is the default for log () in R is base e,
is natural logarithms to the base e (ln())

not common logarithms logio in R log (, topse=10)

or binary logarithms log 2 or log10()

in R log (_, base=2)

A log transformation can also be "linear ising" in that it make a multiplicative non-linear relationship on the unbransformed scale into a linear relationship on the transformed scale

$$ln(Y) = ln(< Xd)$$

$$= ln(c) + ln(Xd)$$

$$= ln(k) + d ln(X)$$

So, let
$$Y^* = ln(Y)$$
, $X^* = ln(x)$, $\beta_0 = ln(c)$
 $p_0 = ln(c)$
 $p_0 = ln(c)$

$$Y^* = \beta_0 + \beta_1 \cdot X^*$$

This model is linear (in the coefficients Bo, B, Bz, Bz, ... BR not necessarily linear in the original variables XV)

Finally log () is just a mid-range exemple of bransformations such a sqrt (), the inverse (-1) that may help.