

BEL
POT
ATO.BE

The logo consists of three lines of text. The first line is 'BEL', with 'B' in black, 'E' in yellow, and 'L' in red. The second line is 'POT', with 'P' in black, a brown potato illustration with three eyes in the center, and 'T' in black. The third line is 'ATO.BE', with 'A' in black, 'T' in black, a brown potato illustration with three eyes in the center of the 'O', and '.BE' in black.

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