



This page contains camera-ready artwork for the BellSouth brand logotype with the bell symbol. It is the approved logotype for the following entities: BellSouth Telecommunications, BellSouth Business, BellSouth Long Distance, BellSouth Interactive Media, BellSouth Communication Systems, Public Communications, and certain international entities. No alterations to the logotype are allowed. This includes any changes to the placement, style, and proportions of the elements and letterforms within the logotype.

Size: These logotypes may be enlarged or reduced as necessary.

Protected area: The logotype must be surrounded by a minimum amount of clear space equal to the height of the "B" in BellSouth. It adjusts proportionally according to the size of the logotype you are using. See example below.

Color: The preferred color treatment for the BellSouth brand logotype with the bell symbol is BellSouth Blue. In lieu of BellSouth Blue, use PANTONE® 300 or the four-color formula: C:100, M:43, Y:0, K:0. The logotype can also be reproduced black or be reversed out to white from any full-color background, illustration, or photographic image that provides sufficient contrast to reproduce the logotype clearly.

Register mark: As a rule, a register mark (®) should appear in one place on every piece of printed material—on a BellSouth brand logotype with the bell symbol—usually on the logotype in the sign-off position on the back of the item. Register marks and appropriate legal protection notification should also appear in advertising. For guidance or more information, contact your organization's corporate identity coordinator.



X is equal to the cap height of "B".