# base brand guidelines

Base began as an internal experiment, mirrored from Coinbase, and has grown into an open canvas for anyone building onchain. These guidelines capture that shift. They are less a rulebook than a starter kit: here you'll find the non-negotiables that keep us recognizable and the flex zones that invite the community to remix. Use them to stay coherent, but never contained. If a choice makes Base clearer, more human, or more useful: do it, then share what you learned so the system keeps evolving.
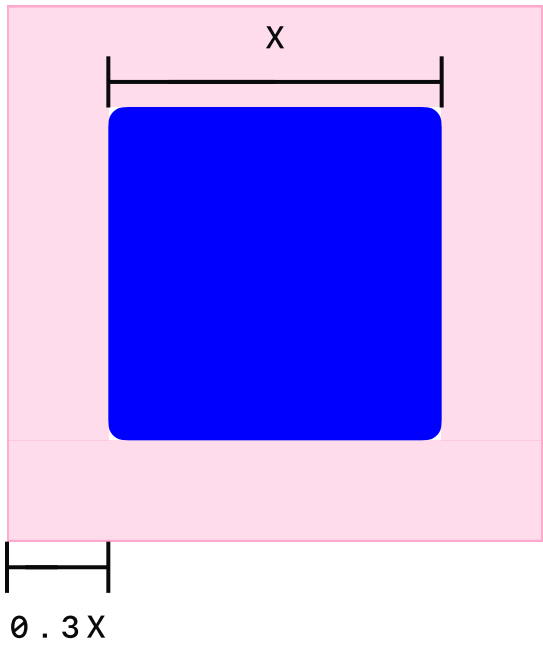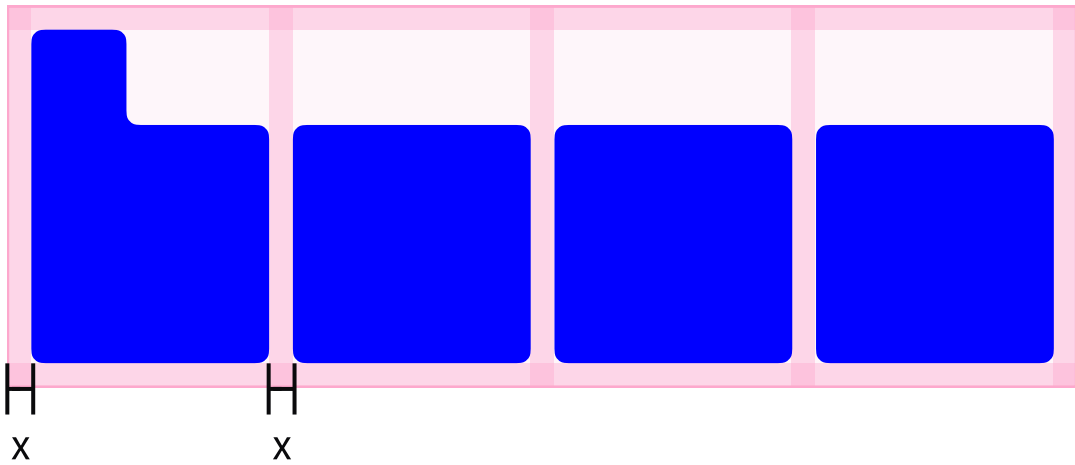
The Square
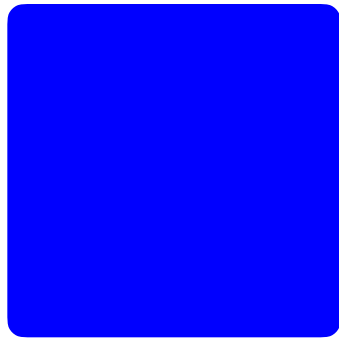
Basemark

Logotype Lockup

1 Core Identifiers

We have three core identifiers: The logotype, the abstracted Basemark and The Square. In a given scenario we can use either one, two, or all three — depending on the situation. We use the logotype when we need clear brand recognition, and the Basemark when we can be more playful and subversive.

The Square

x

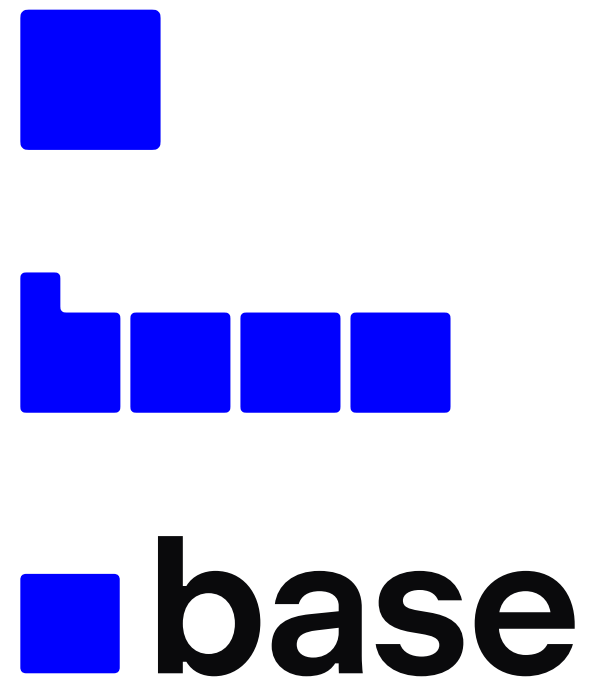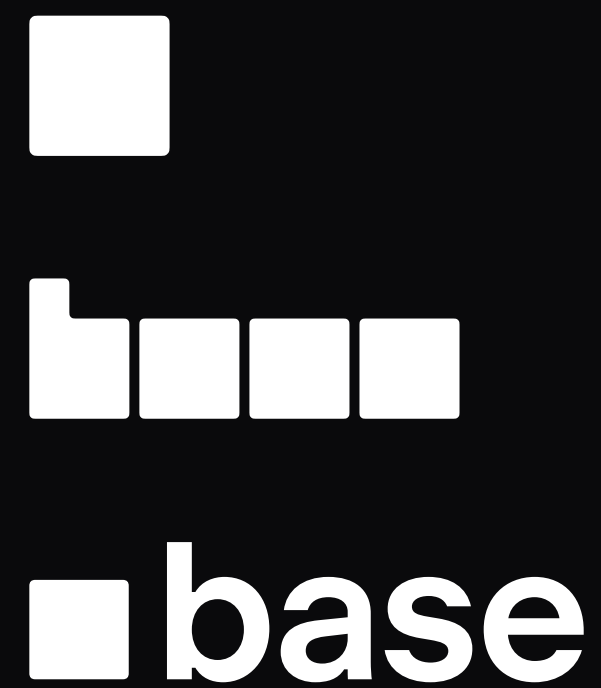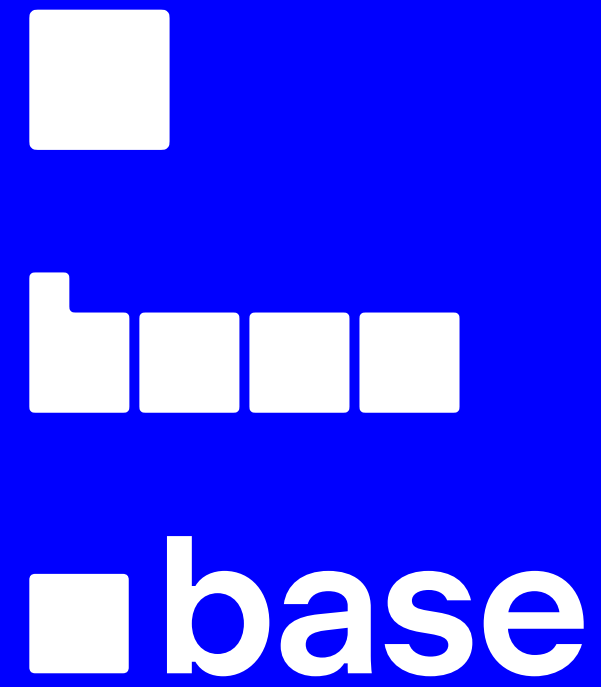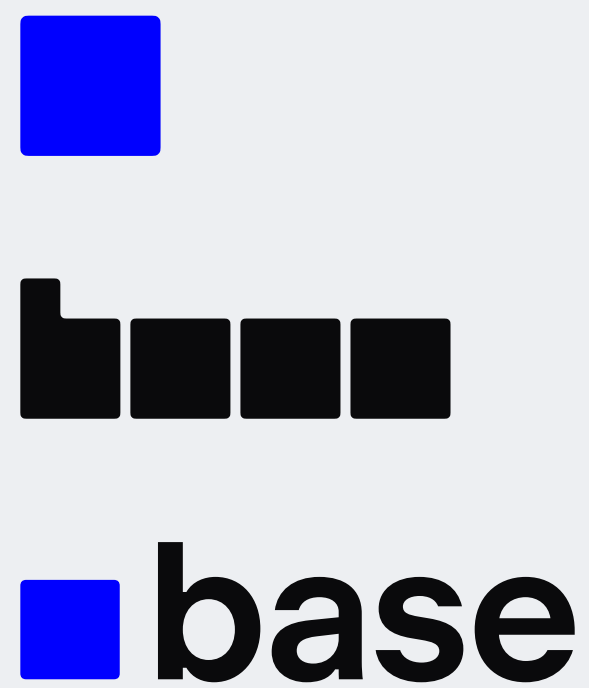0.3X

Basemark

x   x

Logotype Lockup

x

Clear Space

To protect the identifiers from other visual elements, it must be surrounded by a minimum amount of clear space. No other graphic elements should encroach within this area.

Color

The core identifiers live in only three shades: Base Blue, white, or black. Never apply secondary palette fills, gradients, or transparency — bring color in through background or supporting graphics instead.

THE SQUARE SHOULD PRIMARILY BE DESIGNATED FOR BLUE APPLICATIONS. PLEASE UTILIZE BASEMARK IF A GRAYSCALE OPTION IS NECESSARY.

Partnerships

The primary partnership lockup uses the logotype lockup with the partner's logo.

In the partnership lock-up, use spacing equal to 1.5 times the vertical stem of the "b." Align the partner logo optically to match the x-height of the logotype.
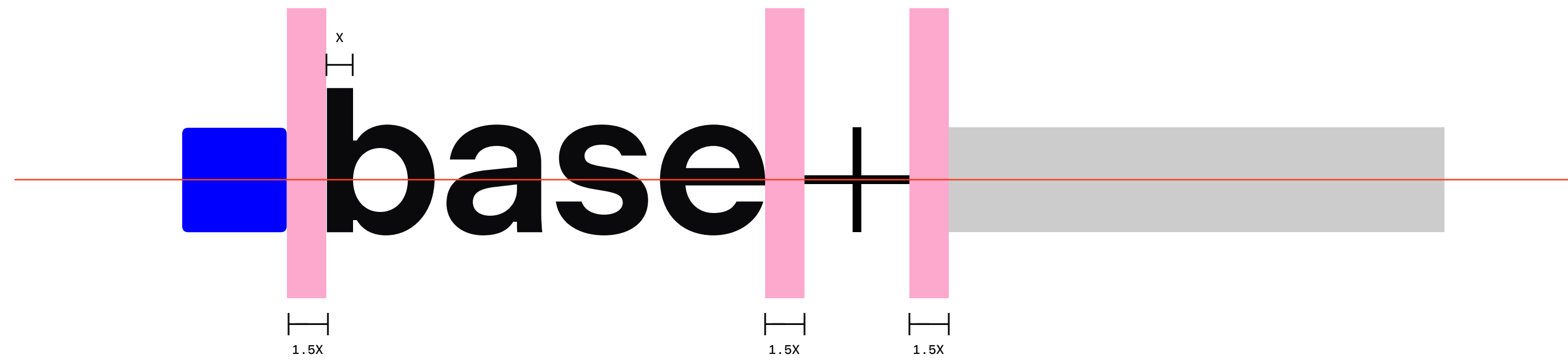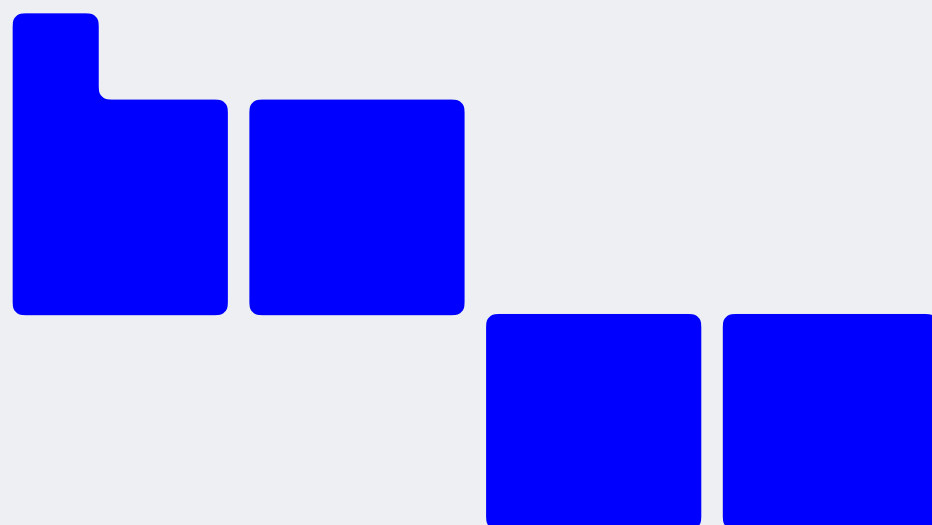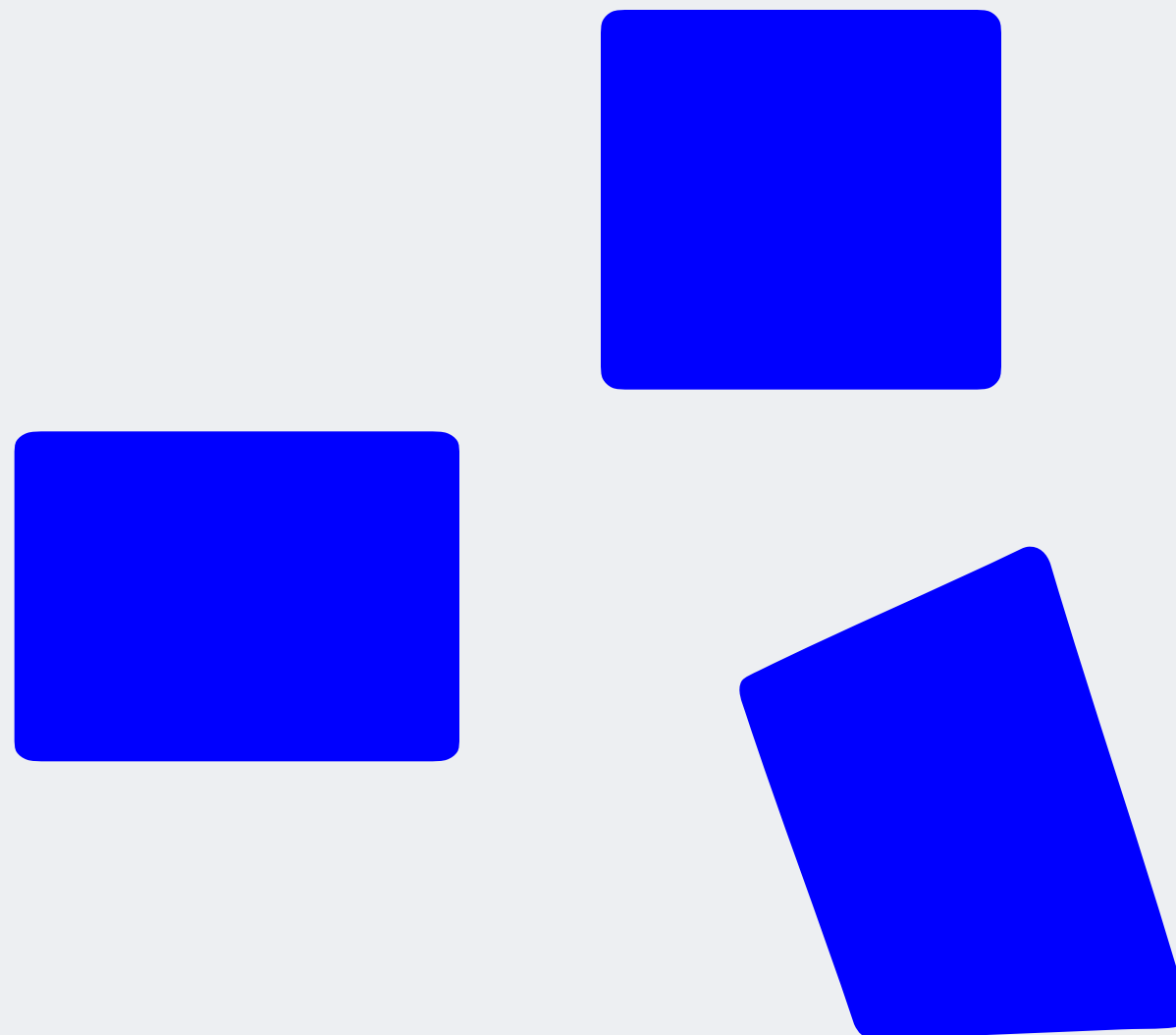
Partnerships

Use the logotype lockup when you need stronger brand recognition. When speaking to an audience already familiar with the Base brand, feel free to use more abstract core identifiers to represent the partnership. Always scale both logos optically to maintain equal size relationship.
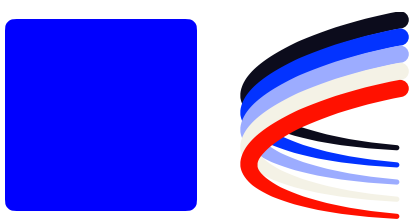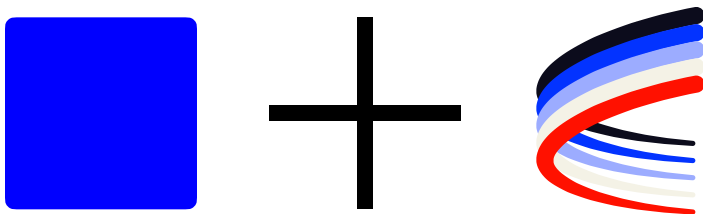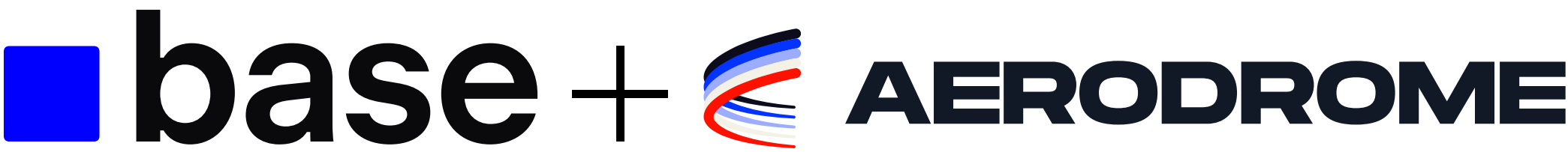
❌ DO NOT ALTAR, REARRANGE, OR BREAK APART THE SQUARES.

❌ DO NOT DISTORT.
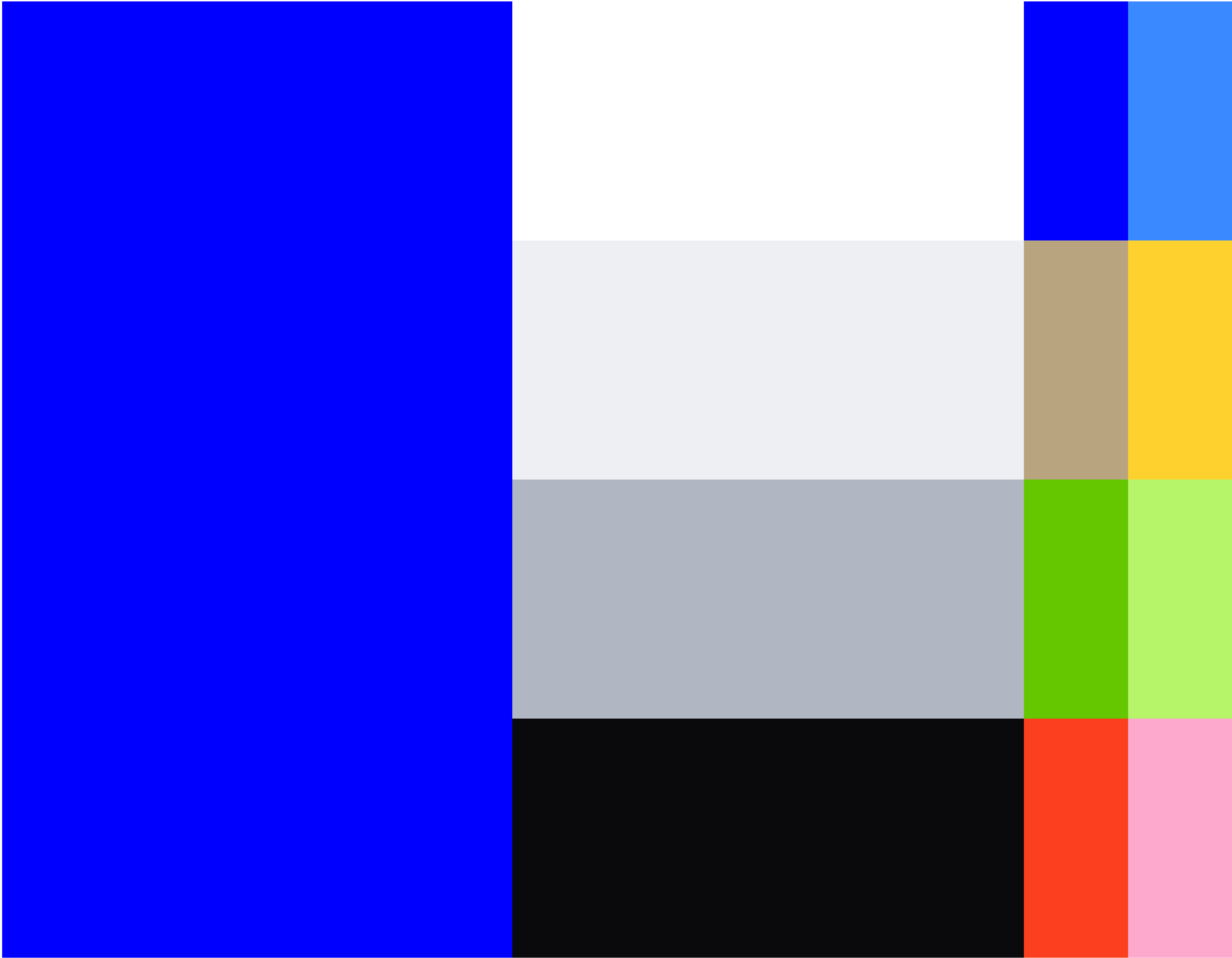
Misuse

In order to maintain brand consistency and integrity, please adhere to all usage guidelines outlined in this document, and avoid any distortions of any kind.

❌ DO NOT ALTAR THE SIZES OF EACH ELEMENT.

❌ DO NOT ADD SPECIAL EFFECTS.

2   Color

Color does more than decorate: it signals action, emotion, and accessibility. Base Blue is our anchor: an RGB native hue optimized for every screen. New primaries inject warmth or urgency; cool neutrals balance layouts and meet contrast requirements.

BLUE	CERULEAN	GRAY 0	GRAY 10
#0000FF	#3C8AFF	#FFFFFF	#EEF0F3
R 0	R 60	R 255	R 238
G 0	G 138	G 255	G 240
B 255	B 255	B 255	B 243

TAN	YELLOW	GRAY 15	GRAY 30
#B8A581	#FFD12F	#DEE1E7	#B1B7C3
R 184	R 255	R 222	R 177
G 165	G 209	G 225	G 183
B 129	B 47	B 231	B 195

GREEN	LIME GREEN	GRAY 50	GRAY 60
#66C800	#B6F569	#717886	#5B616E
R 102	R 182	R 113	R 91
G 200	G 245	G 120	G 97
B 0	B 105	B 134	B 110

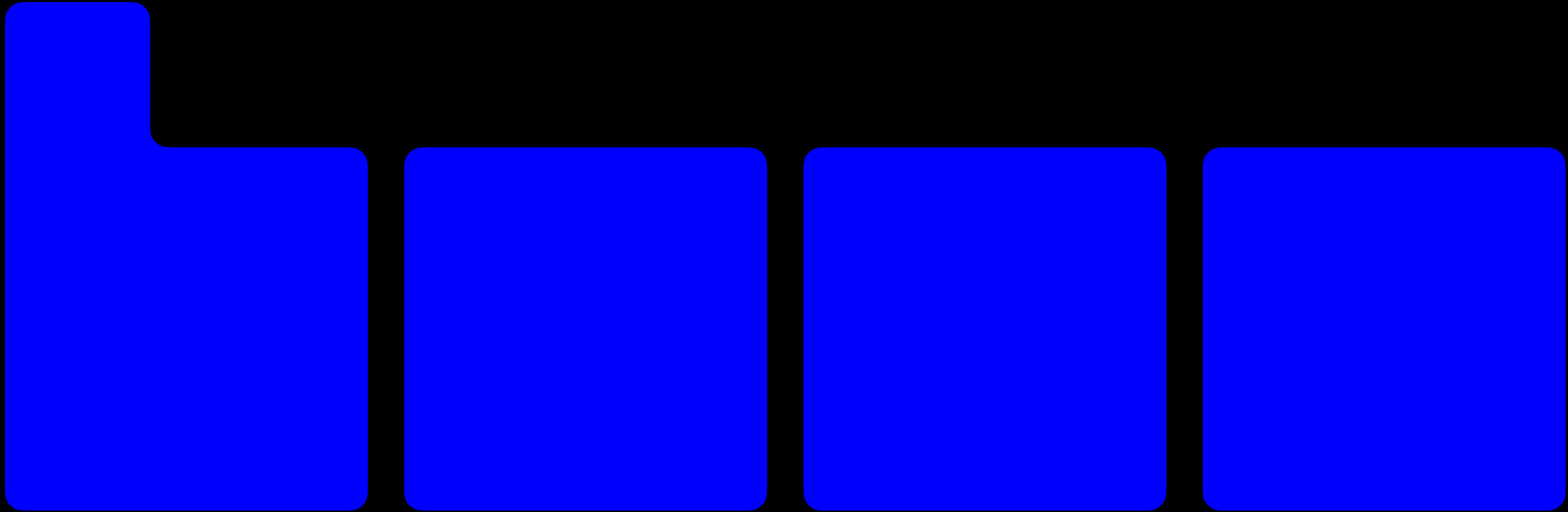| RED	PINK	GRAY 80	GRAY 100
#FC401F	#FEA8CD	#32353D	#0A0B0D
R 252	R 254	R 50	R 10
G 64	G 168	G 53	G 11
B 31	B 205	B 61	B 13

2　Color

Color Values
→ HEX, RGB

Provide hex and RGB for every swatch. Keep values locked. Do not interpolate between shades without brand team approval.

Thank you.

Questions?
Contact: nino.galluzzo@coinbase.com