or more tasks. We find smart products and solutions to the everyday problems of our target groups at an affordable price. Our products are intuitively designed so they can be understood even if you do not read the instructions. Their purpose and function can be easily managed.

Development

We are on a journey and always looking to the future. Therefore, we are always searching for new products and solutions to meet our customers' needs. We are constantly fine-tuning the products for general development and according to our customers' needs and desires.

Design

Materials, controls and color are combined with care. The matte surface, pastel colors and brushed silver are combined with exciting, playful, clean/simple shapes. The silk bags and packaging create brand recognition and a feeling of security.

Communication platform

This is the foundation for all our communication. The elevator pitch is used when we start potential new relationships and our texts are the backbone of everything we communicate.

Elevator pitch / meta tag

Belladot is a Swedish brand offering advice and products for intimate care – our ambition is to be our customers’ Best Friend Moments in life. Everyone should be able to buy a Belladot.

Communication, tone

When we communicate with the outside world, we do it in a relaxed and easily accessible way by ”talking” and also listening. We are the guiding friend you can consult without feeling awkward. We want to be present through different life stages and throughout life. We dare to take a place and we are proud of our communication. We build trust by spreading knowledge with a light touch, never pointing a finger.

Example heading:

When marketing a product, we use the core value to show benefits rather than product characteristics. For example, ”Britt Pelvic Floor Trainer – A Natural Part of Life” is a title that expresses the brand in an accurate way.

Introduction:

We believe in freedom and the ability to embrace yourself. Join us on a journey of discovery exploring Best Friend Moments. Through life from the first period, to intimate pleasures and helping with sexual health issues. Belladot is a Swedish brand with advice and products for intimate care.

BFM text (included on packaging):

We believe in freedom and your ability to embrace yourself. Join us on a journey of discovery in exploring Best Friend Moments. Like a picnic in the Swedish countryside.

Payoff:

Best Friend Moments

Should always be used with:

A Swedish trademark developed for Best Friend Moments

DEMO KIT

For Belladot’s product groups we have designed a demo kit for education and training suitable for clinics, stores etc.
Contact: marketing@belladot.com.

Digital communication

When potential customers are searching online for a vibrator, pelvic floor trainer or menstrual cup, Belladot will be listed as one of the first options, usually with multiple sites no matter what search method is used. Our aim is to be easily searchable in the context of our target groups.

Here we briefly describe our digital channels. These are how we get the widest possible visibility in the best and easiest way. *All hashtags with Belladot should be approved by marketing@belladot.com.*

The web

The basis for all online communication is www.belladot.com. This is where we want our target group to land and from here we spread information, build the brand and present our products. When we find potential customers we always guide them there. The digital channels are used to represent and spread the brand. All online publishing should contain keywords relevant to Belladot.

Google

We use Google's search engine optimization as a key part of our marketing.

Articles, content and newsletters

We continually post articles on our website. The Belladot newsletter is used as a tool to get information out and market to retailers and influencers, such as gynecologists and surgeons (the same target group as LinkedIn). The purpose is to create a body of online content that increases online visibility and provides greater credibility.

Article tone – the way we communicate is always authentic and genuine because we are responsible for building trust. We are always helpful and relaxed when dealing with uncomfortable or awkward issues, as well as everyday topics. Examples of content include testimonials, CSR projects, current issues, news, campaign information, storytelling, and product knowledge.

Articles are distributed throughout relevant channels, especially LinkedIn, but could also include Facebook depending on the target audience we want to reach.

Digital communication

Social media

Different channels have different purposes. We recommend compiling a list of around 10 predefined keywords for each product category that should be approved by marketing@belladot.com. The list is used as the basis for all posts. For example, belladot, bestfriendmoments, vibrator...

Hashtags are used based on purpose, audience and they should be easily traceable to the brand (e.g. #belladotsummer19, not #summer19).

There should always be some call-to-action for activities with links to the website.

LinkedIn

The LinkedIn company page explains our overall offer and target groups are the same as for the newsletter. This channel is used in a slightly more strategic and professional way to spread knowledge, educate and inform. The poster might be a specialist, like a sexologist or Belladot. Here we can also spread articles from our website that have more of an editorial tone about information. Examples of content include customer reviews, helpful tips, and other useful knowledge and information we want to distribute. Posts are always linked to the website as the source of the information.

Facebook and Instagram

We use Facebook and Instagram primarily to build the brand with consumers. Here we can be a bit more personal (never private) and everything does not have to be so strictly corporate. It's more about presenting snapshots, tips, knowledge and other helpful information. If you have interesting information to share it should link to the website, but it's not essential if it's something like a snapshot.

Examples of content include news, training opportunities at retailers, new products on the shelf, a trade fair, inspiration or an editorial. We always address the person we talk to using the singular "you". If we communicate with a specific person we use @ in front of the name.

Youtube and moving image

Youtube is a video community, a place where individuals and businesses publish mobile information. For us, this is a fit for presenting webinars, interviews with satisfied customers and educational videos.

Professional layout

All aspects of the graphic guidelines are designed to deliver a consistent profile and should always be used regardless of where you present Belladot. The examples shown here provide guidelines that can be easily customized for all types of media. Any illustrations, fonts and images not included in the manual should not be used.

The development of all material presenting Belladot should be carried out by professional graphic designers with at least three years' experience.

All printed materials must be approved by the head office. Proofs should be sent to marketing@belladot.com. Expect a response within 3 working days. Call +46 31 65 33 00 if you need a faster response.

Logotype

The logo is the symbol we use for communications with customers, business relations and the media. It is important that the logo is always presented in a consistent and simple way, so it can be easily recognized by everyone.

1. Belladot_blue
Positive Blue logo is used by dealers in marketing materials such as flyers.
2. Belladot_neg
Cream against Blue. Used in Belladot's own marketing materials.

The logo must never be recolored or cropped.



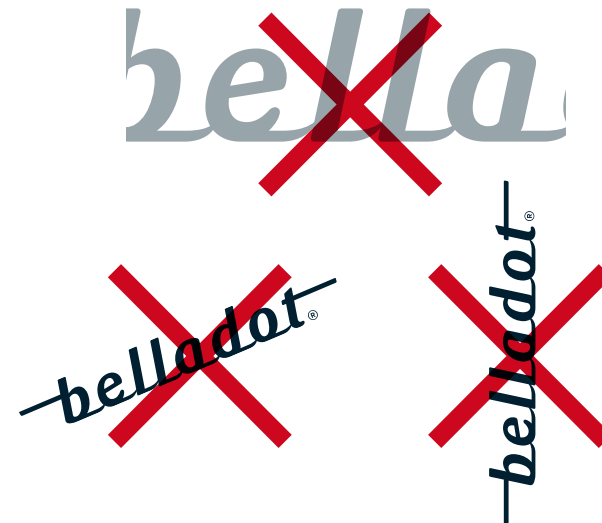
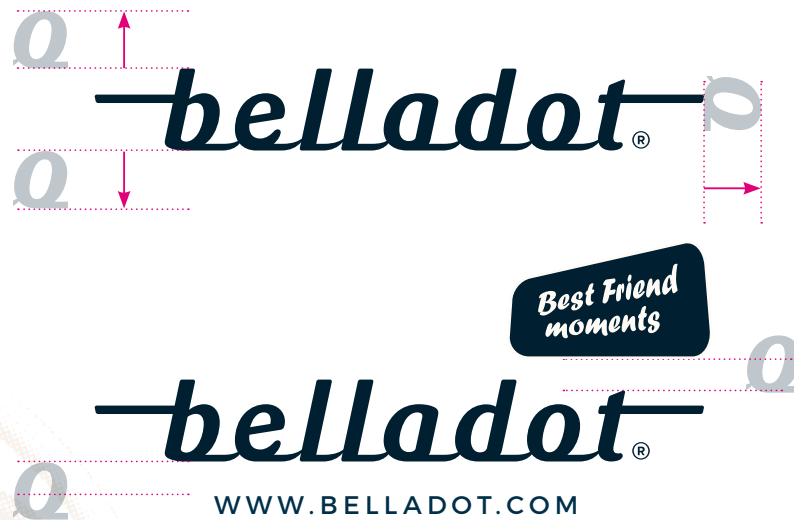
1. Belladot_blue



2. Belladot_neg

Logotype placement

Objects that are placed close to the logo should be at a distance equal to the height of the lower case letter (measure with the letter “o”). Text such as addresses or websites should be kept at a distance of at least half the height of the lower-case letter. The BFM tag should also be half the height of the lower-case letter.



Don'ts: The logo must never be recoloured, cropped, tilted, twisted or manipulated in any way. An exception could be a beach flag where the logo stands by itself.

Tag line – Best Friend moments

The best friend moments symbol is used in marketing and packaging. The BFM tag is always presented in a consistent and simple way, making it easy to recognize the message. Therefore, always follow these guidelines for using our tag line in different contexts.

There are two versions of the BFM tag: one with text and the other without text.

1. The BFM tag should be included in all commercial digital or analogue contexts.
2. The BFM tag with text must be included on all packaging. It can also be used in advertising, roll up displays and other marketing materials subject to space and aesthetics.

Placement should be above the logo or closely connected to the image objects.

The tagline should always be used in proportion. The size of the example on the previous page is 1/3 of the logotype's length. This applies when the BFM tag is placed together with the logotype.



1. BFM



2. BFMtext

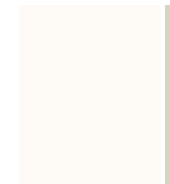
Colors and spot colors

We use two basic colors and four complementary spot colors. The base colors are always used on packaging, in advertisements and digitally. The decorative colors are used when something needs highlighting, supplementing or strengthening.

1. Basic Brand Col. Blue is the color used for our logo and completely covered backgrounds. Examples are adverts and our brochure.
2. Basic Brand Col. Cream is used for backgrounds and also in our logo with blue backgrounds.



Basic Brand Col. Blue
PMS 5463
CMYK 85/6/6/93
RGB 0/31/49



Basic Brand Col. Cream
PMS 7527
CMYK 0/2/4/1
RGB 253/249/244



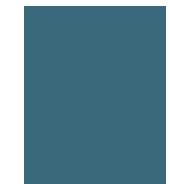
Pink
CMYK 6/48/0/0
RGB 231/161/195



Pistage
CMYK 20/0/90/15
RGB 197/196/36



Vanilla
CMYK 2/6/8/0
RGB 250/242/235



Blueberry
CMYK 55/4/4/60
RGB 59/105/123



Pink (text and thin lines)
CMYK 6/48/0/0
RGB 231/161/195



Seasons Greetings
CMYK 0/98/75/22
RGB 190/15/46

EXCEPTION - ONLY AT CHRISTMAS

Illustrations

We use illustrations to express the different stages of life and highlight our helping position. The style helps develop brand recognition and reinforces our visual identity.



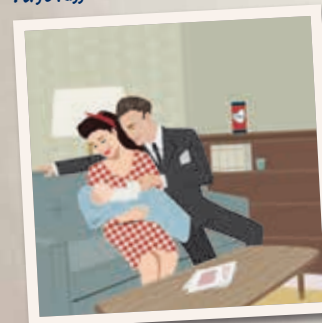
At Evelinas beach house.



First kiss



Weekend away



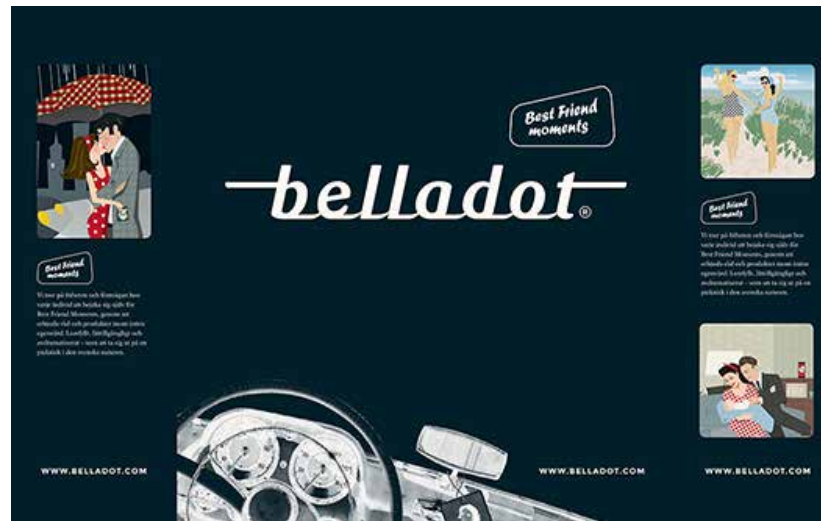
Family at home



Keeping up the romance

Illustrations

Images, illustrations



The illustrations should be placed in photo frames (0/4/6/4) with 40% shadow and another alternative is using rounded corners.

Don'ts:

The illustrations should be used in their entirety and they should not be broken into parts.



Don'ts:

Do not modify the shape and ensure the original angles are maintained.



Photos

Product photo



All photos should be taken by a professional photographer.

Stock images



We prefer that you use our own illustrations. Exceptions might be newsletters where it is appropriate to use a stock image with any of our illustrations. However, it is important that this image corresponds closely with our core values. In the example above it is used for expressing the ability to feel free to play with your children. It also expresses a helping feeling in connection with the core value "Friendly".

Don'ts:

Avoid using fuzzy or unclear images in marketing material and always use a professional photographer. (In-store materials should relate to the old profile).



Car illustration/graphic element

Car branding illustration



Car in 0/2/3/2 on blue background when an advert.

The car should always be placed to the left in layouts.

There is also "Car.tif" to complement the logo and BFM. Including it is optional although it can add to the picnic feeling. When used it should be tilted at a -25 ° inclination and if used with a blue background in the color 0/2/3/2. If used with a white background or for example behind a text it should use color 0/4/6/4.



Car in 0/4/6/4 on a white background in a promotional brochure.

Don'ts:

Never use blue or any other colors than those mentioned above. Never be placed to the right.



Print fonts

The following fonts are used for different purposes:

Headings

FORTE

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQR
STUVXYZ
1234567890

Product name, packaging and headings

QUIGLEY WIGGLE

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNO
PQRSTUVWXYZ
1234567890

Handwriting with illustrations

BERRANGER HAND ITC

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTU
VXYZ
1234567890

Headings, address, product description etc.

MONTERRAT BOLD

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRST
UVXYZ
1234567890

Address lines, features etc.

MONTERRAT REGULAR

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRST
UVXYZ
1234567890

Body text

WILKE 55 ROMAN

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQ
RSTUVXYZ
1234567890

Body text against blue background

WILKE 75 BOLD

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQR
STUVXYZ
1234567890

Intro text, highlighted text etc.

WILKE 75 BOLD ITALIC

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQR
STUVXYZ
1234567890

Web fonts and digital media

In digital media and on the web we use the following fonts:

Headings on the web

YESTERYEAR

*abcdefghijklmnopqrstuvxyz
 ABCDEFGHIJKLMNOPQ
 RSTUVWXYZ
 1234567890*

Body text on the web

MONTERRAT REGULAR

abcdefghijklmnopqrstuvxyz
 ABCDEFGHIJKLMNOPQRST
 UVWXYZ
 1234567890

Headings in Microsoft systems, mail and financial systems etc.

ARIAL FET

abcdefghijklmnopqrstuvxyz
 ABCDEFGHIJKLMNOPQRST
 UVWXYZ
 1234567890

Body text in Microsoft programs, mail and financial systems etc.

ARIAL REGULAR

abcdefghijklmnopqrstuvxyz
 ABCDEFGHIJKLMNOPQRST
 UVWXYZ
 1234567890

Advertising



- Logo to the right (or centered)
- Web address centered underneath the logo
- Best Friend Moments upper right
- Car to the left
- Illustrations in frames with 40 % shade
- In proportion with sufficient space around the product and text



Don'ts:

1. Never place the logo to the left
2. Never place Best Friend Moments to the left
3. Never place the car to the right
4. Never place the text on top of the product picture



Don'ts:

- Never use any product patterns as a background!

Consumer materials



- With a centered layout, it's ok to center the logo
- Best Friend Moments placed in the upper right corner in connection with the picture
- Car in background
- The illustrations should be in photo frames (0/4/6/4) with 40% shadow
- In proportion with sufficient space around the product and text



Don'ts:

- 1a. Use only the fonts as described in this manual.
- 1b. Use only the colors as described in this manual.
2. The background picture "Car" should not be in blue, and only in colors described on page 25.
3. The font Quigley Wiggle should only be used in headings.
4. The illustrations may not be used in any ways other than together with the photo frames.

Exhibitions



Exhibition wall presented by Belladot

- Logo with BFM centered at the top - must be visible from a distance
- Blue background
- Car placed in the lower left corner
- Illustrations with rounded corners (or in photo frames)

Don'ts:

- To ensure maximum visibility at exhibitions the logo should not be placed at the bottom of a display.



Exhibitions



Roll up displays

- Logo with BFM centered at the top - must be visible from a distance
- Blue background
- Car placed in the lower left corner
- Illustrations in photo frames (or with rounded corners)
- The display should not be positioned too low (out of eyesight) to avoid becoming obscured.



1

2

Don'ts:

- To ensure maximum visibility the logo should not be placed at the bottom. Products should not be placed too close to the logo - see guidance.
- The layout must be in proportion to the message hierarchy, so it clearly shows the intended focus. In this example the image has priority over the product.



Exhibition Materials

Blue background with logo (if it's Belladot and the opposite if it is a dealer)

The example at the top shows table signage for an activity directed at midwives.

The example below is a guerrilla campaign for public restrooms.



Dealer materials



Dealer materials when presented by Belladot
 Logo in Cream centered on a blue background
 Best Friend Moments in upper right corner
 Background color 0/2/4/1
 In proportion with sufficient space around product and text



Materials produced by the dealer
 Logo in Blue placed to the right above the dealer logo, separated by a blue line
 Best Friend Moments in upper right corner with Background color 0/2/4/1
 In proportion with sufficient space around product and text



Materials produced by the dealer
Red is only used for Christmas
 All photos must be taken by a professional and clearly show the product/offer.

- Don'ts:**
1. Do not use any customized fonts or colors.
 2. Examples of insufficient space around text and image.
 3. The presenter must always follow the instructions
 4. Product photos must not be unclear, dark or look unprofessional. Always use a professional photographer.



Digital media advertising



Digital adverts and posts

Belladot's graphic identity should look the same in print or digital media. There should be fewer messages and a clearer focus with links to campaigns, the landing page or other digital channels.

Giveaways/merchandise

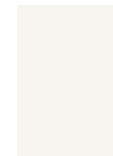
All products, car branding and giveaways using Belladot branding should be ordered or approved by marketing@belladot.com.

Colors, quality and applications should be consistent with our brand values.

Printed in PMS, or in CMYK.



Basic Brand Col.
PMS 5463
85/6/6/93



Basic Brand Col.
PMS 7534 50%
0/2/4/1

Paper recommendations

Color printing can be unpredictable so we often use a matte white paper, preferably a bit thicker (at least 110 g) to reflect the standards we want to convey.