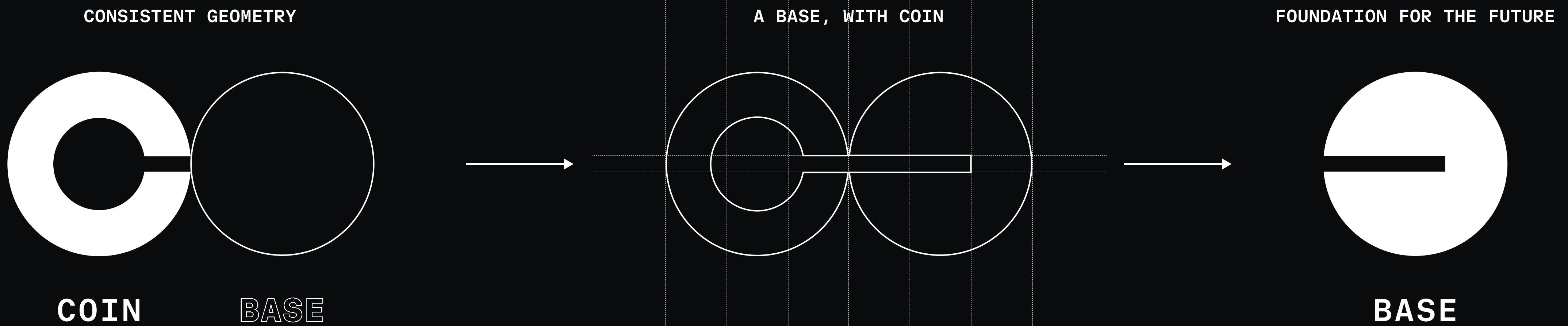
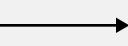




1

Logo

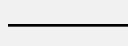
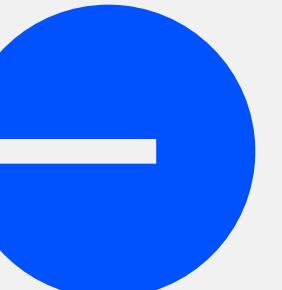


Wordmark

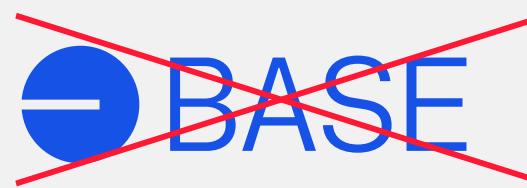
#FFFFFF



#000000

Symbol

#0052FF

**Wordmark Do Not**

Do not use blue version of the full wordmark lockup



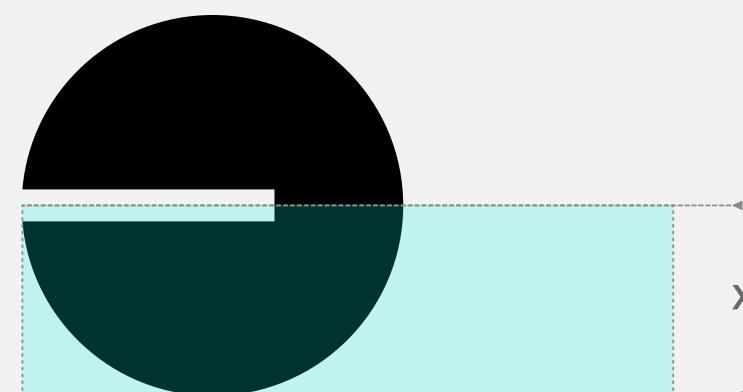
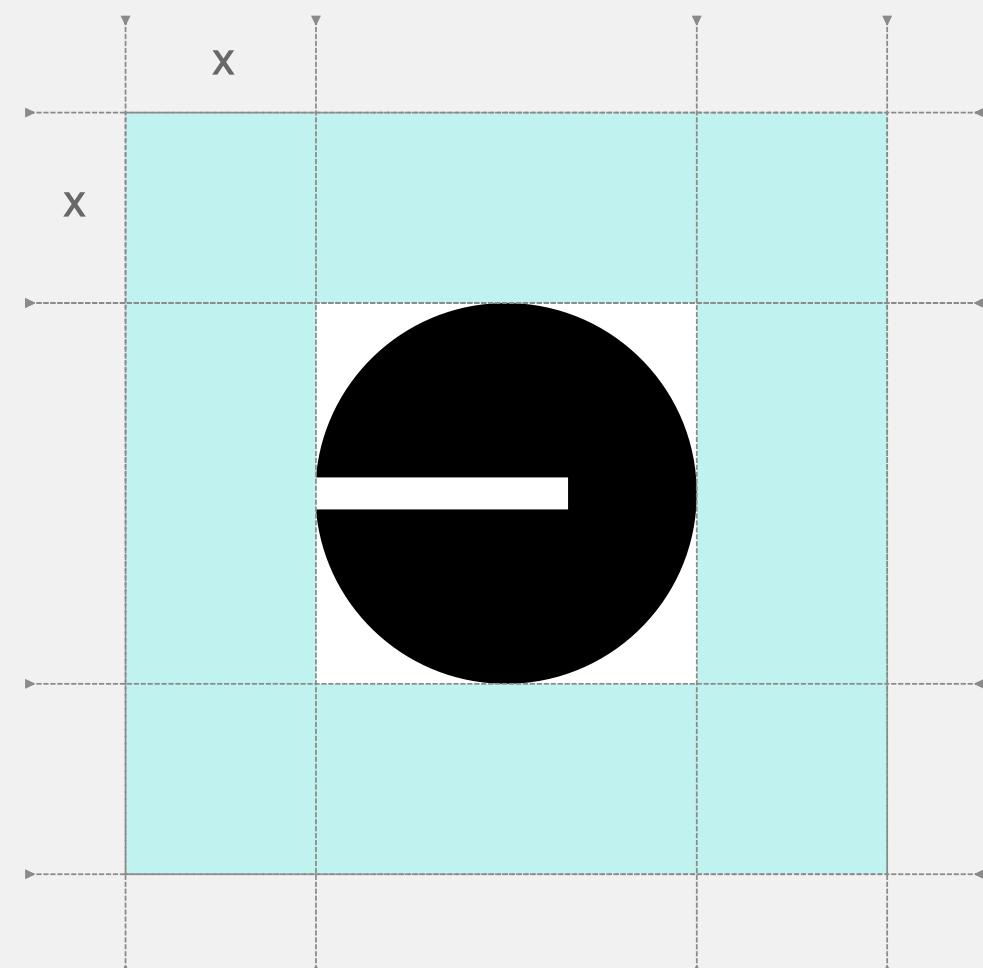
Do not create customized wordmark or different weight of the wordmark



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

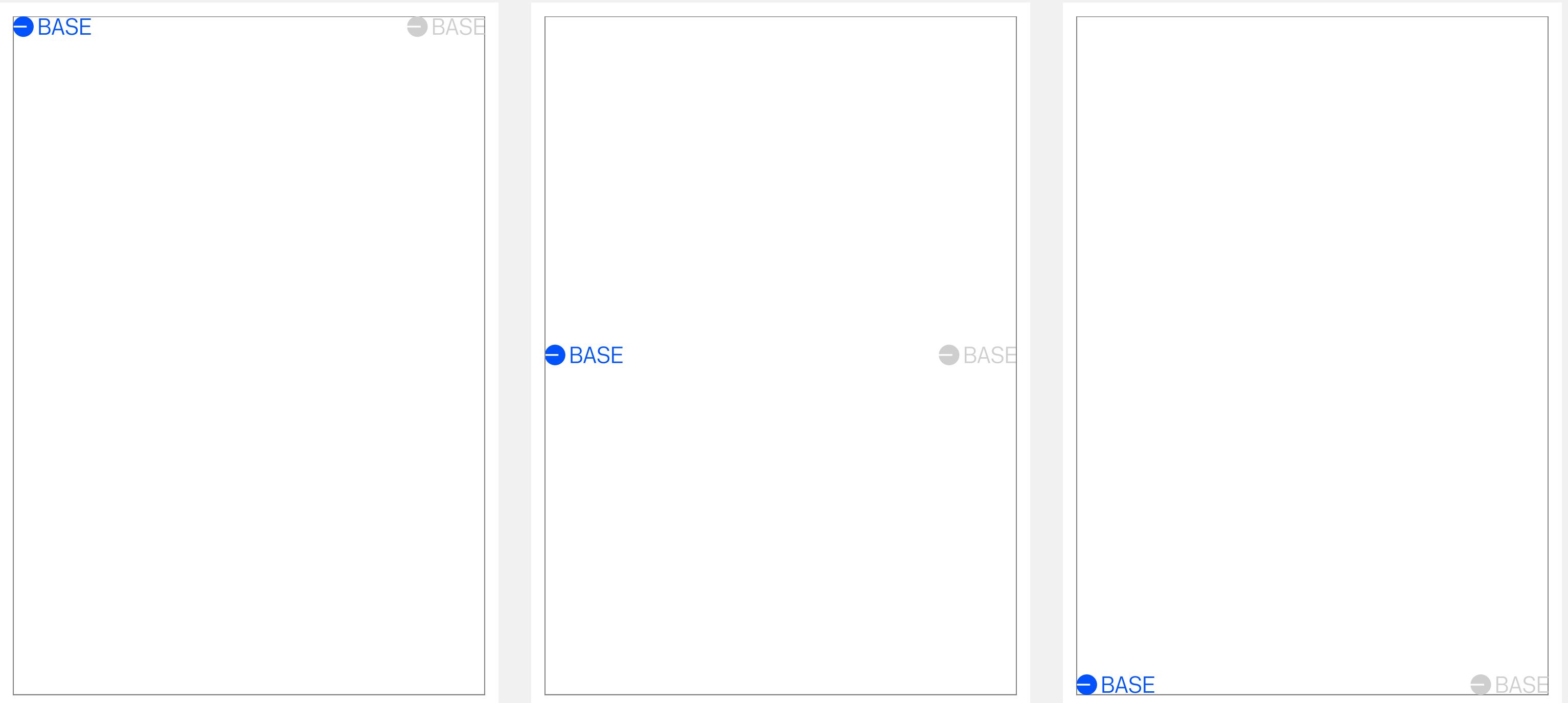
The logo and the icon's padding is equal to half the height of the icon (marked as x in the diagram).

Padding



Base Brand Guidelines 1.0

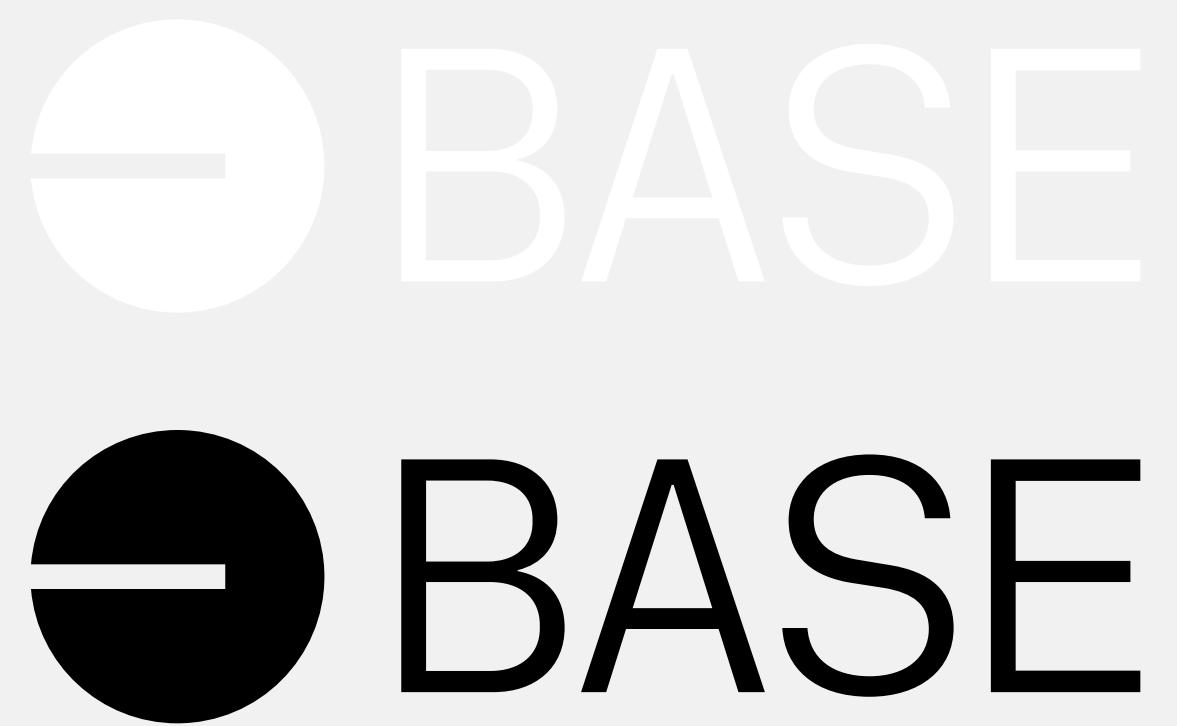
Logo – Lockups



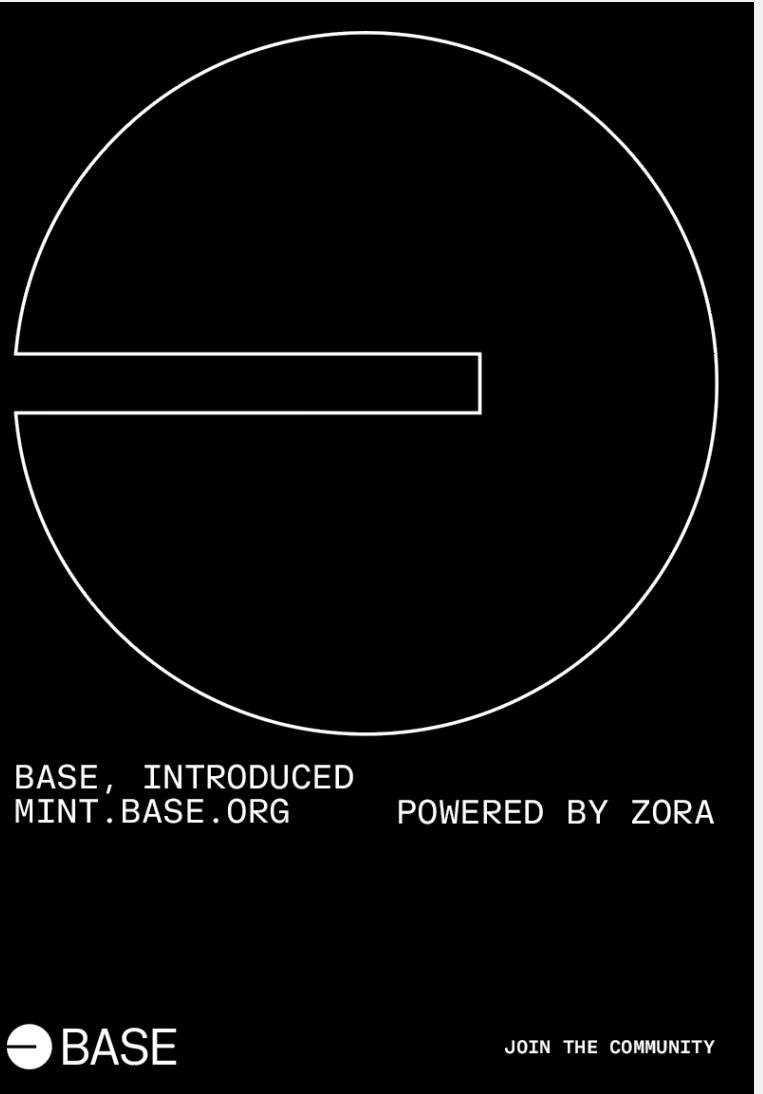
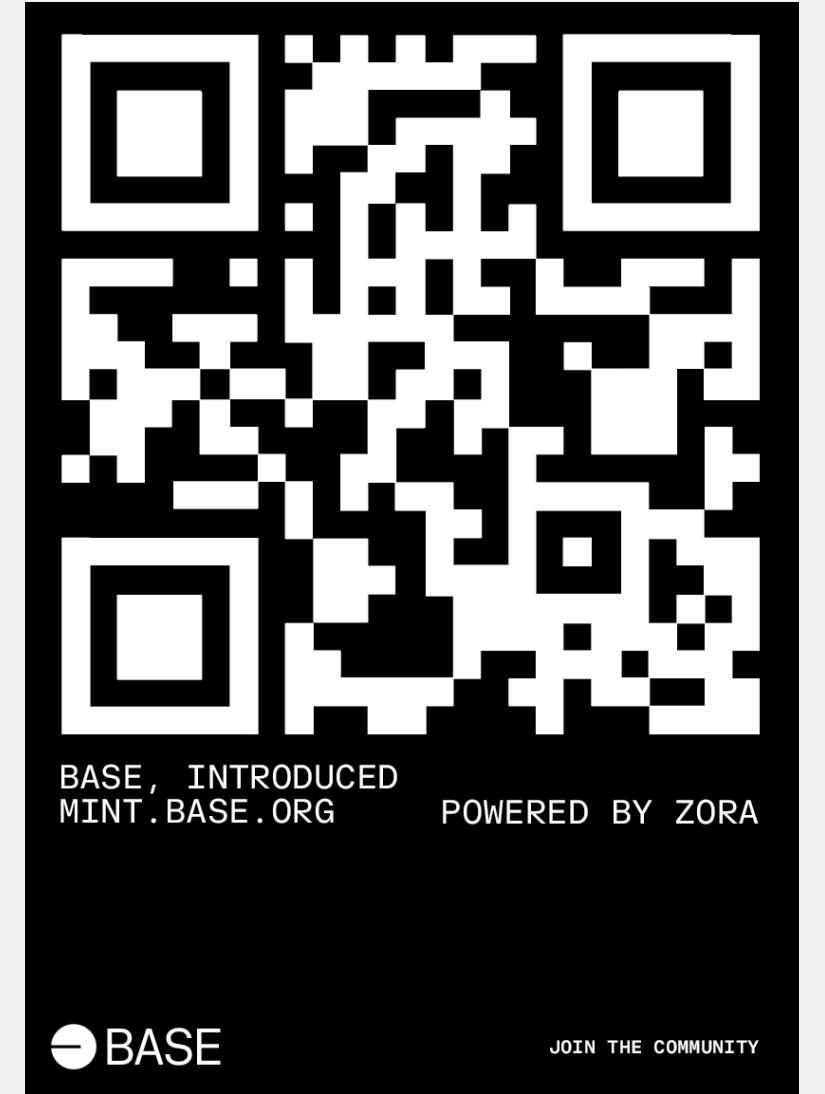
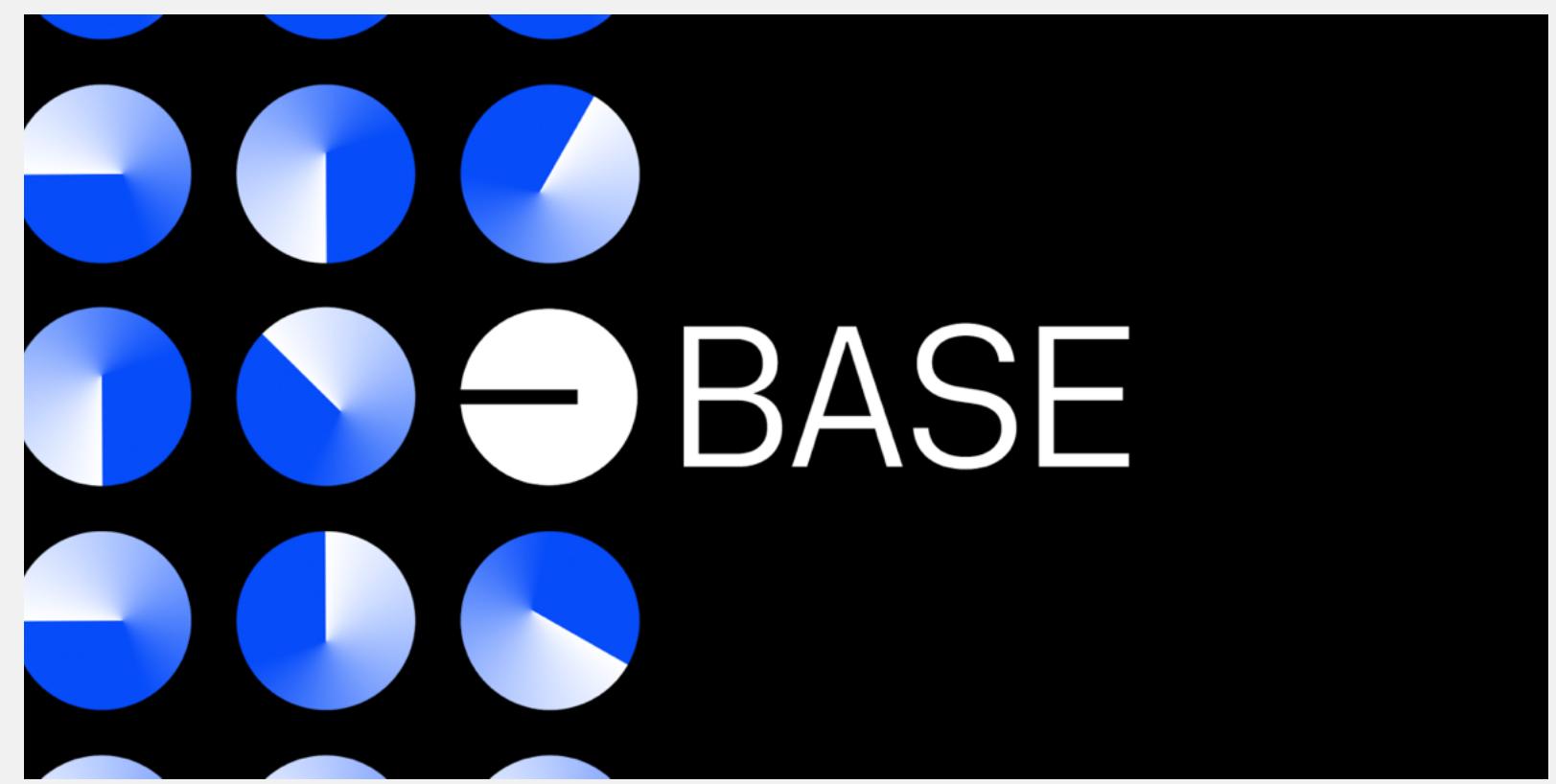
Logo Positioning – Wordmark

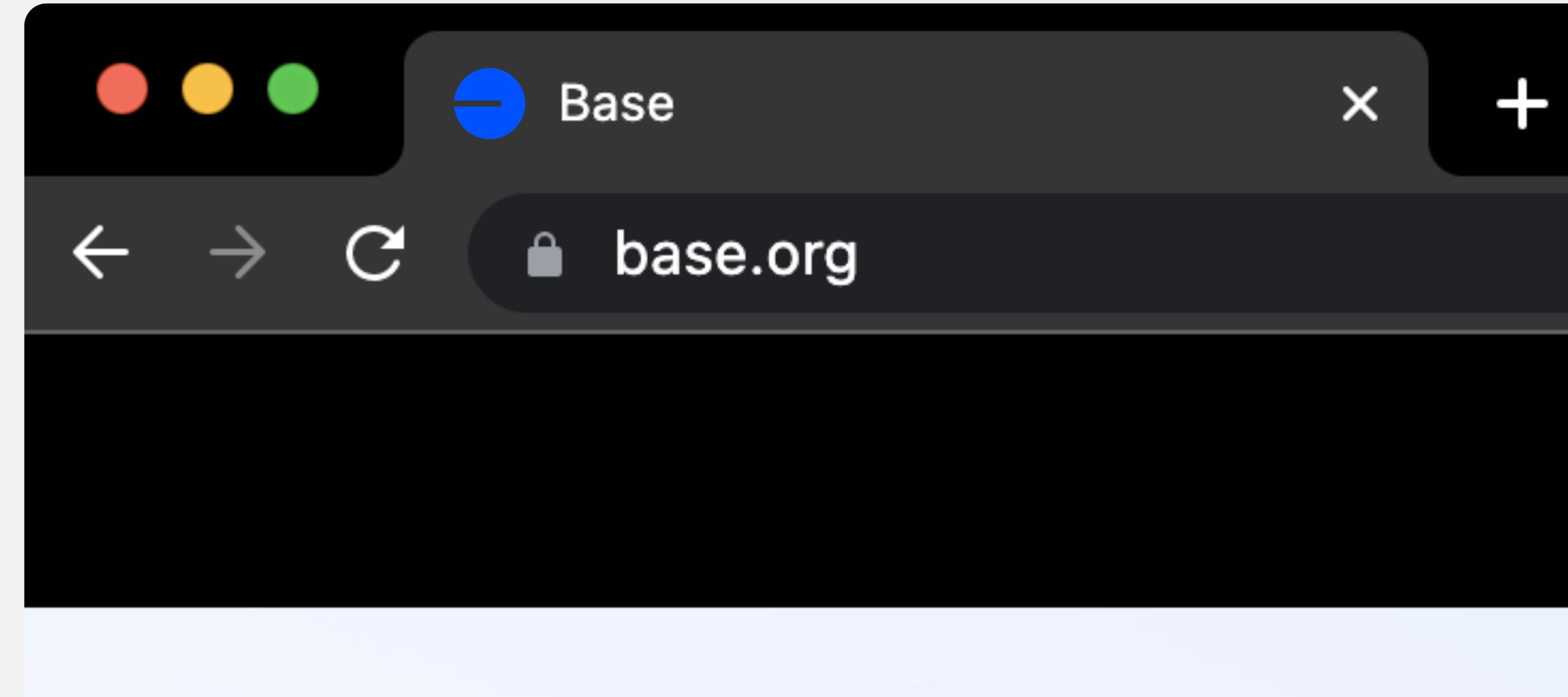
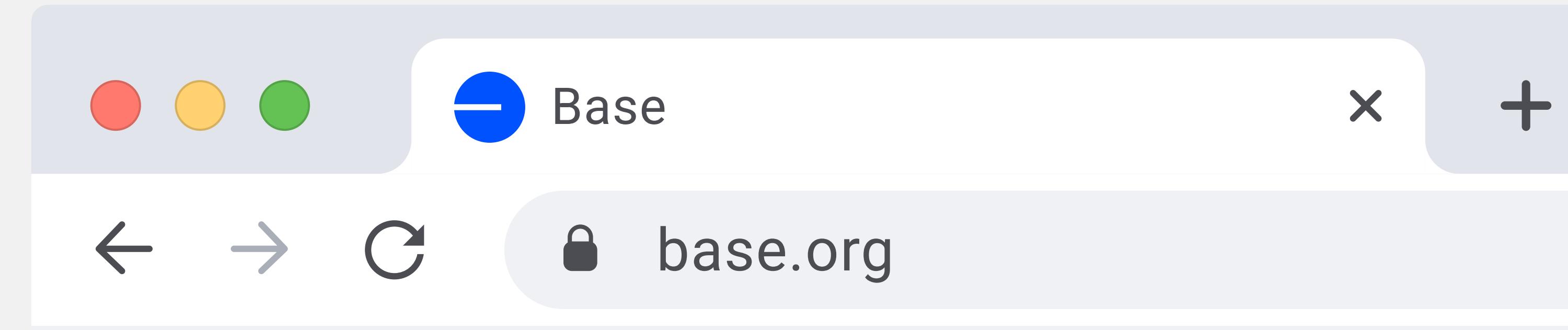
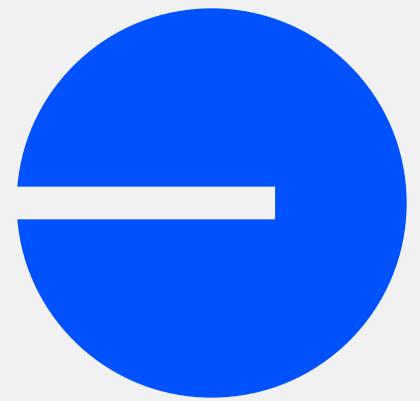
The Primary Logo can be positioned in the top left/right, middle left/right, and bottom left or right. This applies to formats of all kinds including portrait, landscape, or square (in both print and digital). Create engaging compositions by using the logo in a position which creates natural hierarchy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

Wordmark



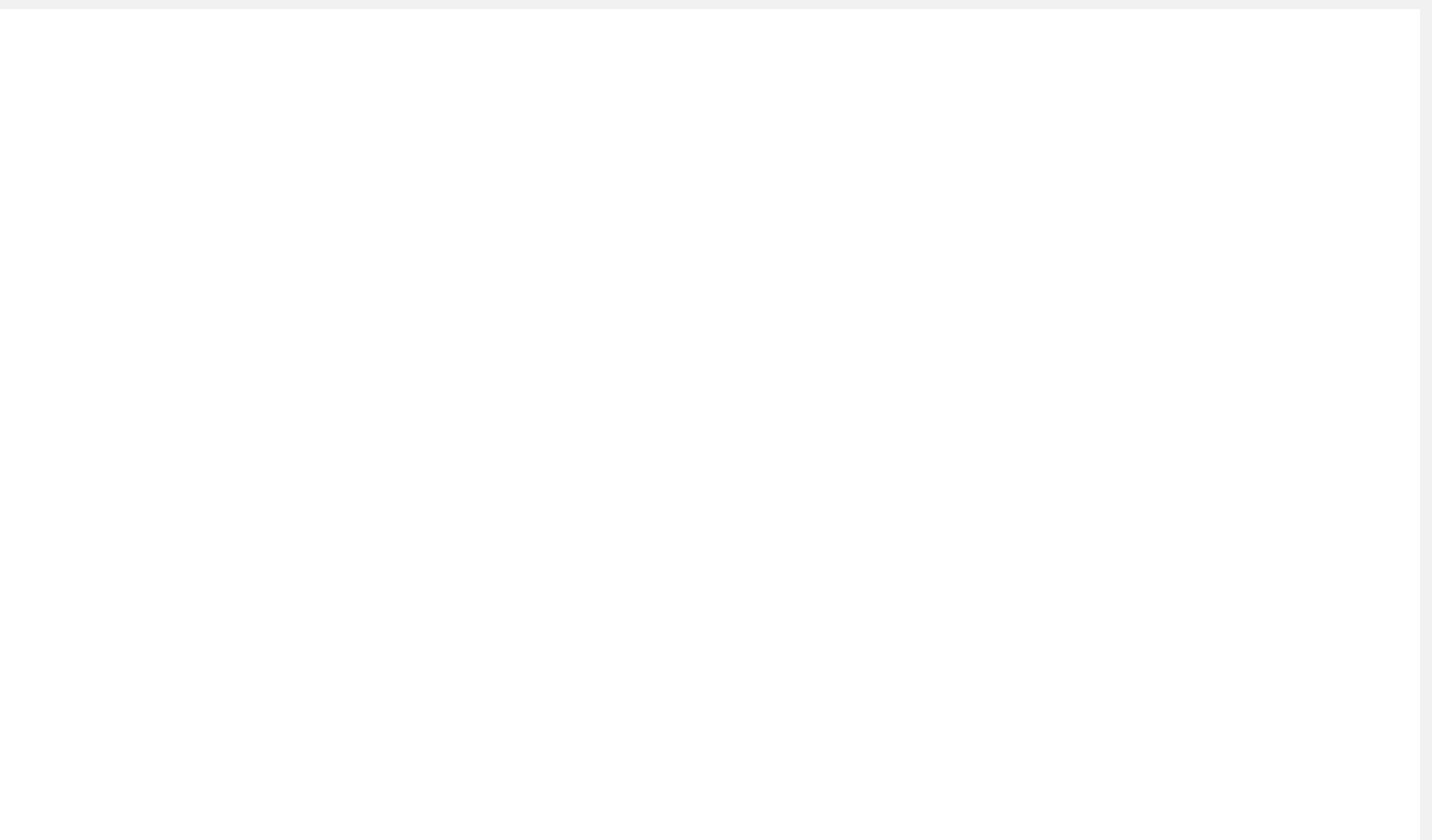
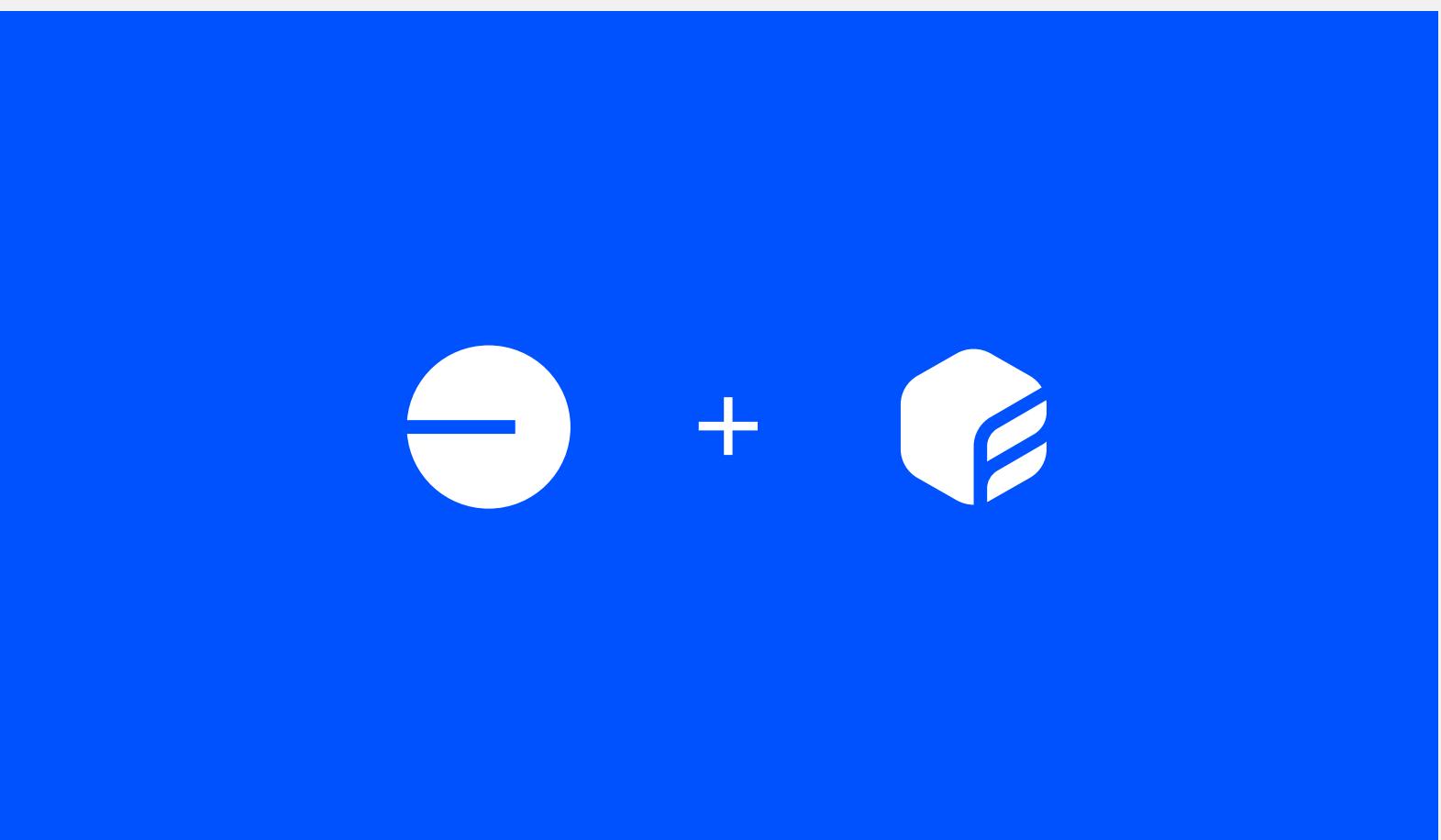
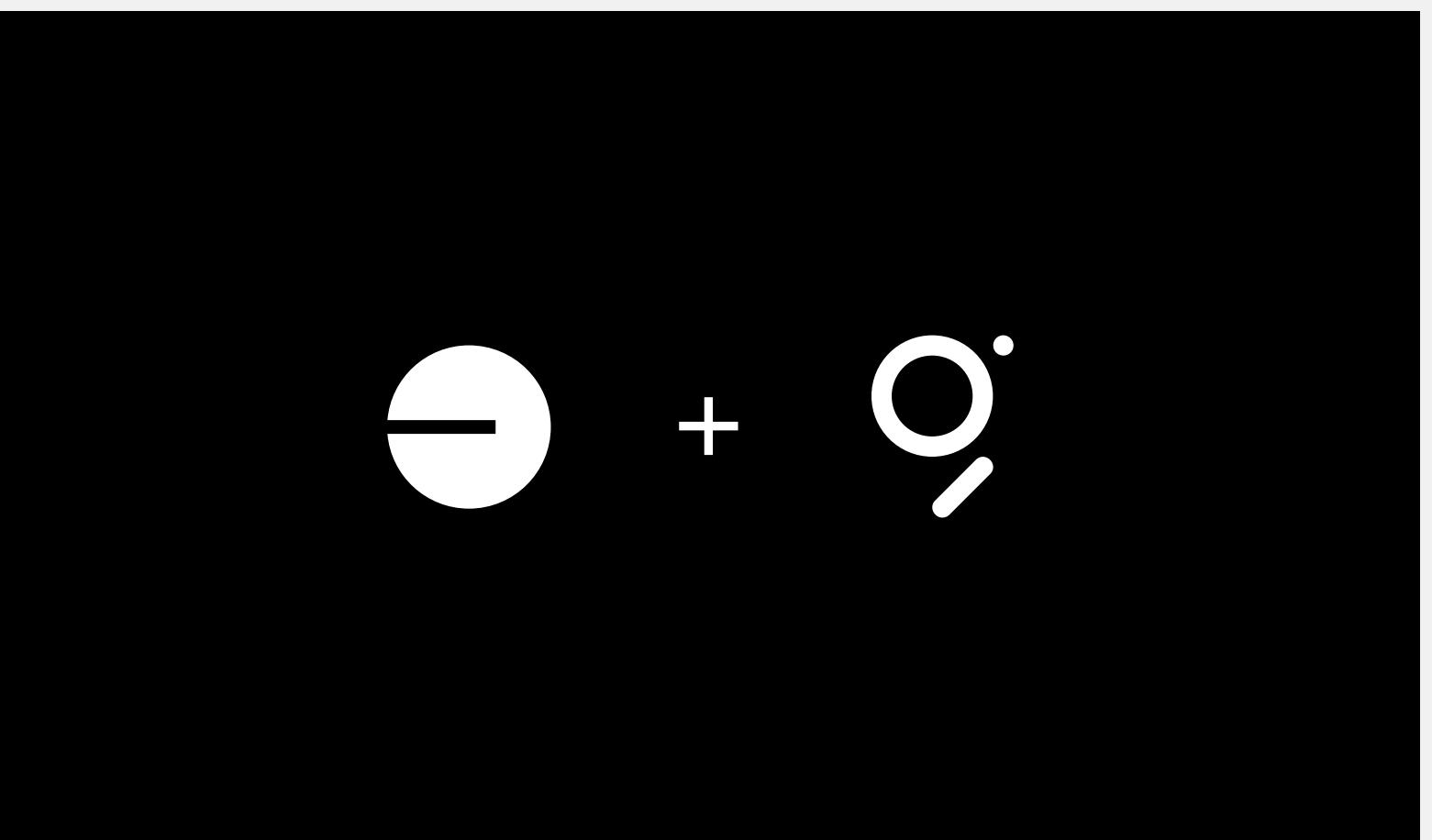
Do not use



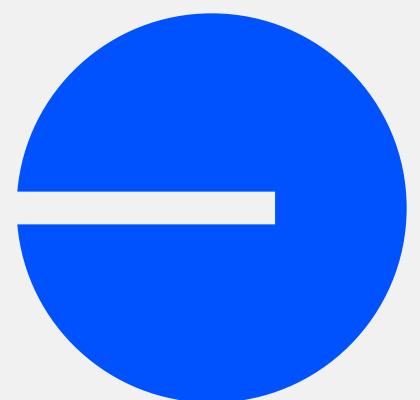
Symbol Only

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

Partnerships



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

Profile Picture

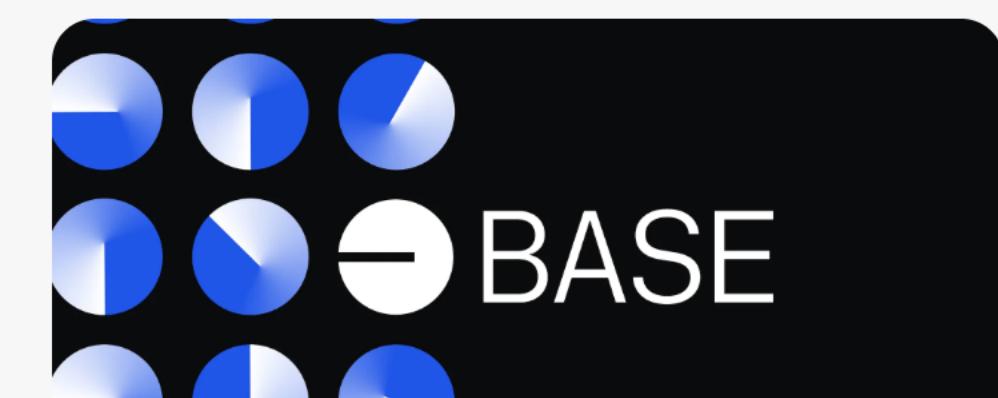
A screenshot of a website featuring the Base logo lockup in a circular profile picture position. The logo consists of a blue circle with a white horizontal bar. Below the profile picture, the word "Base" is written in a bold, black, sans-serif font. To the right of "Base" is a small, light gray circular icon containing the text "0xa597". Below "Base" is a paragraph of text: "An Ethereum L2, incubated by Coinbase and built on the open-source OP Stack. We have no plans to issue a new network token." At the bottom of the screenshot, there are two tabs: "Entries" (which is highlighted in blue) and "Collection".

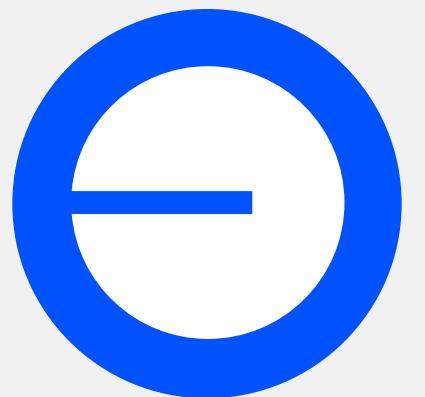
Subscribe to Base

Receive new entries directly to your inbox.

Enter email address

Subscribe



In-Product Icon

Coinbase Wallet

3:18

coinbase.cb.id

\$15,392.75

Buy Swap Bridge Send Receive

Crypto NFTs DeFi

Coin	Balance
Ethereum	\$4,131.25 3.3461 ETH
Bitcoin	\$3,2077.53 0.1906 BTC
Optimism	\$2,720.31 2,641.0777 OP
USDC	\$1 118 USDC
Base	\$1,423.87 1,602.9806 BASE
BNB	\$1,213.76

Assets Transactions Browser Explore

Bridge

Transactions

Docs

0 ETH

\$0.00 USD

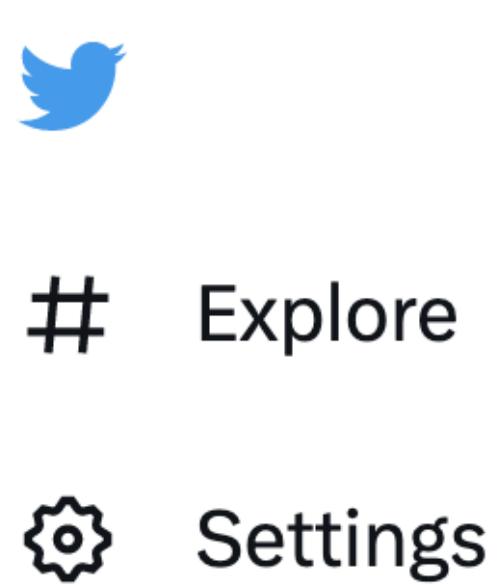
Withdraw ETH MAX

SWITCH TO BASE GOERLI

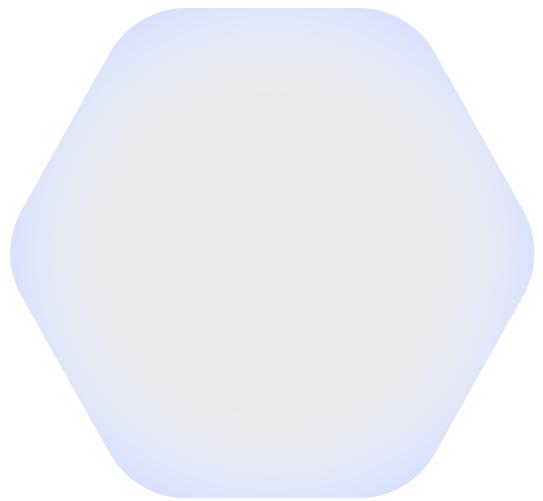
NFT Profile (Hexagon)



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



← **Base** ✅
122 Tweets



Follow

Base ✅
@BuildOnBase

A new Ethereum L2, incubated by Coinbase and built on the open-source OP Stack. We have no plans to issue a new network token.

base.org Joined February 2023

1 Following 121.7K Followers

Tweets

Replies

Media

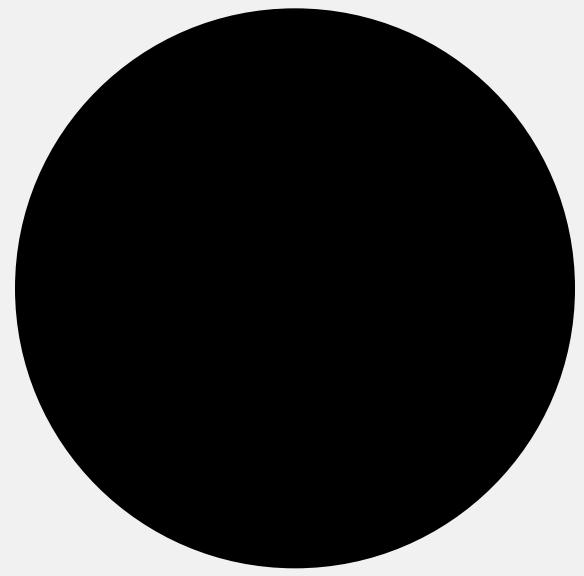
Likes

Pinned Tweet

3

Color

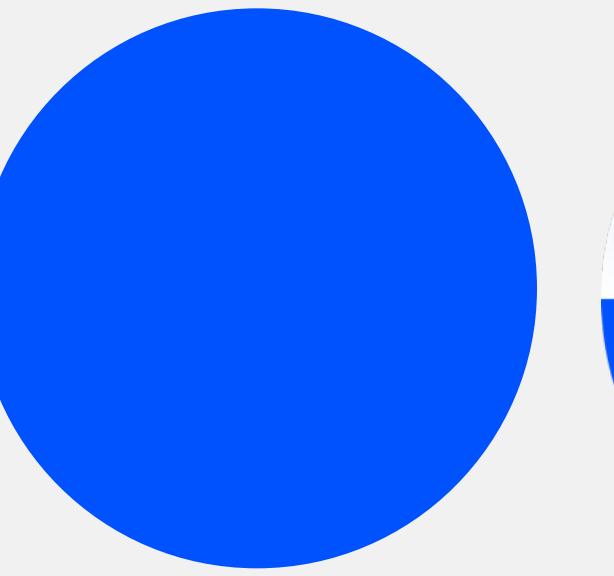
Color



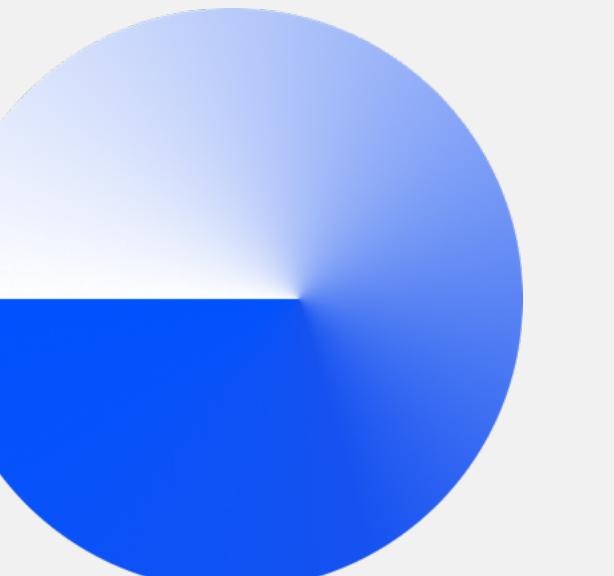
Black
PMS: Black C
CMYK: 0, 0, 0, 100
RGB: 10, 11, 13
HEX: #000000



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



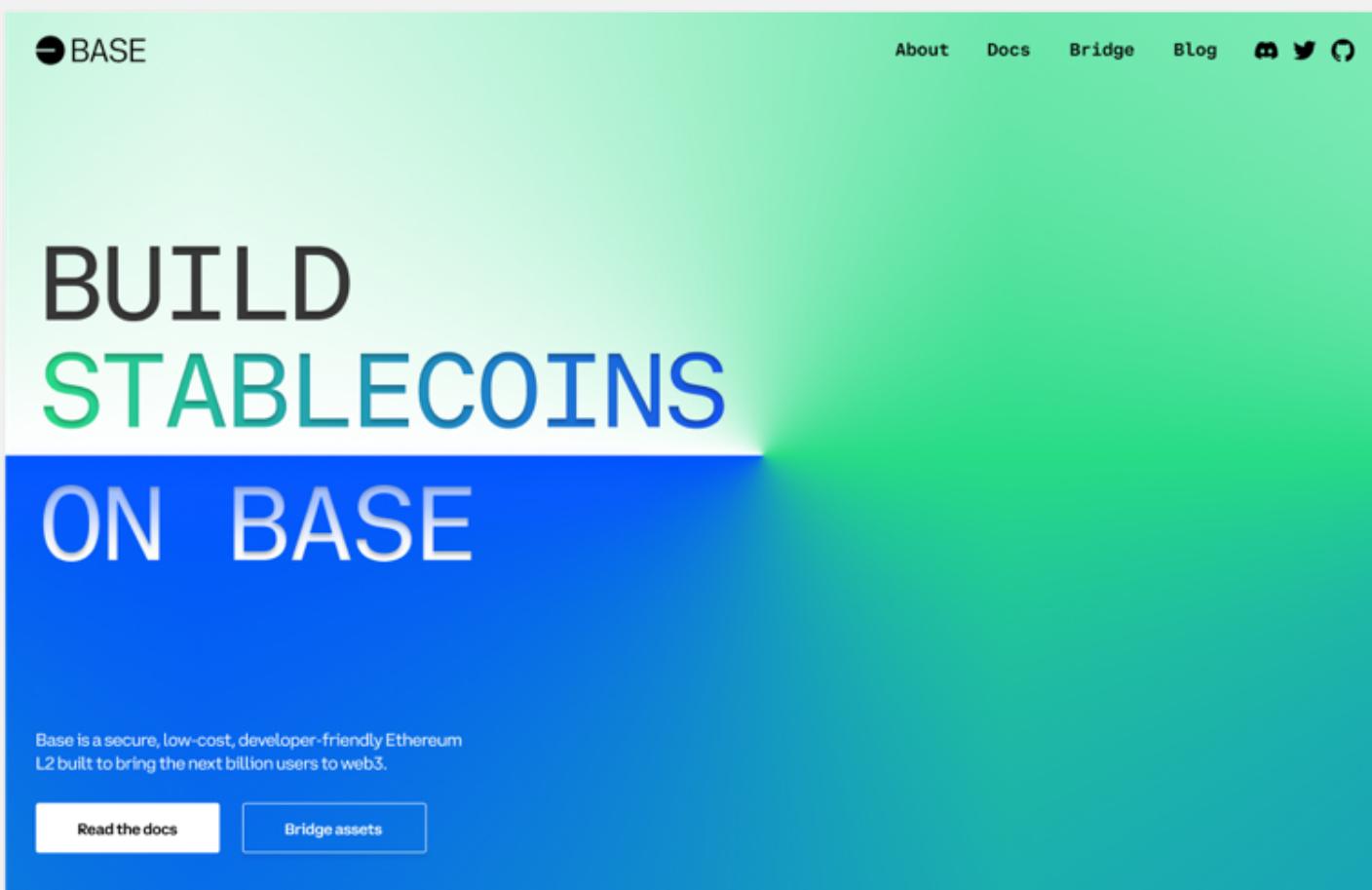
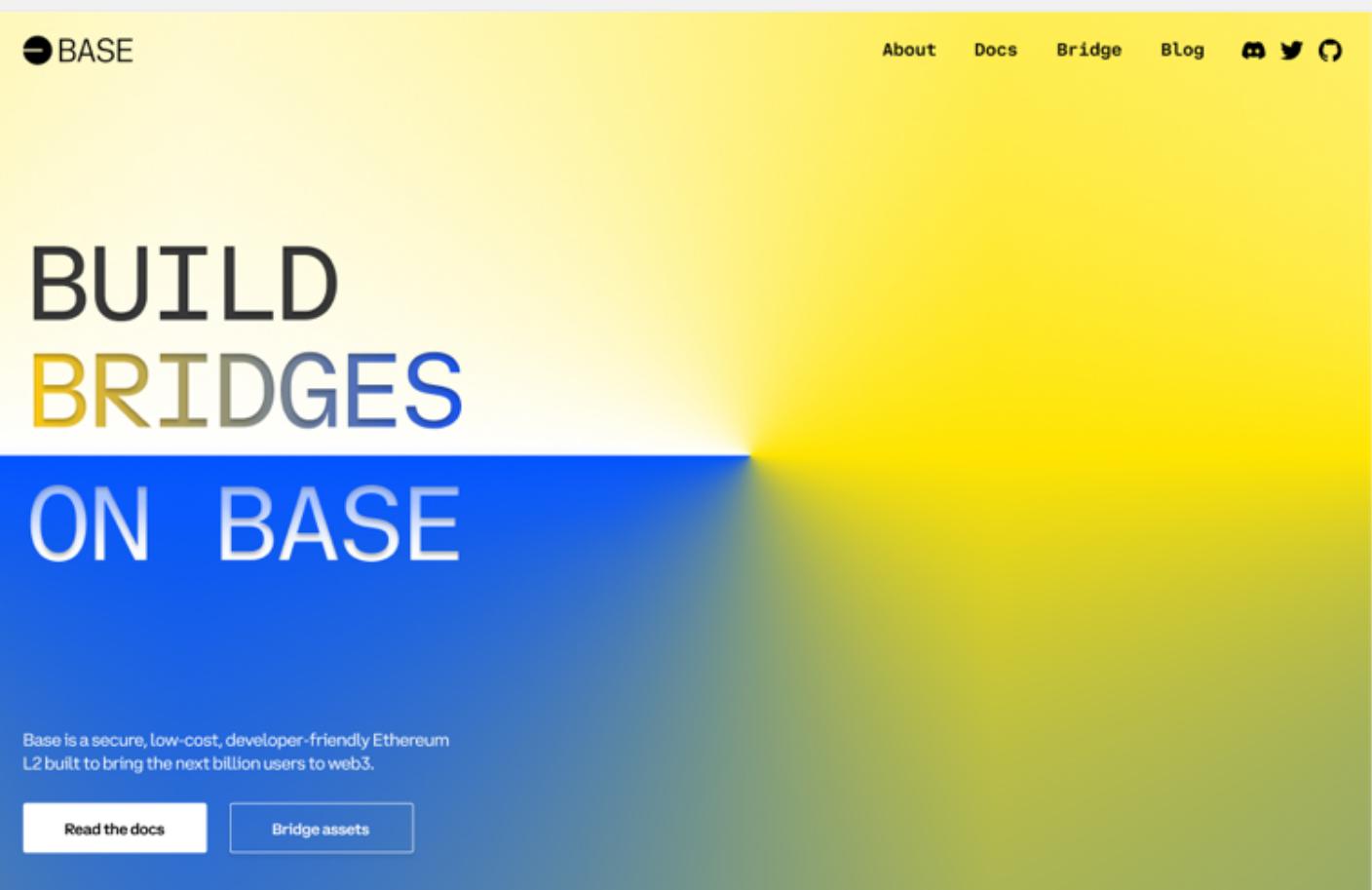
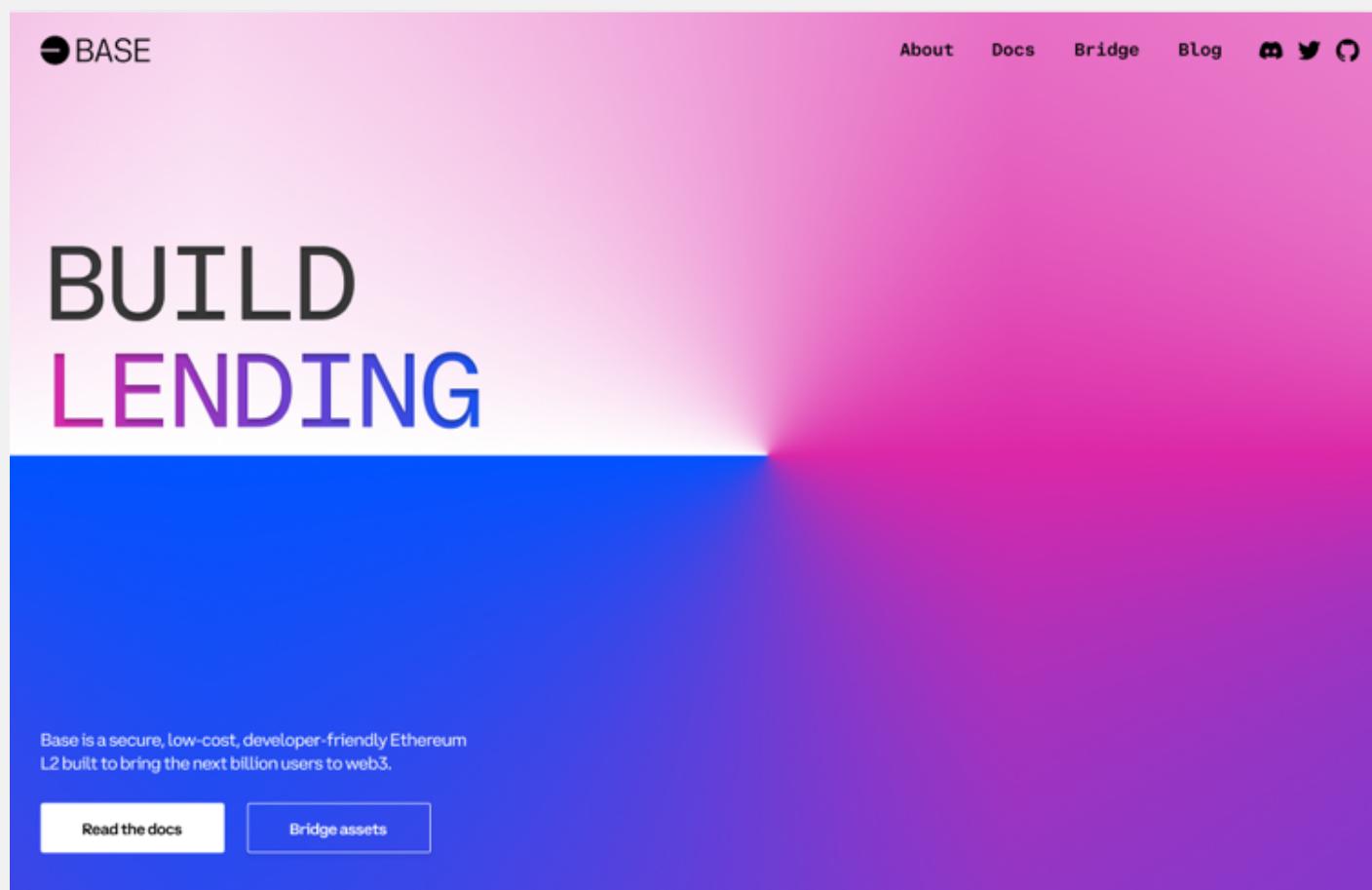
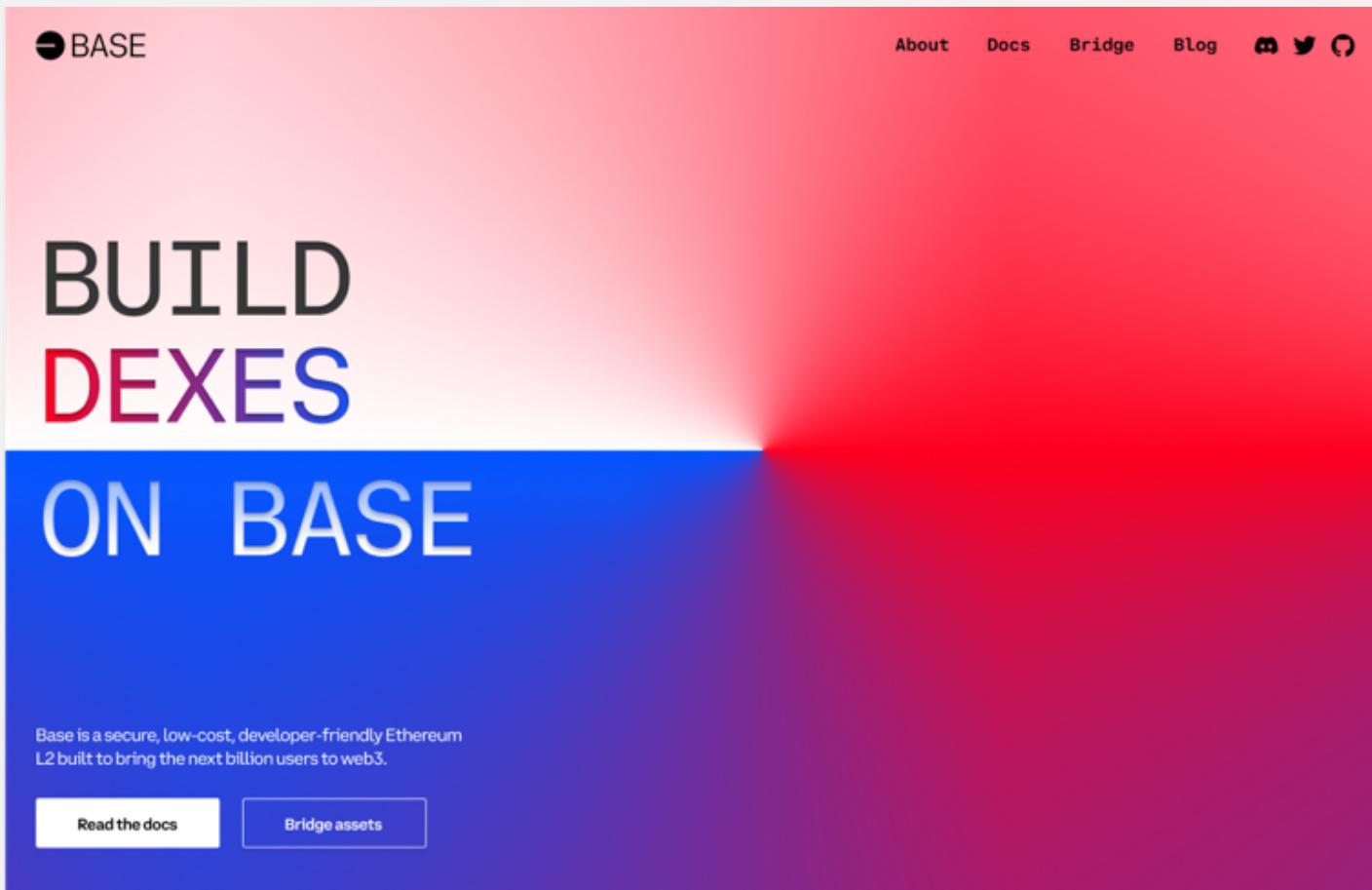
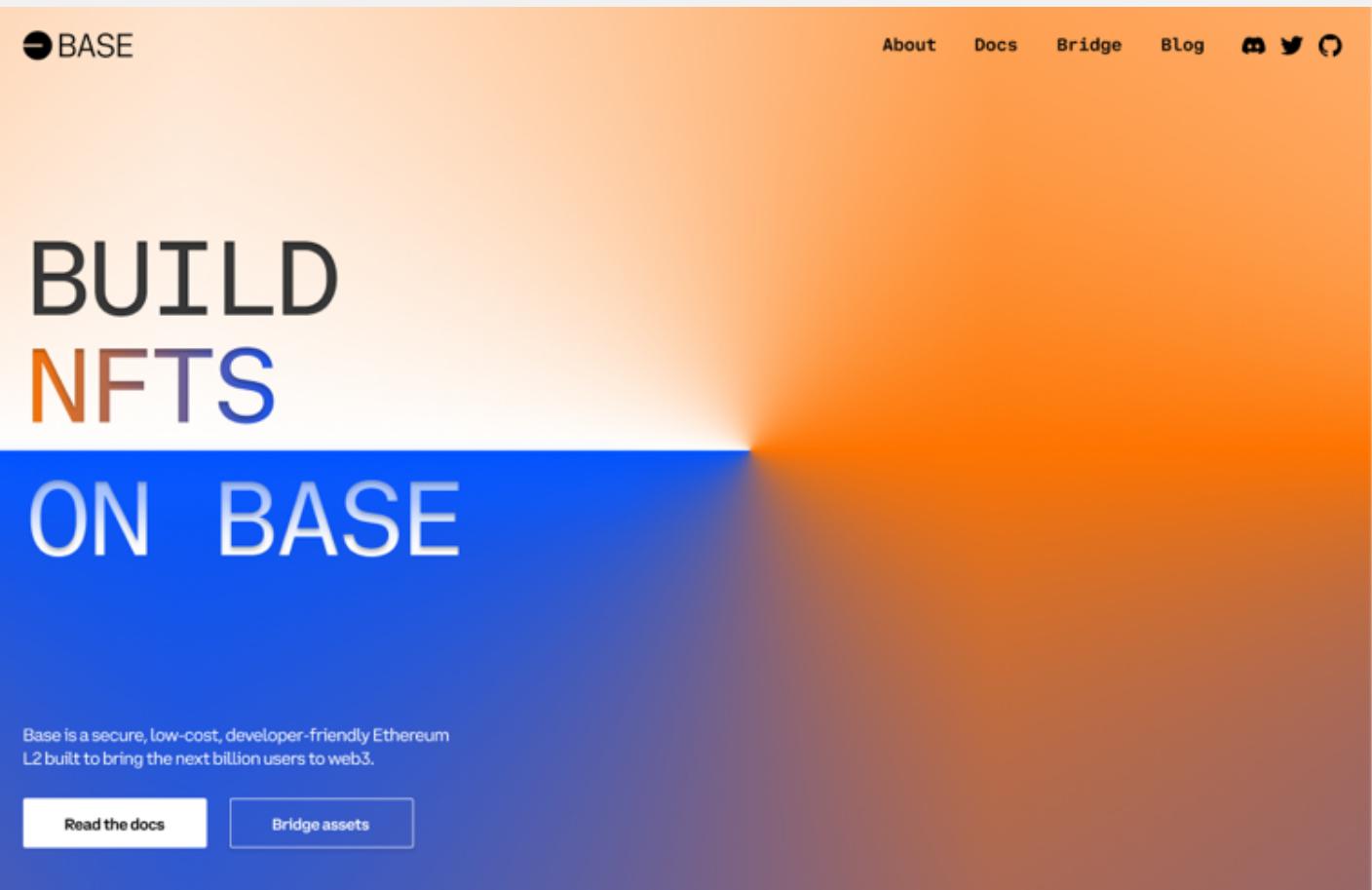
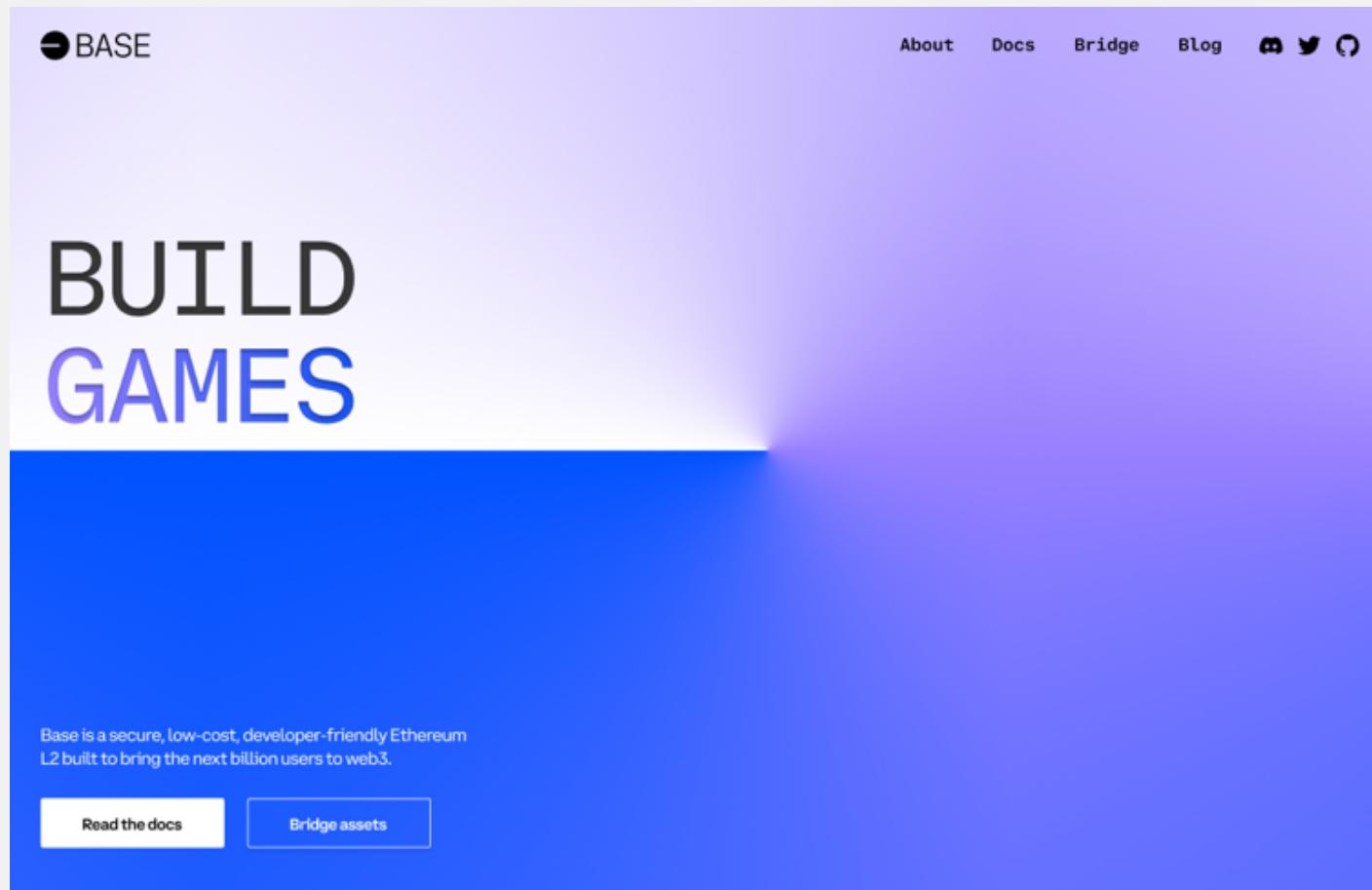
Base Blue
PMS: 2387 C
CMYK: 91, 60, 0, 0
RGB: 0, 82, 255
HEX: #0052FF <> #FFFFFF

Primary Palette

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.

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

Special Instances



3

Typography

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

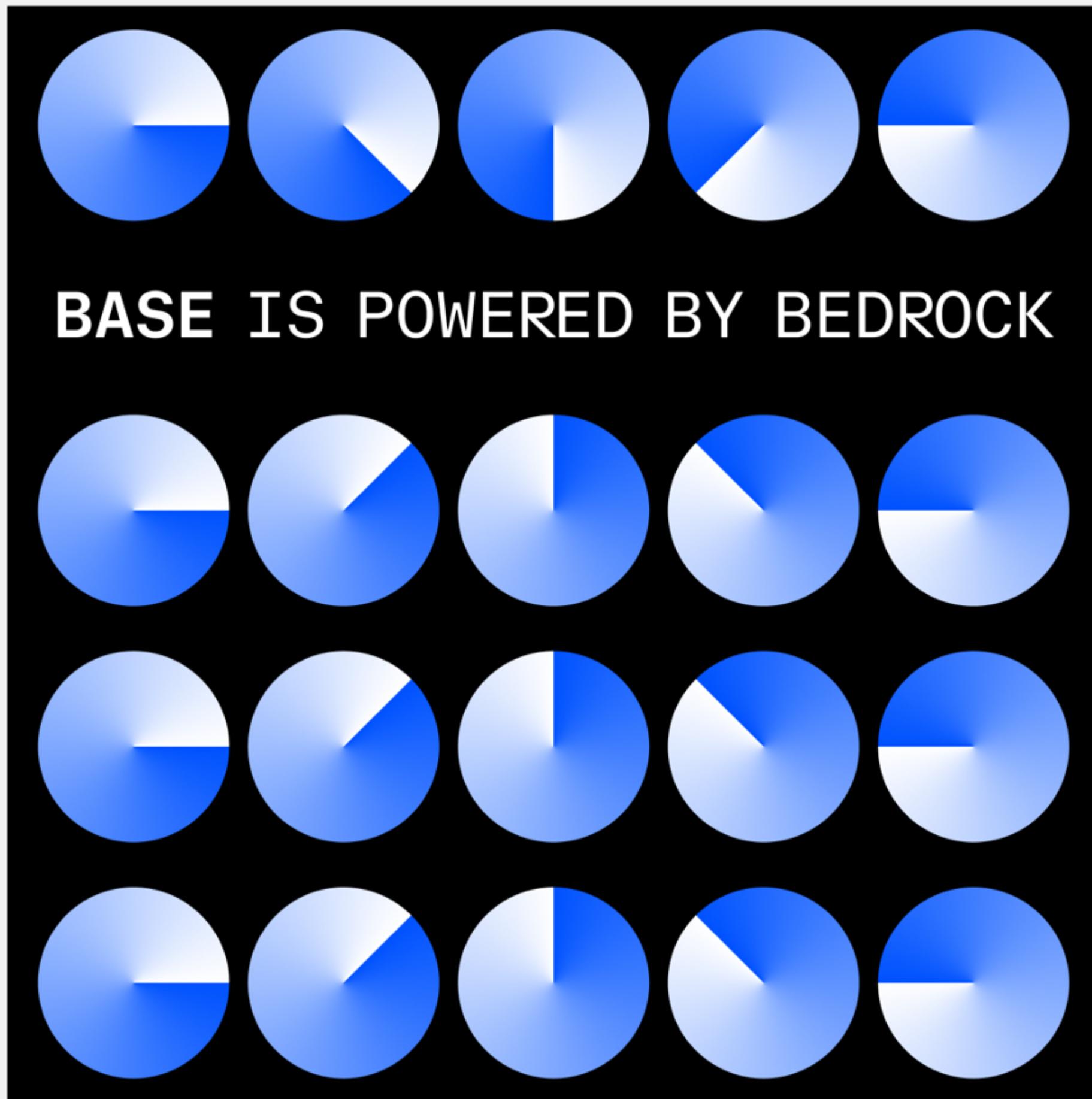
Larger Header

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.

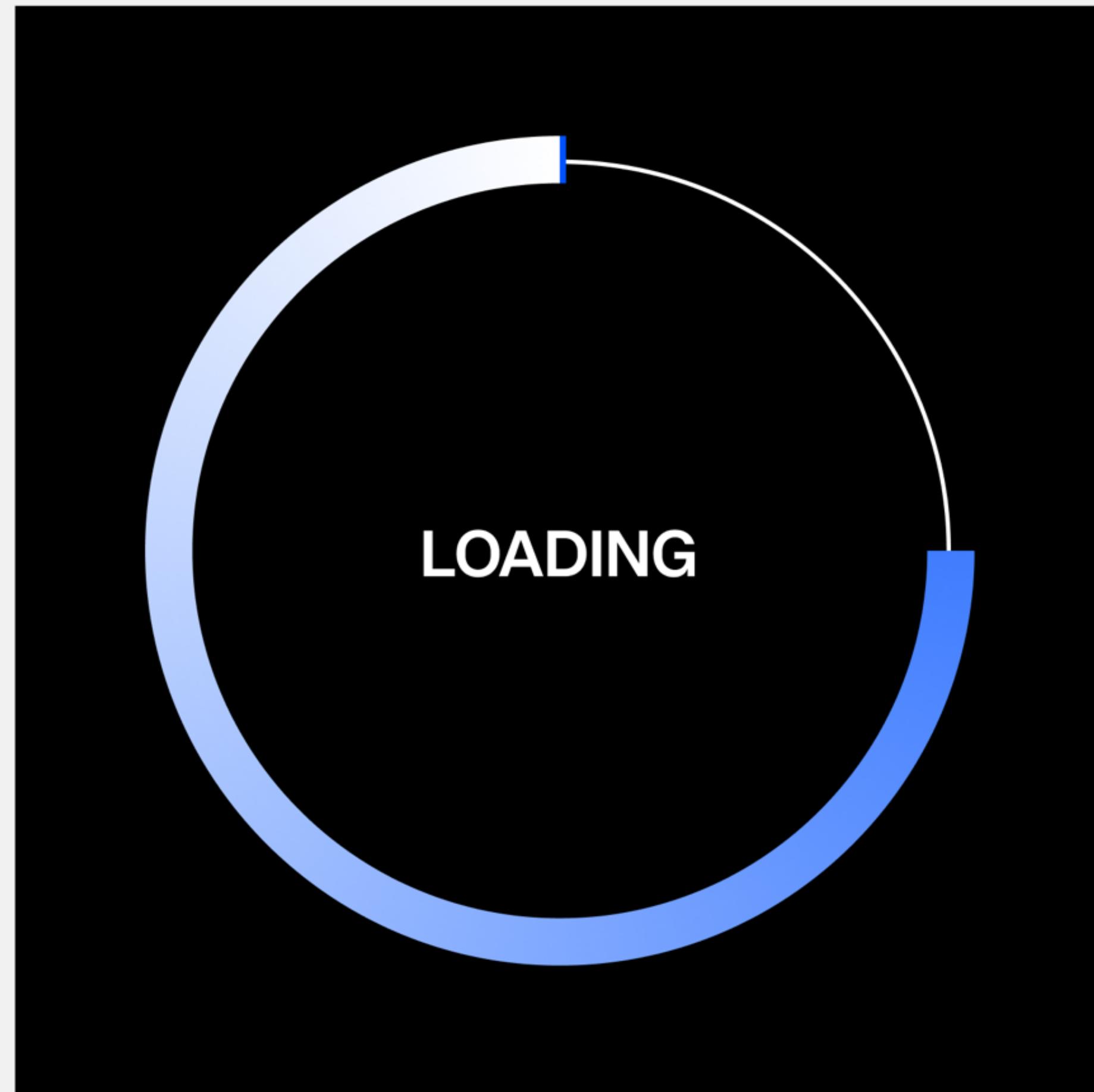
Body

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**

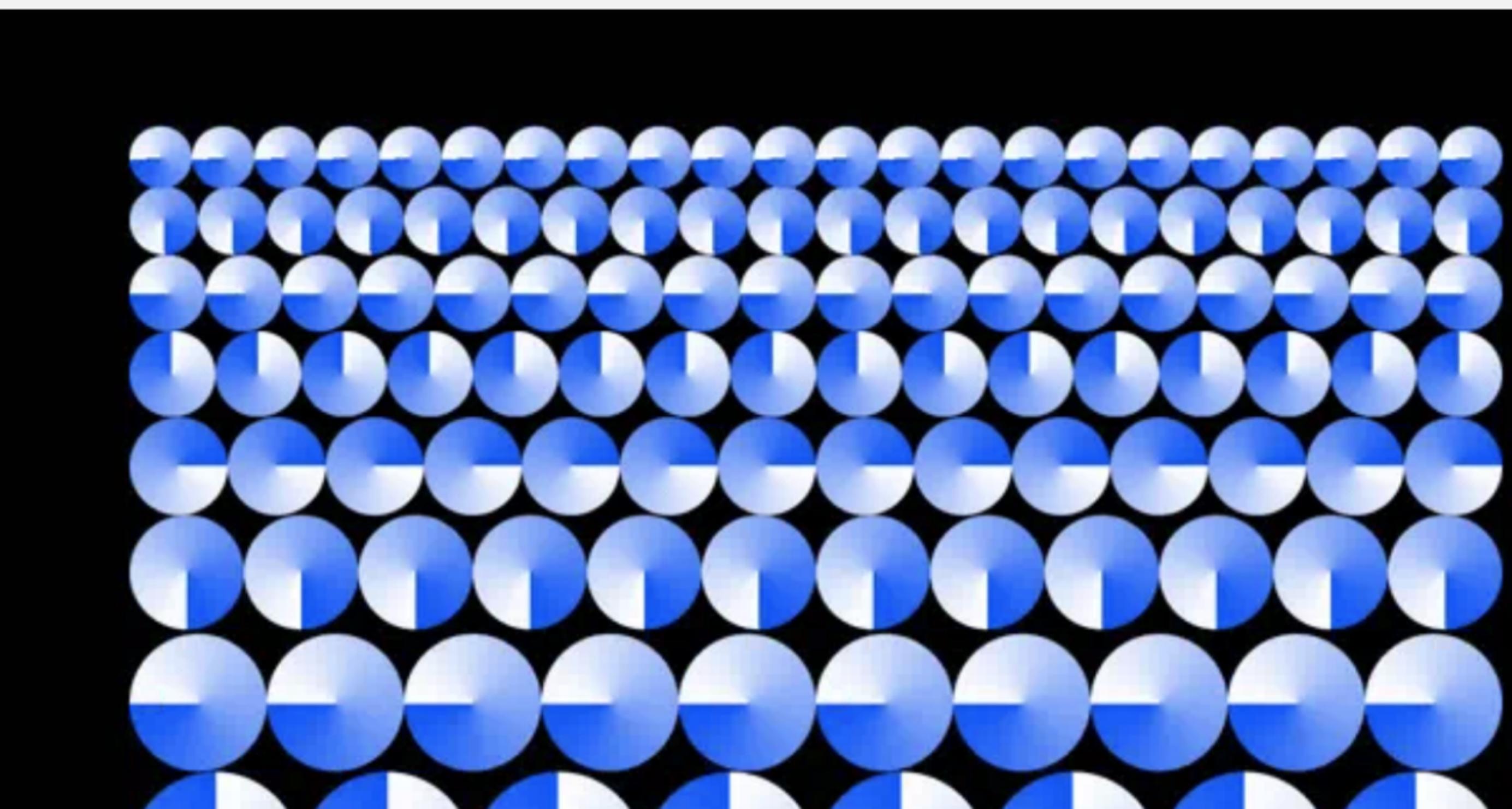
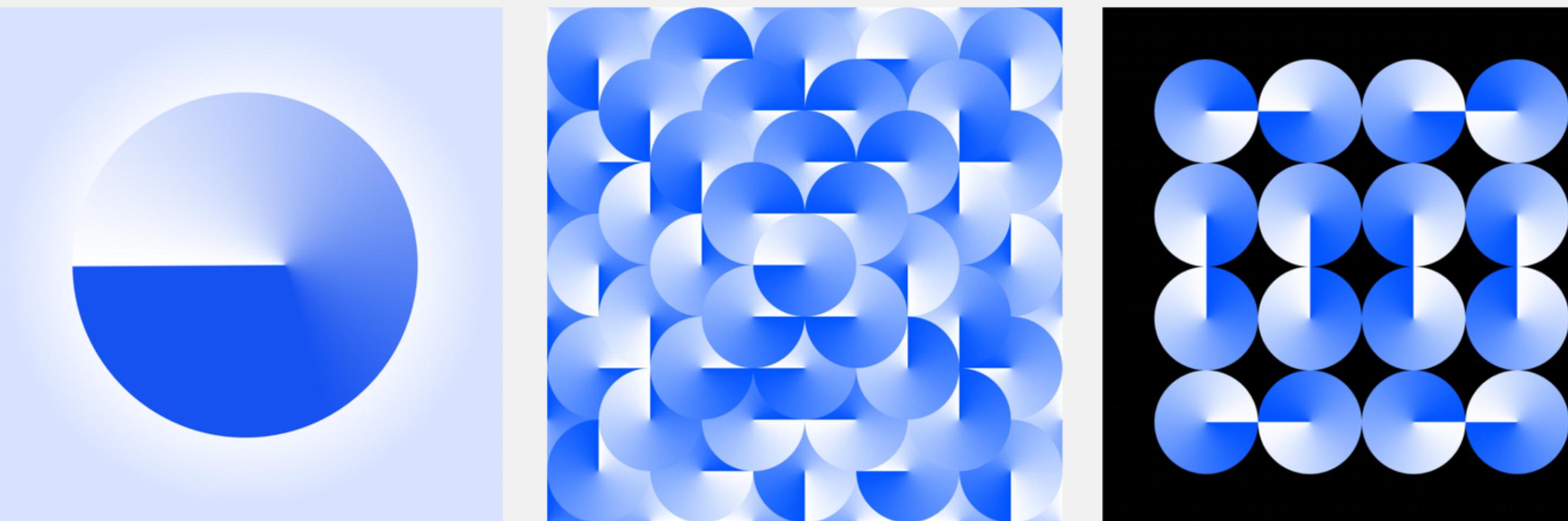
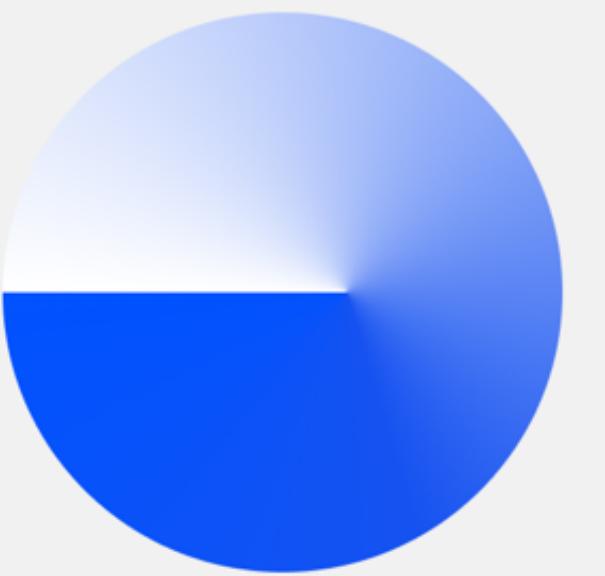


Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam.



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



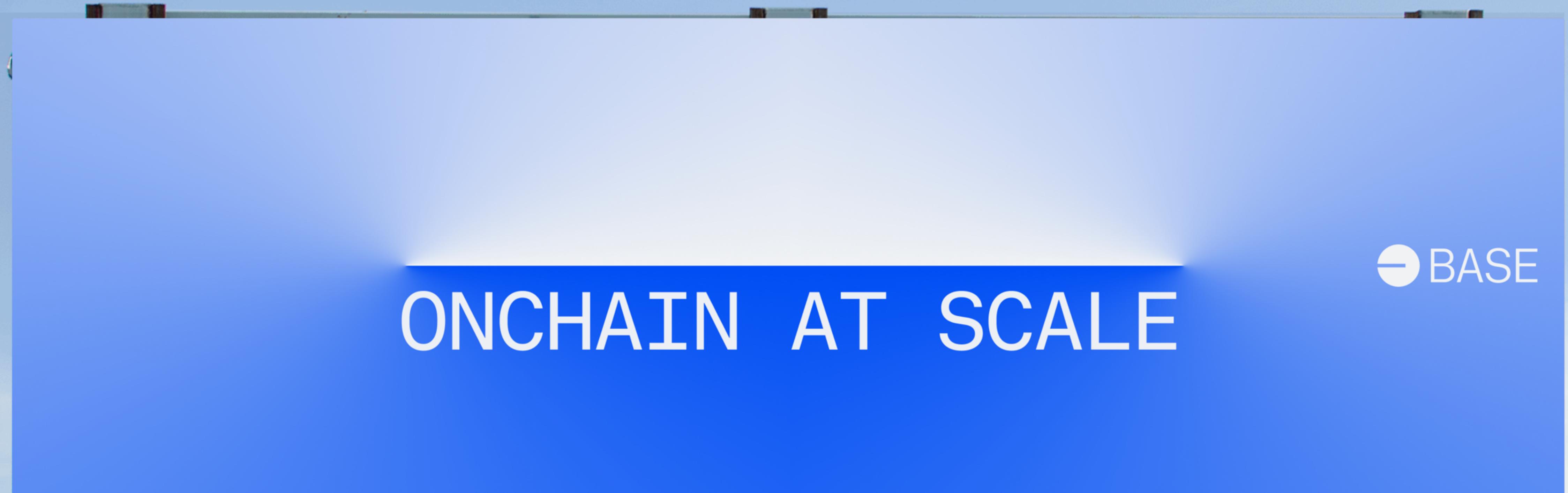
5

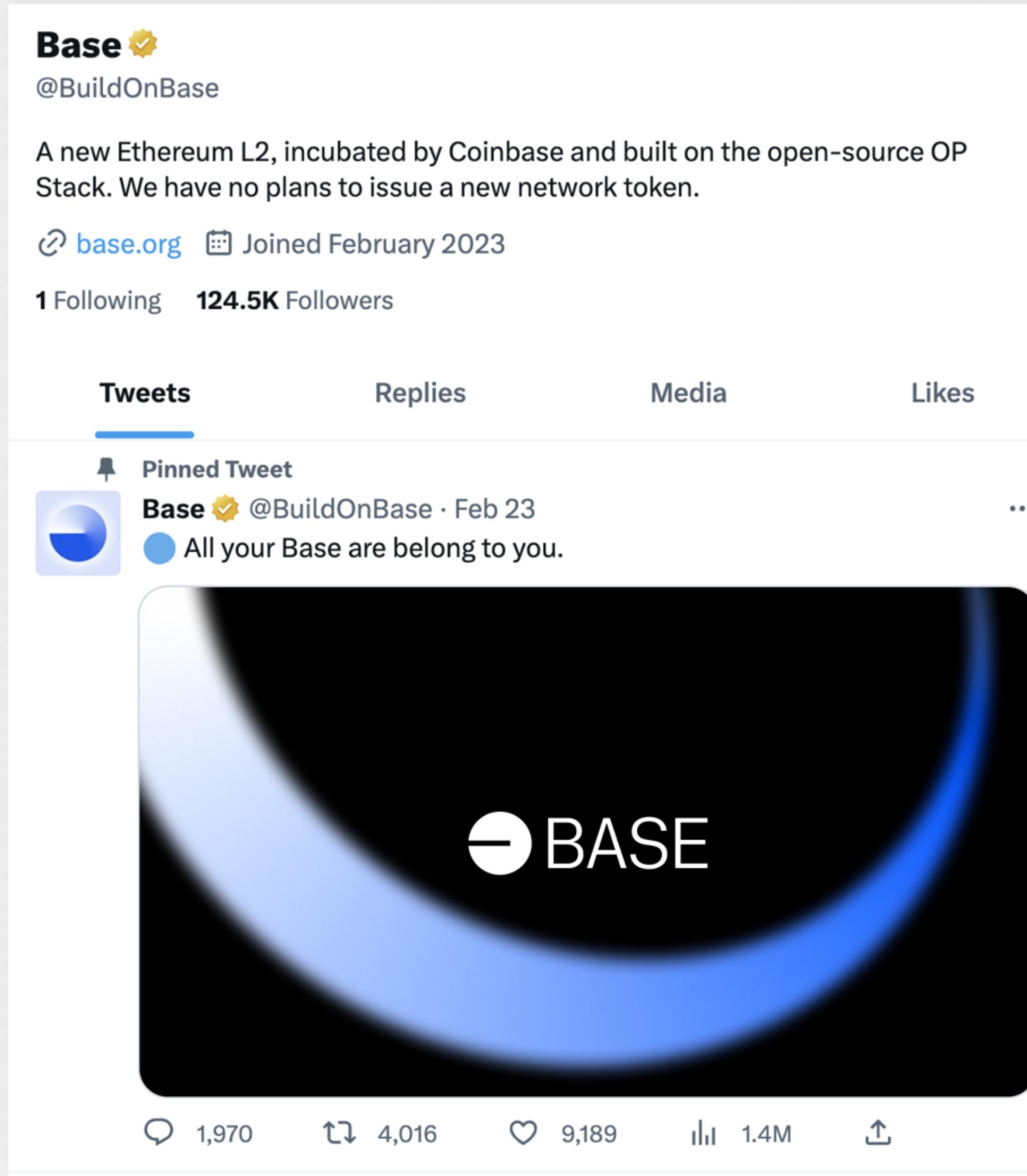
Marketing Examples



OUR PAST, PRESENT, AND FUTURE IS ONCHAIN.







Base ✨
@BuildOnBase

A new Ethereum L2, incubated by Coinbase and built on the open-source OP Stack. We have no plans to issue a new network token.

base.org Joined February 2023

1 Following 124.5K Followers

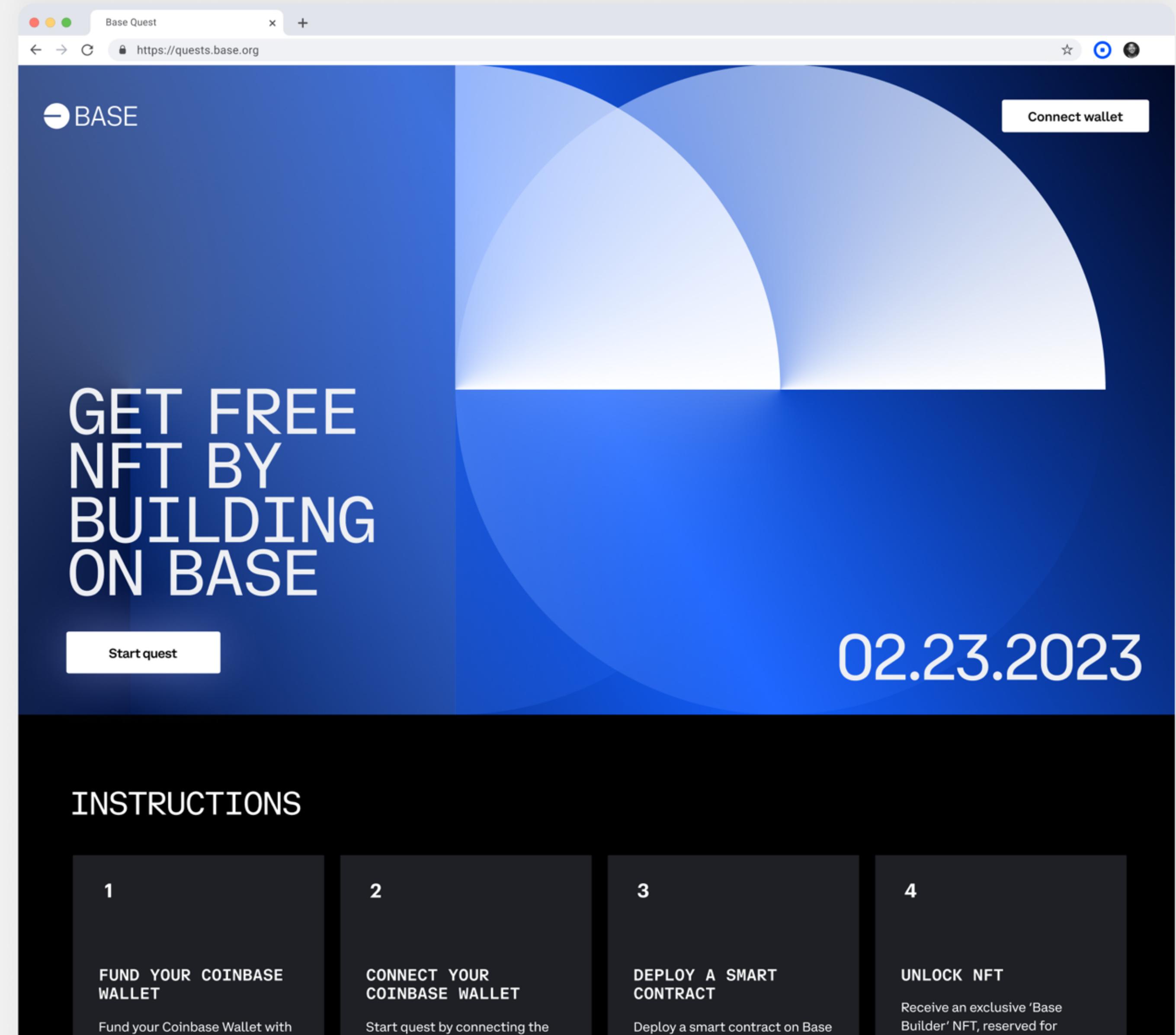
Tweets Replies Media Likes

Pinned Tweet

Base ✨ @BuildOnBase · Feb 23
All your Base are belong to you.

1,970 4,016 9,189 1.4M

The screenshot shows the Twitter profile of the official Base account (@BuildOnBase). It features a pinned tweet with the text "All your Base are belong to you." and a large, stylized blue and black graphic at the bottom. The profile has 124.5K followers and was joined in February 2023.



Base Quest https://quests.base.org

BASE

GET FREE NFT BY BUILDING ON BASE

Start quest

02.23.2023

INSTRUCTIONS

1 FUND YOUR COINBASE WALLET
Fund your Coinbase Wallet with

2 CONNECT YOUR COINBASE WALLET
Start quest by connecting the

3 DEPLOY A SMART CONTRACT
Deploy a smart contract on Base

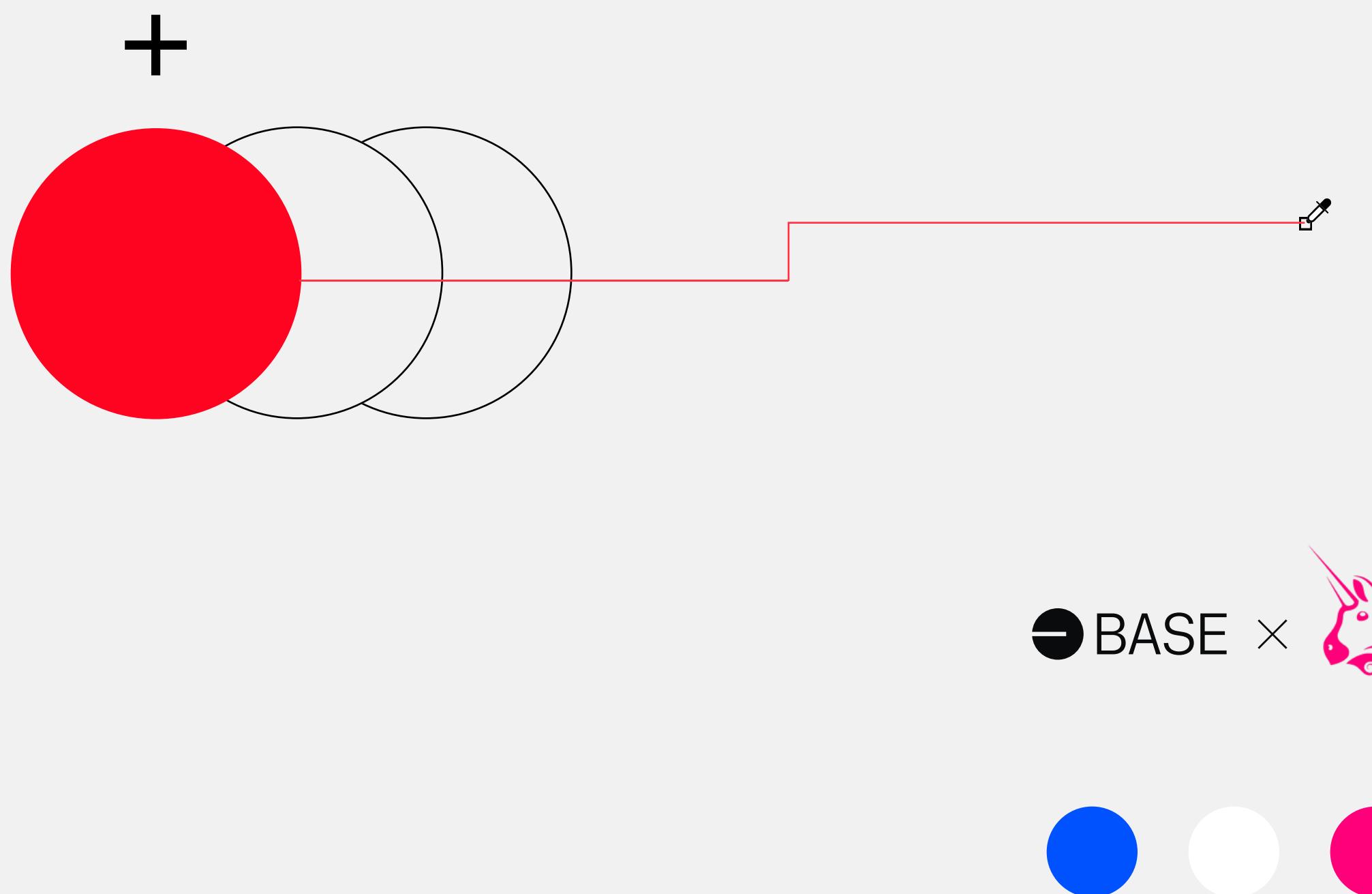
4 UNLOCK NFT
Receive an exclusive 'Base Builder' NFT, reserved for

The screenshot shows the "Base Quest" website. It features a large blue and white graphic with the text "GET FREE NFT BY BUILDING ON BASE". Below it is a "Start quest" button and the date "02.23.2023". The page is divided into four numbered sections: 1. Fund Your Coinbase Wallet, 2. Connect Your Coinbase Wallet, 3. Deploy a Smart Contract, and 4. Unlock NFT. The last section includes a note about receiving a "Base Builder" NFT.

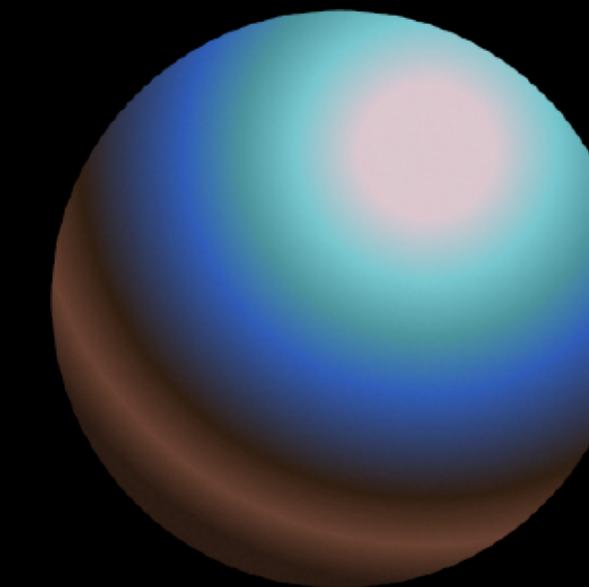
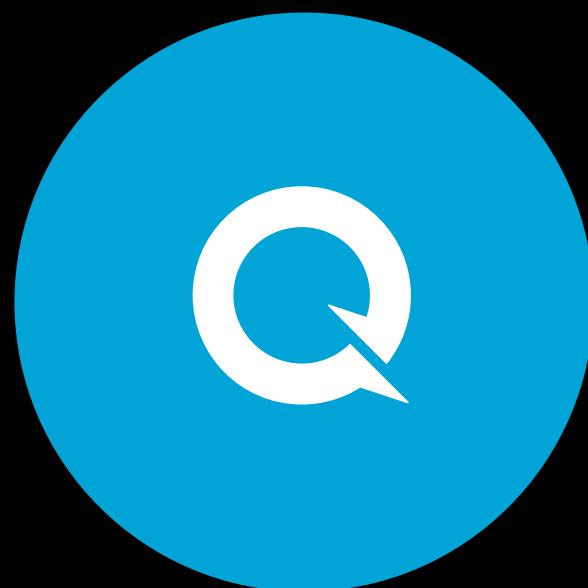
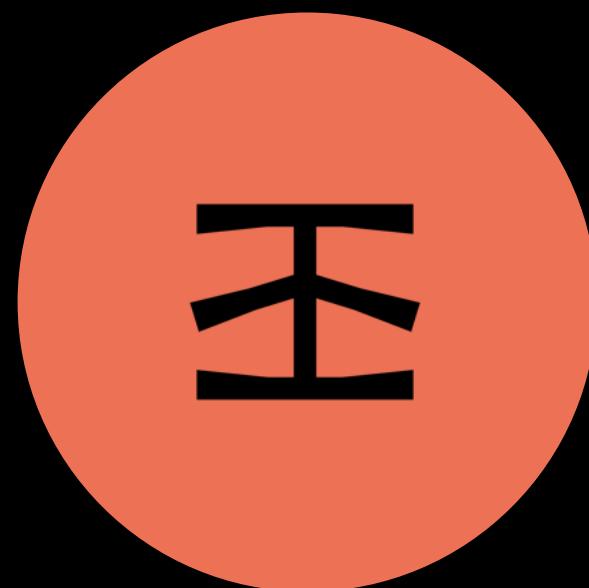
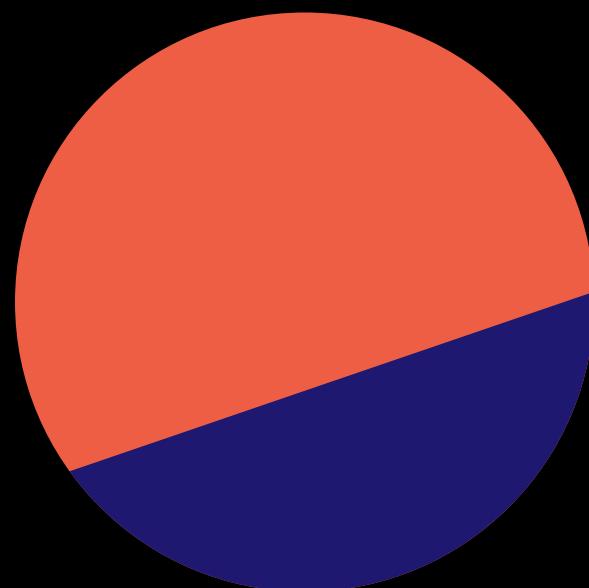
5

Partner Marketing

The gradient of colors can be 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.

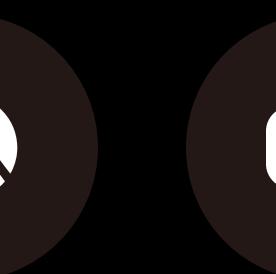
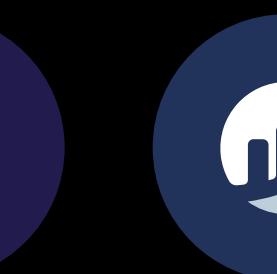
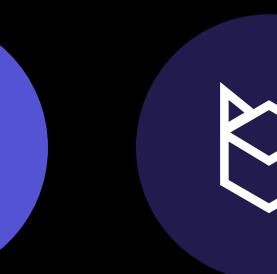
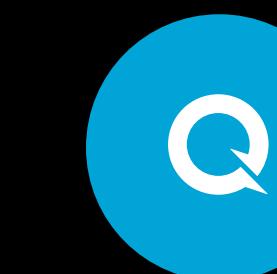
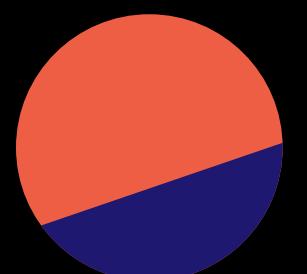
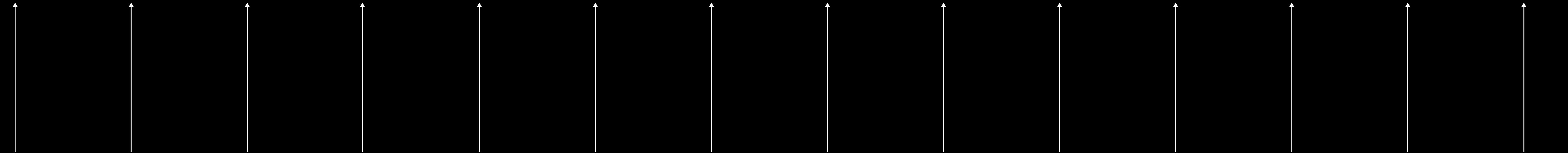
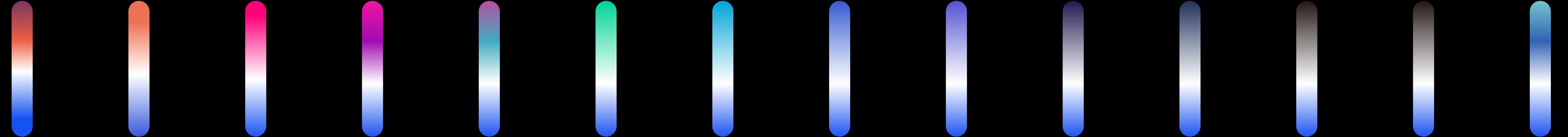


Base Brand Guidelines 1.0

Color - Partnerships

Special Palette

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.



DUNE

INFURA

UNISWAP

THIRDWEB

AAVE

COMPOUND

QUICKNODE

CHAINLINK

BLOCKSCOUT

BLOCKDAEMON

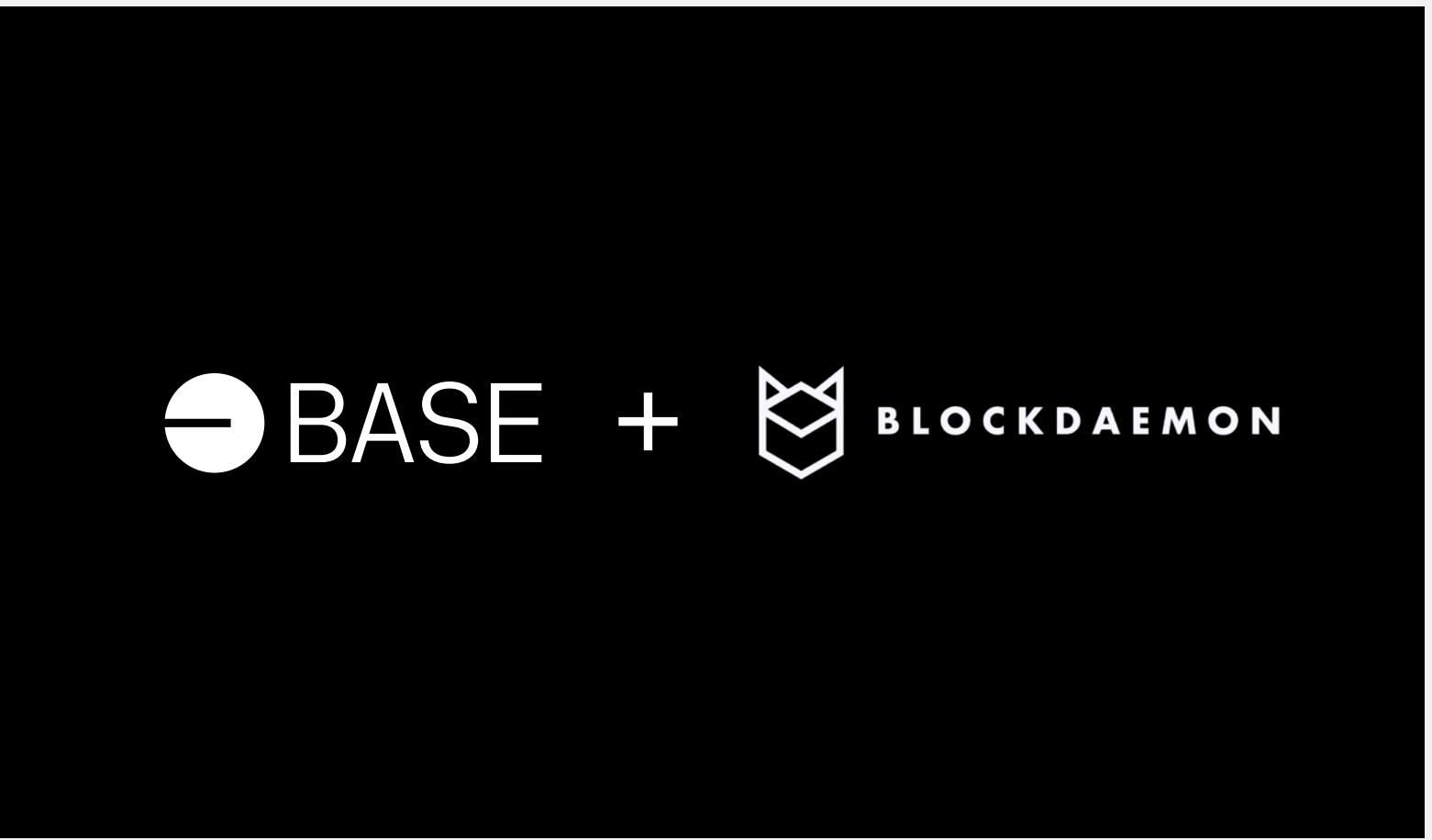
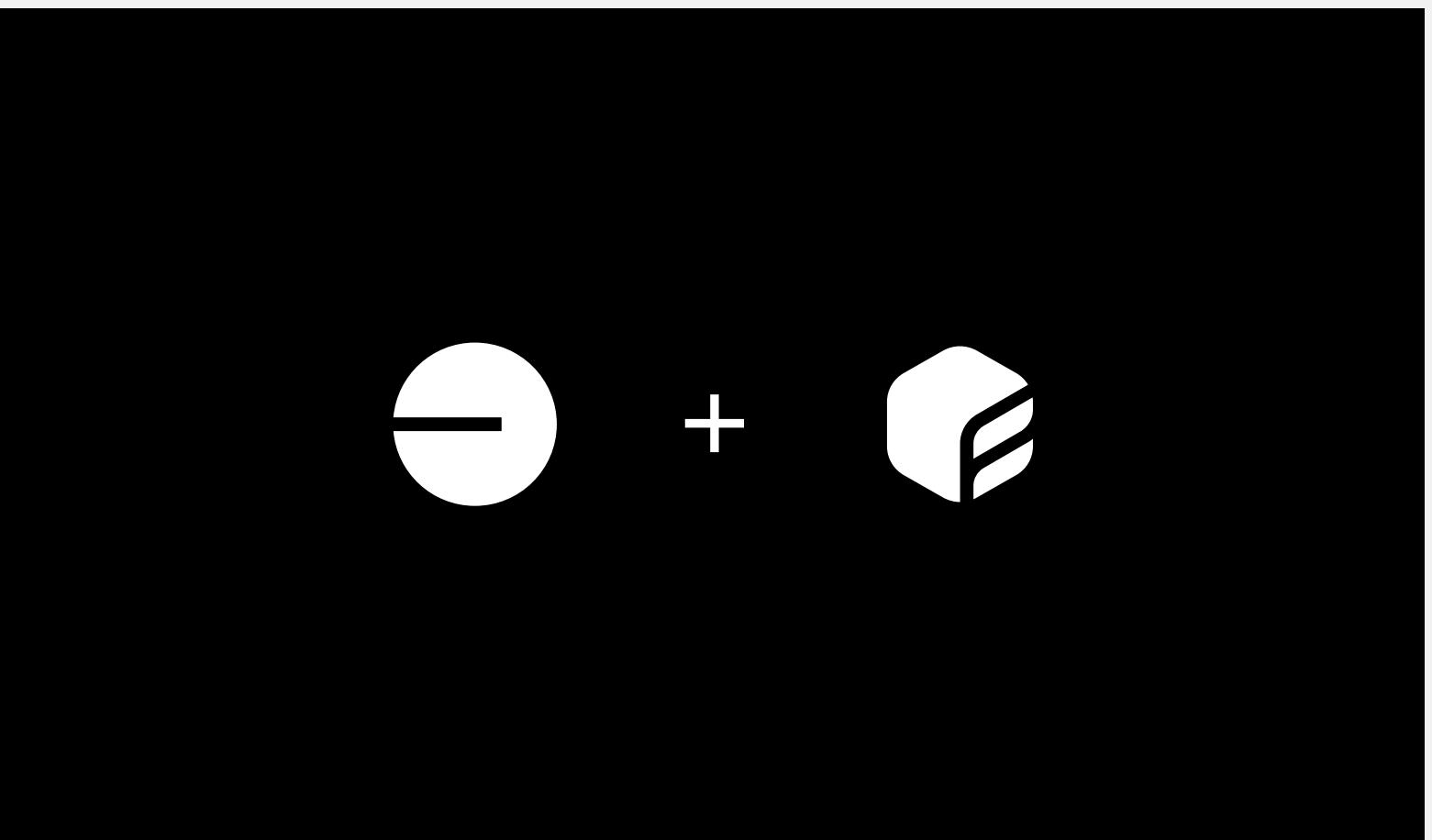
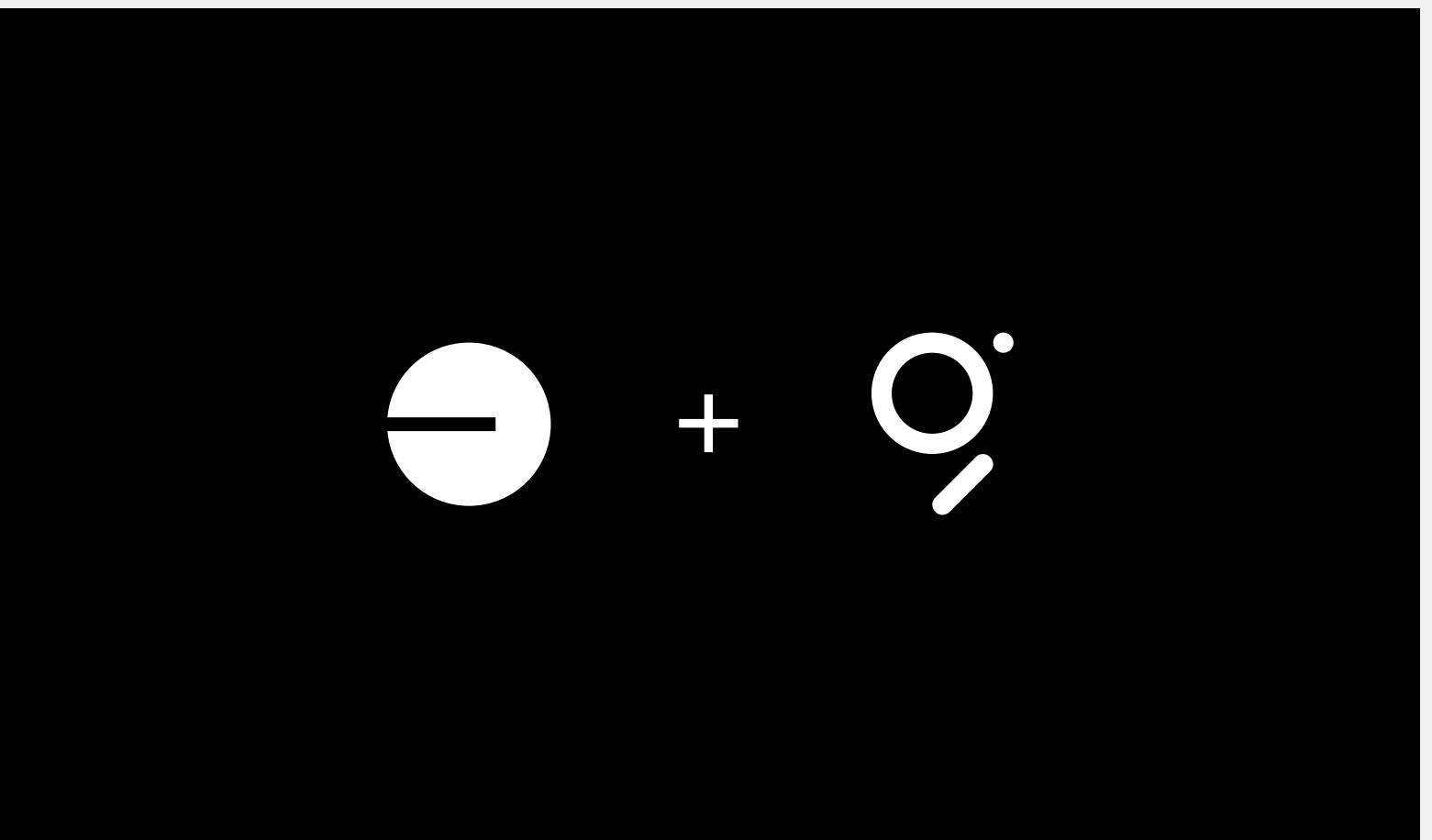
ETHERSCAN

0X

FLIPSIDE

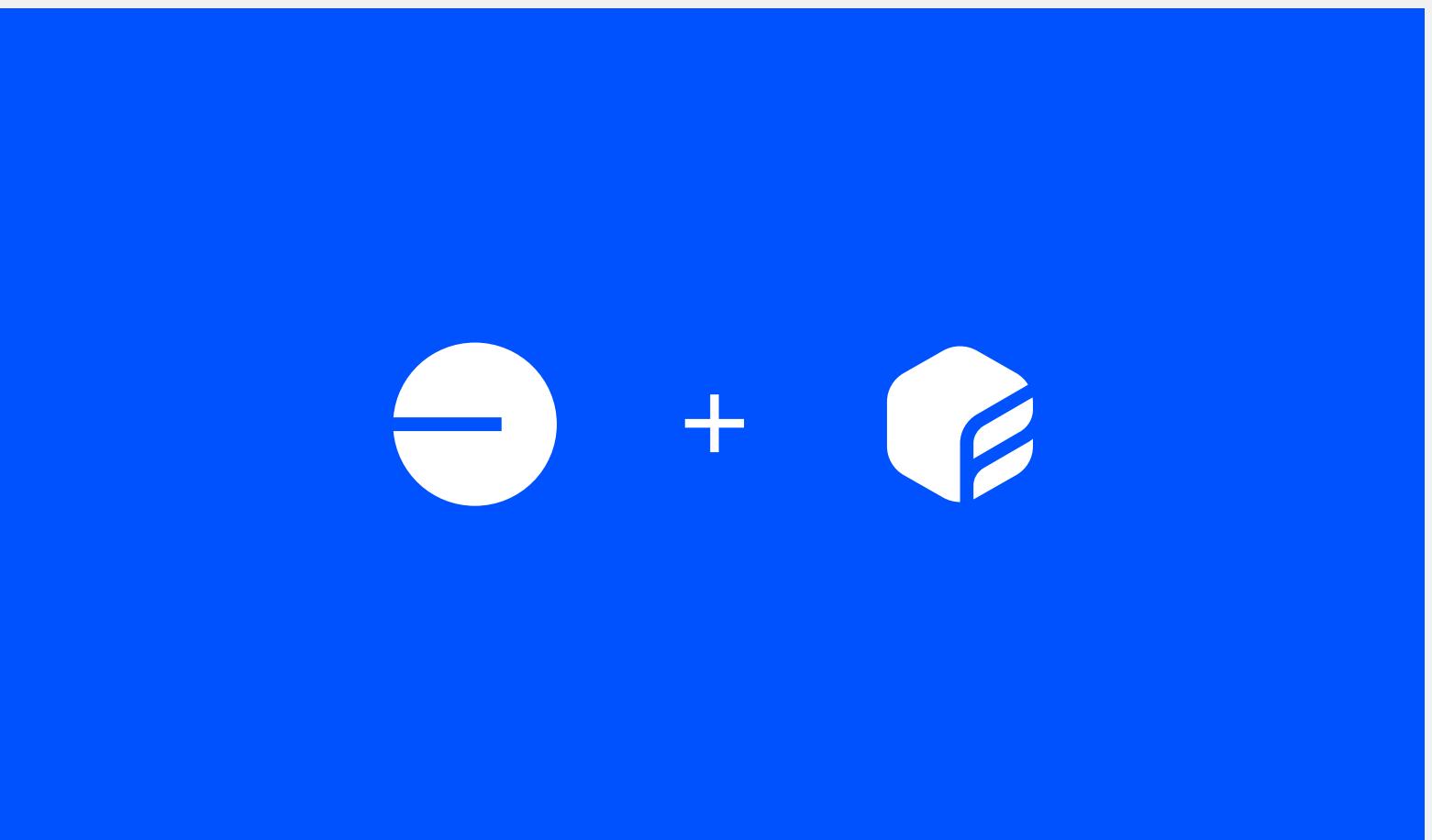
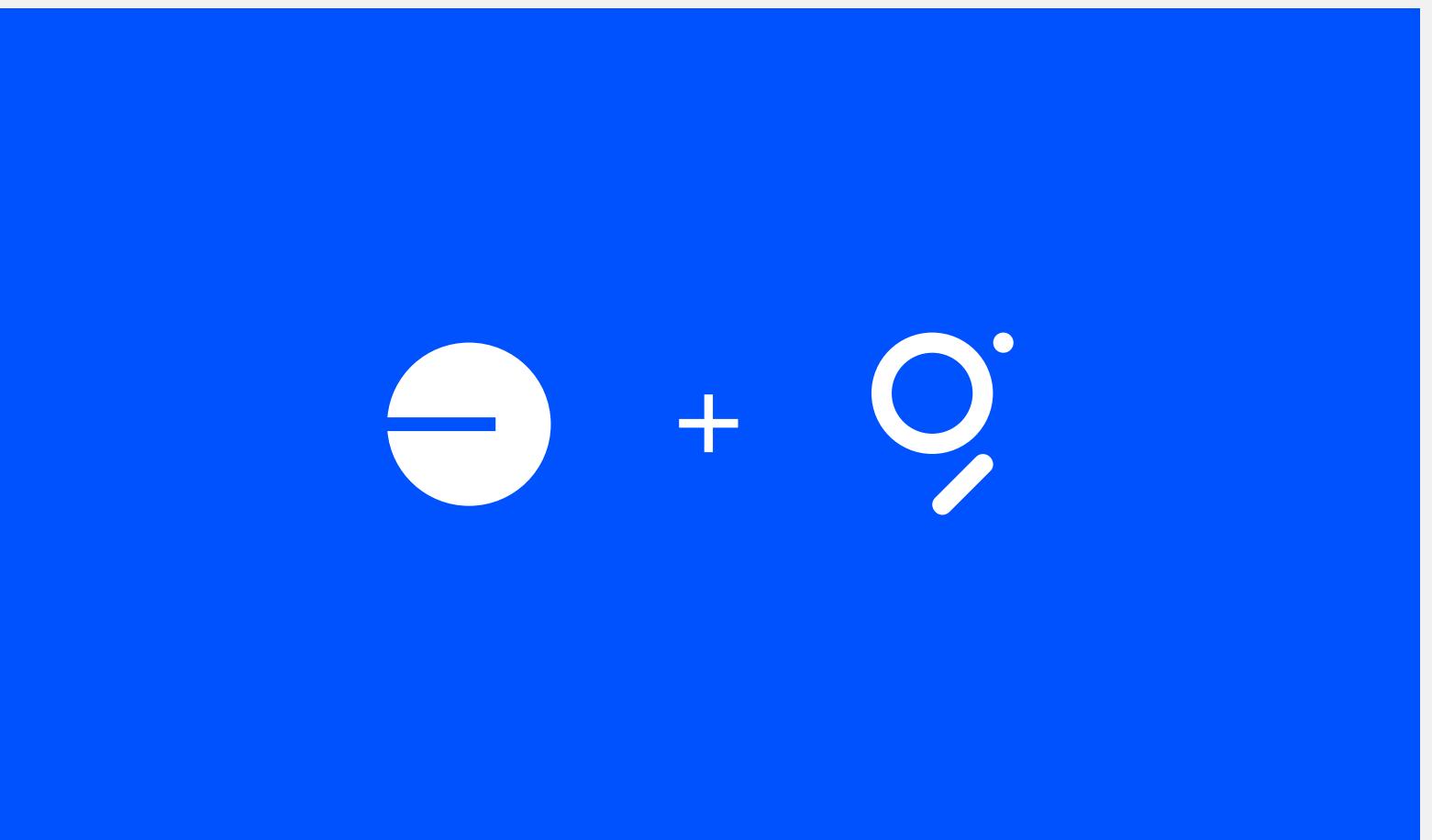
ZORA

Partnerships



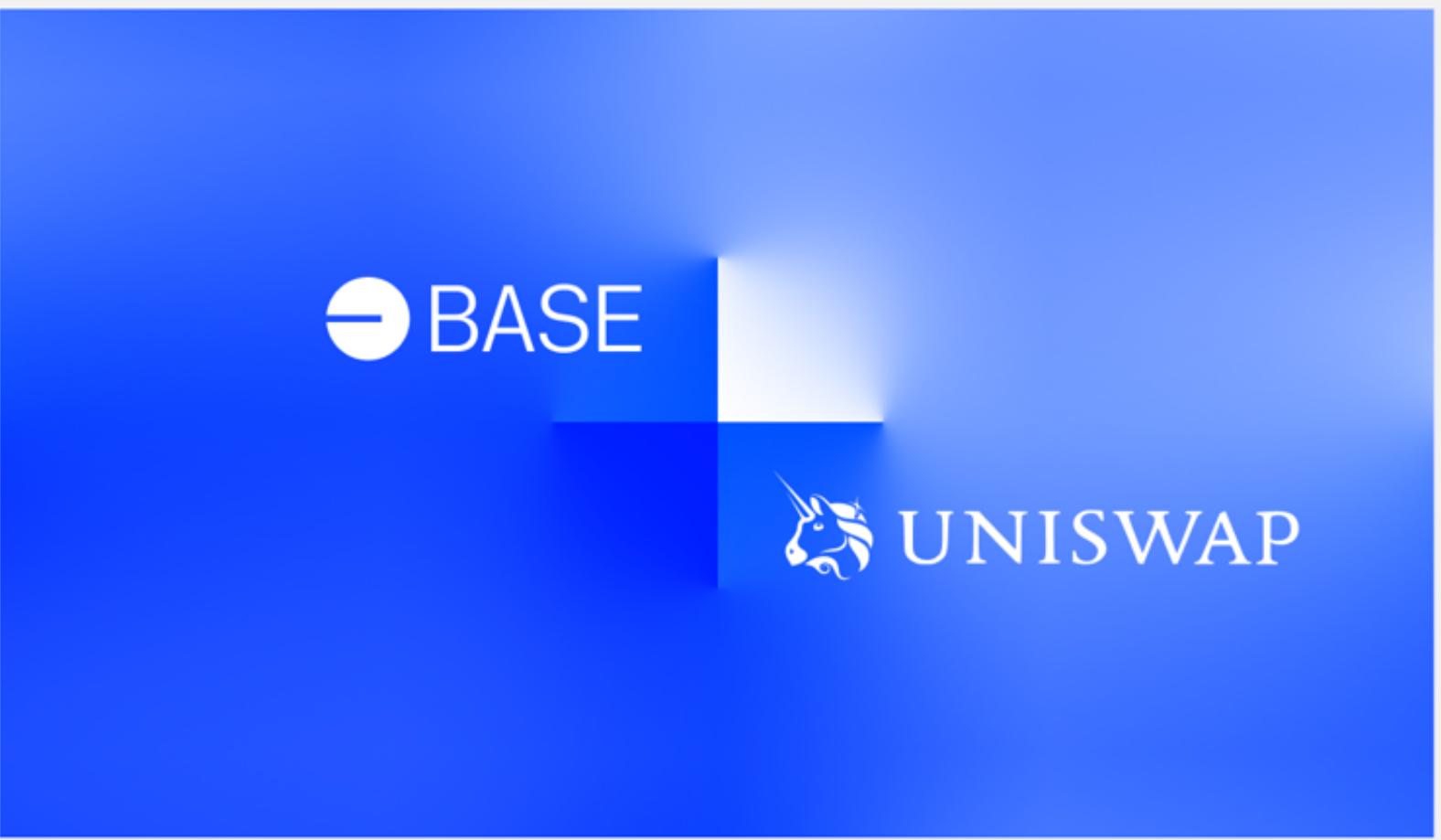
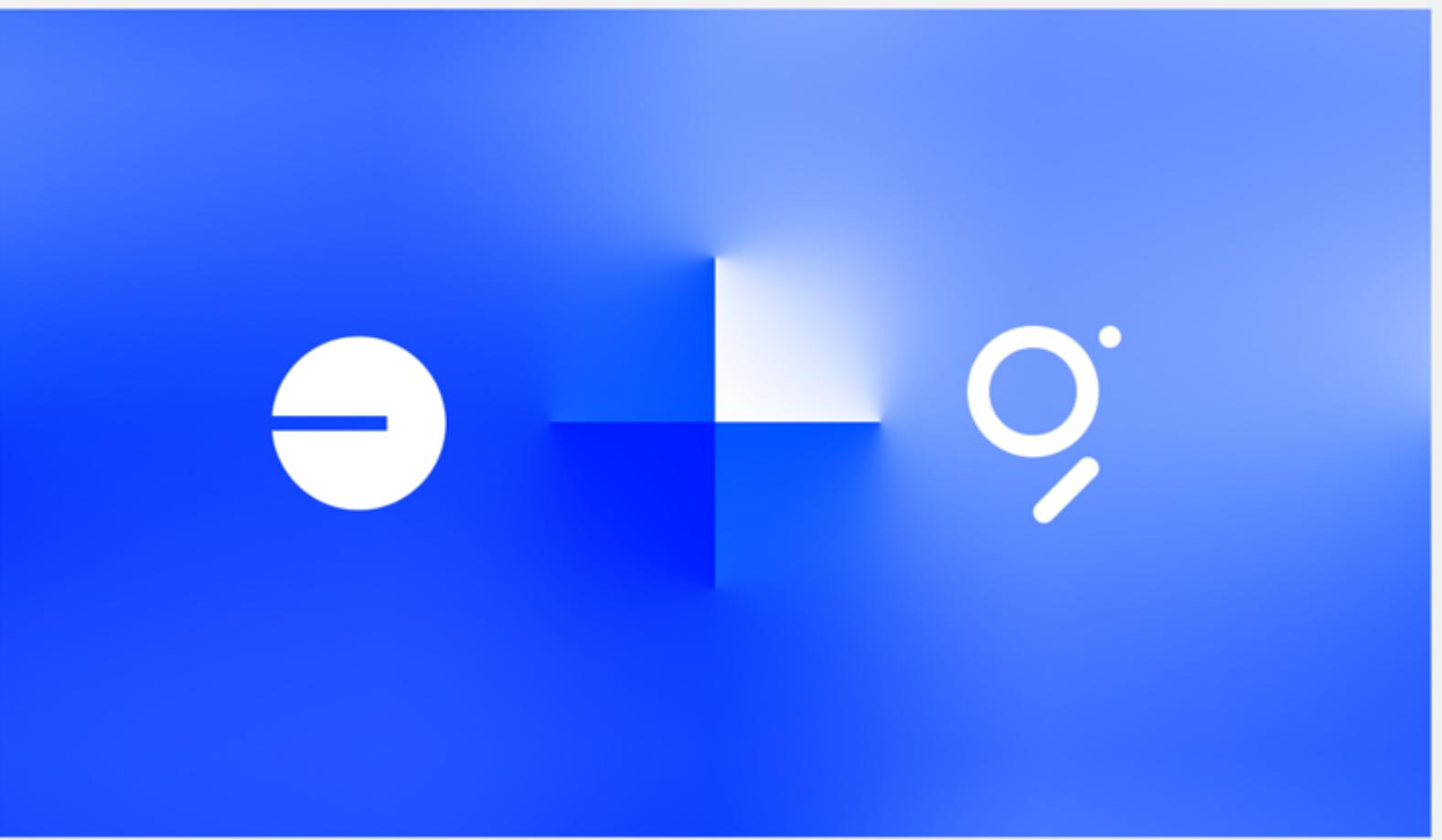
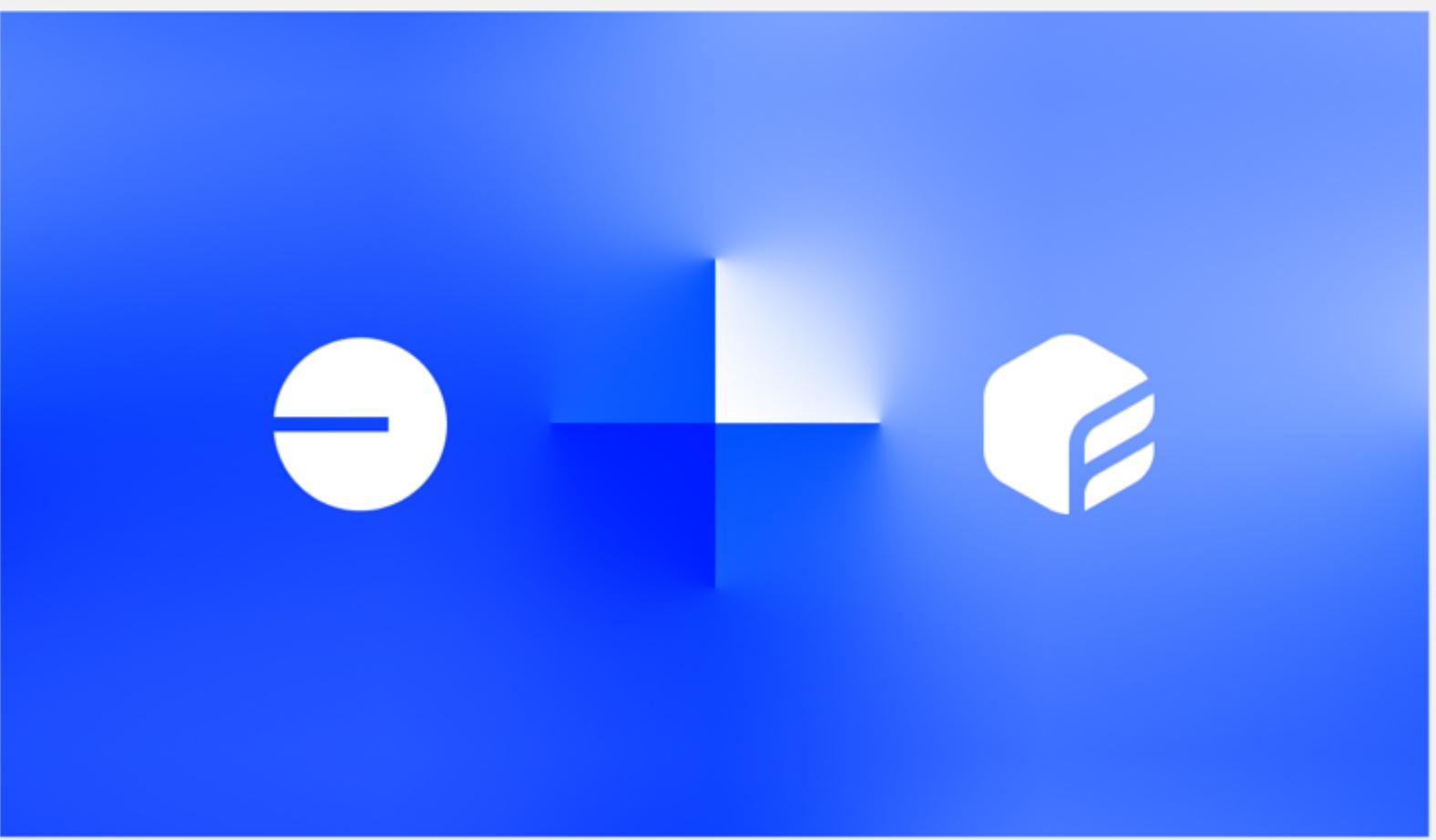
Base White is being used for partnerships assets with the partner logo also on white.

Partnerships



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

Partnerships



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