BASE

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1 Introduction

Base is our “all in” commitment to an onchain future. We believe that the onchain ecosystem is the most important builder platform since the internet made going "online" possible. We also believe that an onchain internet should be open source, free to use, and globally available. In order to make it all work, we need all hands on deck, working together to scale in a secure, safe, easy-to-use way.

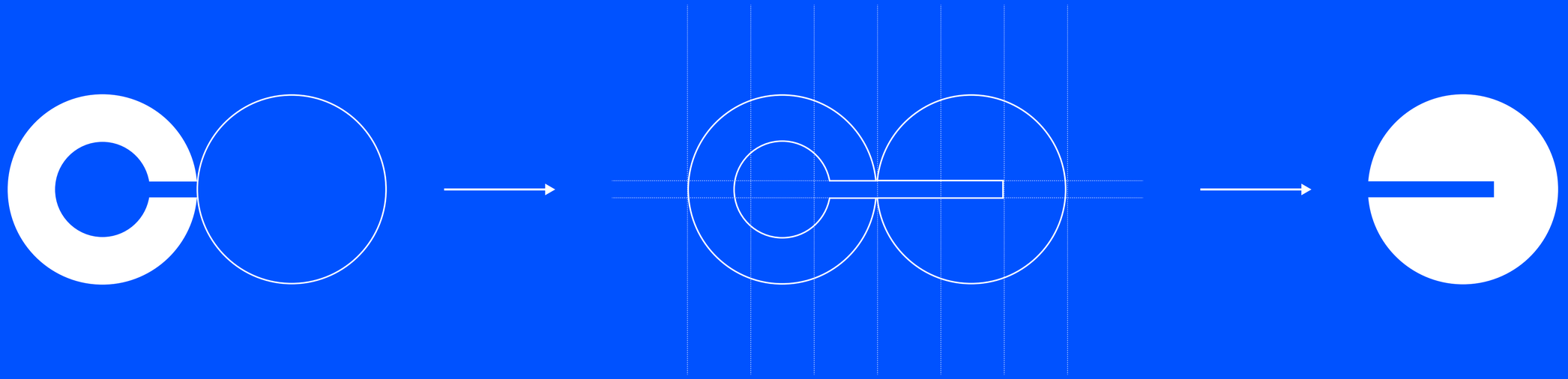
As our platform grows, we need to maintain visual consistency with this evolution. Our Base Brand Guidelines outline our standards for intentional growth. Internal teams and partners can use these guidelines to inform the design of Base.

2

Logo

Incubated by Coinbase, Base is integral to our master plan: create an open financial system that increases economic freedom globally, and the Base logo represents this foundation for the future. Drawing influence from the geometry of our Coinbase symbol, Base is unique in its own right while sharing the same ethos for a better financial future.

Logo



CONSISTENT GEOMETRY

A BASE, WITH COIN

Origin

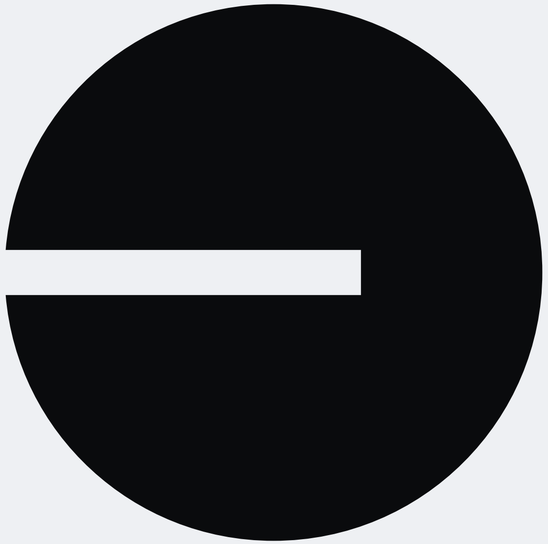
FOUNDATION FOR THE FUTURE

Primary Logo - Lockup

The Base lockup is the primary Base logo. It should be used as a stand-alone mark wherever possible. It should always appear in its original form as it is rendered here and never be recreated using a typeface for any reason.

Note: The Base primary lockup is **never** displayed in blue. See the color usage guidelines on the following pages.

Logo



Symbol

Base with Coin. The Base symbol draws direct influence from the Coinbase Symbol. It may be used as a stand-alone symbol or combined in a lockup with the wordmark (see following pages for usage). It should always appear in its original form as it is rendered here and never be recreated for any reason. The Base symbol represents a foundation for the future.

Logo

In-Product Icon

When the Base symbol is used in product, it requires a containing shape to safeguard the symbol and acts like an icon. Please note that the symbol inside the containing shape is a solid fill, not a knock out.

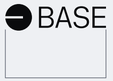
3d Gradient Logo

The gradient logo is an expressive tertiary mark specifically for social icons and limited (digital-only) marketing use.

Clear Space and Minimum Size - Primary Logo

To protect the Primary Logo from other visual elements, it must be surrounded by a minimum amount of clear space. No other graphic elements should encroach within this area. The spacing surrounding the Base primary logo is half the size of the symbol. Use the Primary Logo no smaller than a minimum size of 75px (digital) or 16mm (print).

Print: 16mm
Digital: 75px

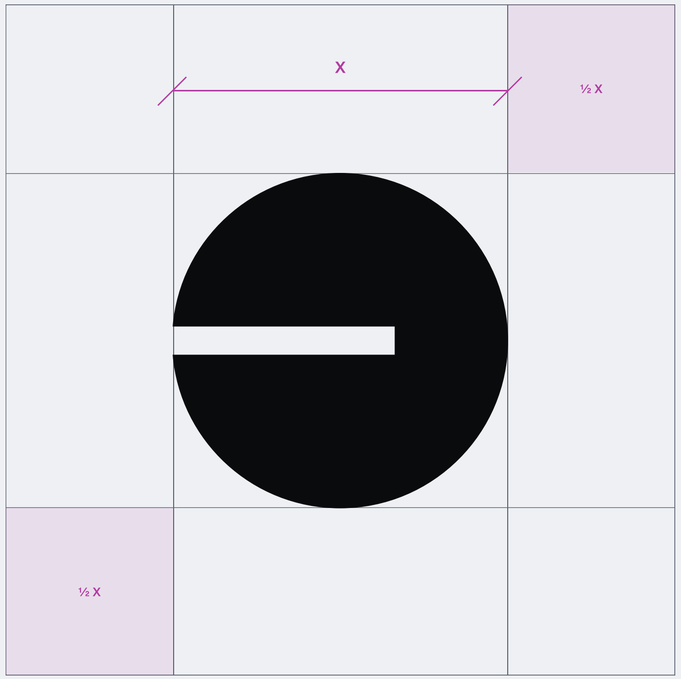


Primary Logo Minimum Size 75px

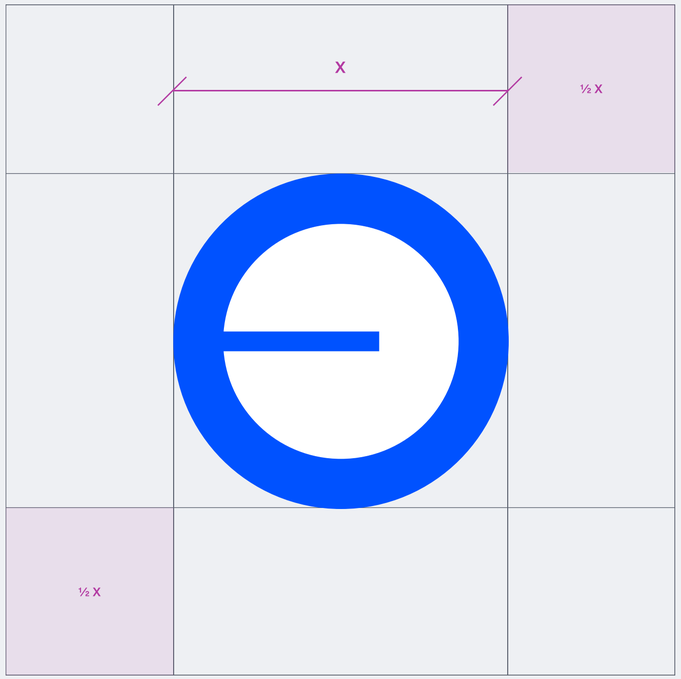
Clear Space and Minimum Size - Symbol

To protect the Base symbol from other visual elements, it must be surrounded by a minimum amount of clear space. No other graphic elements should encroach within this area. Measure ½ of the width of the symbol itself to define its clear space. Use the contained Base symbol at a minimum size of 34px (digital) or 6mm (print). The symbol is not to be used as a favicon.

Print: 6mm
Digital: 34px



Primary Symbol
Minimum Size
34px



Clear Space and Minimum Size — In-Product Icon

To protect the in-product icon from other visual elements, it must be surrounded by a minimum amount of clear space. No other graphic elements should encroach within this area. Measure ½ of the width of the symbol itself to define its clear space.

Use the in-product icon at a minimum size of 34px (digital) or 6mm (print). The Favicon Symbol is designed for increased legibility at smaller sizes. Only use the Favicon Symbol in digital environments for anything below 34px and at a minimum of 24px.

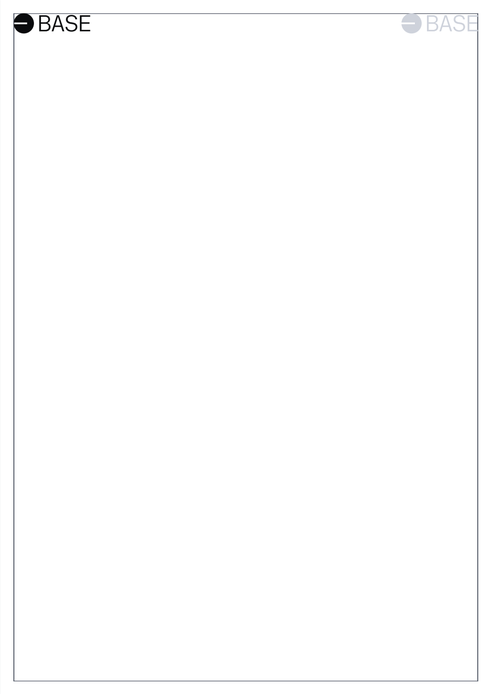
Print: 6mm
Digital: 34px
Favicon: 24px

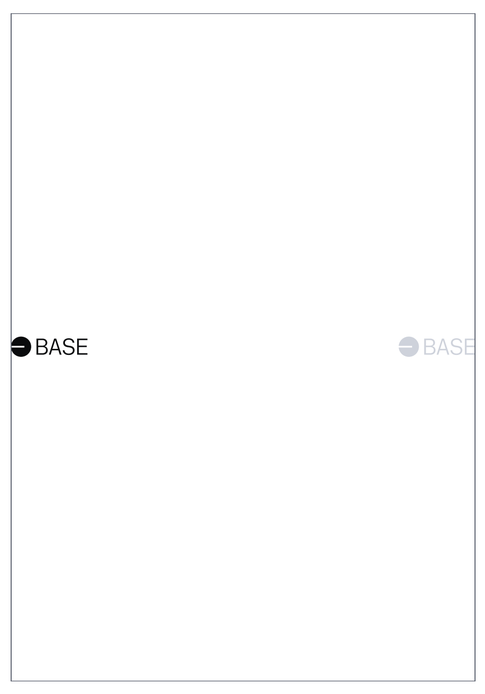
Icon
Minimum Size
34px

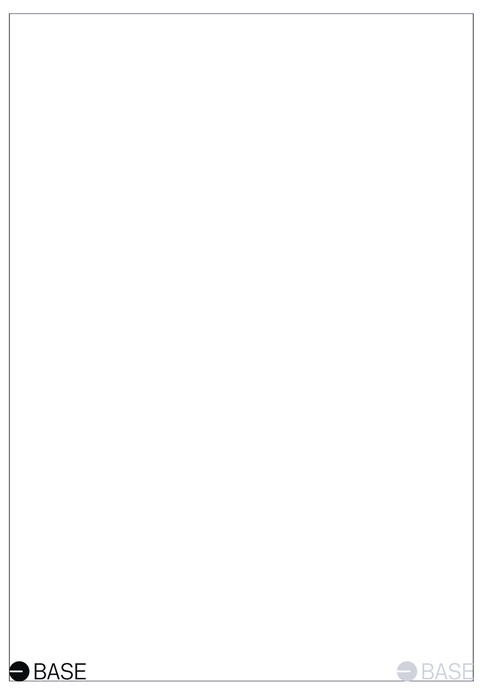
Icon
Minimum Size
24px

Positioning - Primary Logo

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 asymetrical negative space.



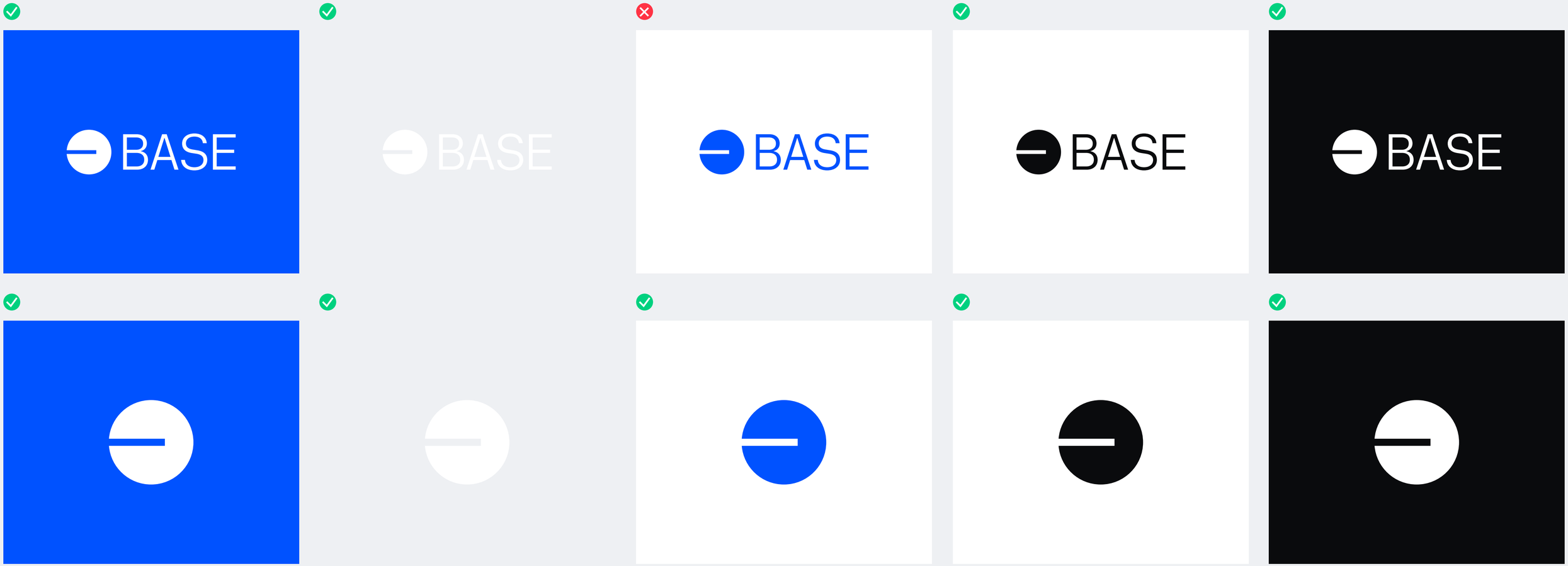




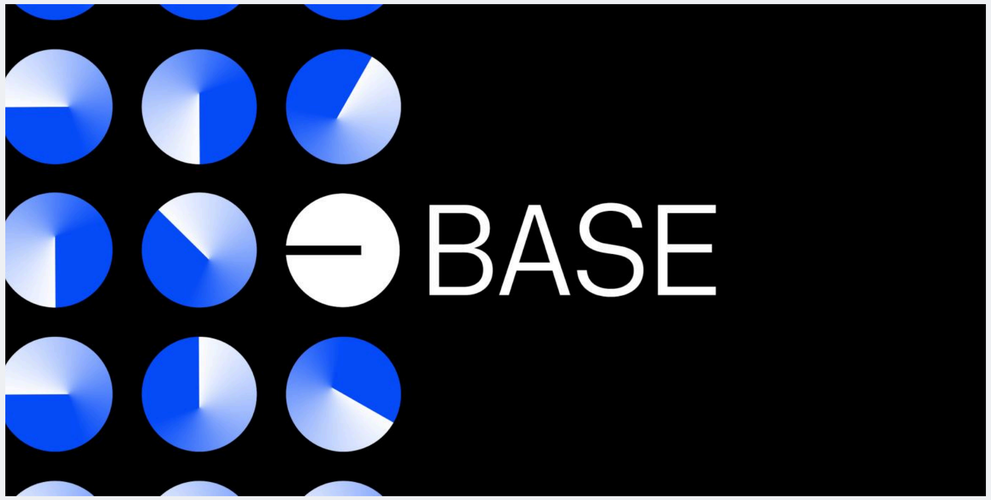
Logo

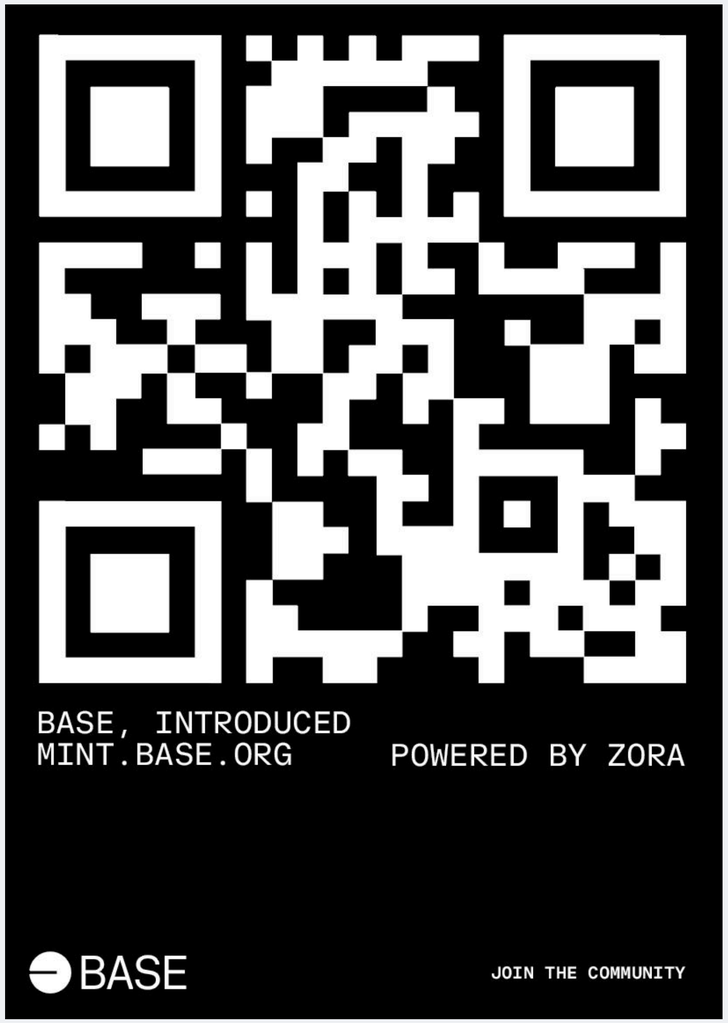
Color Usage

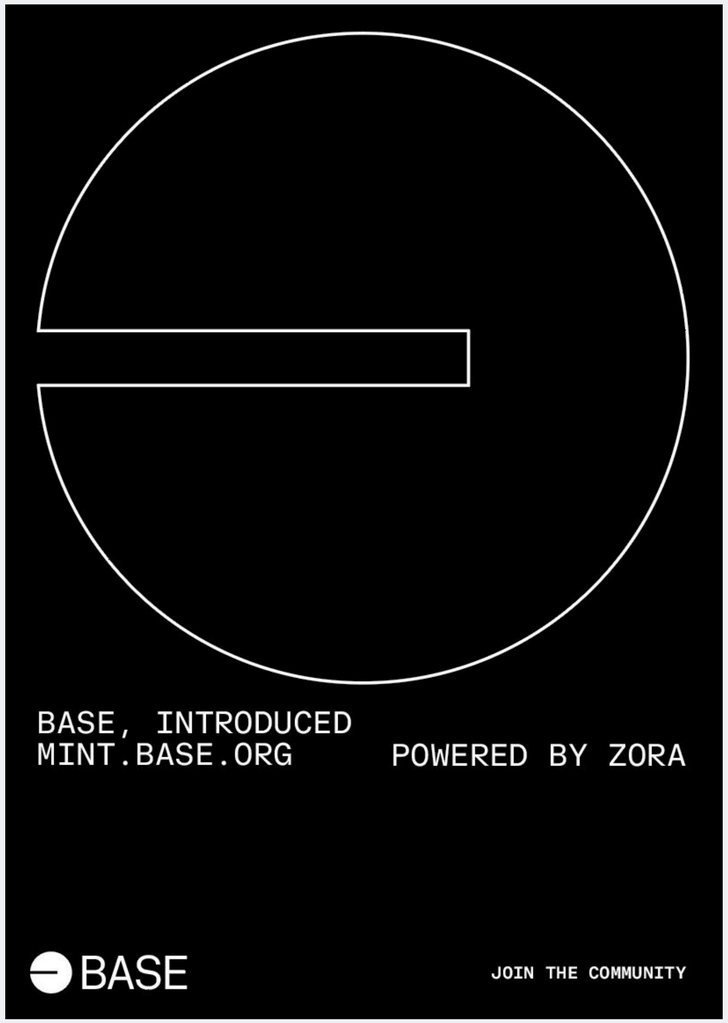
The logo is only displayed in black and white, while the symbol can be used in blue.



BASE

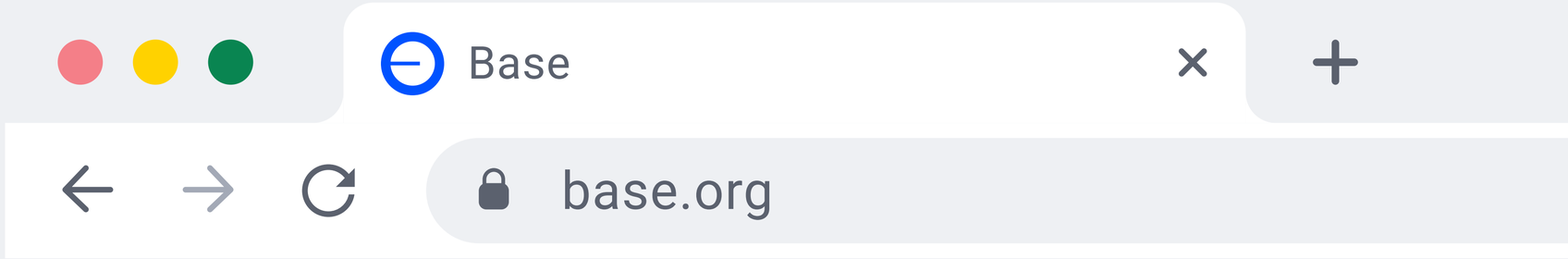

BASE

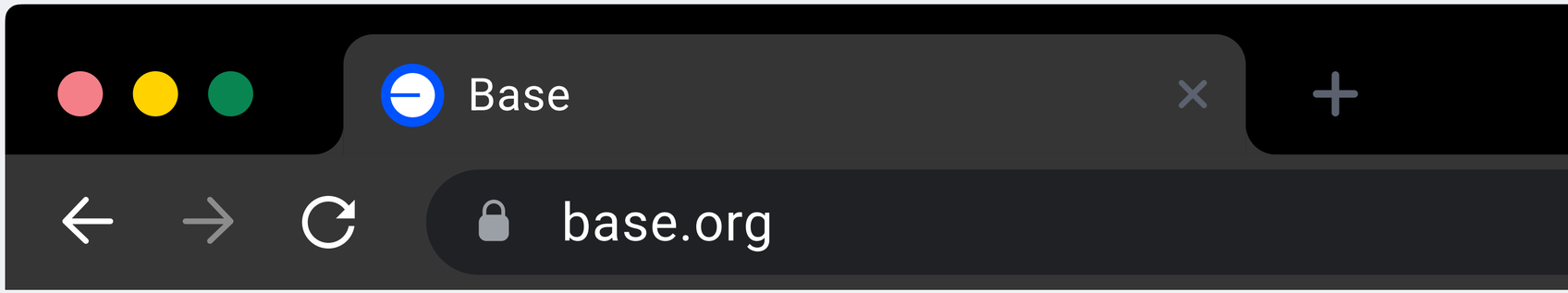

BASE, INTRODUCED
MINT.BASE.ORG
POWERED BY ZORA
BASE
JOIN THE COMMUNITY


BASE, INTRODUCED
MINT.BASE.ORG
POWERED BY ZORA
BASE
JOIN THE COMMUNITY

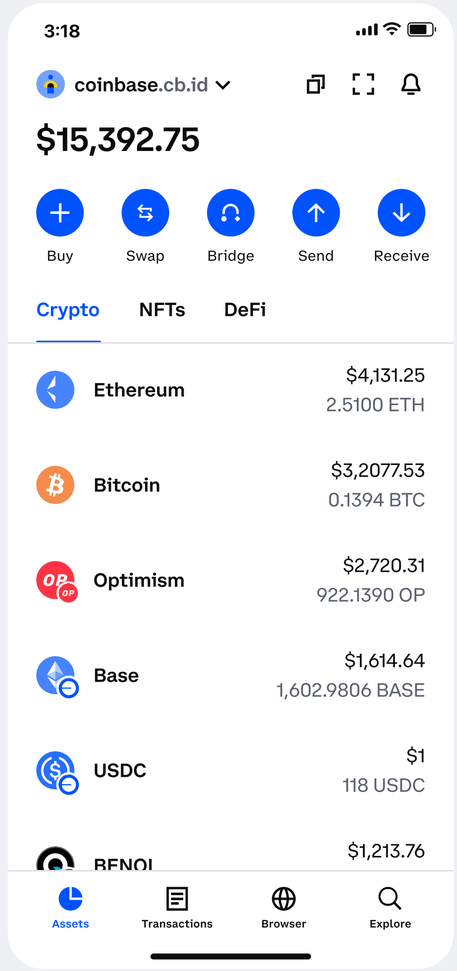
Application - Favicon

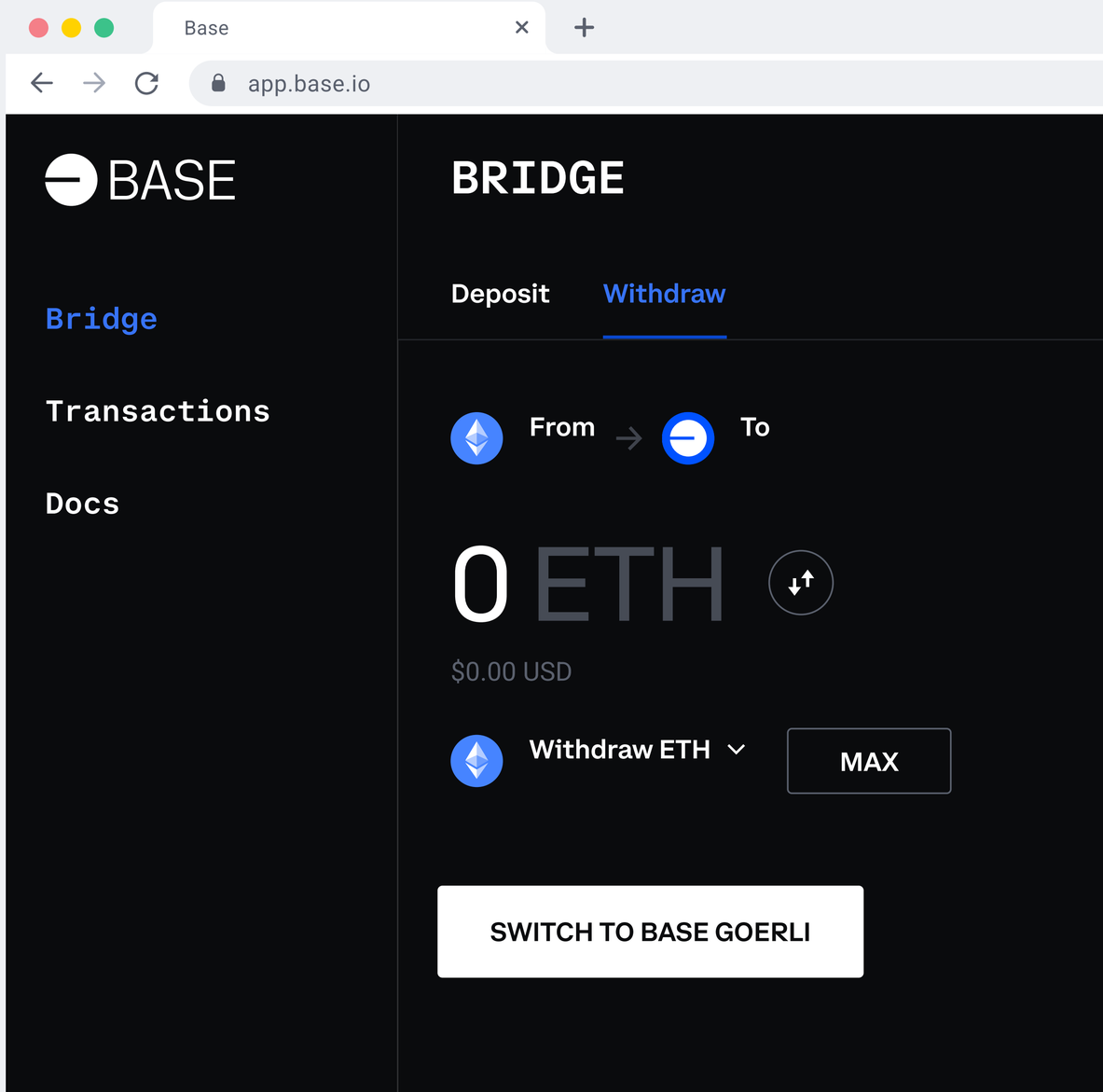
Use the blue in-product icon for consistent visibility in both light and dark modes.



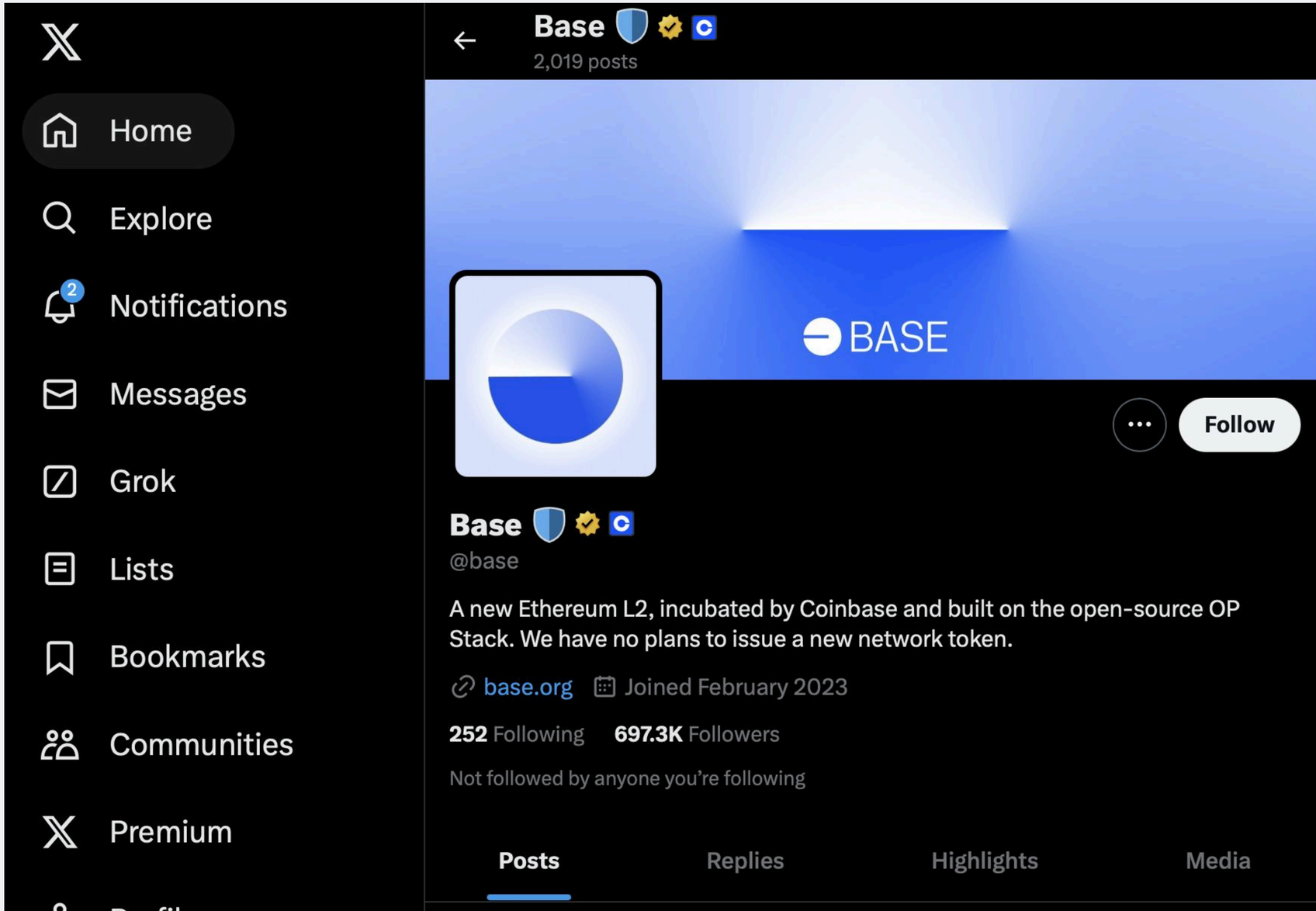


Base $1,614.64 1,602.9806 BASE





↑ NFT Profile
Use the 3D gradient logo only



3 Color

Base is an easy way for decentralized apps to leverage Coinbase’s products and distribution. Because of this direct association, the Base color palette is one shared with Coinbase. Anchoring Base in bright blue and white with a black accent, an additional angular gradient gives Base a distinctive identity within the Coinbase ecosystem.

Palette

The Base palette is anchored by a bright blue, white, and black 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.

Primary

Black
PMS: Black C
CMYK: 0 , 0 , 0 , 100
RGB: 10 , 11 , 13
HEX: #0A0B0D

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

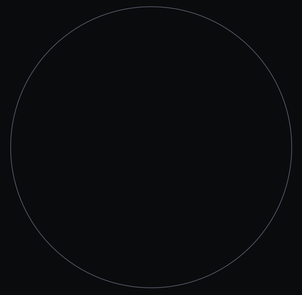
Base Blue
PMS: 2387 C
CMYK: 91 , 60 , 0 , 0
RGB: 0 , 82 , 255
HEX: #0052FF <> #FFFFFF

Color（Dark Mode）

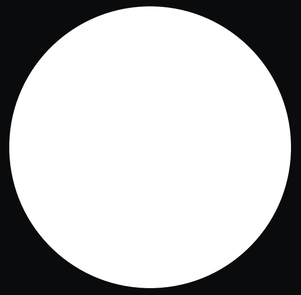
Palette

The Base palette is anchored by a bright blue, white, and black 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.

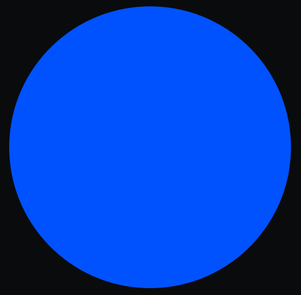
Primary



Black
PMS: Black C
CMYK: 0 , 0 , 0 , 100
RGB: 10 , 11 , 13
HEX: #0A0B0D



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

4 Typography

Base is built to be the onchain home for Coinbase products, users, and assets, as well as an open ecosystem where anyone can build for them. This mutual, symbiotic relationship is bridged by a shared typographic language to ensure a trusted, cohesive aesthetic to clearly guide people along their journey.

For access to Coinbase Sans, reach out to anna.gatewood@coinbase.com.

Primary Typeface - Coinbase Sans

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.

Abc

Coinbase Sans

Typography

Weights & Styles

Out of Coinbase Sans family, Base uses Display and Mono. Display is used primarily for body copy, while headlines are set in Mono.

Text	Sans	Display	Mono
Extra Light	Extra Light	Extra Light	Extra Light
Light	Light	Light	Light
Regular	Regular	Regular	Regular
Medium	**Medium**	**Medium**	**Medium**
Bold	**Bold**	**Bold**	**Bold**

Typesetting - Headlines

Keep headlines consistent with the use of Coinbase Mono in ALL CAPS. Use Regular for large headlines greater than 48px and Medium for headlines less than 48px. Both weights have a tracking amount of 90%.

BUILD
WITH
BASE

↑ Large Headlines
Mono - Regular;
90% Leading;
0% Tracking

BUILD
WITH
BASE

↑ Small Headlines
Mono - Medium;
90% Leading;
0% Tracking

Typesetting - Subheadlines

Subheads are set in Coinbase Display - Regular with 100% leading and 0% tracking.

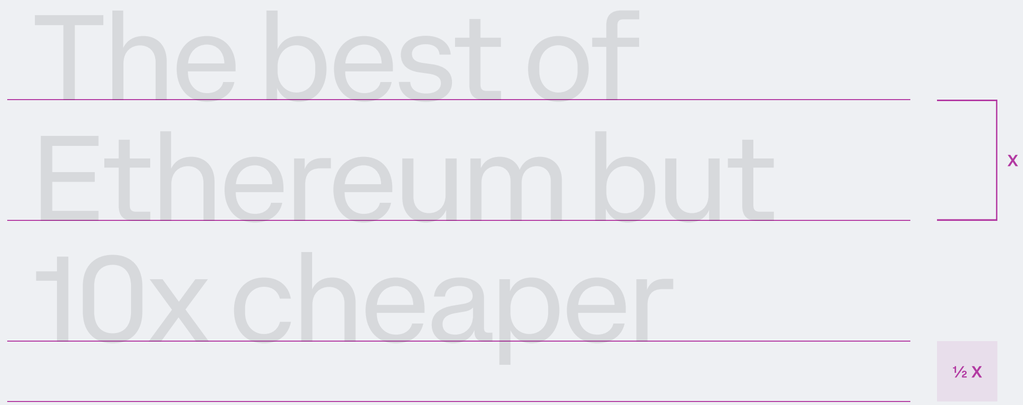
The best of Ethereum but 10x cheaper

↑ All Subheadlines
Coinbase Display - Regular;
100% Leading;
0% Tracking

Typesetting - Body Copy

Body copy is set in Coinbase Display - Regular and is always sentence case. Leading is 135%, regardless of being paired with a headline or subhead. Line length should be kept between 45 – 90 characters.

↑ Headline and Body Copy
135% Leading;
0% Tracking;
Headline Space-After amount of ½ of the headline leading.



↑ Subheadline and Body Copy
135% Leading;
0% Tracking;
Headline Space-After amount of ½ of the headline leading.

Thanks.