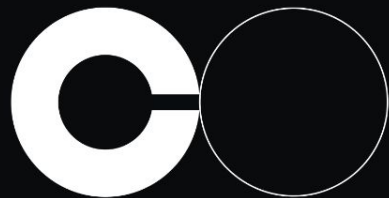




CONSISTENT GEOMETRY

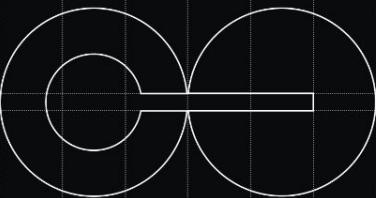


COIN

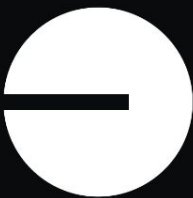
BASE



A BASE, WITH COIN



FOUNDATION FOR THE FUTURE



BASE

Wordmark



Symbol



Symbol In-Product



#0052FF

Wordmark Do Not



Do not use blue version of the full wordmark lockup



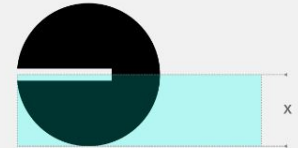
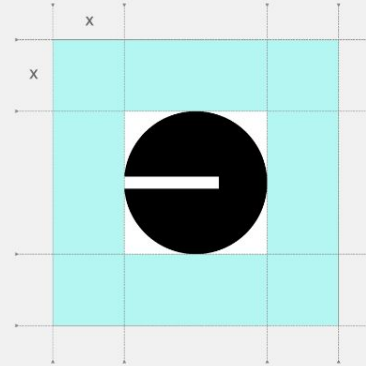
Do not create customized wordmark or different weight of the wordmark



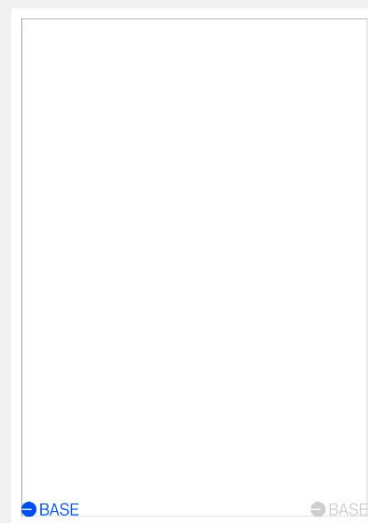
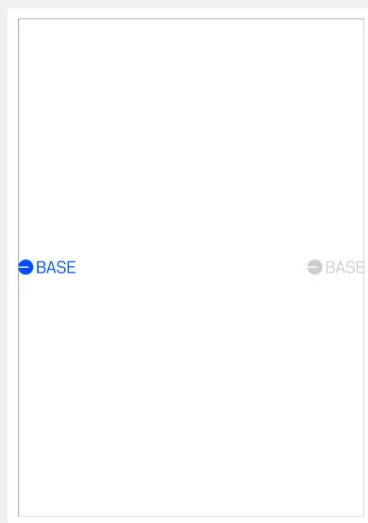
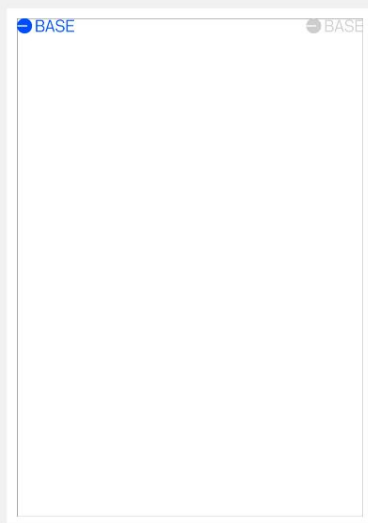
Do not create customized sub-brand or partnership lockup with the logo

The logo and the icon's padding is equal to half the height of the icon (marked as x in the diagram).

Padding

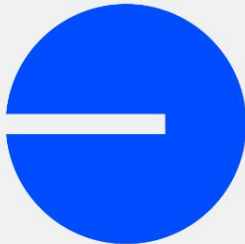


The Primary Logo can be positioned in the top left/right, middle left/right, and bottom left or right. This applies to formats of all kinds including portrait, landscape, or square (in both print and digital). Create engaging compositions by using the logo in a position which creates natural hierarchy and asymmetrical negative space.



HeroSquare

240px



SpotSquare

96px



Pictogram

48px



Icons

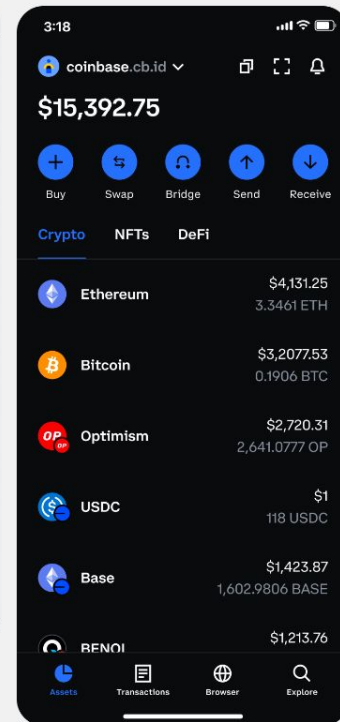
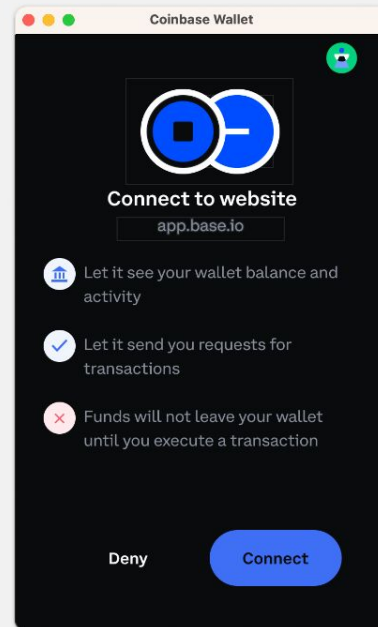
24px

16px

12px



The Primary Logo can be positioned in the top left/right, middle left/right, and bottom left or right. This applies to formats of all kinds including portrait, landscape, or square (in both print and digital). Create engaging compositions by using the logo in a position which creates natural hierarchy and asymmetrical negative space.



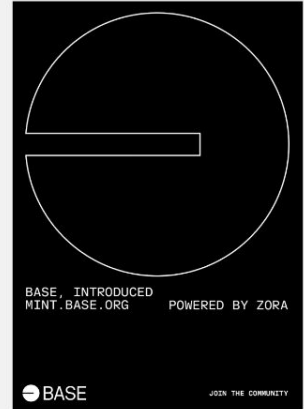
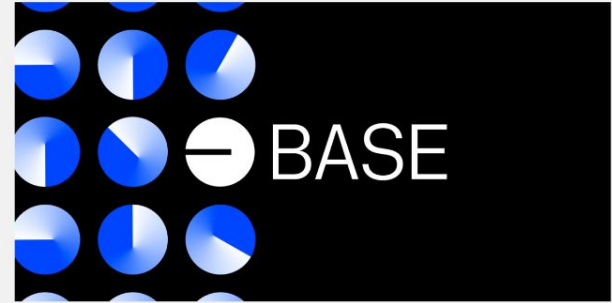
2

Logo and Icon Usage

Wordmark

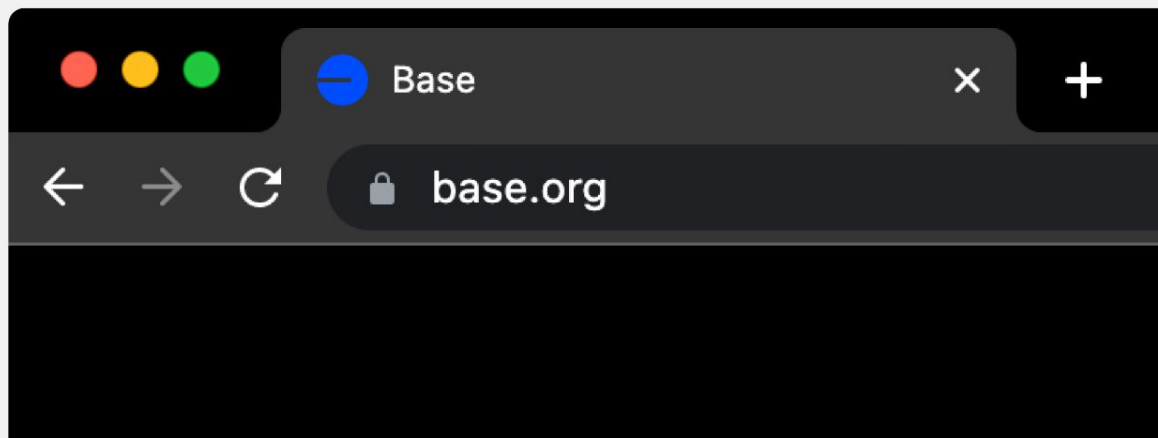
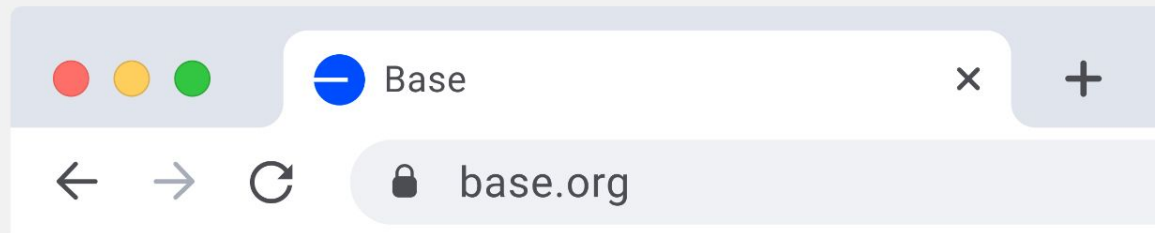


Do not use



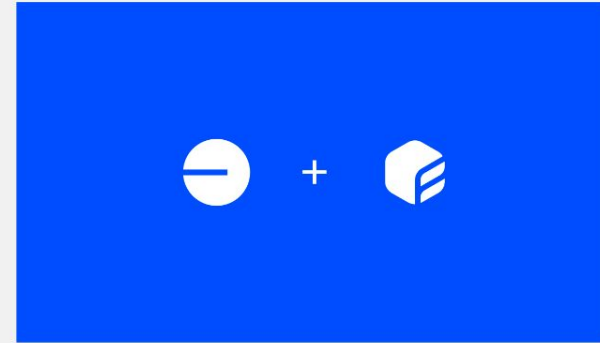
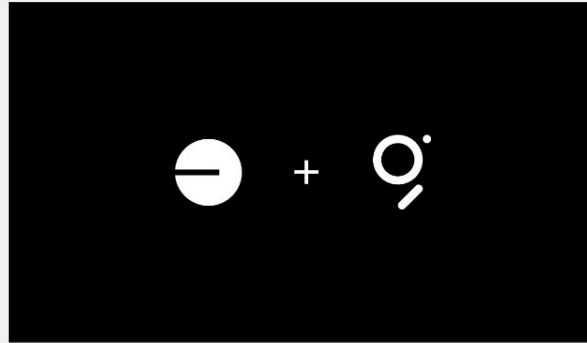
Base Blue is being used for the favicon for its visibility in both dark and light mode.

Symbol Only

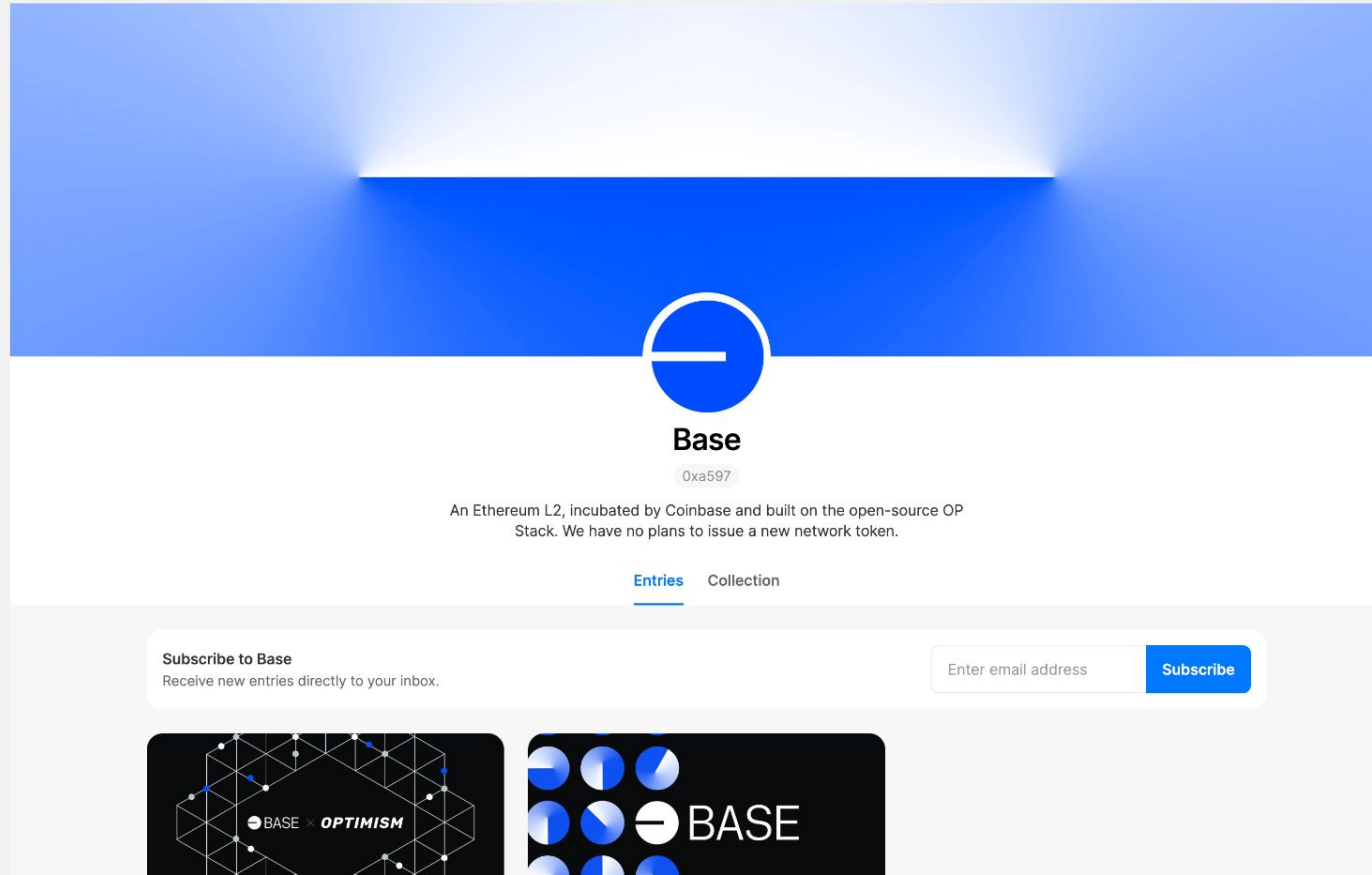


Base White is being used for partnerships assets with the partner logo also on white.

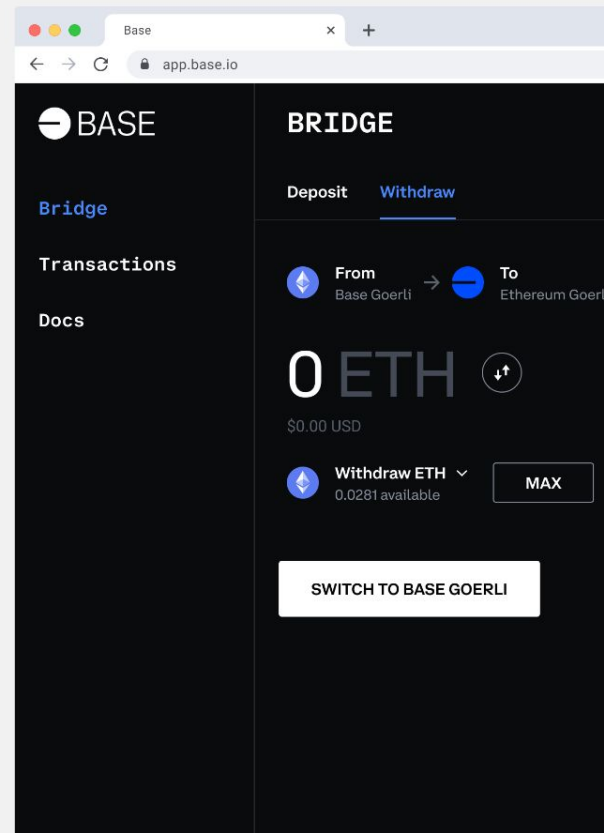
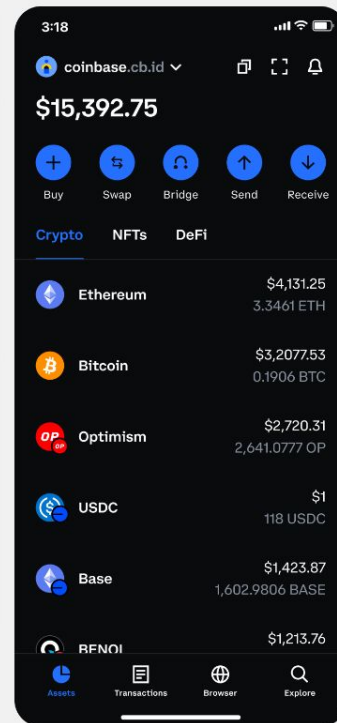
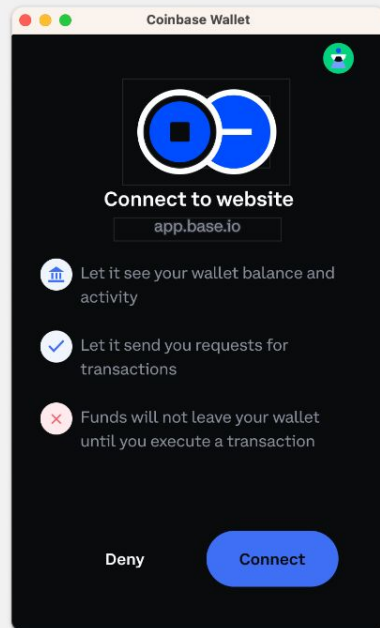
Partnerships



Profile Picture



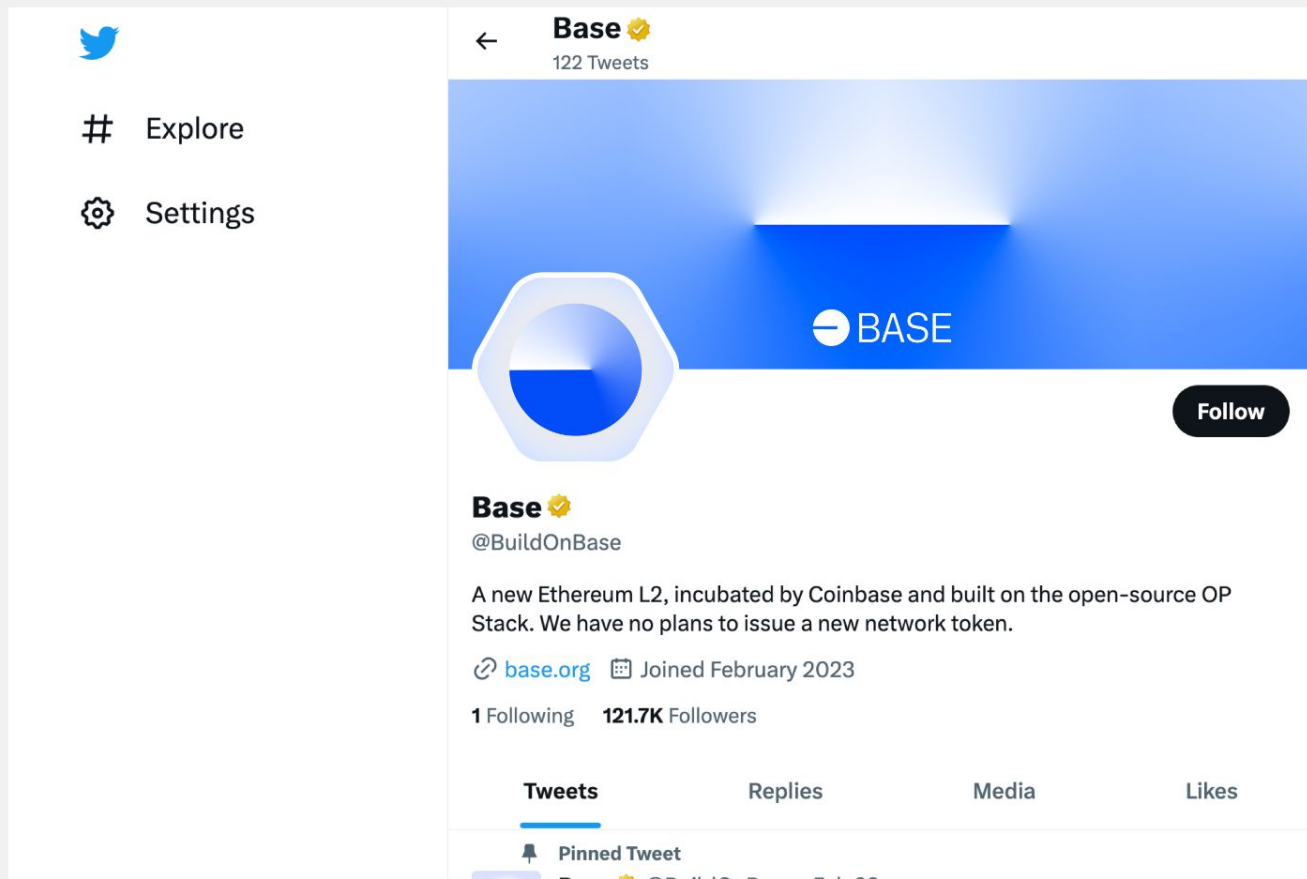
In- Product Icon



NFT Profile (Hexagon)

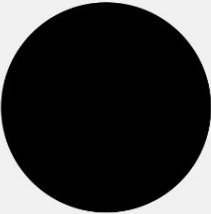


- Use the 3D gradient logo only as NFT Profiles in a hexagon shape.



3 Color

The Base palette is anchored by a bright blue, white, and silver to create a bold and vibrant, yet trusted look and feel. Black is used primarily as a foundational background element or as an accent for text and graphics. The complimentary accent color palette offers a wider color spectrum with vivid qualities that help produce depth and a contemporary aesthetic throughout the identity system.



Black
PMS: Black C
CMYK: 0, 0, 0, 100
RGB: 10, 11, 13
HEX: #000000



White
PMS: n/a
CMYK: n/a
RGB: 255, 255, 255
HEX: #FFFFFF



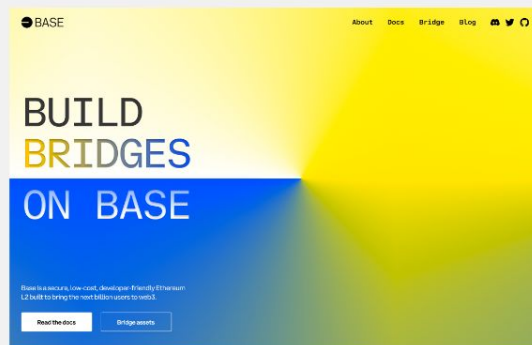
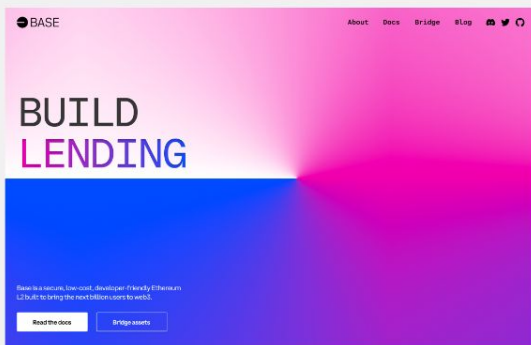
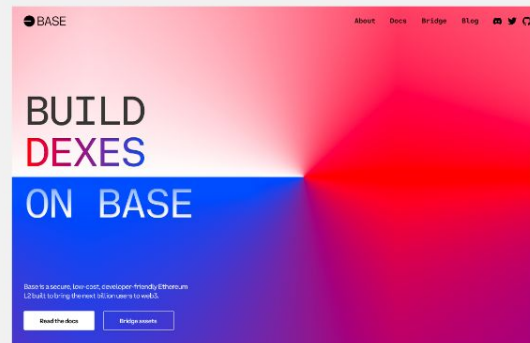
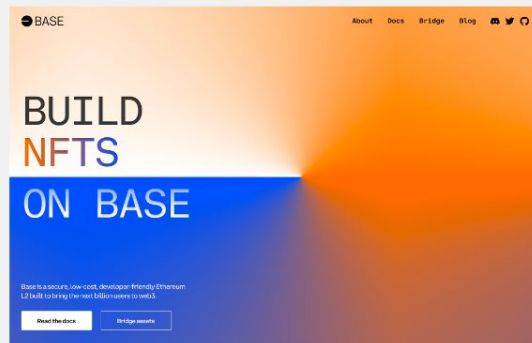
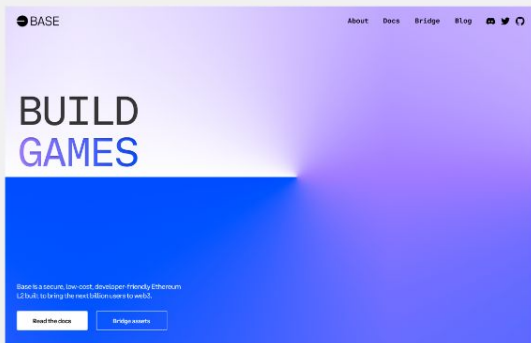
Blue
PMS: 2387 C
CMYK: 91, 60, 0, 0
RGB: 0, 82, 255
HEX: #0052FF



Base Blue
PMS: 2387 C
CMYK: 91, 60, 0, 0
RGB: 0, 82, 255
HEX: #0052FF <-> #FFFFFF

The gradient of colors can be leveraged to communicate collaboration with partners.

Special Instances



Coinbase Sans is the primary brand typeface. It is a versatile grotesk sans serif that is used for all Coinbase branded communications. No other typeface should ever be used in its place. Designed as a type family, it is packaged with four distinct typefaces Display, Sans, Text and Mono that have been optimized for specific range of point sizes.

Header

BUILD
WITH
BASE

Coinbase
Mono
Medium
&
Regular

Smaller Header

Larger Header

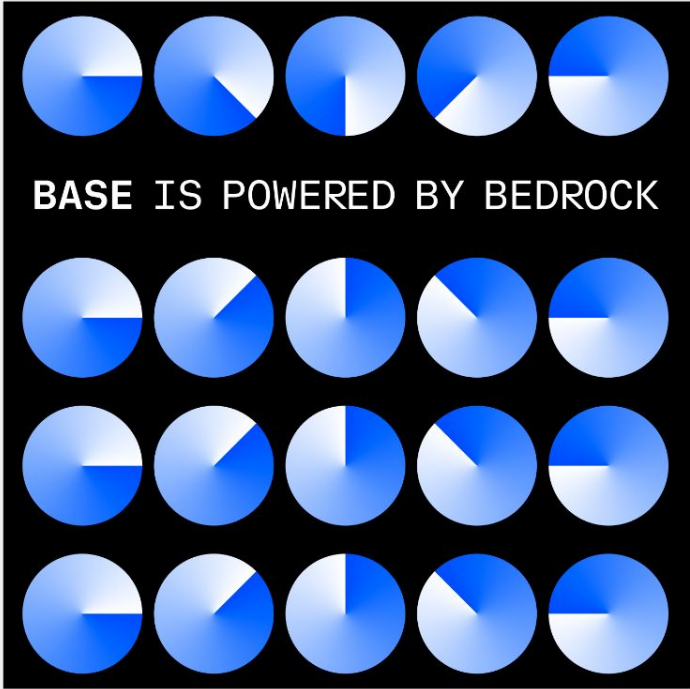
Coinbase Display is the primary brand typeface. It is a versatile grotesk sans serif that is used for all Coinbase branded communications. No other typeface should ever be used in its place. Designed as a type family, it is packaged with four distinct typefaces Display, Sans, Text and Mono that have been optimized for specific range of point sizes.

Body

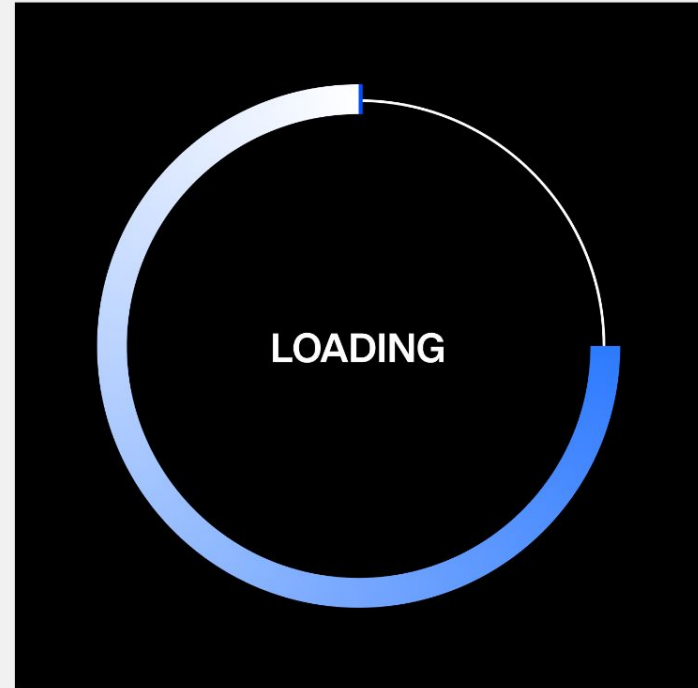
Coinbase is launching a social marketplace for NFTs. Connect with your favorite artists, subscribe to drops, create your own digital masterpieces, or showcase your collection. It's all coming soon.

Coinbase
Display
Regular

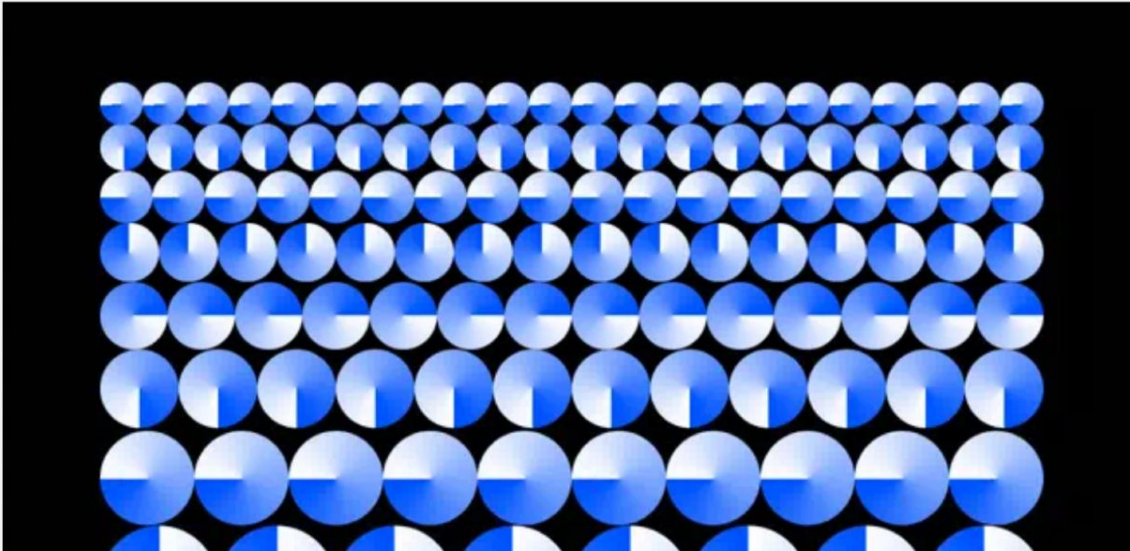
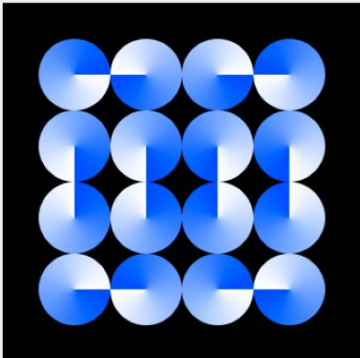
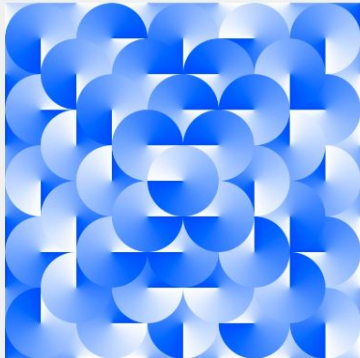
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam



Graphic



5

Marketing Examples

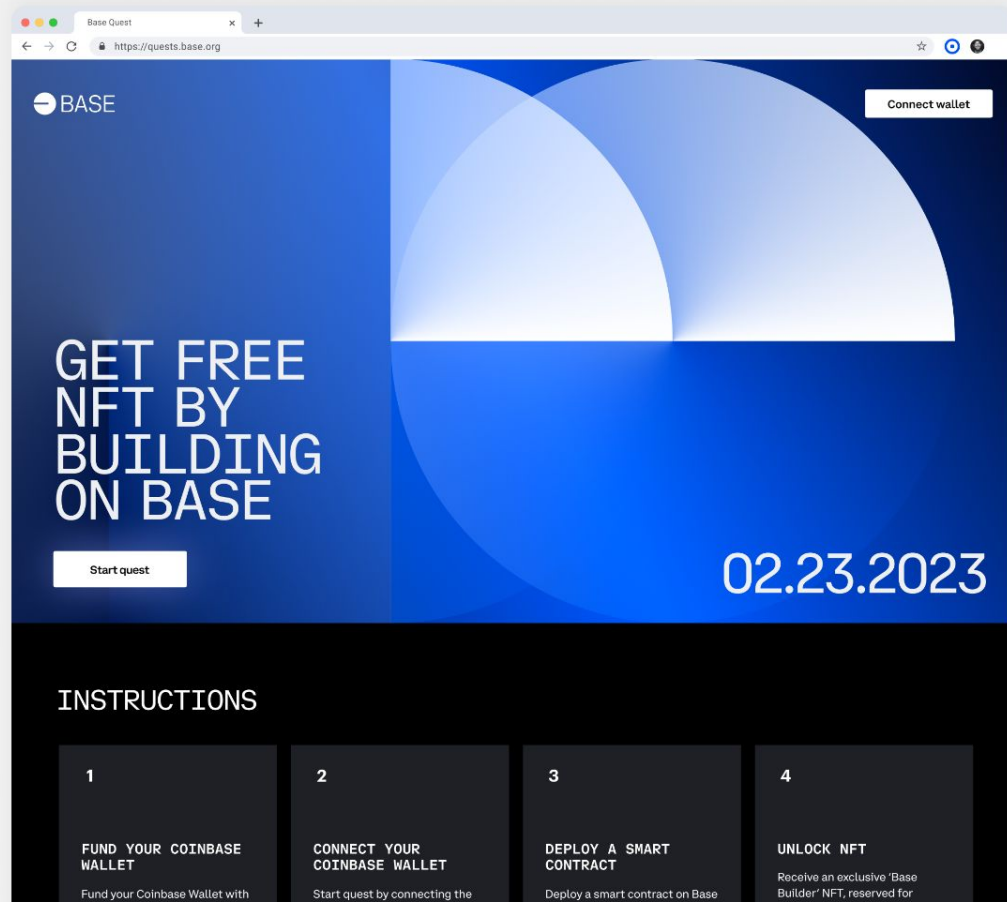
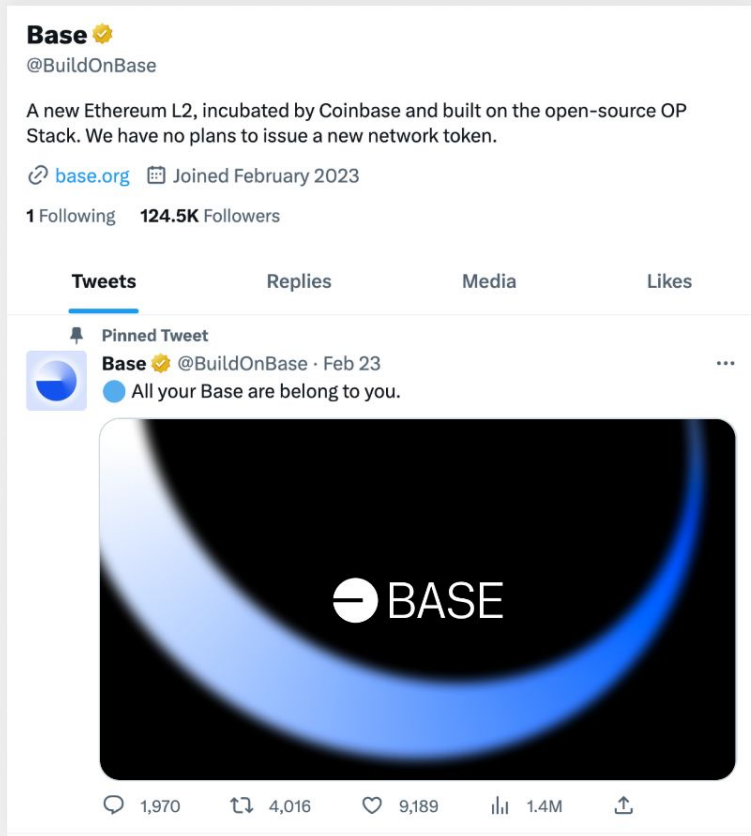


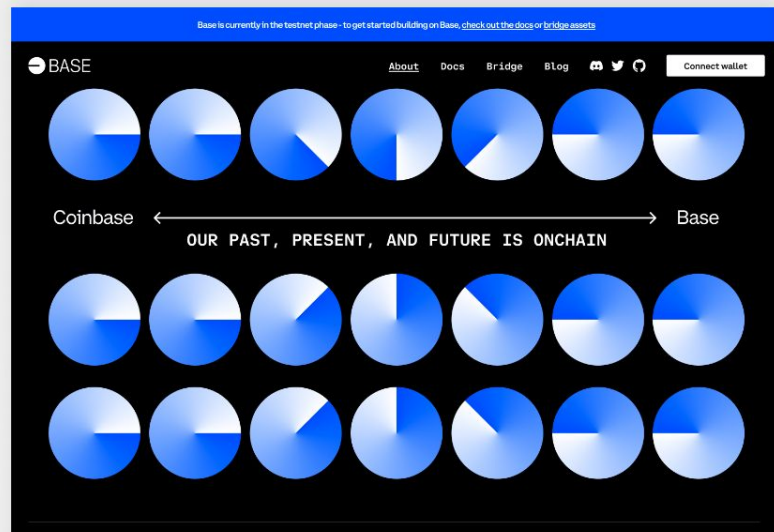
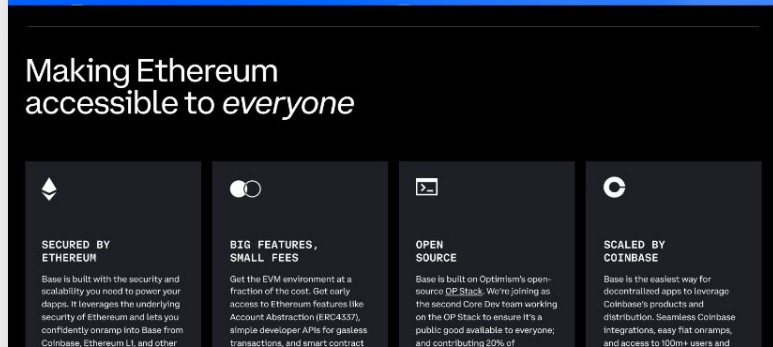
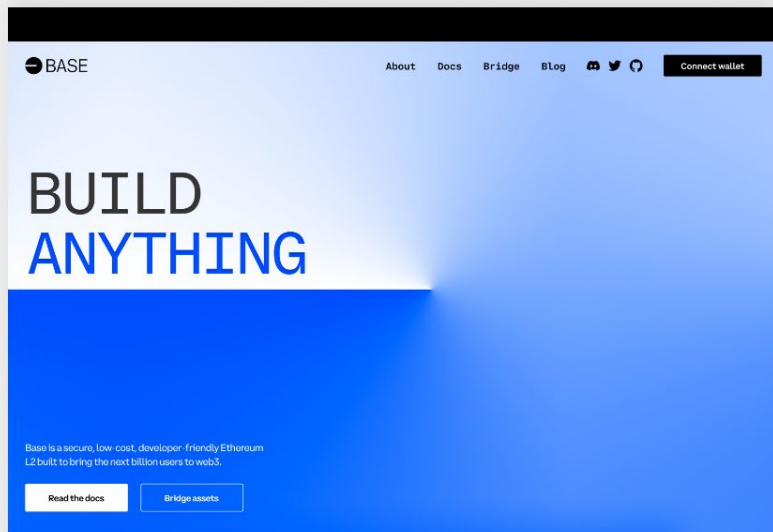
 BASE OUR PAST, PRESENT, AND FUTURE IS ONCHAIN.



ONCHAIN AT SCALE







We've been building towards Base for the last 10 years.

From the beginning, our secret master plan has been clear and consistent: create an open financial system that increases economic freedom globally by moving deliberately through four phases.

Phase 1: Develop the protocol (1M people)

New protocols (Bitcoin, Ethereum, etc) were invented and people began to tinker with them. Open source communities developed around each protocol and early adopters began experimenting with how they could be used.

Phase 2: Build a digital currency exchange (10M people)

Coinbase started here. Investment or speculation is a bootstrapping mechanism for a payment network (in other words, it is the single-player mode of digital currency). And the creation of safe and easy to use exchanges served as a bridge for people to get their local currency into and out of digital currency.

Phase 3: Build a mass market interface for digital currency apps (100M people)

To move beyond just exchange and investment, consumers and businesses needed an easy interface to start using digital currency and its applications. Over the last few years, countless applications have been built to let anyone, anywhere access the nascent cryptocurrency, including Coinbase, Coinbase Wallet, Metamask, Rainbow, Trust Wallet, and others.

Phase 4: Build the "dapps" of an open financial system (1B+ people)

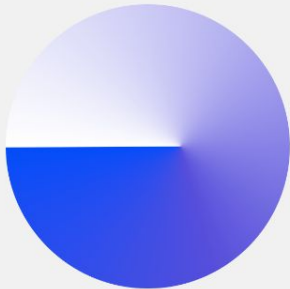
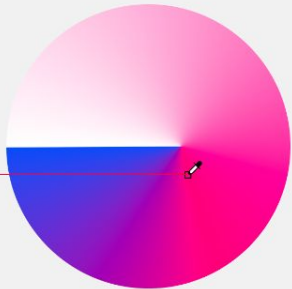
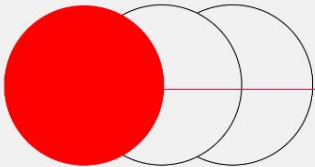
5

Partner Marketing

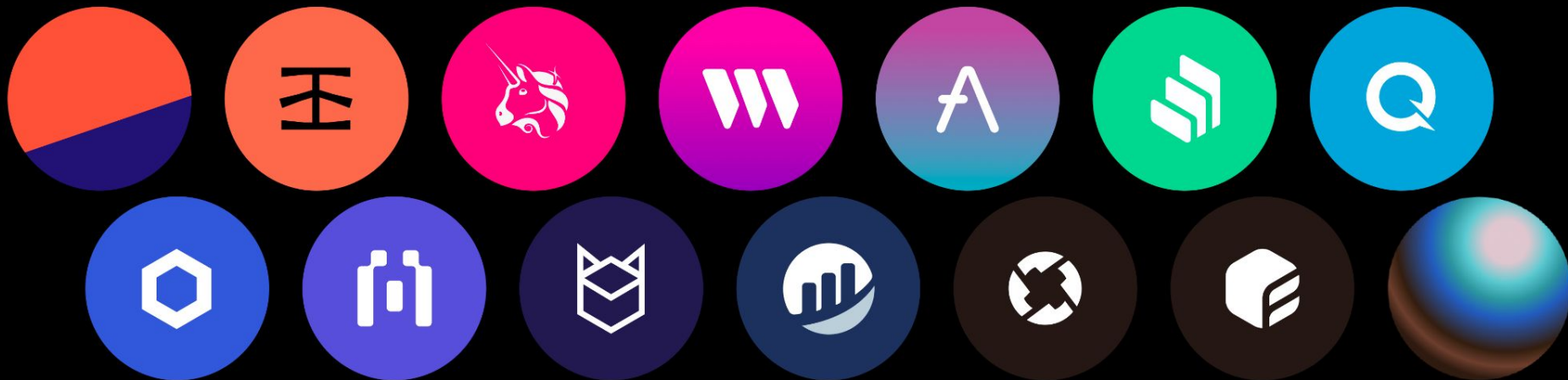
The gradient of colors can leveraged to communicate collaboration with partners.



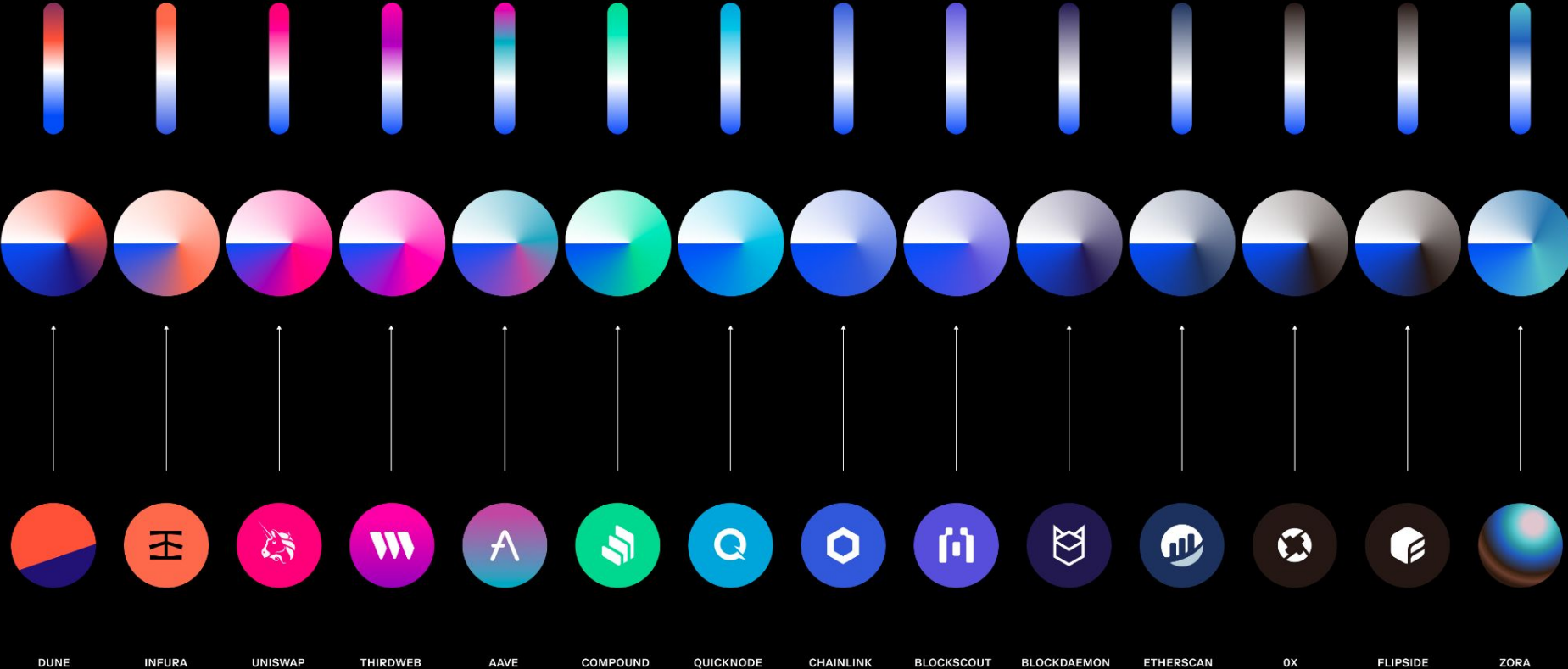
+



Take the brand color as the background color and apply the partnership logos in white for consistency. Please arrange them from warm to cold hue.

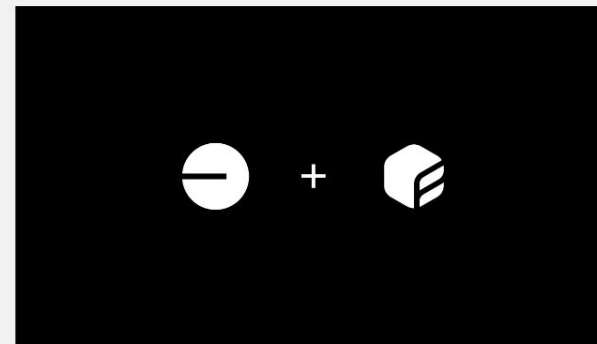
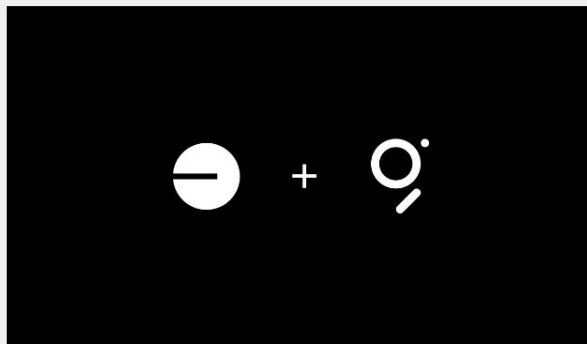


Take the brand color as the background color and apply the partnership logos in white for consistency. Please arrange them from warm to cold hue.



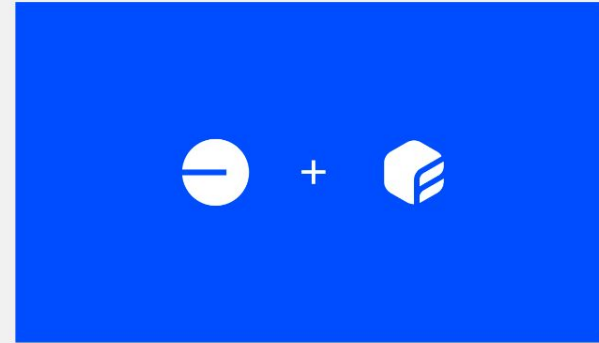
Base White is being used for partnerships assets with the partner logo also on white.

Partnerships



Base White is being used for partnerships assets with the partner logo also on white.

Partnerships



Base White is being used for partnerships assets with the partner logo also on white.

Partnerships

