

belbagnobathware

BRAND BOOK & GRAPHIC CHART

belbago
bathware

Crafting luxury in every detail.

POSITIVE LOGOTYPE VERSION

Used on light backgrounds



Used 90% colour from black

NEGATIVE LOGOTYPE VERSION

Used on dark backgrounds



Used 10% colour from black

SMALLEST SIZE for print & LOGOMARK

This is the smallest size of the logotype that can be used for it to still be legible.

belbagnobathware

105 px | 37 mm

LOGOMARK

for social media

cut out logo icon



for mixed and dark



for light backgrounds



Click to
Download
here

Visual identity. Brand name usage.

RULES OF USE

The brand name should always be written as “BelBagno” in any form of text or communication, including:

- Website copy
- Social media captions
- In hashtags or informal references
- Email signatures
- Press releases
- Distributor communications

Incorrect

~~belbagno~~

~~Belbagno~~

~~Bel Bagno~~

~~BB~~

~~BELBAGNO~~

~~bb~~

Correct

BelBagno

Main ornament

bathware

bathware



Brand Essence

Architects



Distributors



Designers



Target audience

At BelBagno, we speak to those who want more from their bathroom—homeowners, renovators, interior designers and dreamers who believe that every space should feel personal, elevated, and unmistakably theirs.

Our audience values great design. They notice shape, texture, and finish. They care how things feel as much as how they function. Whether it's a first renovation, a long-awaited ensuite upgrade, or a brand-new home, they're looking for bathroomware that stands out—not blends in.

We also work closely with the professionals who bring these spaces to life:

- Distributors and showrooms seeking distinctive products that move off the floor
- Designers and architects in search of moodboard-worthy finishes and sculptural forms
- Builders and developers needing quality-driven, spec-ready solutions that install with ease.

But at the heart of it all, BelBagno is here for the people who live with what we create. For those who want a bathroom that feels bold, curated, and nothing like the display next door.

Click to Join us



Brand Essence



What We Stand For

At BelBagno, we don't just make bathroomware—we design pieces that change how spaces feel and function. Everything we create comes back to five simple values:

- **Design-first thinking:** Sculptural shapes, rich finishes, timeless palettes. We don't chase trends — we design with purpose.
- **Confident but warm:** Bold looks, friendly tone. We're elevated, not intimidating.
- **Built to last:** Quality comes first—inside and out. No shortcuts, ever.
- **Style meets smart:** Soft-close drawers, swappable wastes, power points where you need them.
- **We've got your back:** From product support to marketing tools, we help our partners shine.

Our promise?

To make bathrooms feel like they matter—styled, expressive, and unmistakably yours.

Brand Essence

Elevator pitch / Short brand story

BelBagno was born to break the mould. We didn't want to make just another basin or bath—we set out to design bathroomware that feels personal, expressive, and proudly different.

Rooted in European design but built for how Australians actually live, our collections mix sculptural lines, bold finishes, and practical features that make everyday rituals feel anything but routine.

Our story in Australia kicked off in 2016, when two driven team members brought BelBagno's design-first vision down under. Since then, we've grown into a family-owned brand with a big heart and a sharp eye—bringing standout Italian-inspired pieces into homes across the country.

We're here for the detail-obsessed, the colour-curious, the ones who want their bathroom to feel as considered as the rest of their space. Because we believe great design should start where your day does.



Tone of Voice & Messaging Guidelines

How we speak

BelBagno speaks with intention. Our tone is **bold but never loud, confident, not cocky**. We're **fresh and stylish**, but never overly salesy. Whether we're describing a sculptural bath or writing an Instagram caption, we choose words that feel elevated yet approachable—always design-aware, never generic.

We keep things **clear and friendly**, balancing editorial elegance with honest, down-to-earth messaging. We don't say "the perfect combination of style and function"—we say, **"A sculptural bath that makes a statement, even in silence."**

Sample brand statements or intro blurbs

1. At BelBagno, we don't just design bathroomware—we design experiences. Each piece is created to bring form, feeling, and function into perfect balance.
2. Clean lines. Curated finishes. Quiet confidence. BelBagno products are made to elevate bathrooms into spaces that feel personal, intentional, and beautifully designed.
3. From sculptural freestanding baths to vanities that anchor a space—BelBagno is where refined design meets real-life practicality. Bold in detail, effortless in use.
4. We believe bathrooms should be more than just functional. That's why BelBagno collections are crafted to feel styled, lived in, and completely your own.
5. We're not here to be loud. Just quietly unforgettable. BelBagno brings bold shapes, refined textures, and functional elegance into the one place you start and end your day.
6. Think of us as your bathroom's design whisperer. We create sculptural vanities, smooth-touch finishes, and details that just make sense—all without shouting for attention.



Phrases We Use

- "Sculptural form"
- "Designed to be seen"
- "A bold take on everyday essentials"
- "Curated colour palette"
- "Soft-close drawers, swappable wastes, and clean lines that just make sense"
- "Tailored for Australian spaces"
- "Refined, but never predictable"
- "A bath that holds its own in any room"
- "Effortless to live with, elevated to look at"
- "Designed for designers, loved by renovators"



Phrases We Avoid

- "Perfect combination of style and function" (too generic)
- "High quality at affordable prices" (sounds like everyone else)
- "Add a touch of elegance" (uninspired)
- "Bathroom solutions" (too technical and cold)
- "Innovative design" (overused—show it instead)
- "State-of-the-art" (feels outdated in interior language)
- "Your dream bathroom" (too cliché)
- "Our products speak for themselves" (they do—but we speak too, and we do it better)



Iconography & Graphic Elements

Main ornament

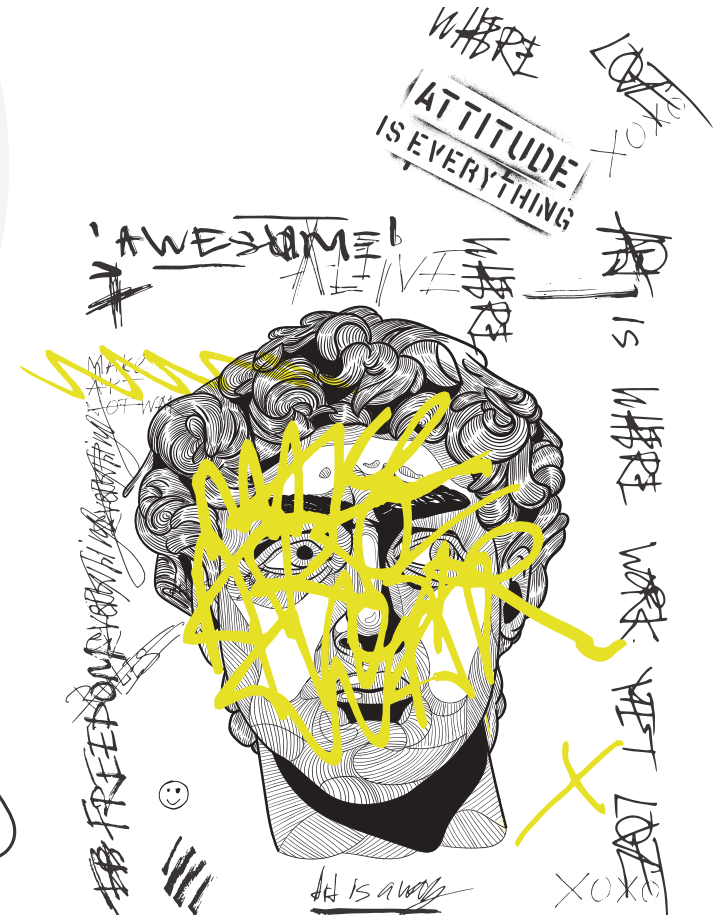


Main ornament

We use the main ornament as a background element, watermark, or layout accent throughout presentations or catalogues.

Decorative elements for Design

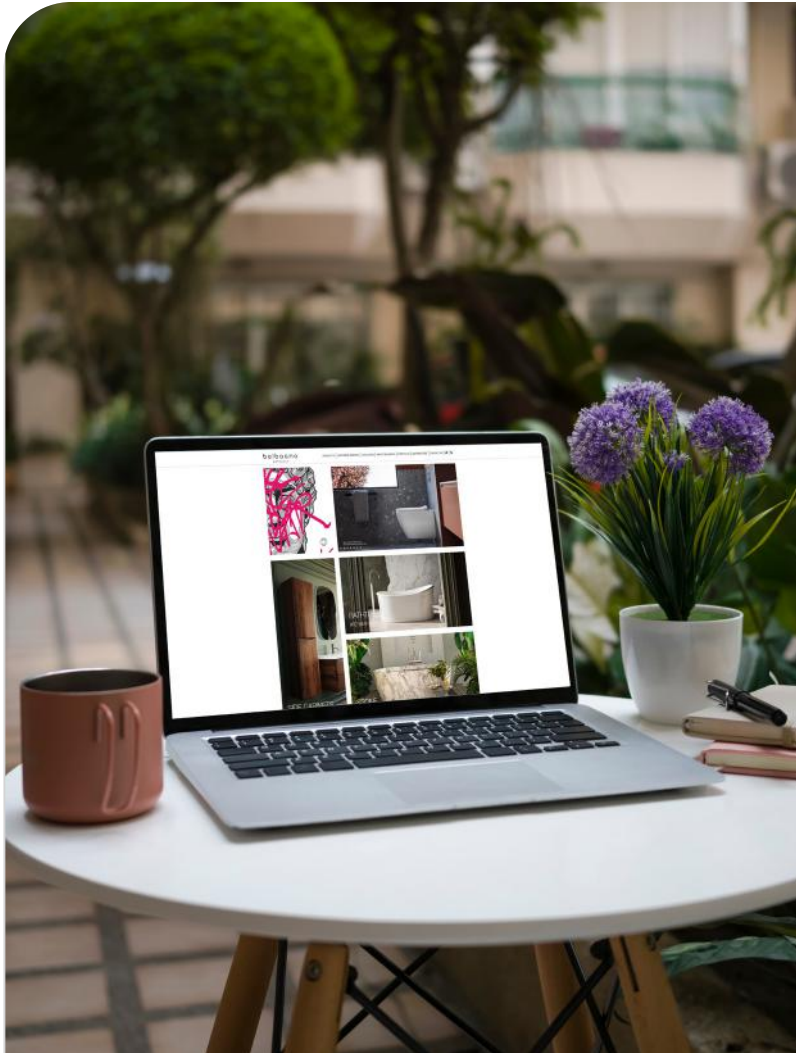
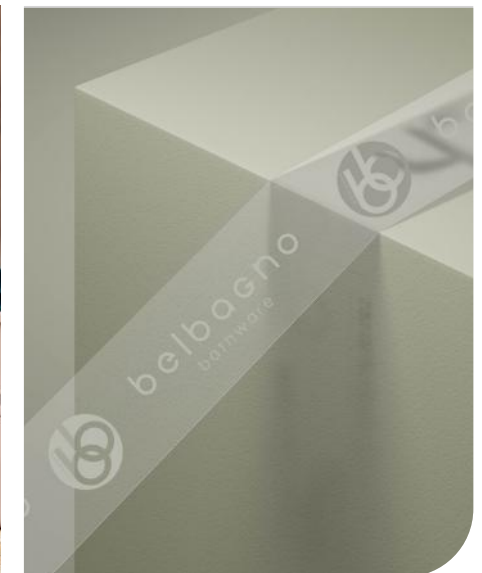
Our visual accents mix architectural shapes, editorial layering, and a subtle graffiti edge. Inspired by BelBagno's product forms, they add character without overpowering the design.



Download
Design set

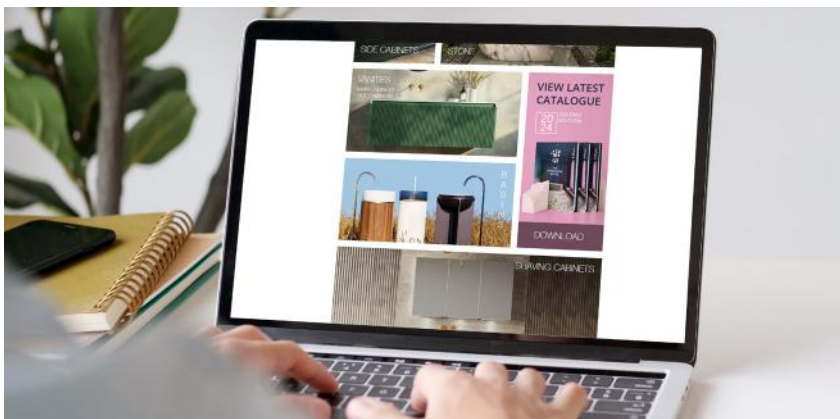
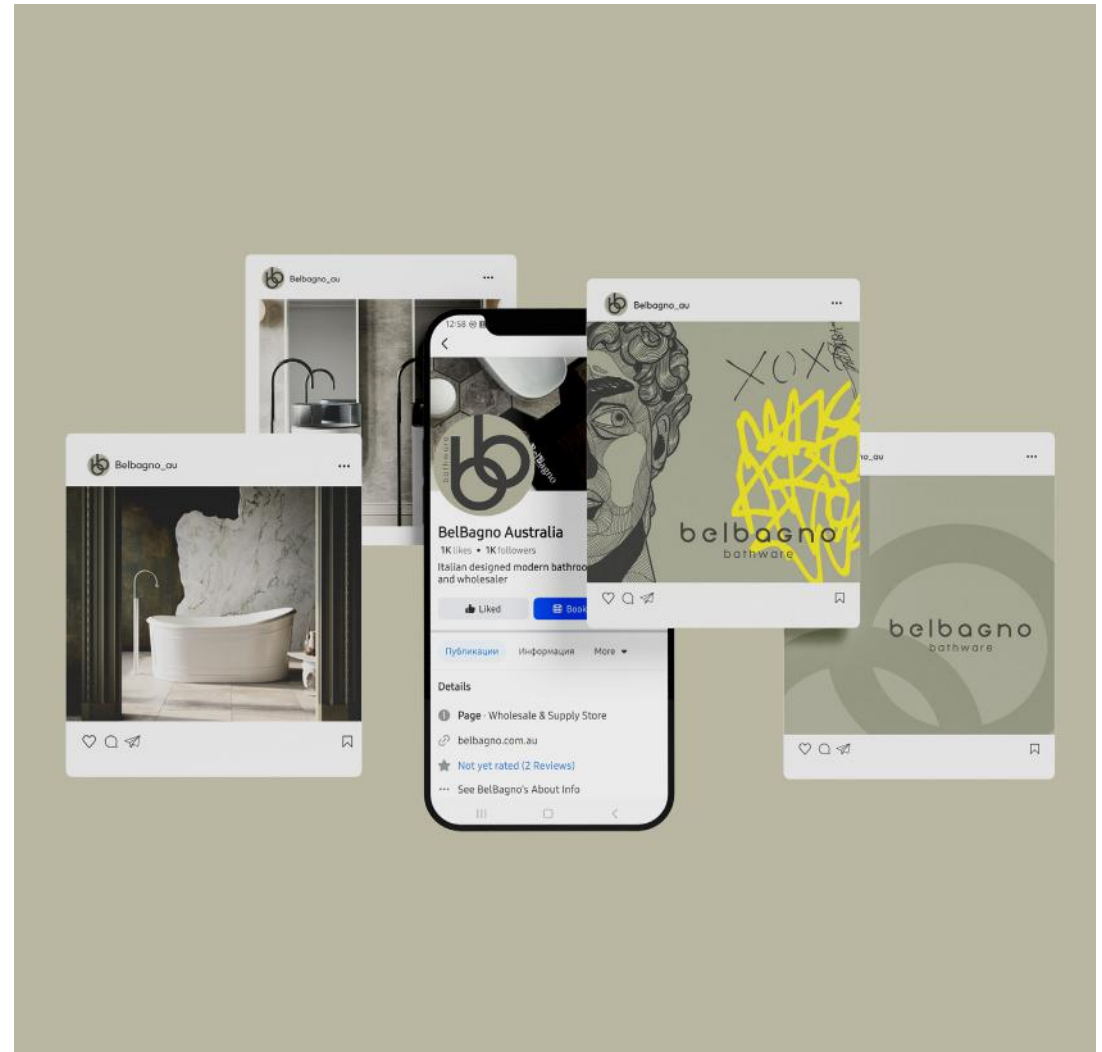


Brand in Use



Digital Presence

Our refreshed identity shines online - seamlessly applied across our website, social channels, and digital materials. Clean and cohesive throughout.



bathware



belbagnobathware



www.belbagno.com.au

TAKE OFF original

Perfect cleanliness and hygiene in hard to reach spots: it's not magic – it is the result of our innovative TakeOff technology. The entire seat is removed from the hinges in just one movement. And no tools are required! Once the ceramic and the seat are cleaned you simply push the seat back on again. One click – and you're done. Another practical feature: A new toilet seat can simply be fitted on, there is no new assembly required.

SOFT CLOSE original



Lifetime Warranty

BelBagno toilets' lifetime warranty* takes care of any hiccups in materials or workmanship for as long as you've got the toilet. It's all about that ceramic goodness – we're here to safeguard your investment!

We're dead serious about giving you the best product, that's why our toilets have best in the industry. And guess what? Introducing that lifetime warranty – it's basically us shouting, "Hey, our ceramic toilets are top-notch, built to last forever!" You can totally count on us – this is our difference.

*The life time guarantee applies to the ceramic components of the toilet only



belbagnobathware

BelBagno: Crafting luxury in every detail.

Meticulously crafted using the finest materials, the Rimini Vanity exemplifies the dedication to quality that defines the BelBagno Bathroom brand.

The Rimini Vanity features a contemporary aesthetic with clean lines, providing a sophisticated focal point for any bathroom. It's exquisite construction showcases the precision and attention to detail that BelBagno is renowned for. From the sleek countertop to the thoughtfully designed storage solutions, every element of the Rimini Vanity reflects BelBagno's commitment to both style and practicality.

In addition to its aesthetic appeal, the Rimini Vanity is a testament to BelBagno's eco-conscious approach. Crafted with sustainability in mind, it adheres to the brand's commitment to creating products that are not only beautiful but also environmentally responsible.

VANITY FINISHES:

Rain Forest

Putter's Clay

VANITY SIZES:

Available in 600mm, 800mm, 1000mm, 1200mm, 1400mm and 1600mm

www.belbagno.com.au



THERE ARE MANY GOOD MATERIALS. WE USE ONLY THE BEST.

We make no compromise with materials. The raw material is already subjected to stringent quality checks – and we only use what meets our high demands! First and foremost, this is Duroplast, an unbeatable material in many respects.

Optically Duroplast looks almost exactly like a premium ceramic. The smooth surface in particular denotes the best possible quality.

But this top material also shines with its inner qualities. Duroplast is so tough, hardwearing and long-life that, even after long years of use, our seats do not lose any of their advantages. And because it is completely pore-free, it also sets exceptional standards in hygiene.

SoftClose®

One light touch for the toilet seat is enough to close gently and quietly. A convenience you wouldn't want to lose out on! Put to the test numerous times over, it guarantees reliability and longevity.



- Geberit internals
- Germanmade
- Duroplast seats
- Original Soft Close™ hinges
- Rimless design
- Nano Glaze coating

Display Guidelines

BelBagno displays are clean, considered, and confident – just like our products. From wall-mounted vanities to freestanding baths, mock-ups are styled with neutral tones, refined textures, and minimal clutter to let the design speak for itself.



Display Guidelines

We support our showrooms with everything they need to create a standout space: logo plates, wall stickers, design elements - and all the marketing tools, from catalogues and brochures to product descriptions and branded visuals.



Display Guidelines



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