

The logo features the word "BELL" in a large, bold, red, sans-serif font. The letters are thick and blocky. To the right of the word "BELL" is a registered trademark symbol (®) inside a small circle. The entire word and symbol are centered within a white oval that has a thick black border. Below the word "BELL" is the word "HELMETS" in a smaller, bold, black, sans-serif font, also centered within the oval.

BELL®

HELMETS