belvo.

brand book 2024

Our logo

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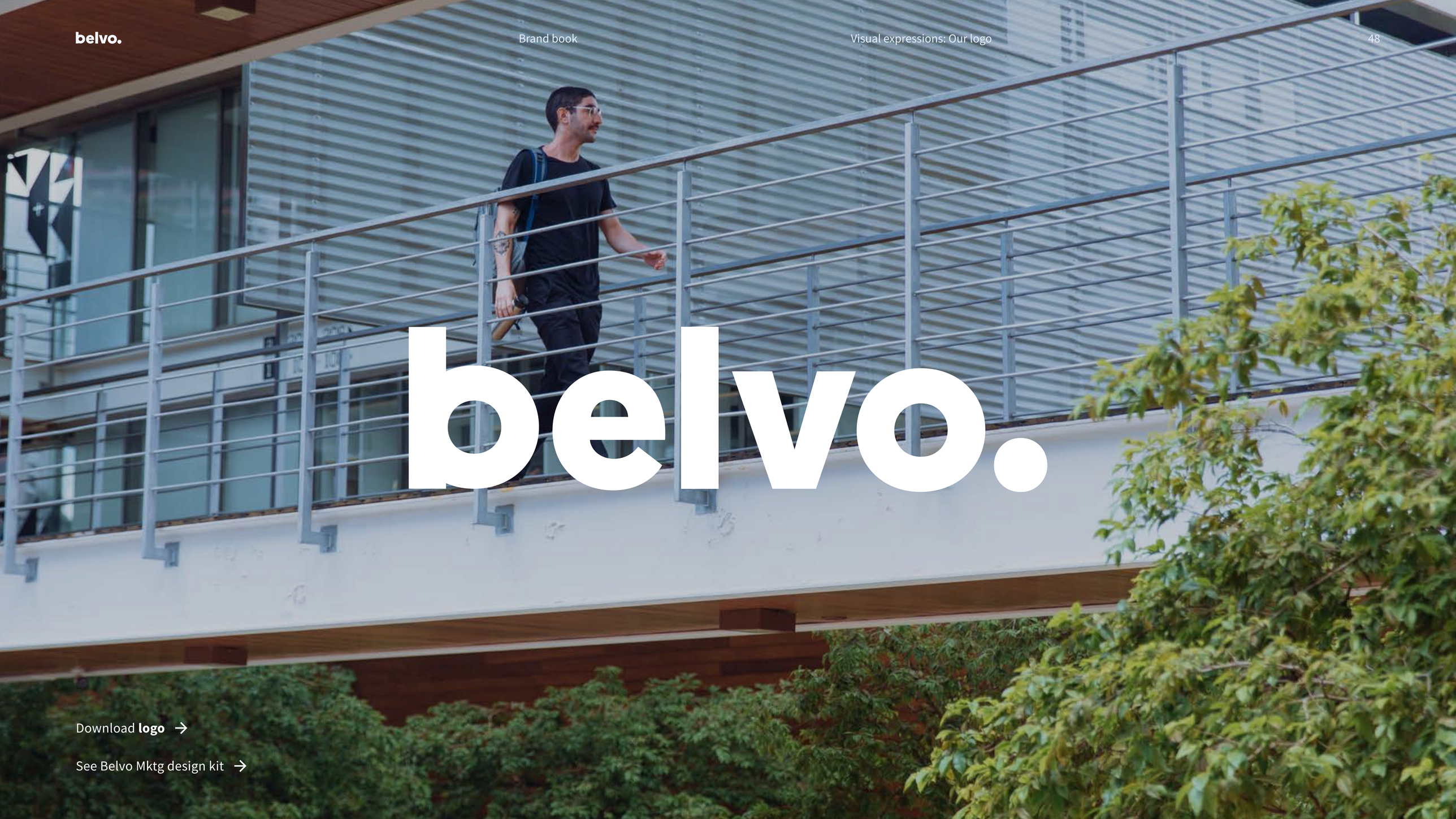

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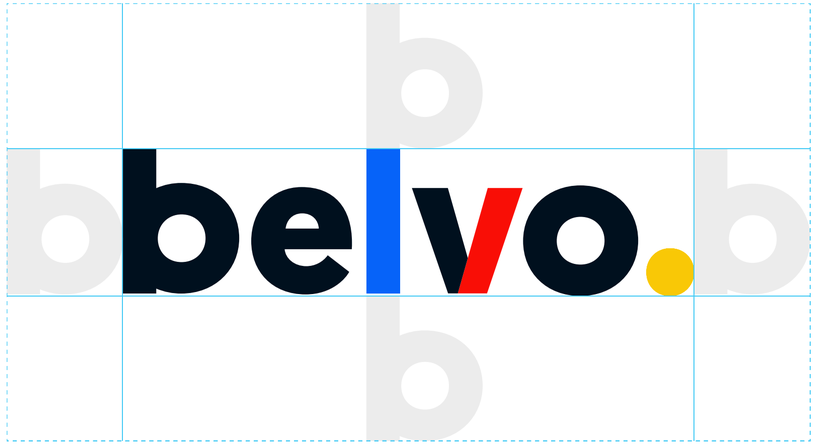
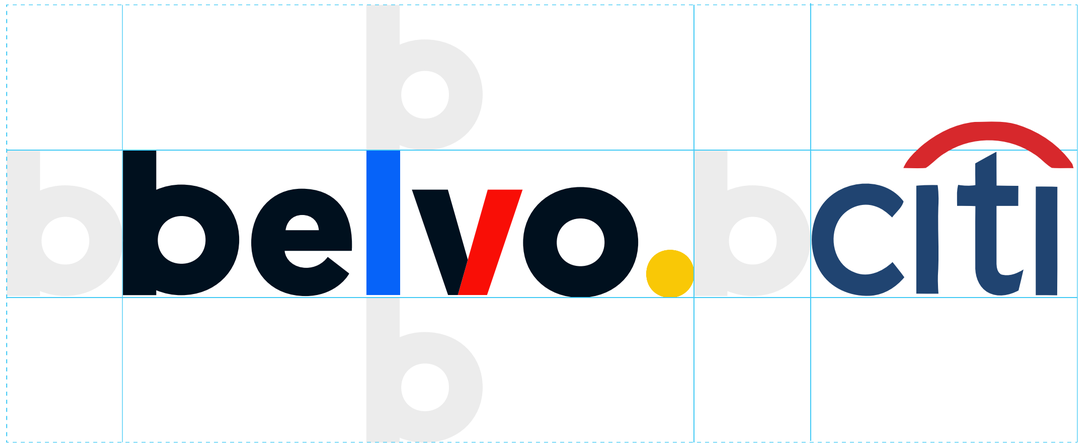
Clear space

The bigger rectangle determines the minimum area of protection of the logo in relation to other brands and graphic elements that may harm their readability.

The measurement is determined by the width of the letter “b” from the logo.

The clear space guidelines apply to all Belvo logo variations and extensions.





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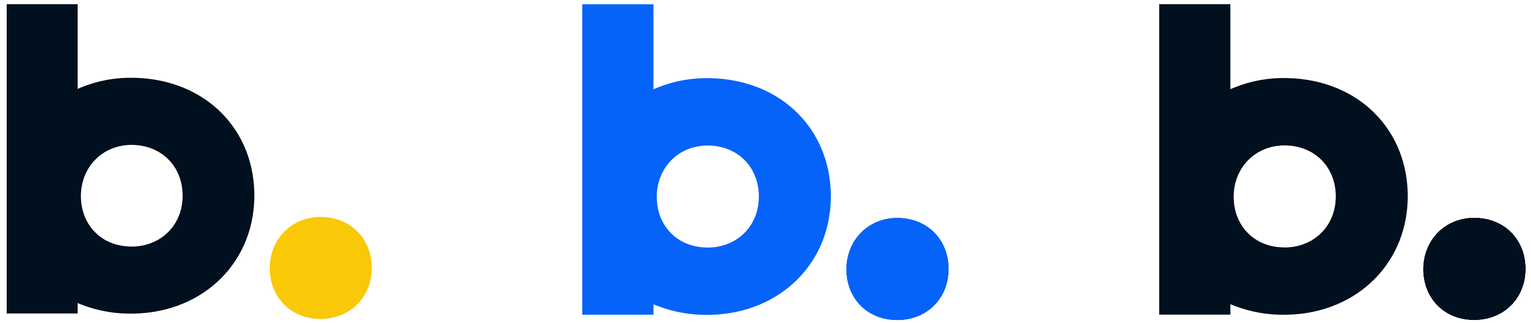
Symbol
The famous b.

On small surfaces, we can use our brand symbol instead of the logo to favor readability.

Some common uses could be a favicon and social media avatars.



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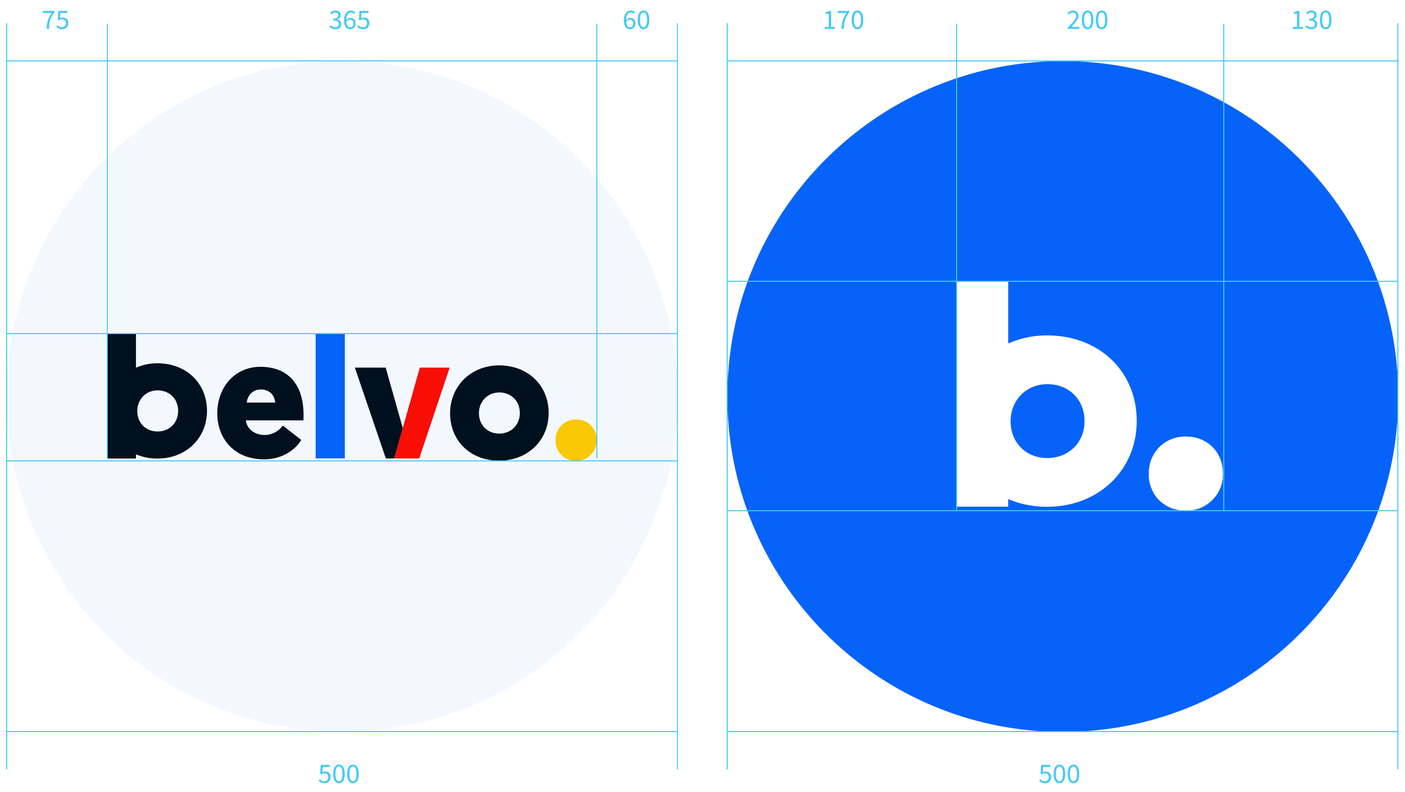
Avatar

The avatar composition for Belvo social media channels follows a very simple construction: the logo is centered vertically and the right margin is slightly smaller than the left.

This gives an optical balance of the bigger negative space that generates the dot at the end of the word “belvo”.



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Extensions

We use an extension of our logo for specific cases such as the developer's portal and our payments solution.

Construction:

- The extension should be written in Geomanist Regular.
- The size of the font will be determined by the height of the logo's dot. The reference should be the font's uppercase.
- The distance between the logo and the extension should be 8px.

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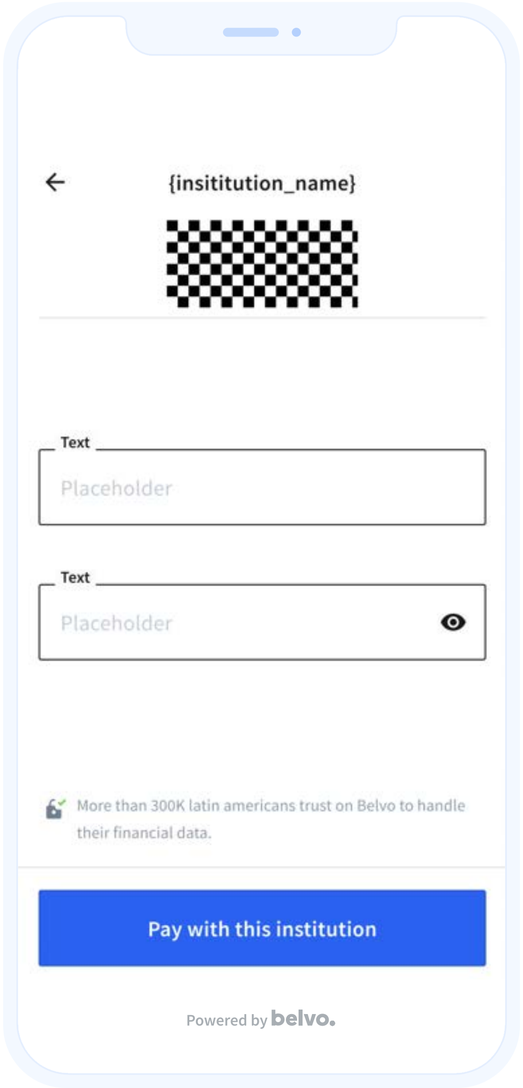
Powered by Belvo

For cases in which Belvo is not the main issuer or our brand occupies a secondary place within the design, we have to use the “Powered by Belvo” extension.

In order to keep its readability, the symbol can’t be smaller than 110px.



Powered by belvo.

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Logo usage

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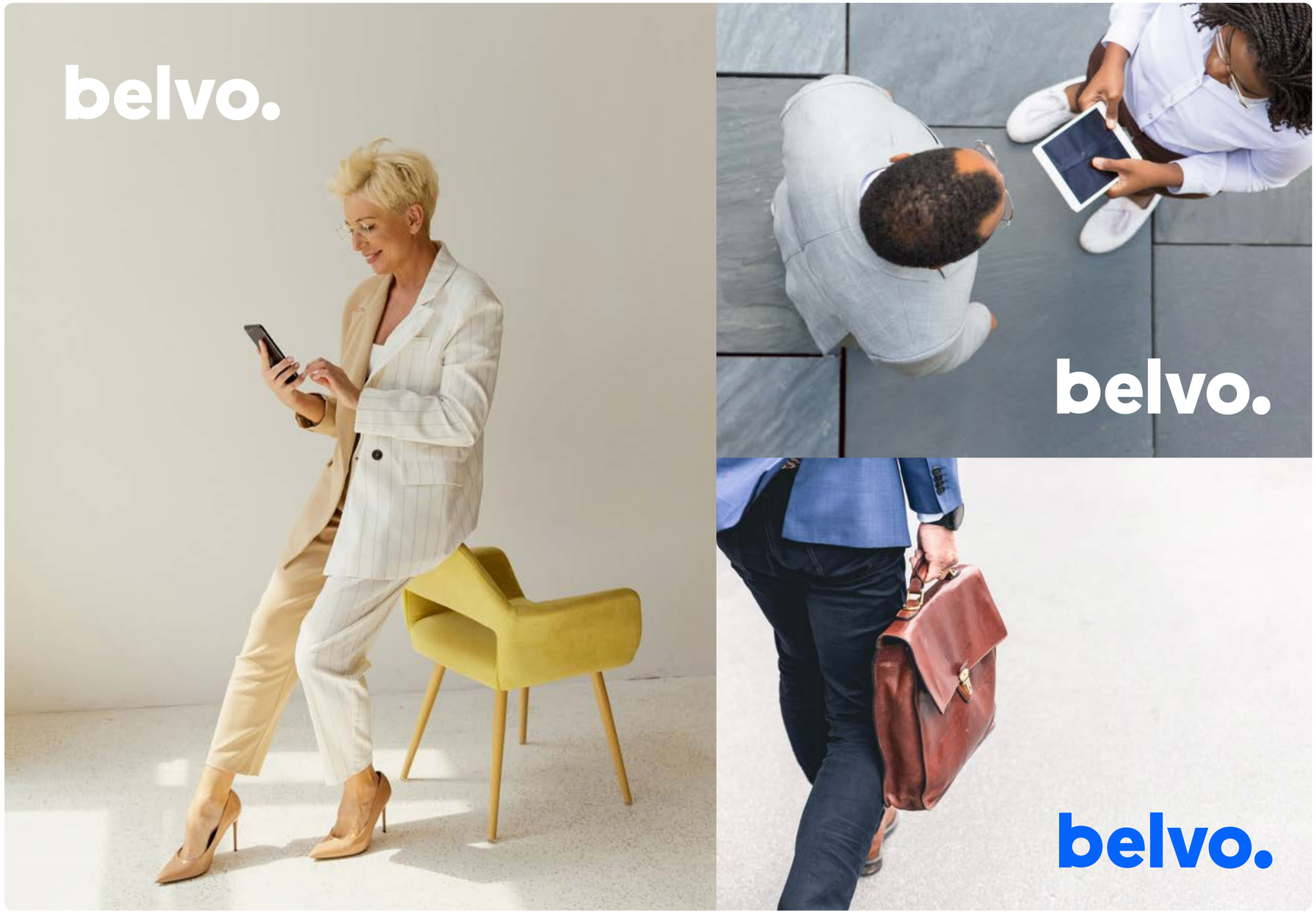

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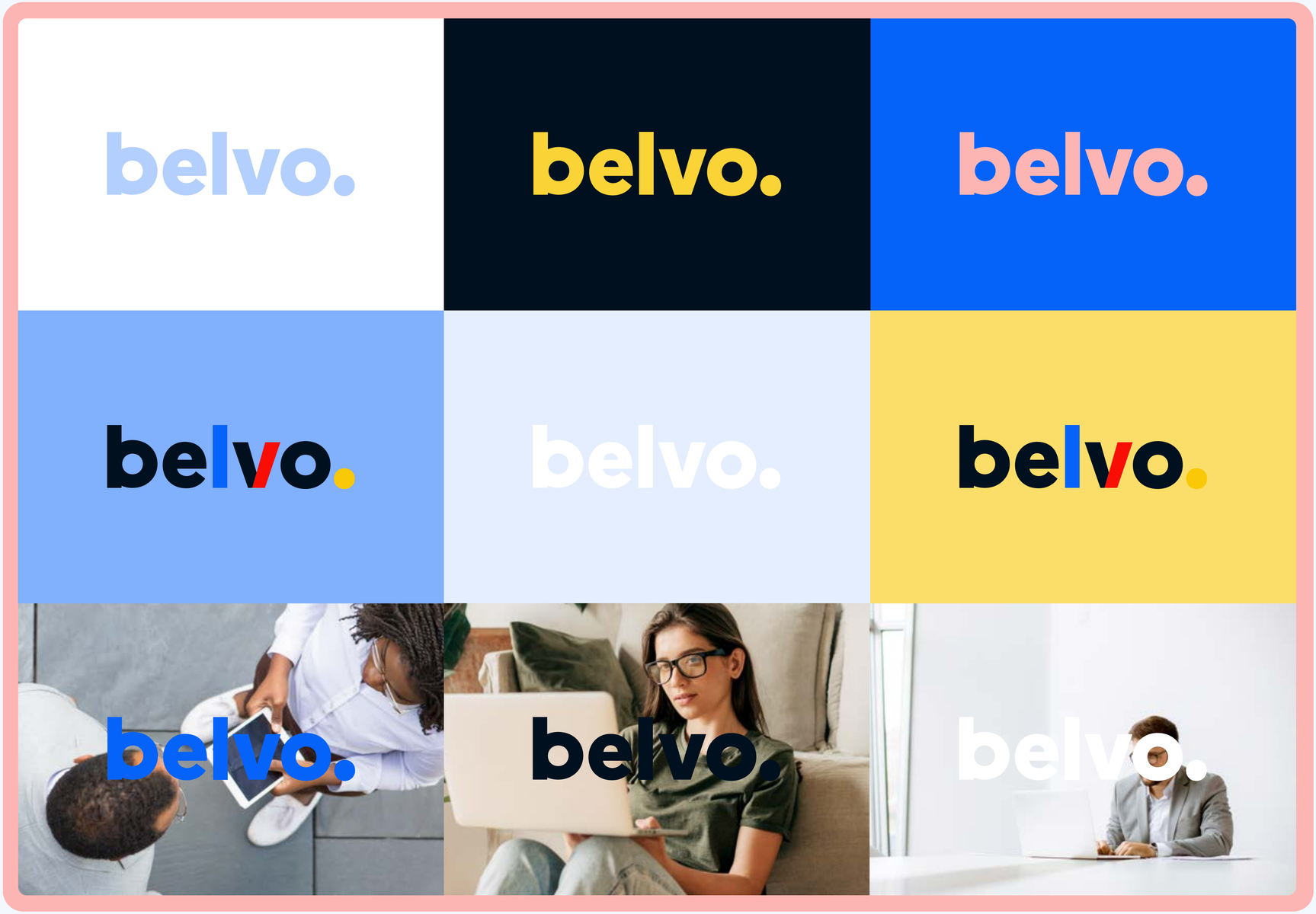
Logo usage

1, 2, 3. Do not apply the logo in other brand colors rather than the ones specified on page 53.

4, 5, 6. Do not compromise readability and contrast.

7, 8, 9. Do not compromise readability when applying the logo on a photographic background.



If you have any doubts just ask for a quick help of a designer

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Logo usage

1. Do not distort the logo.
2. Do not mirror the logo.
3. Do not rotate the logo on different angles from 90°.
4. Do not combine the logo with symbols.
5. Do not alter the space between the letters.
6. Do not apply effects or shades.
7. Do not use the logo in outline.
8. Do not use different colors from the ones seen in this brand book.
9. Do not use gradient or filling effects.

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