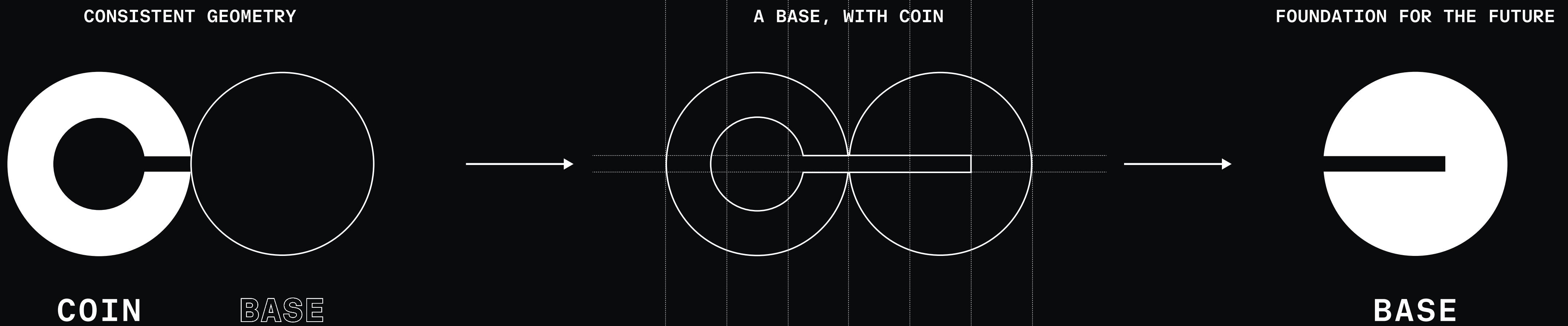




1

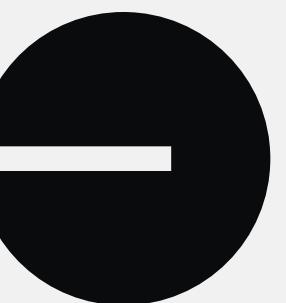
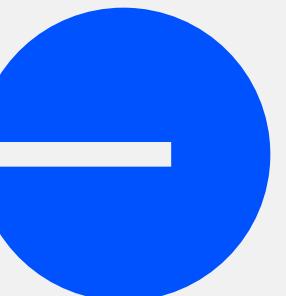
Logo



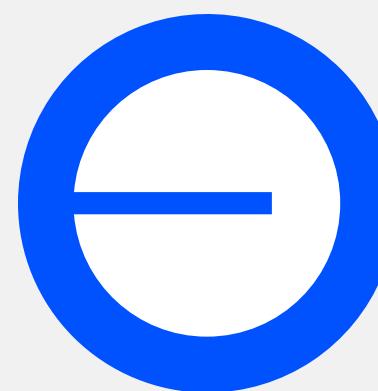
Wordmark



Symbol

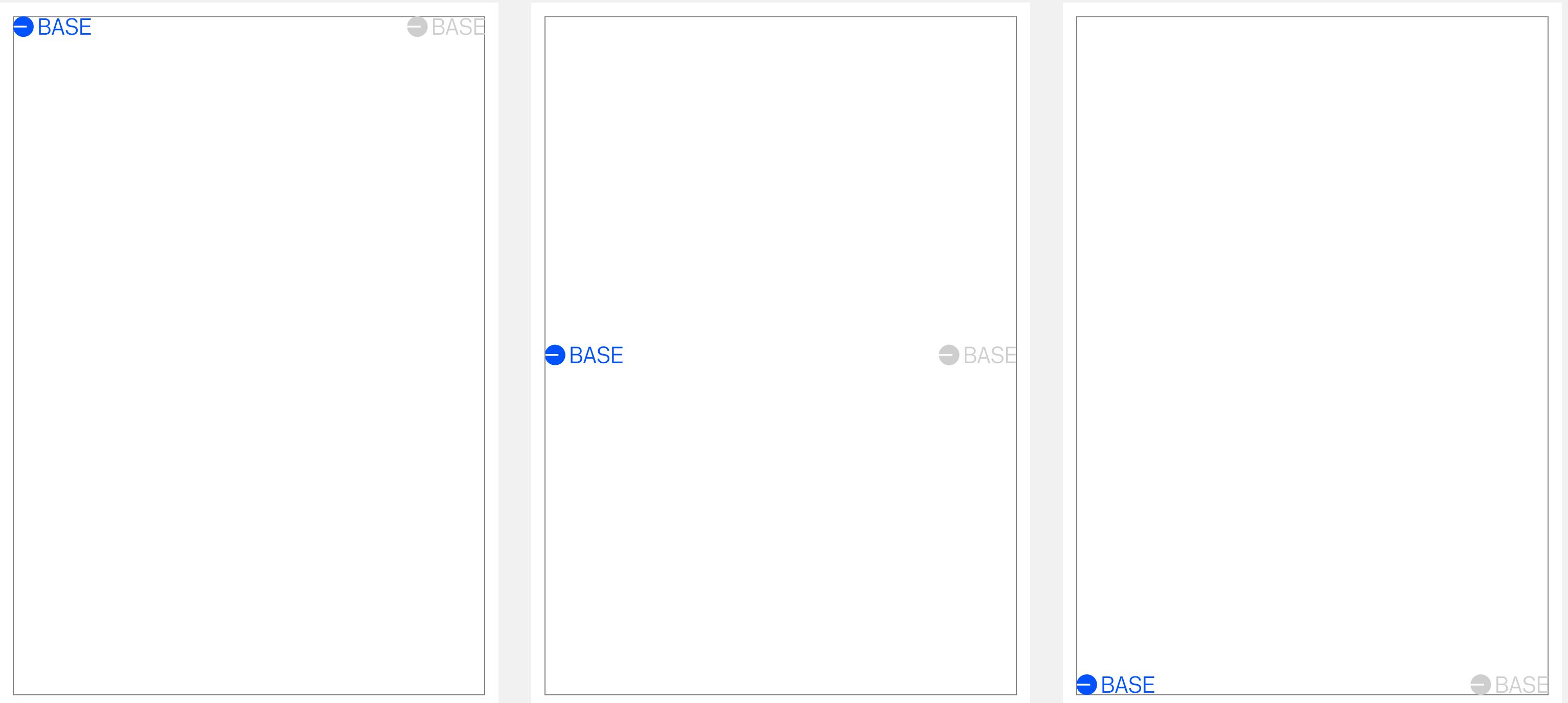


Symbol In-Product



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.

Base Brand Guidelines 1.0

HeroSquare

240px



SpotSquare

96px



Pictogram

48px



Icons

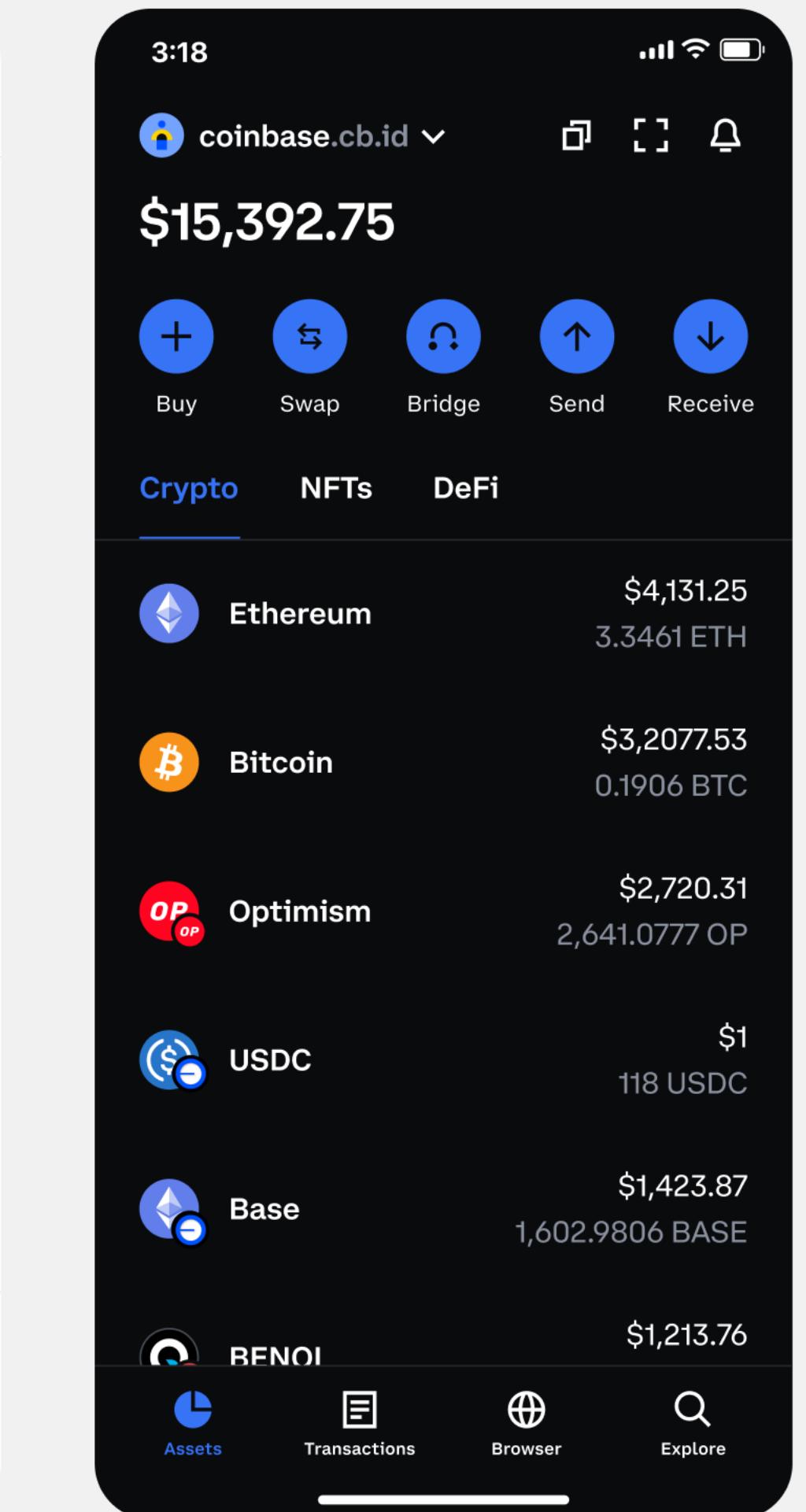
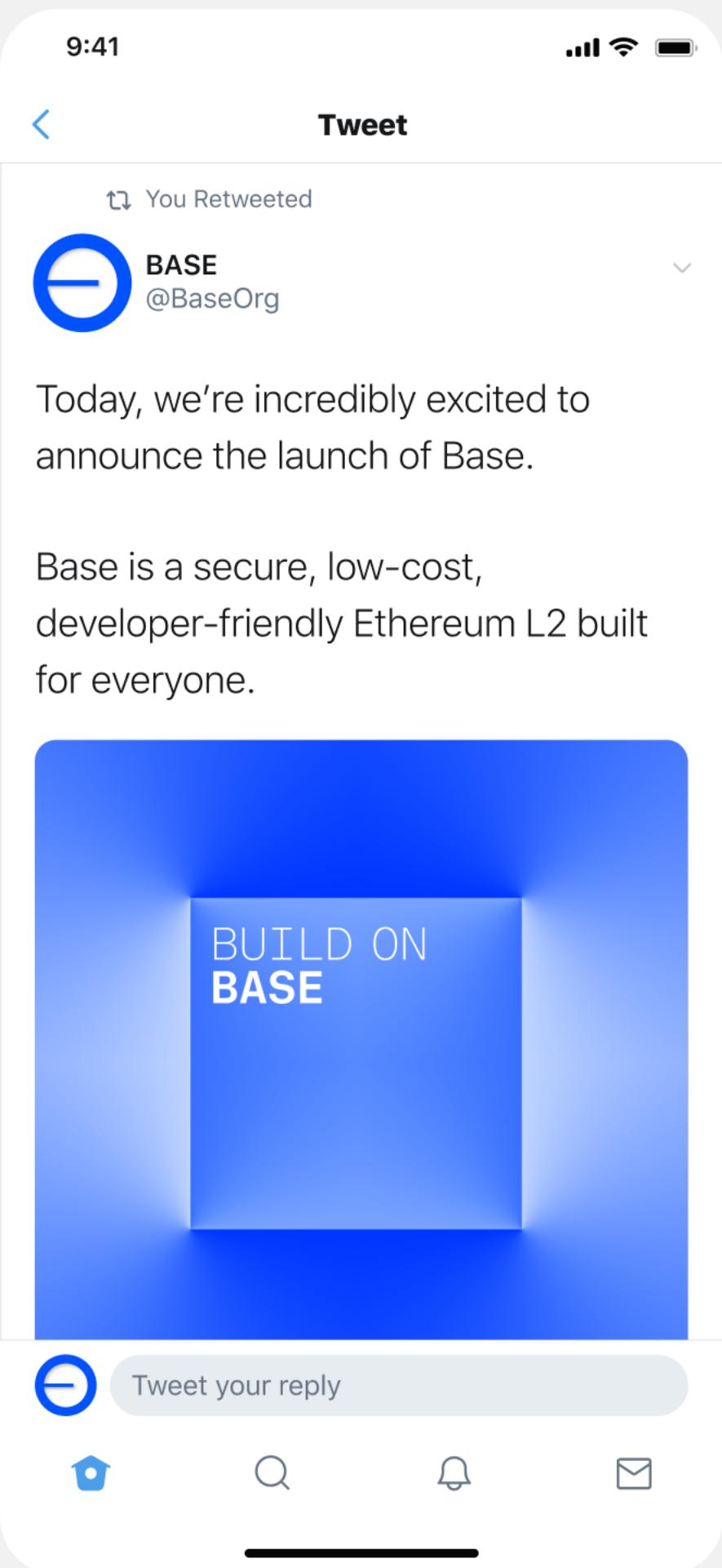
24px

16px

12px



Logo – In Product



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.

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**

Smaller Header

Larger Header

**Coinbase
Mono
Medium
&
Regular**

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

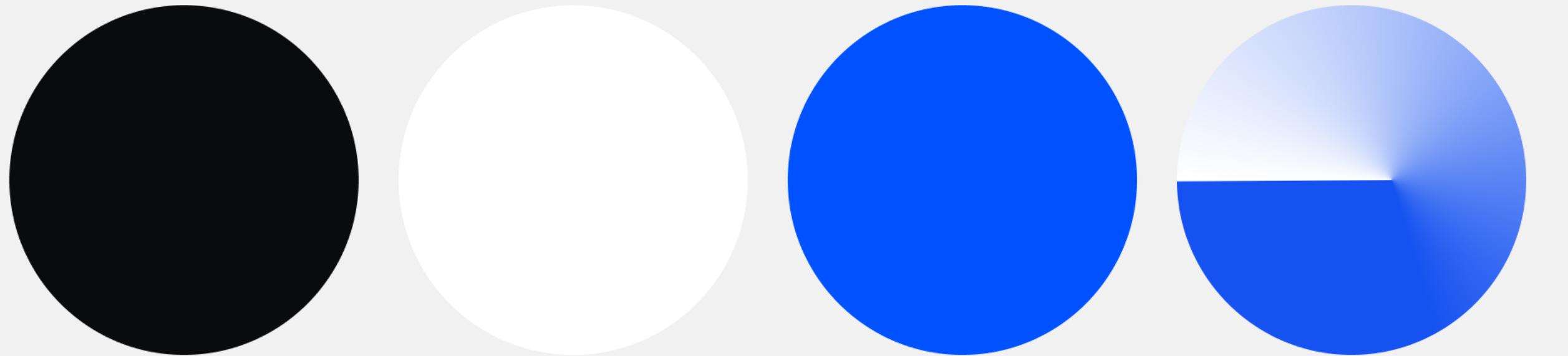
Coinbase is launching a social marketplace for NFTs. Connect with your favorite artists, subscribe to drops, create your own digital masterpieces, or showcase your collection. It's all coming soon.

**Coinbase
Display
Regular**

2

Color

Color



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

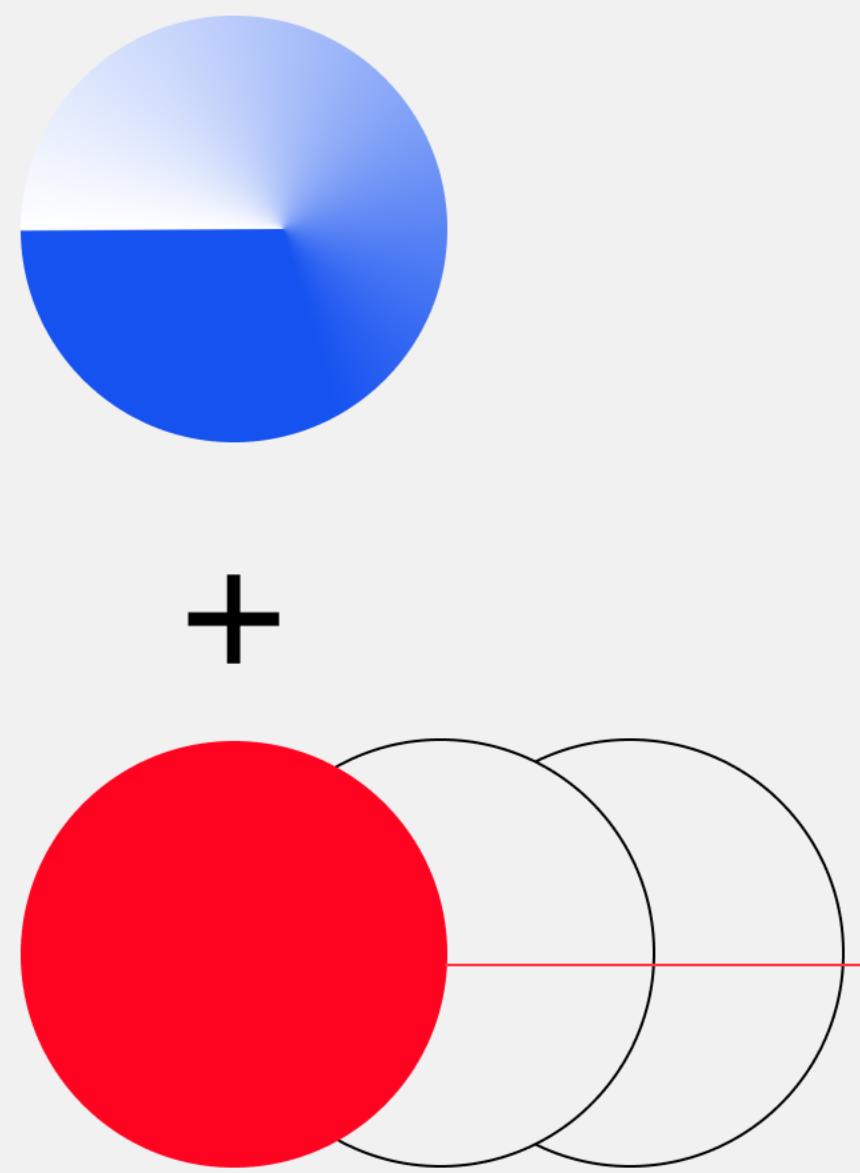
Blue
PMS: 2387 C
CMYK: 91, 60, 0, 0
RGB: 0, 82, 255
HEX: #0052FF

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

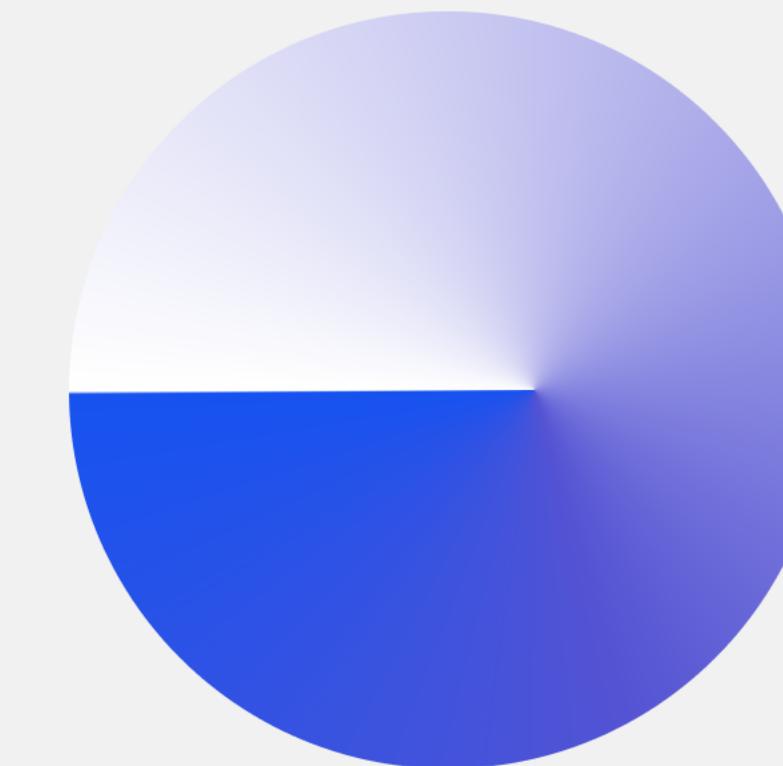
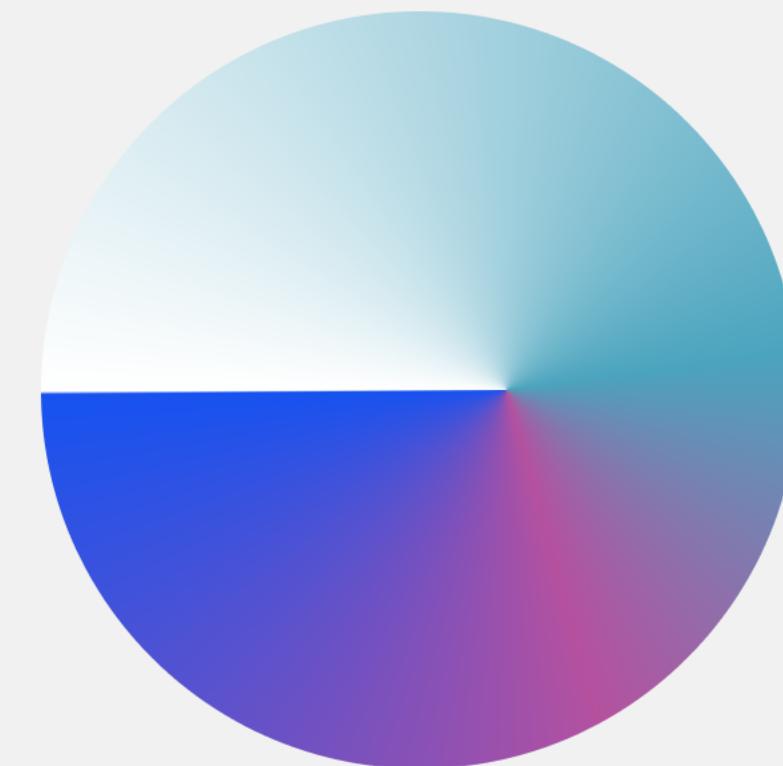
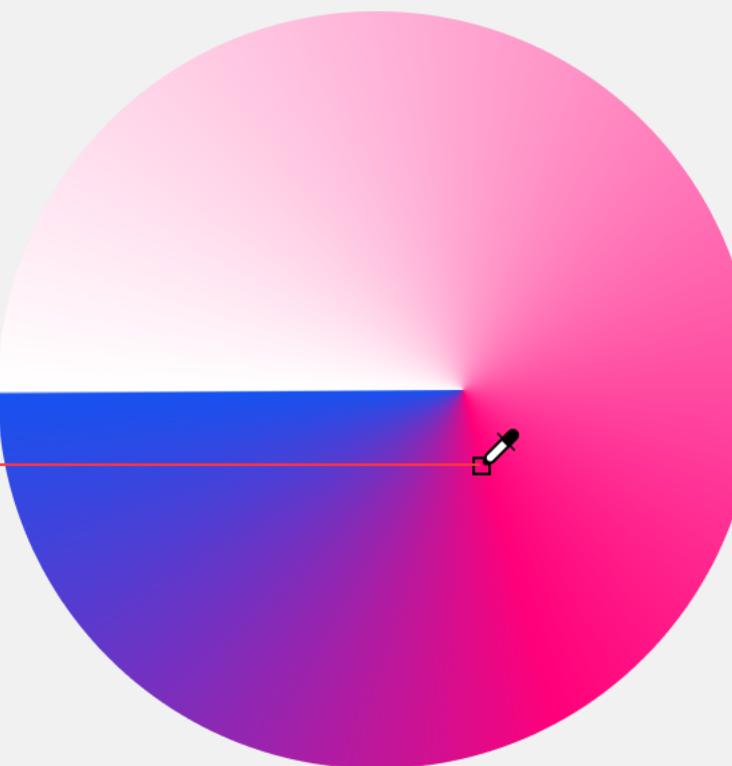
Primary Palette

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.

Base Brand Guidelines 1.0



Color - Partnerships



BASE ×



BASE ×



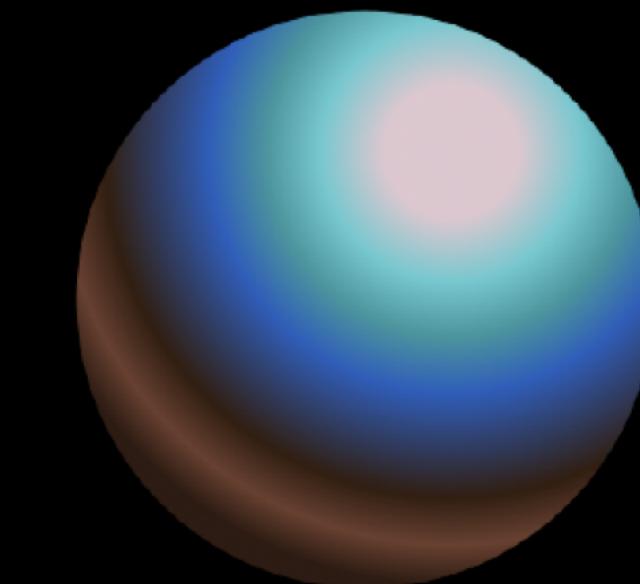
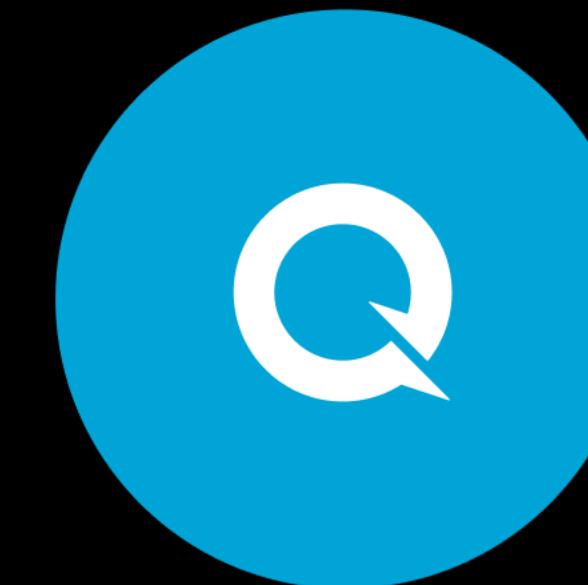
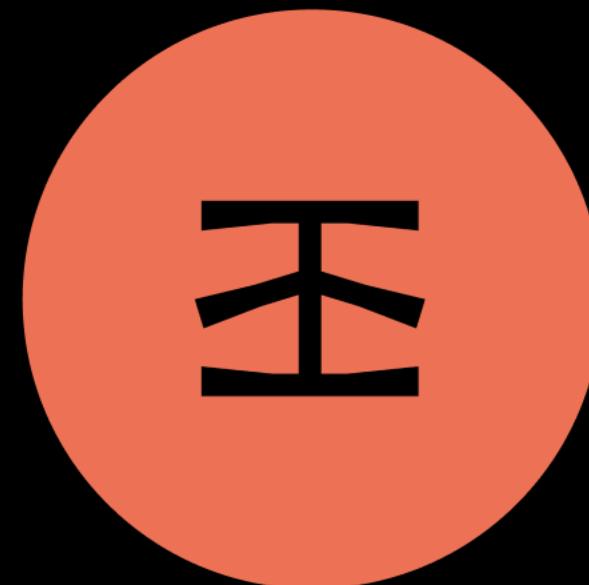
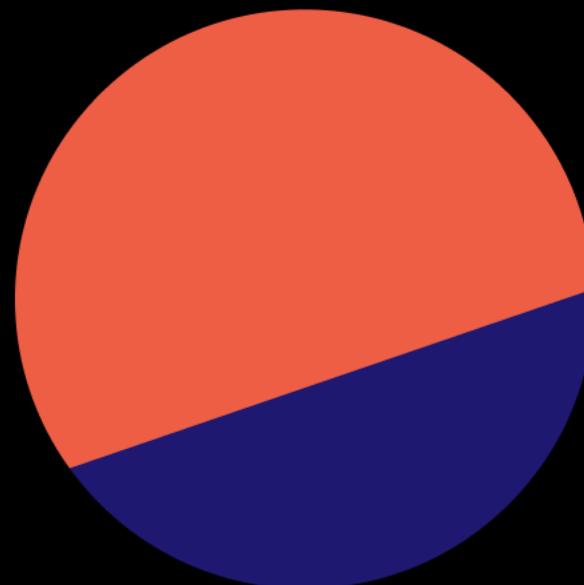
BASE ×



Special Palette

The gradient of colors can leverage 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.

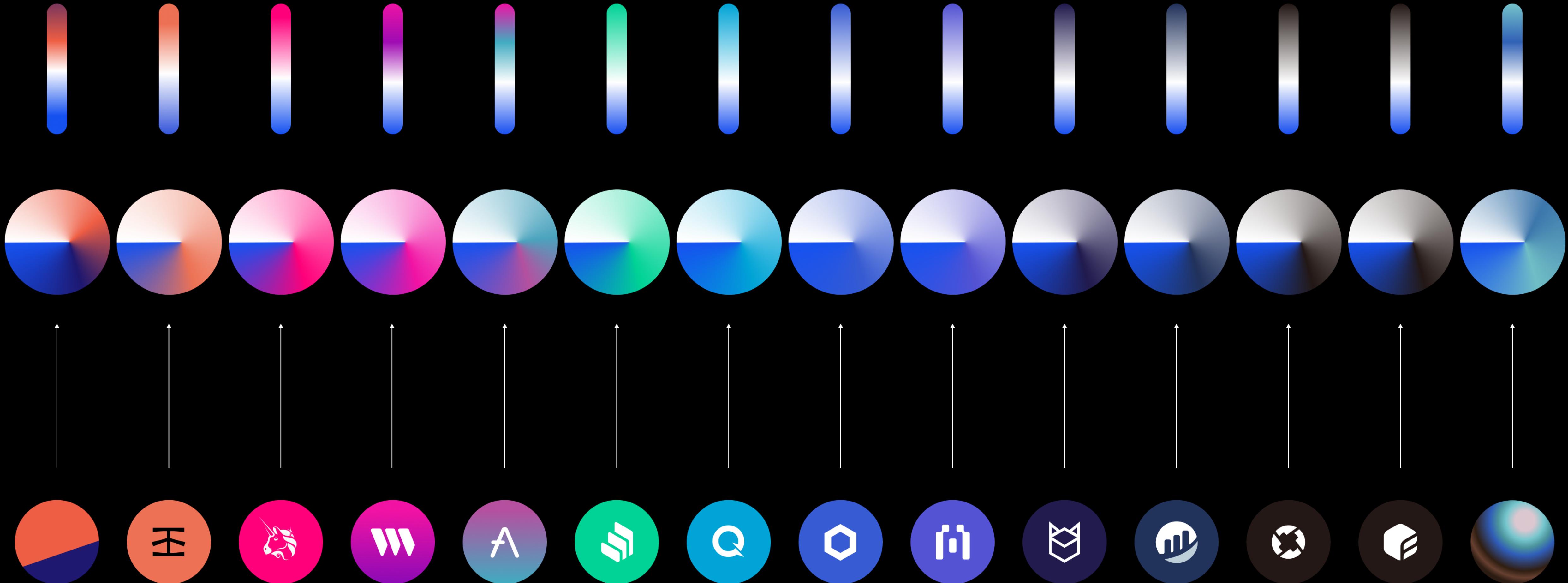


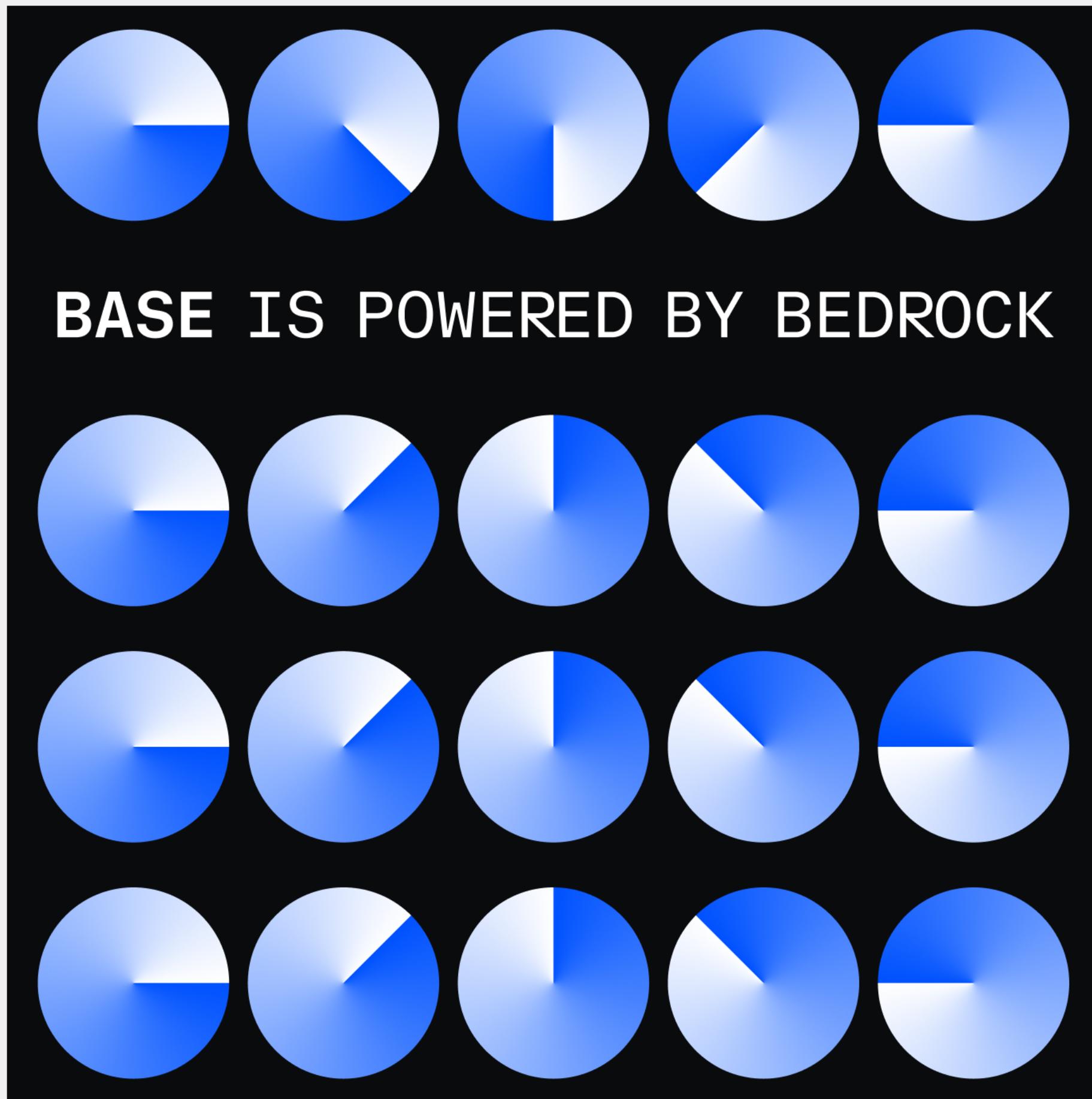
Base Brand Guidelines 1.0

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.





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

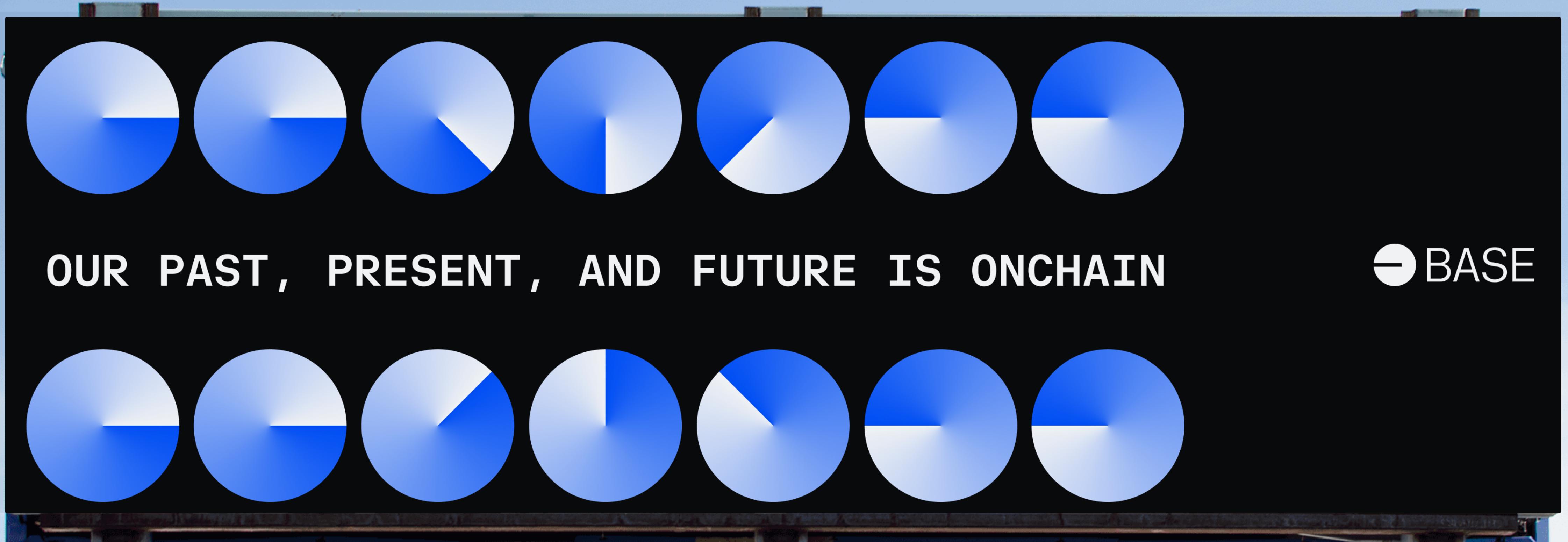


3:40PM
LAUNCH

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

5

Examples





ONCHAIN AT SCALE

