BRAND GUIDELINES

The Bella Mimos brand

Everything you need to show Bella Mimos correctly — on the web, in print, on uniforms and in social posts.

ZIP · logos, icons and colours in SVG and PNG



The mark

A lotus opening above a soft curve. The lotus stands for calm and self-care; the curve beneath it is a gentle caress — a mimo.

Together they say what we promise every client: relax, you are in good hands. The mark works on its own as our app icon and profile picture.

Always write the name as “Bella Mimos” — two words, both capitalised. Never “BellaMimos”, “Bella mimos” or “BM”. The website is bellamimos.com.



Logo

Use the primary logo whenever you can. Pick another version only when the space or background needs it.

Bella *Mimos*

Primary logo
On cream, white or light photos.

Bella *Mimos*

Reverse logo
On plum or dark photos.

Bella *Mimos*

BELLEZA A DOMICILIO

Stacked logo

Square spaces: signage, uniforms, packaging.

Lotus mark

When the name is nearby or space is tight.

Bella *Mimos*

Wordmark

Text-only places: invoices, email signatures.

Bella *Mimos*

One-colour logo

Embroidery, stamps, engraving, one-colour print.

Clear space

Leave empty space around the logo at least as tall as the lotus's centre petal. No text, edges or other logos inside it.

Bella *Mimos*

Minimum size

Horizontal logo: 120 px wide on screen, 30 mm in print. Lotus mark: 24 px or 8 mm. Smaller than that, use the favicon.

Bella *Mimos*

120 px · 30 mm

24 px · 8 mm

Colours

Plum and cream carry the brand; rose adds warmth. Gold is a spice — only for stars and special highlights.

Plum

Primary — buttons, app icon, key surfaces

`#5B2150`
`RGB 91, 33, 80`

Copy

Plum dark

Headings and logo text

`#3F1638`
`RGB 63, 22, 56`

Copy

Rose

Accent — petals, highlights, illustration

#D98BA3
RGB 217, 139, 163

Copy

Rose dark

Accent words in headings

#B8637F
RGB 184, 99, 127

Copy

Cream

Main background

#FBF7F4
RGB 251, 247, 244

Copy

Blush

Soft panels and cards

#F6E7EA
RGB 246, 231, 234

Copy

Ink

Body text

#2A1F2D
RGB 42, 31, 45

Copy

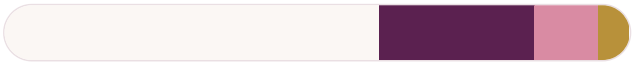
Gold

Stars and special highlights only

#B8913A
RGB 184, 145, 58

Copy

Balance



Roughly 60% cream, 25% plum, 10% rose and 5% everything else. Lots of calm space, one strong colour.

Readable text

Aa Plum or ink on cream — any size (11:1).

Aa White on plum — any size (12:1).

Aa Rose dark on cream — large headings only (3.8:1).

Aa Rose on cream — decoration only, never for text.

Typography

Two typefaces, both free on Google Fonts. Use only these two.

FRAUNCES

Beauty that *comes to you*

Aa Bb Cc Ñn 0123

Fraunces for headings and the wordmark. Set one word in italic rose dark for emphasis, as in “Bella Mimos”.

DM SANS

Hair, makeup, nails and facials at your home, hotel or event — booked in minutes, paid securely.

Aa Bb Cc Ñn 0123 Medium **Semibold**

Book now View profile

DM Sans for everything else. Regular for reading, Medium for buttons and labels.

Use	Typeface	Size
Page title	Fraunces 500	40–48 px
Section heading	Fraunces 500	28–32 px
Card heading	Fraunces 500	20–24 px
Body text	DM Sans 400	16 px / 1.5
Small print, labels	DM Sans 400–500	13–14 px
Eyebrow (UPPERCASE)	DM Sans 500, +20% tracking	13 px

App and browser icons

The lotus on a plum tile is our app icon, favicon and social profile picture. All of these are already live on bellamimos.com.



App icon
1024 px



iPhone home screen
180 × 180



Android / install
192 / 512, maskable



Browser favicon
16 / 32 / 48 + SVG



Link preview image
Shown when bellamimos.com is shared on WhatsApp, Facebook, Instagram, X and LinkedIn (1200 × 630).

Do and don't

✓ Do

- ✓ Use the files from the brand kit — never redraw the logo.
- ✓ Keep the clear space and minimum size.
- ✓ Use the reverse logo on plum and on dark photos.
- ✓ Place the logo on a calm, plain part of a photo.
- ✓ Show real clients and real results in photography, in natural light.

✕ Don't

- ✕ Stretch, squash or rotate the logo.
- ✕ Change the colours or rearrange the petals.
- ✕ Add shadows, outlines, glows or gradients.
- ✕ Retype the name in another font.
- ✕ Put the colour logo on plum or on busy photos.
- ✕ Use rose for small text — it is too light to read.


Stretched


Recoloured


Effects added


Rotated

Voice

We sound like a trusted friend who also happens to be a professional.

Warm

Friendly and personal. In Spanish we use “tú”.

“Hi Ana! Carla will be at your door at 10:00 to do your hair.”

Polished

Short, clear sentences. No slang, no shouting, few exclamation marks.

“Bridal makeup with a trial, for you and up to 6 guests.”

Reassuring

Always say what happens next: who comes, when, and what it costs.

“You pay only once your booking is confirmed. Free cancellation up to 24 hours before.”

Need the logo for a partnership or article?

Bella Mimos is a brand of Pretty Things Online SRL. Partners and press are welcome to use these files when they follow these guidelines.