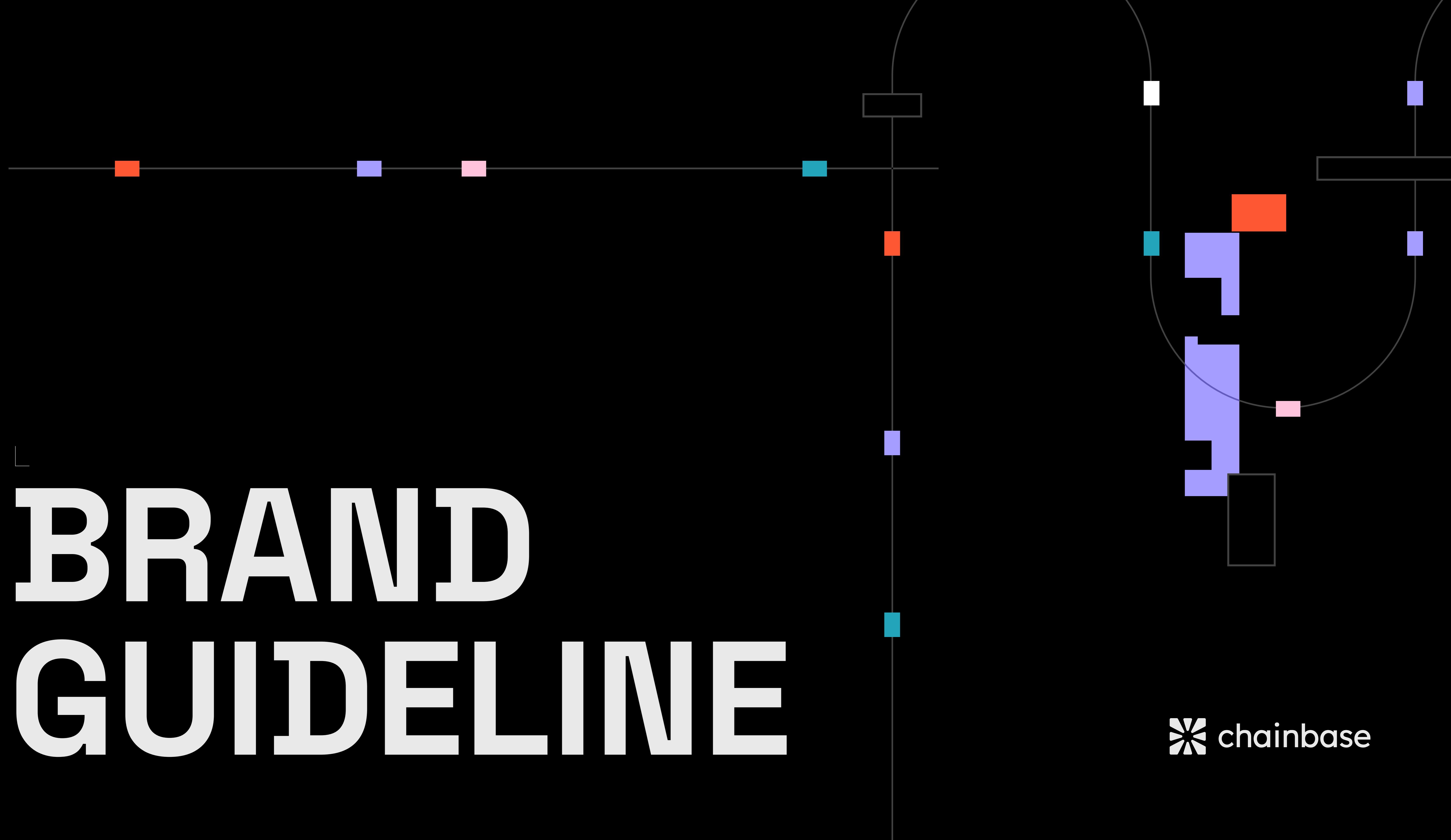
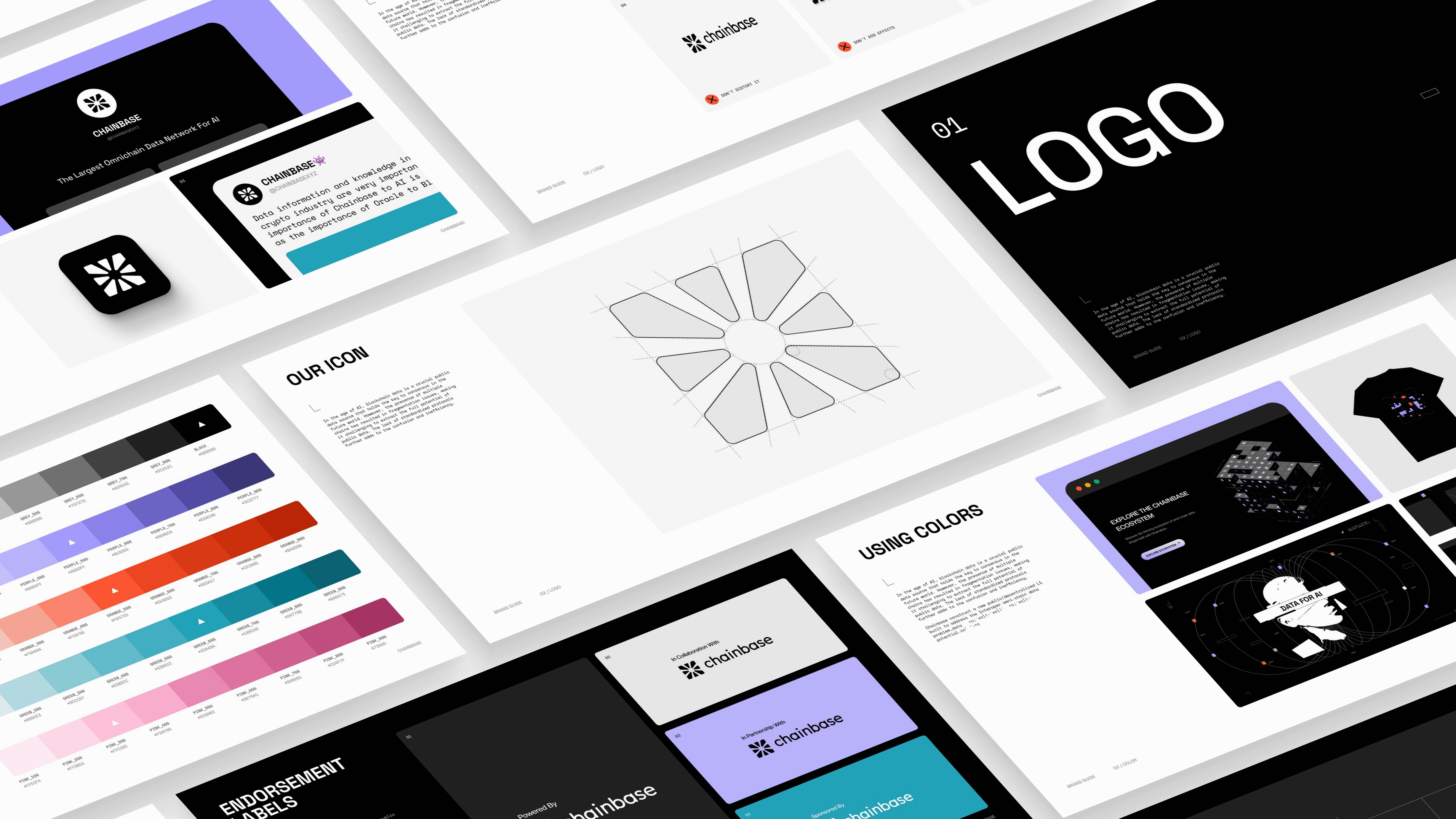


BRAND GUIDELINE





INTRO

↳

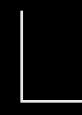
After years of dedication in Web3, Chainbase has reached a new milestone. We've developed a fresh visual language to reflect our core values in the crypto world: openness, transparency, professionalism, transformation, and delivering the most comprehensive omnichain data network for the AI era. This brand guideline is here to ensure our visual identity stays consistent across all platforms.

If you have any questions, please don't hesitate to reach out—we're always here to help.

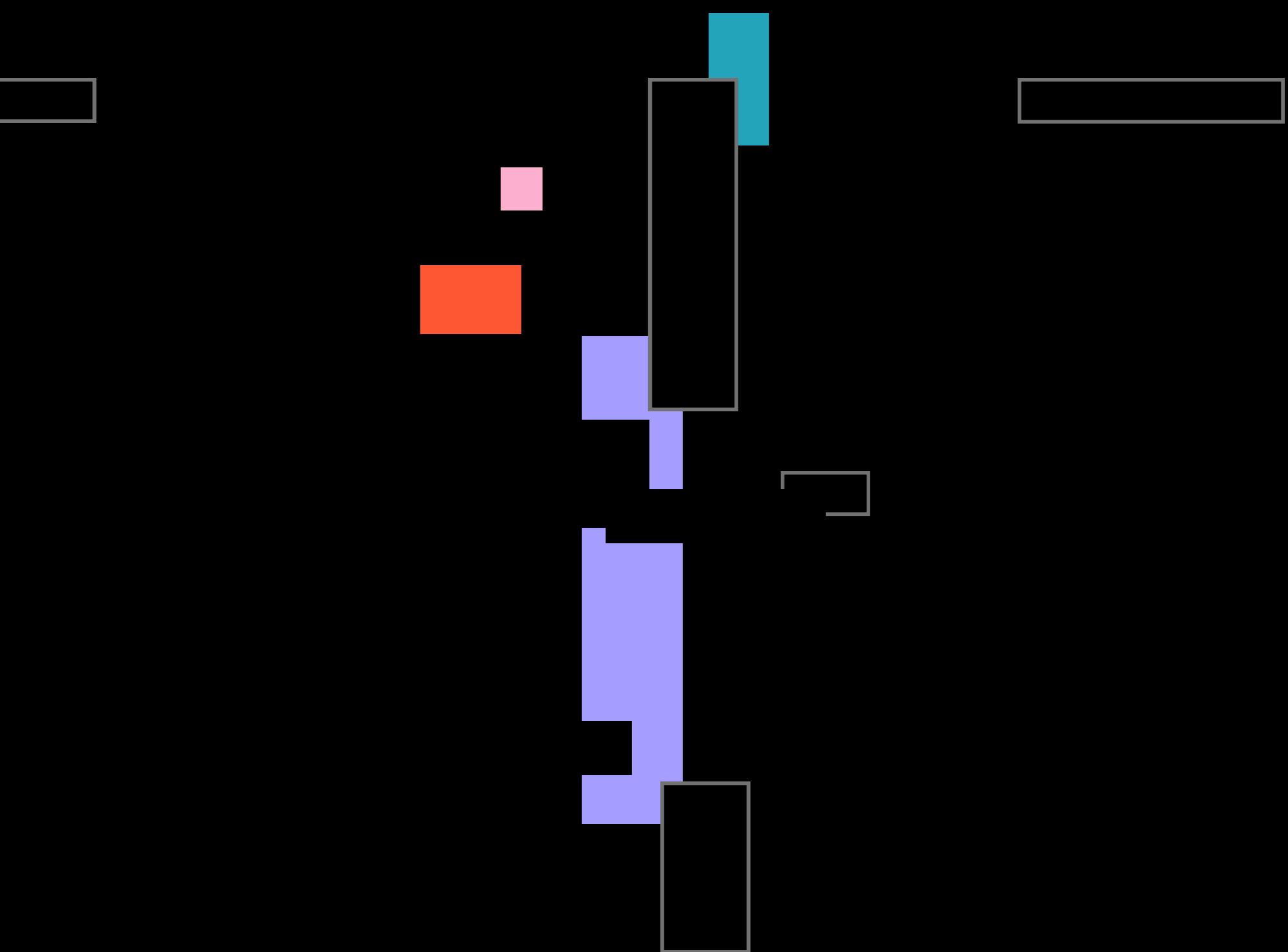
CONTACT US : SUPPORT@CHAINBASE.COM

01

LOGO



Our logo sits at the core of our brand.
It's meaningful, bold, and unique, capturing the
essence of the Chainbase brand and should be used on
all of our communications.
The following guidance will instruct you on how to
most effectively use our logo.



OUR LOGO

L

Our logo, which consists of both our icon and logotype, is the cornerstone of our brand identity. It serves as the most powerful visual representation of Chainbase, encapsulating the essence of our brand in a single, bold design. The logo is not just a symbol; it is the hero identity that communicates who we are at a glance. Whether it's on digital platforms, print media, or physical products, our logo stands as a consistent and recognizable mark of our presence.

[DOWNLOAD ↓](#)



LOGO COLOR

L

Our logo is available in only two colors: black and white. Each color version has its specific environment and purpose for use. Please ensure that our brand identity remains clear and recognizable against all backgrounds.

01 WHITE LOGO ON DARK BACKGROUND

02 BLACK LOGO ON LIGHT BACKGROUND

03 BLACK LOGO ON SECONDARY COLOR BACKGROUND

04 WHITE LOGO ON IMAGE BACKGROUND



LOGO LOCKUP

01

L

Our logo has two lockup designs: horizontal and vertical. The horizontal layout is ideal for wide screens and spaces with ample horizontal room, while the vertical layout is better suited for applications with limited vertical space.

In both Lockups, it is essential to maintain a fixed proportion and spacing between the logo icon and text to ensure consistency and integrity of the brand identity. This helps preserve clarity and a unified brand image across all applications, ensuring that Chainbase's visual communication is precise and consistent.

01 VERTICAL LOGO

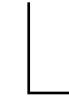
02 HORIZONTAL LOGO



02

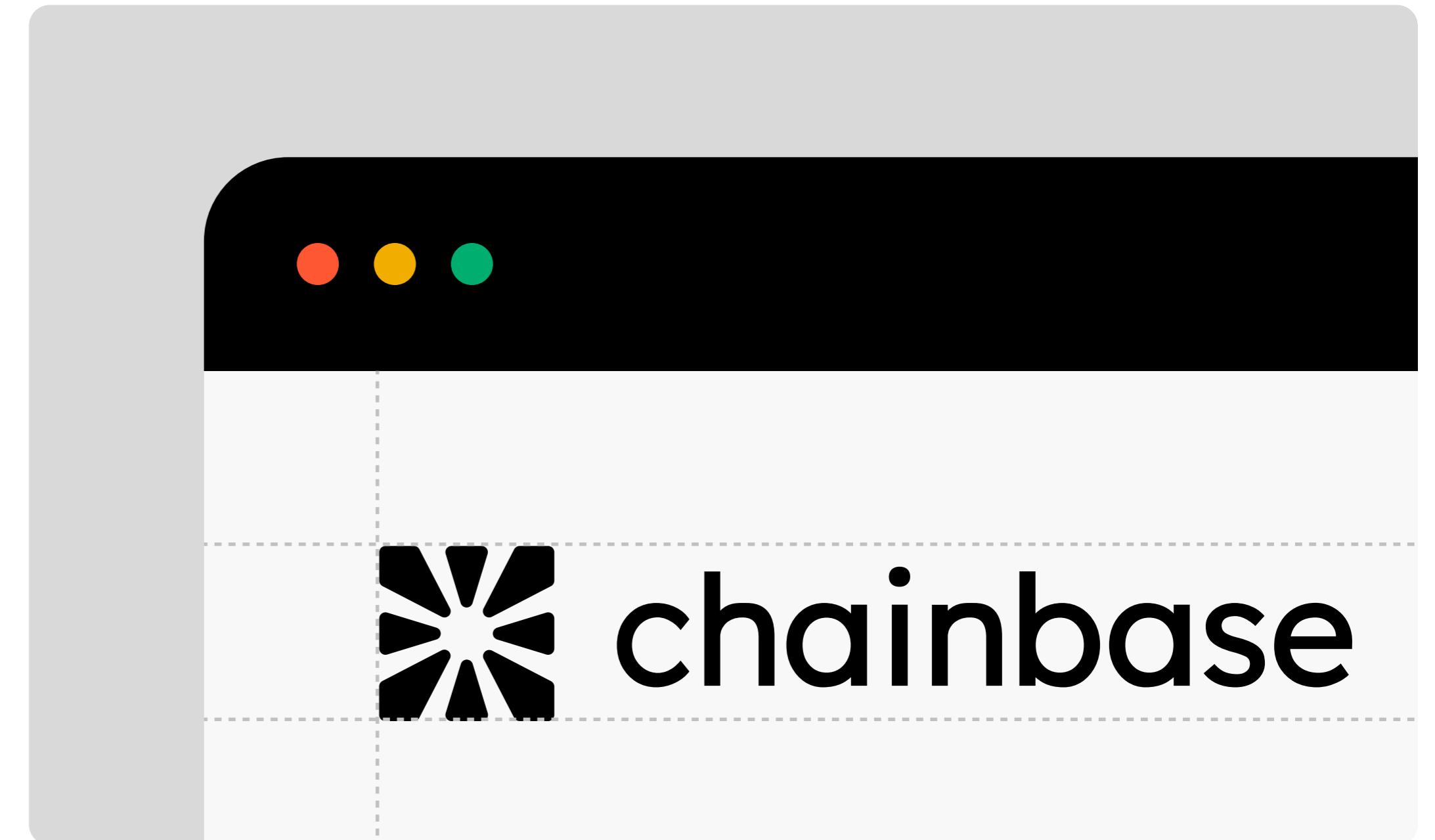


CLEAR SPACE



When using our logo, it's crucial to maintain sufficient clear space around it to prevent other visual elements from interfering with its presentation.

This clear space ensures that the logo remains distinct and easily recognizable in all applications, preserving its integrity and the brand's visual identity. Whether on digital media or printed materials, adhering to this principle guarantees that the Chainbase logo is always displayed to its best advantage.

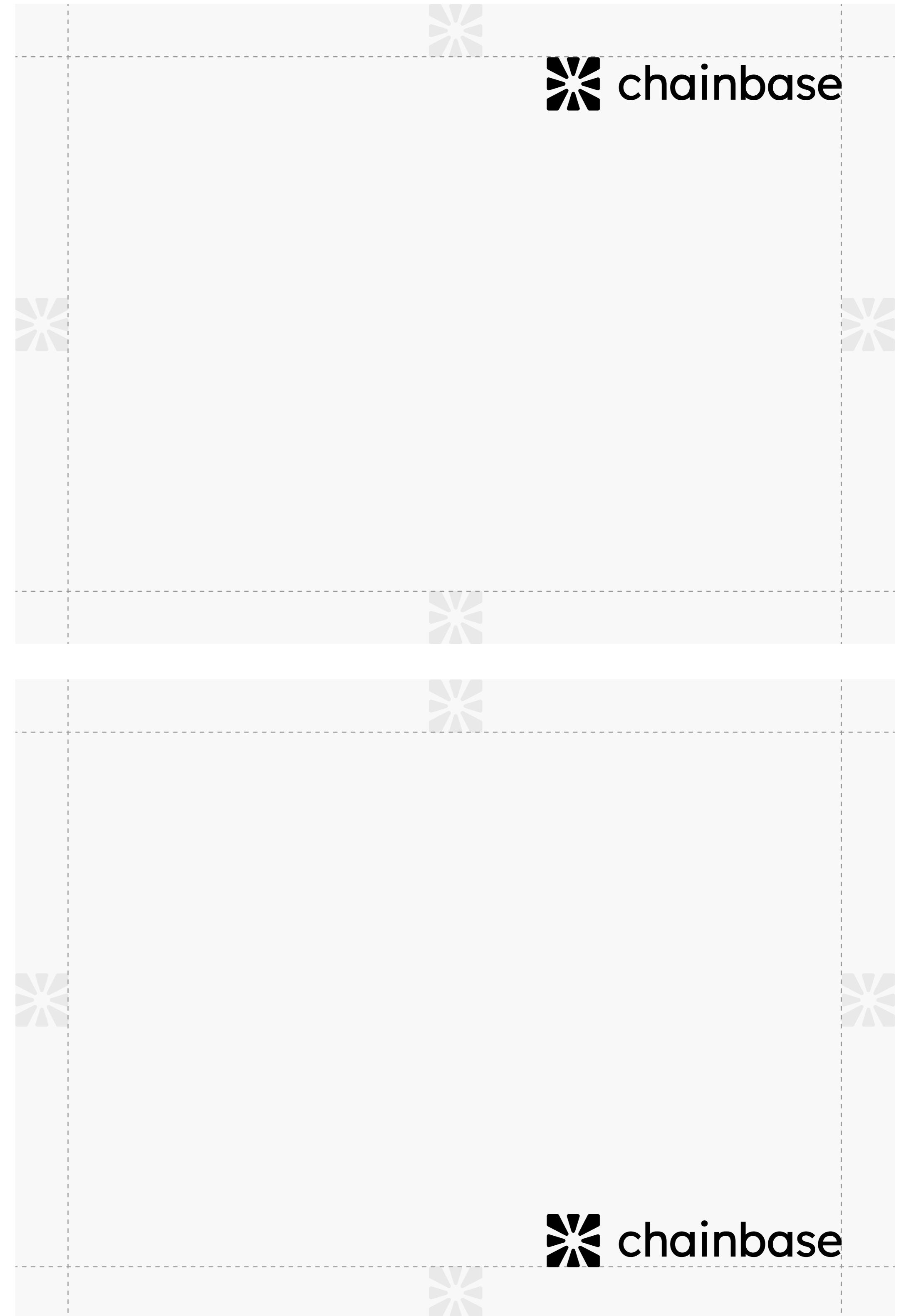
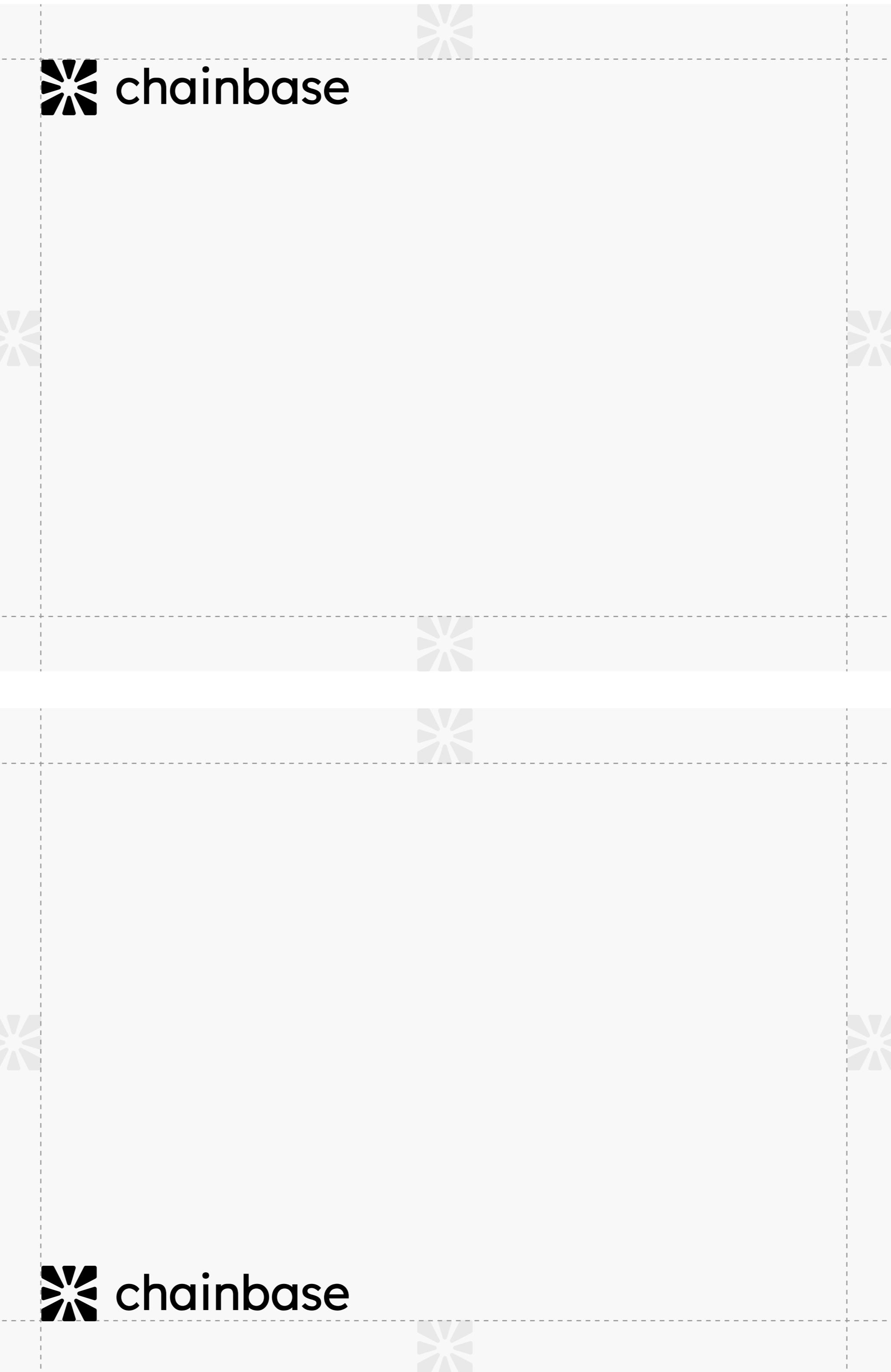


POSITIONS

L

Placing our logo in the corner makes it nice and visible without taking up too much room. It works centrally to - just be sure to give it plenty of space.

The positions shown here for the Chainbase Logo serve as a general guidance, allowing flexibility in designs.



MINIMUM SIZE

L

To ensure clarity and recognizability across different media, our logo must adhere to minimum size requirements. For digital media, the logo's minimum Height should be no less than 24 pixels, ensuring it remains clear and detailed on websites, apps, and social media. For print media, the minimum Height should be at least 4 millimeters, guaranteeing that the logo is legible and maintains its integrity on business cards, brochures, and other printed materials.

These guidelines help preserve the quality and consistency of the Chainbase brand in all applications.

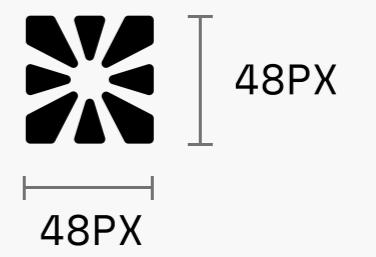
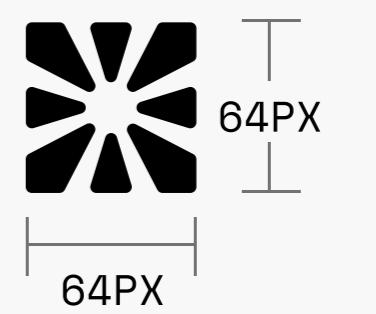
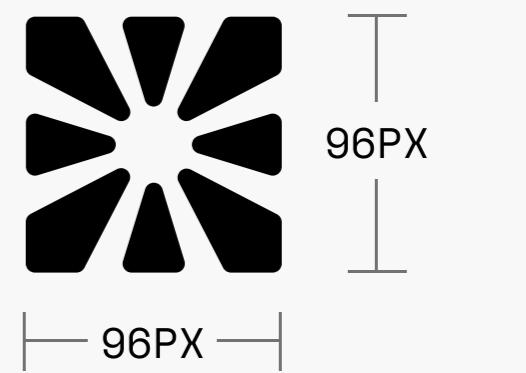
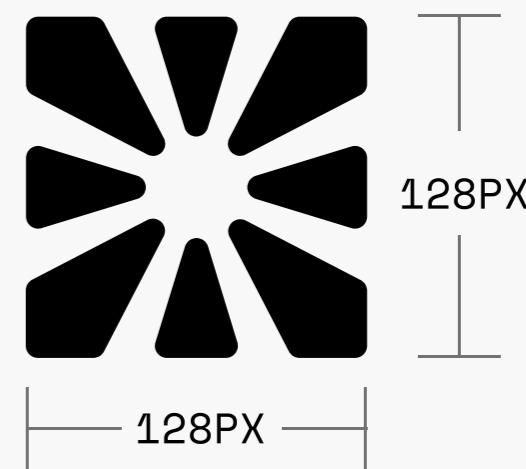
01 FULL LOGO
DIGITAL:24PX HEIGHT
PRINT:4MM HEIGHT

02 ICON ONLY
DIGITAL:24PX WIDTH & HEIGHT
PRINT:4MM WIDTH & HEIGHT

01



02



INCORRECT LOGO USAGE

L

Incorrect use of the Chainbase logo can negatively impact our brand image and communication effectiveness. Any use that does not comply with our design guidelines will diminish the logo's recognizability and visual consistency, leading to a blurred and distorted brand image. This can not only reduce our brand's visibility in the market but also cause confusion and misunderstandings, affecting our brand reputation and market influence. Therefore, we kindly ask you to strictly adhere to our usage guidelines and avoid the incorrect usage examples shown on the right, as well as any other non-compliant practices, to ensure the consistency and integrity of our brand image.

01



DON'T CHANGE IT

02



DON'T OUTLINE IT

03



DON'T PLACE IT AT AN ANGLE

04



DON'T DISTORT IT

05



DON'T ADD EFFECTS

06

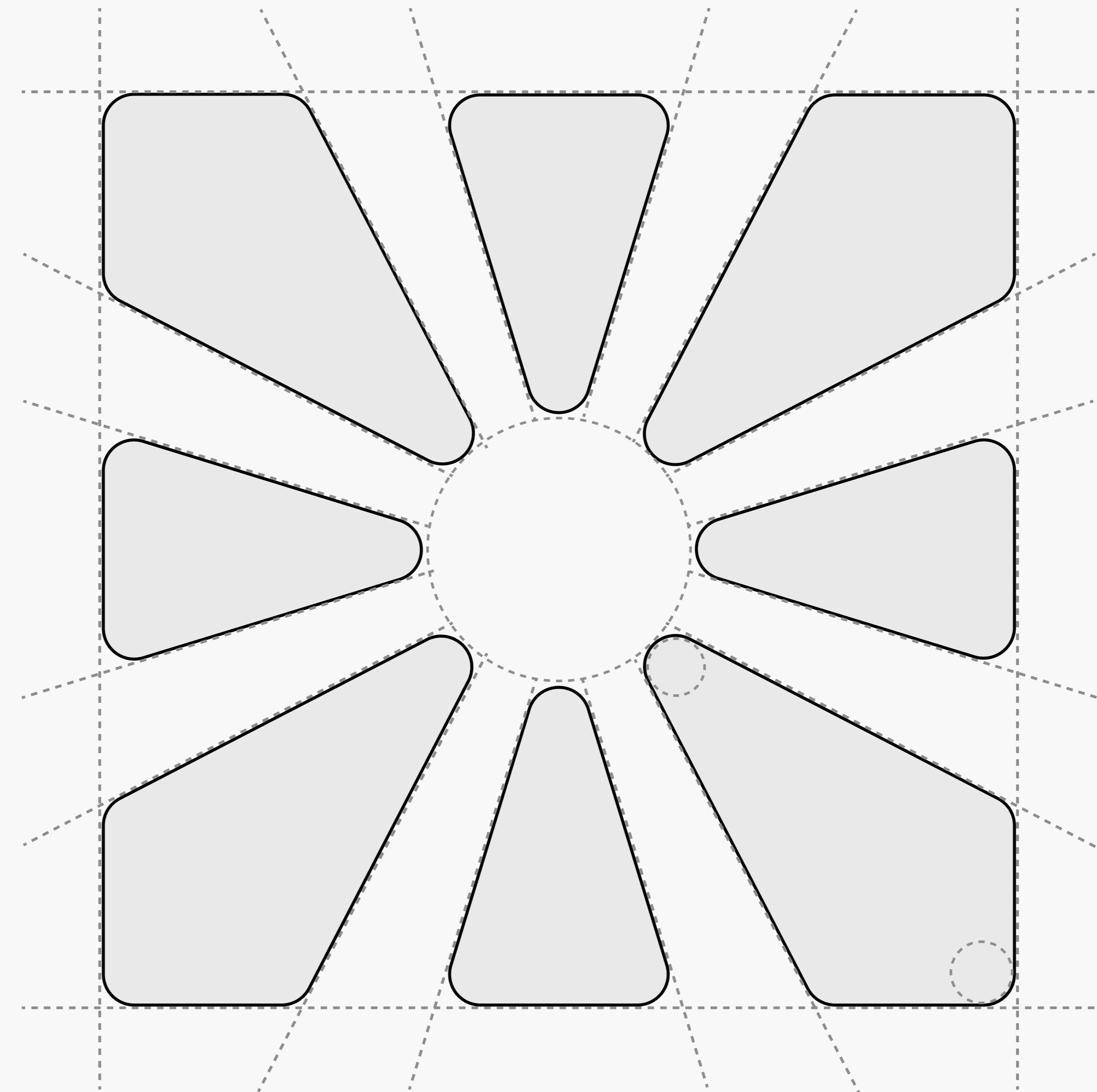


DON'T USE SECONDARY COLORS

OUR ICON

L

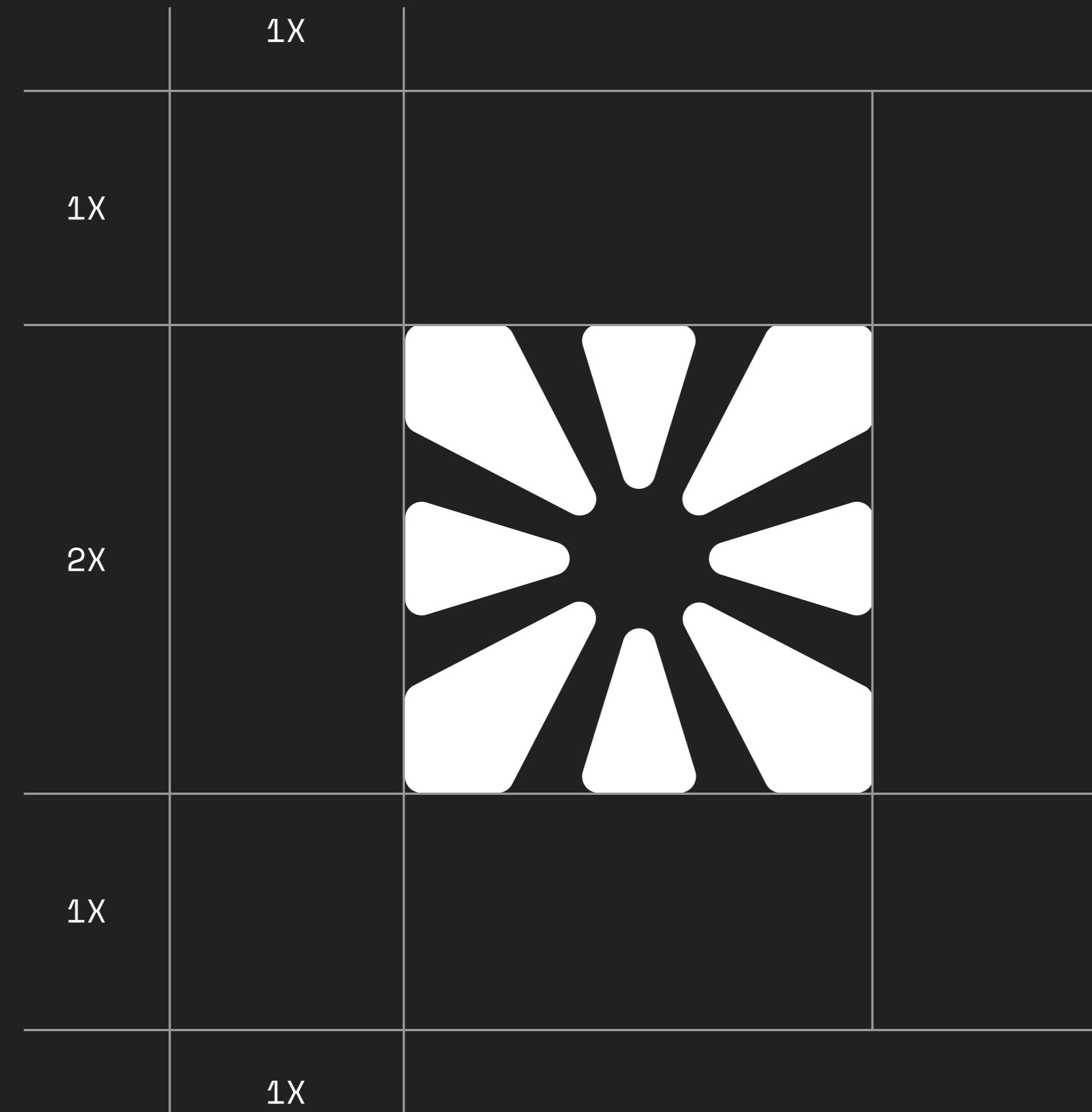
Our icon is inspired by the concept of "converging data crystals," symbolizing our brand's core value in the field of data. It is not only highly recognizable but also embodies the essence of our brand. The icon's design follows strict graphical guidelines, allowing it to be used independently as a representation of our brand. Under no circumstances should the icon's shape be altered, ensuring the consistency and integrity of our brand image.



ICON CLEAR SPACE

[L]

When using the Our icon, it's essential to maintain sufficient clear space around it to prevent other visual elements from interfering with its presentation. This clear space should be at least half the width or height of the icon. Ensuring adequate clear space helps maintain the icon's clarity and recognizability across all usage scenarios, thereby preserving the consistency and integrity of the Chainbase brand image.

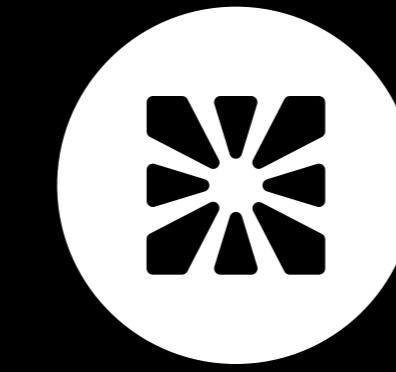


ICON USAGE

01



When the icon is used on its own, it is primarily for social media profile pictures and similar applications. To ensure its recognizability and visual impact across different backgrounds, please choose the appropriate color version based on the specific environment.



CHAINBASE

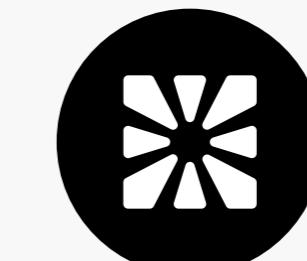
@CHAINBASEXYZ

The Largest Omnichain Data Network For AI

02



03



CHAINBASE 
@CHAINBASEXYZ

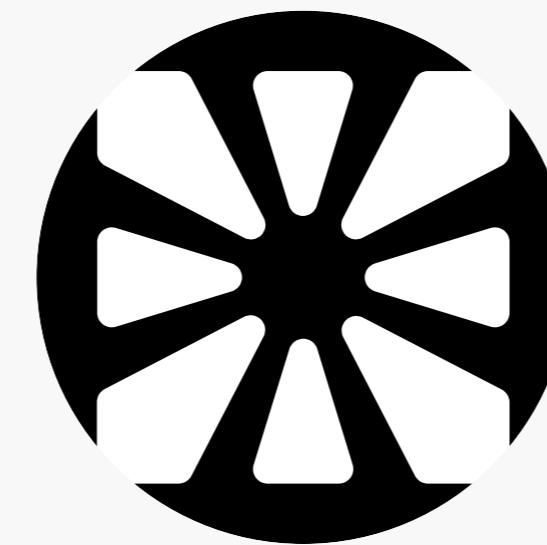
Data information and knowledge in crypto industry are very important. The importance of Chainbase to AI is as the importance of Oracle to Blockchain.

INCORRECT ICON USAGE

L

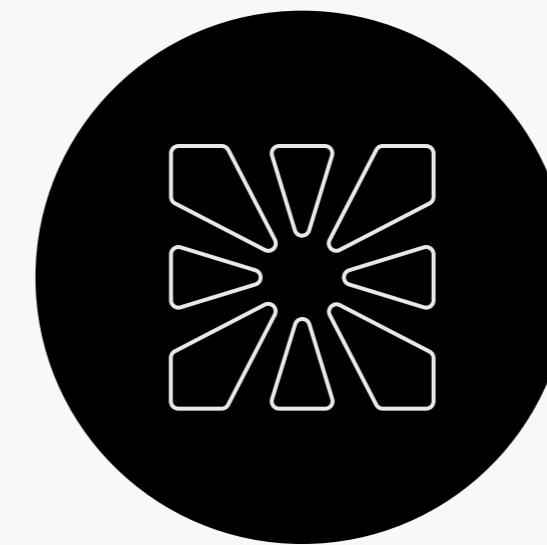
When using the Chainbase logo icon on its own, incorrect usage can negatively impact our brand image. Any practice that does not adhere to our design guidelines will diminish the icon's recognizability and brand consistency, leading to a blurred and distorted brand image. To ensure that the Chainbase brand remains clear and consistent, please strictly follow our usage guidelines and avoid the incorrect usage examples shown on the right or any other non-compliant practices.

01



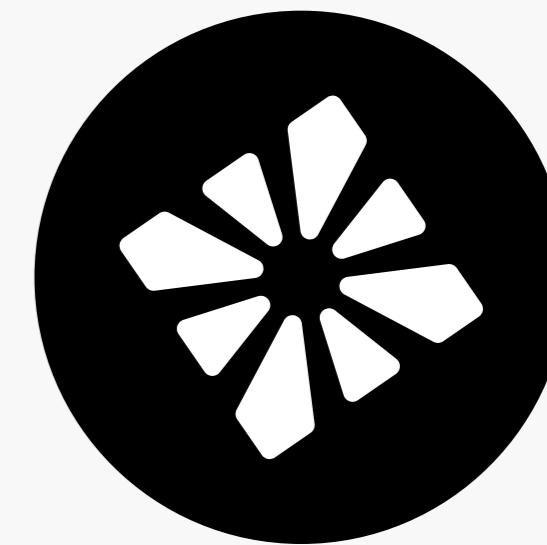
DON'T CUT IT

02



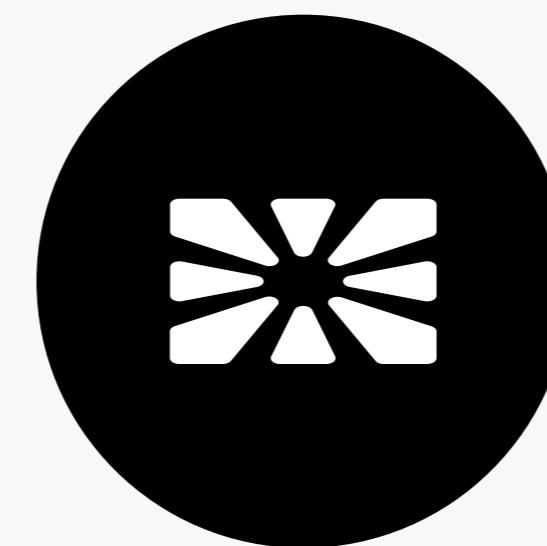
DON'T OUTLINE IT

03



DON'T PLACE IT AT AN ANGLE

04



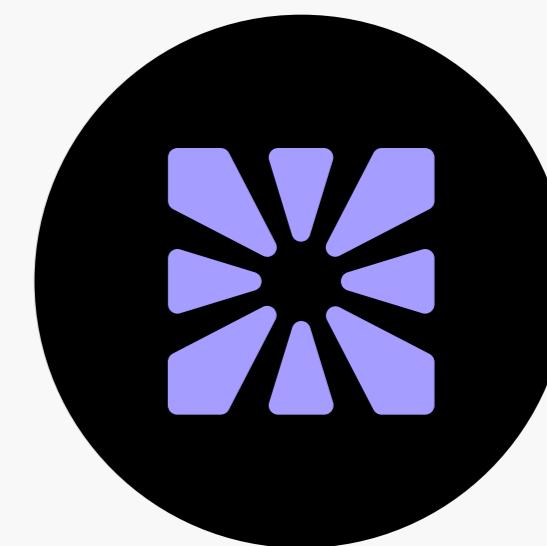
DON'T DISTORT IT

05



DON'T ADD EFFECTS

06



DON'T USE SECONDARY COLORS

ENDORSEMENT LABELS

All endorsement labels should complement the primary brand logo, maintaining visual harmony. When using these labels, it is essential to ensure that their size, color, and positioning adhere to the established design standards and are not altered or adjusted without authorization. Additionally, please ensure that endorsement labels maintain adequate clear space from other visual elements to avoid being obscured or interfered with.



ENDORSEMENT LABELS

L

All endorsement labels should complement the primary brand logo, maintaining visual harmony. When using these labels, it is essential to ensure that their size, color, and positioning adhere to the established design standards and are not altered or adjusted without authorization. Additionally, please ensure that endorsement labels maintain adequate clear space from other visual elements to avoid being obscured or interfered with.

01

Powered By



02

In Collaboration With



03

In Partnership With



04

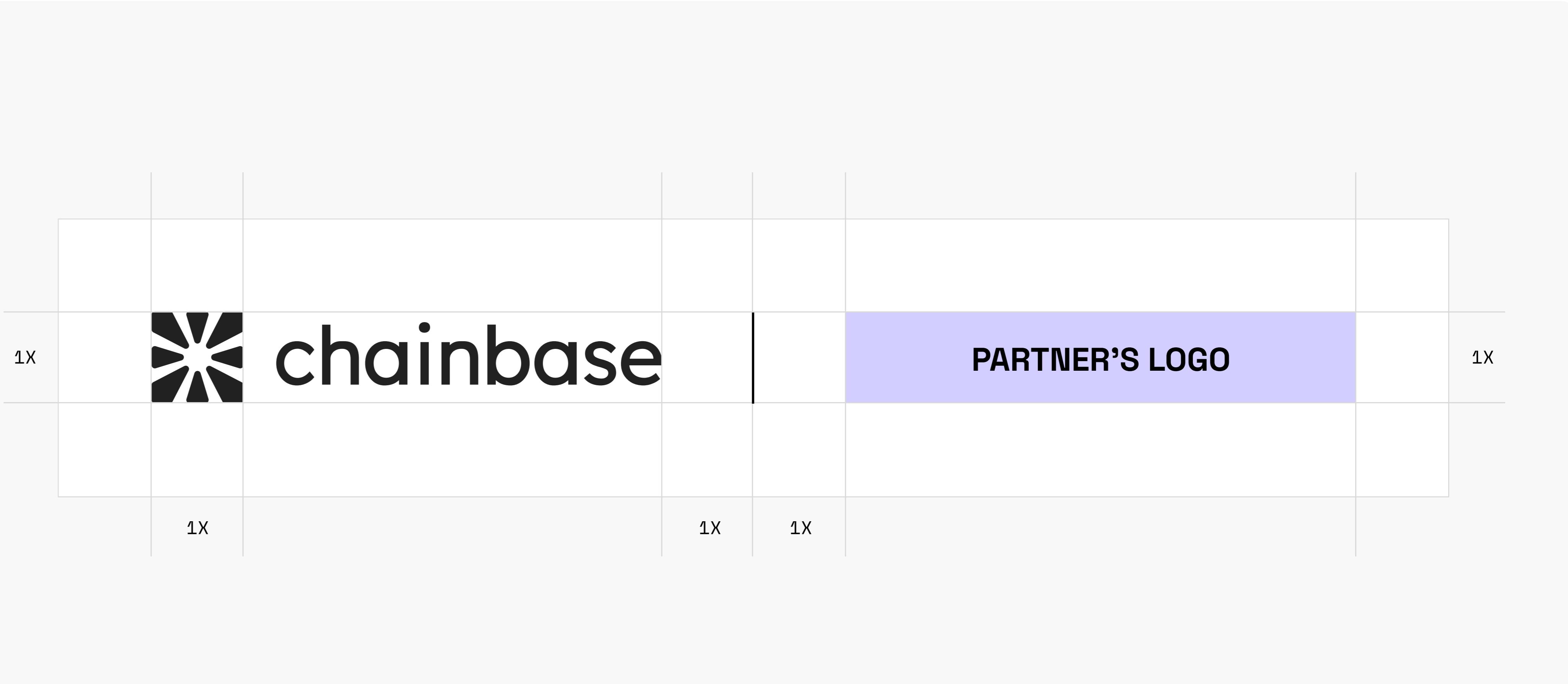
Sponsored By



CO- BRANDING

L

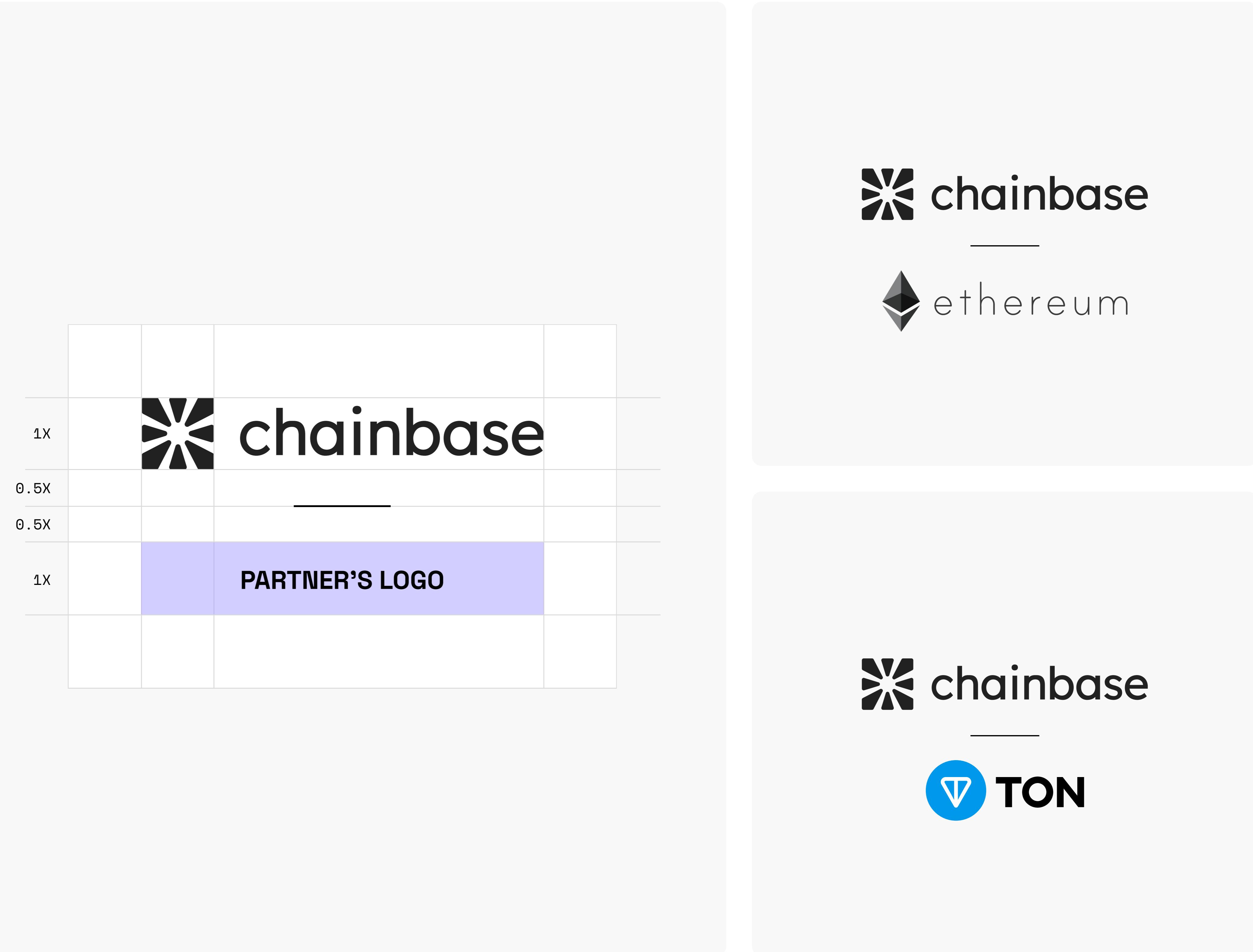
In co-branding situations, ensure that our logo and the partner's logo are displayed at the same size to maintain visual balance and equality. Additionally, to prevent any visual interference, make sure there is sufficient clear space between the two logos. This will ensure that both brand identities are clearly and independently represented, preserving the integrity and consistency of each brand.



CO- BRANDING

L

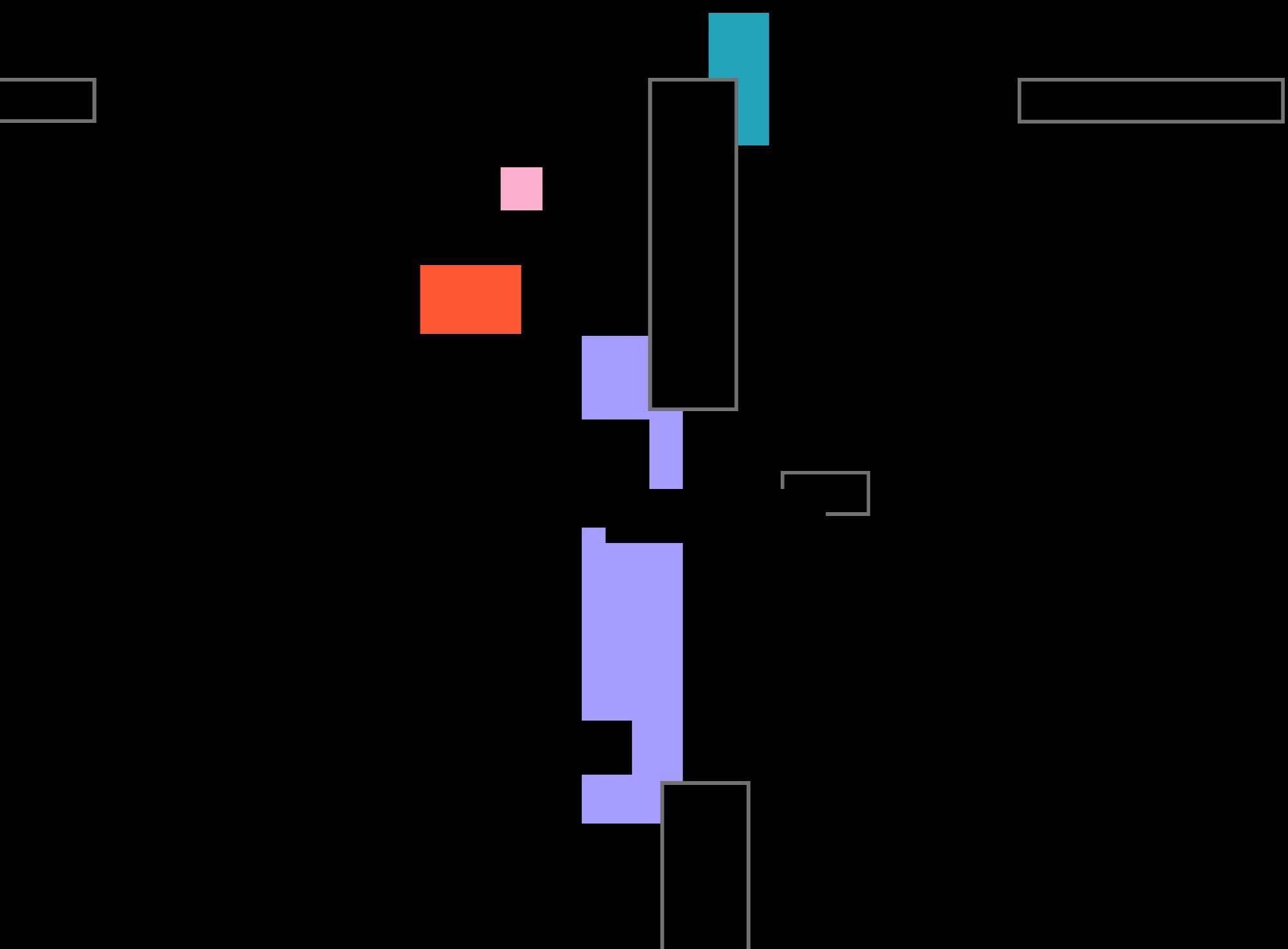
In co-branding situations, ensure that our logo and the partner's logo are displayed at the same size to maintain visual balance and equality. Additionally, to prevent any visual interference, make sure there is sufficient clear space between the two logos. This will ensure that both brand identities are clearly and independently represented, preserving the integrity and consistency of each brand.



02

COLOR

Color is a vital element of our brand identity, making every communication instantly recognizable as part of the Chainbase brand. Our color scheme reflects professionalism while conveying the brand's unique personality and energy. Through a carefully selected color palette, we enhance brand recognition and ensure consistency and appeal across all visual communications.



CORE COLORS

01

Our core colors are black and gray, a color scheme that continues the visual tradition of Chainbase. We deliberately avoid using a single color with a distinct hue to represent us, as Chainbase provides a rich array of data across the entire blockchain network, and no single color can fully encapsulate our brand. Black not only conveys this inclusivity but also symbolizes the geek spirit that lies at the core of Chainbase.

01 GREY

02 BLACK

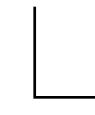
01

HEX:#E9E9E9
RGB:233/233/233
CMYK:7/5/6/0

02

HEX:#000000
RGB:0/0/0
CMYK:75/68/67/90

SECONDARY COLORS



Our secondary colors add vibrancy and depth to our visual system, symbolizing the rich diversity of Chainbase's data while maintaining brand consistency. The use of different secondary colors is carefully proportioned to ensure optimal impact across various scenarios. By effectively using these colors, we maintain our core brand style while enhancing each communication with a unique visual experience.

01 PERPLE

02 ORANGE

03 GREEN

04 PINK

50%

HEX:#A59DFF RGB:165/157/255/100 CMYK:38/38/0/0

20%

HEX:#FE5733 RGB:254/87/51/100 CMYK:0/86/90/0

20%

HEX:#23A4BA RGB:35/164/186/100 CMYK:85/9/25/0

10%

HEX:#FFC3DC RGB:255/195/220/100 CMYK:0/32/0/0

GRADIENT

L

Our brand gradient uses a transition of purple and gray, complementing both the primary and secondary colors. It is primarily used in web visual elements, adding texture and depth to the design while remaining harmonious with the primary and secondary color schemes.



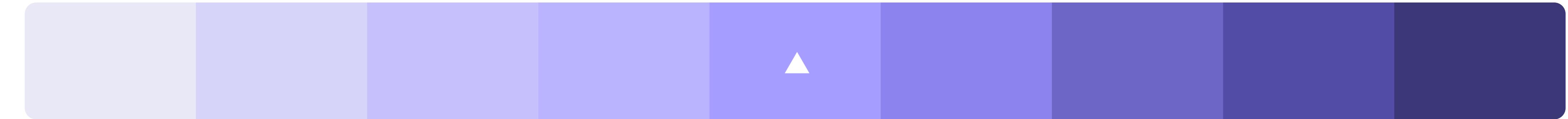
- #E9E9E9
- #A59DFF

COLOR SYSTEM



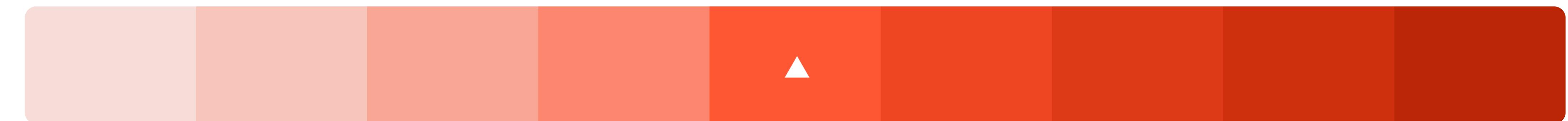
GREY_100 #F8F8F8	GREY_200 #E9E9E9	GREY_300 #D9D9D9	GREY_400 #C0C0C0	GREY_500 #999999	GREY_600 #727272	GREY_700 #424242	GREY_800 #212121	BLACK #000000
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Our brand color system defines the specific color values of the primary and secondary colors at different levels of brightness, helping to maintain consistent visual effects across both web presentations and printed materials. This system ensures that our brand image is uniformly represented across all media.



PURPLE_100 #E9E8F7	PURPLE_200 #D7D4FA	PURPLE_300 #C6C1FD	PURPLE_400 #BAB4FF	PURPLE_500 #A59dff	PURPLE_600 #8C83EE	PURPLE_700 #6E66C6	PURPLE_800 #534CA6	PURPLE_900 #3C3777
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▲ CORE/SECONDARY COLOR



ORANGE_100 #F6DDD8	ORANGE_200 #F7C5BA	ORANGE_300 #F9A694	ORANGE_400 #FC876E	ORANGE_500 #FE5733	ORANGE_600 #EE4622	ORANGE_700 #DD3A17	ORANGE_800 #CE300E	ORANGE_900 #BA2606
-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------



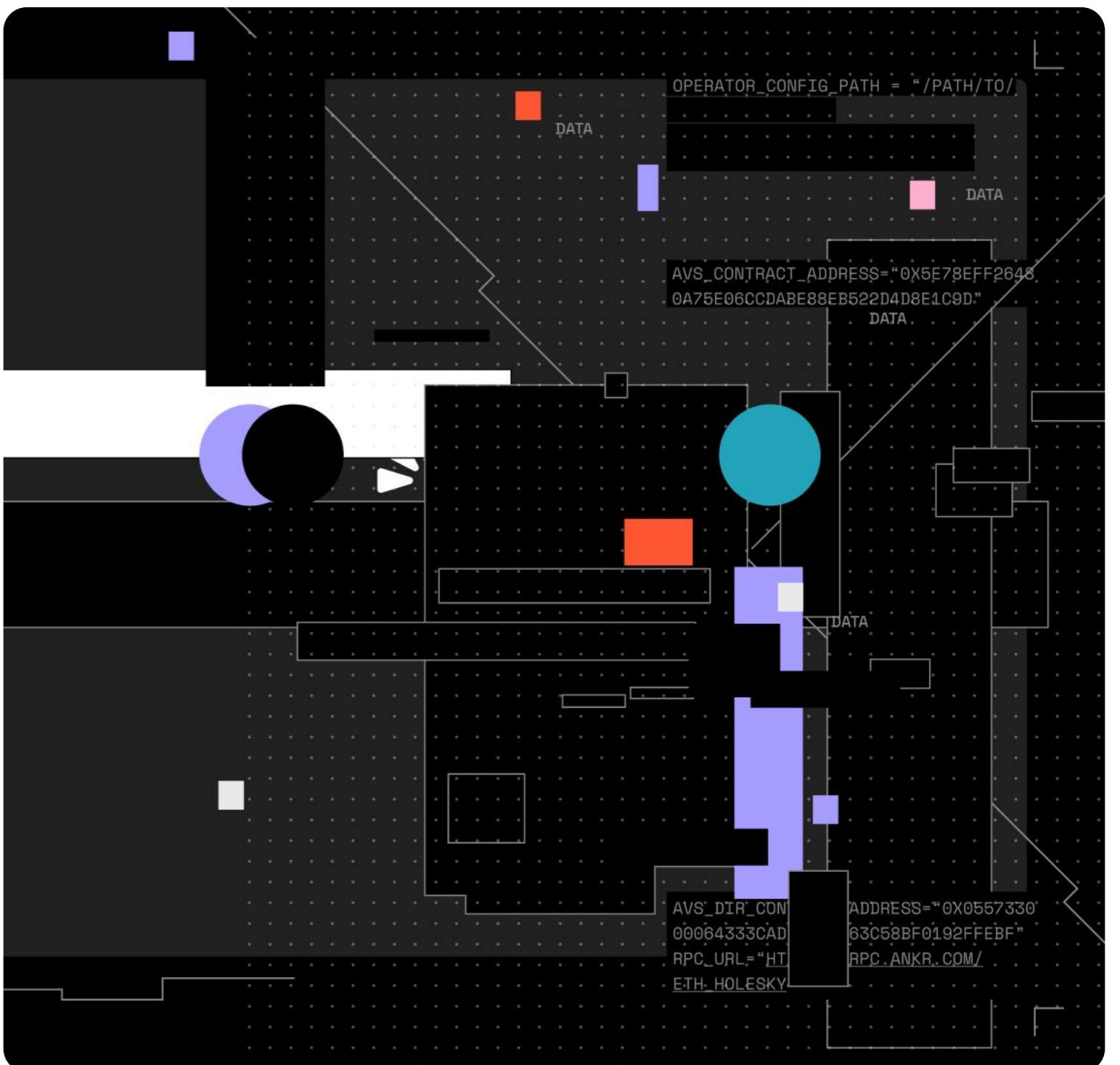
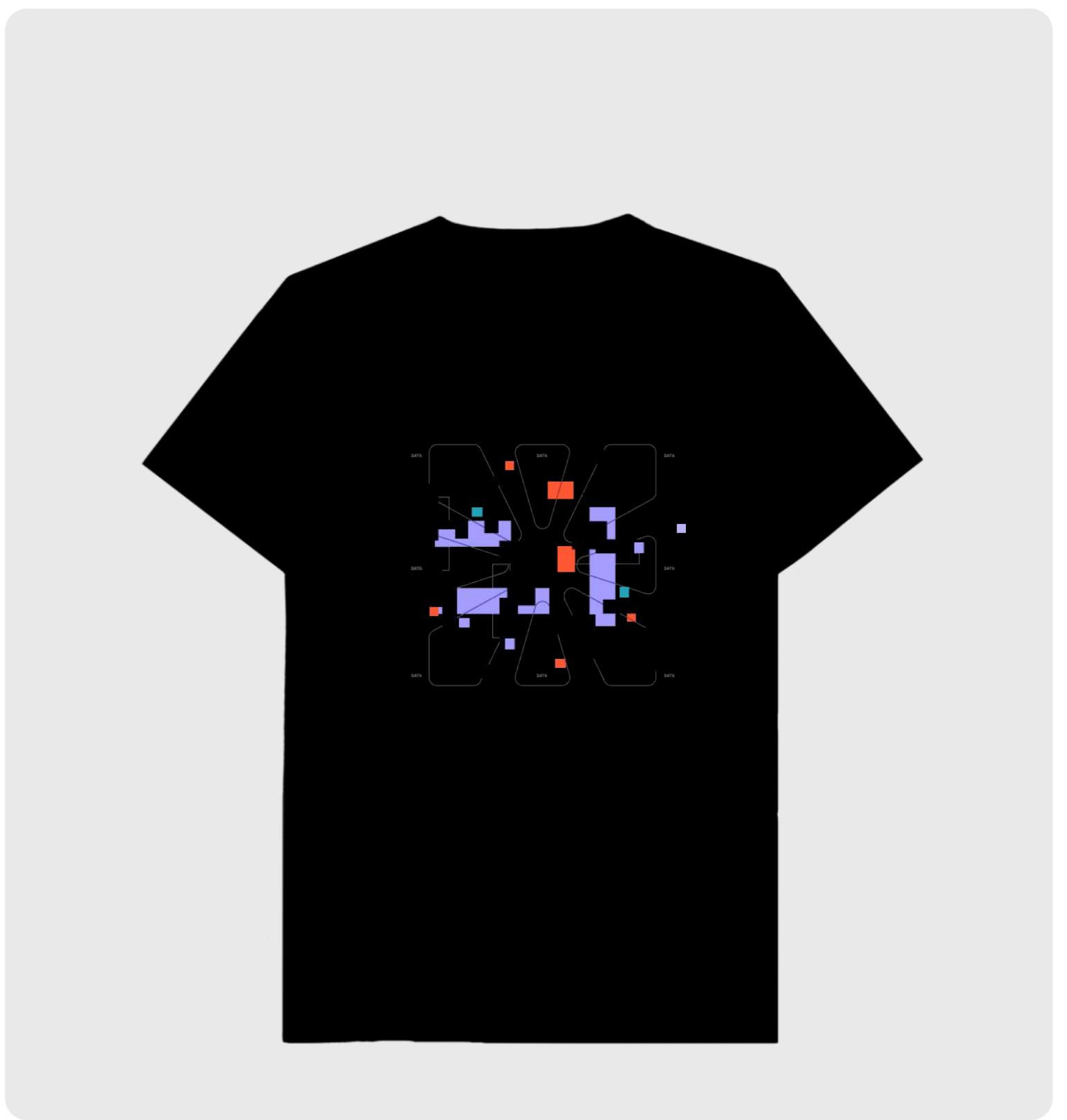
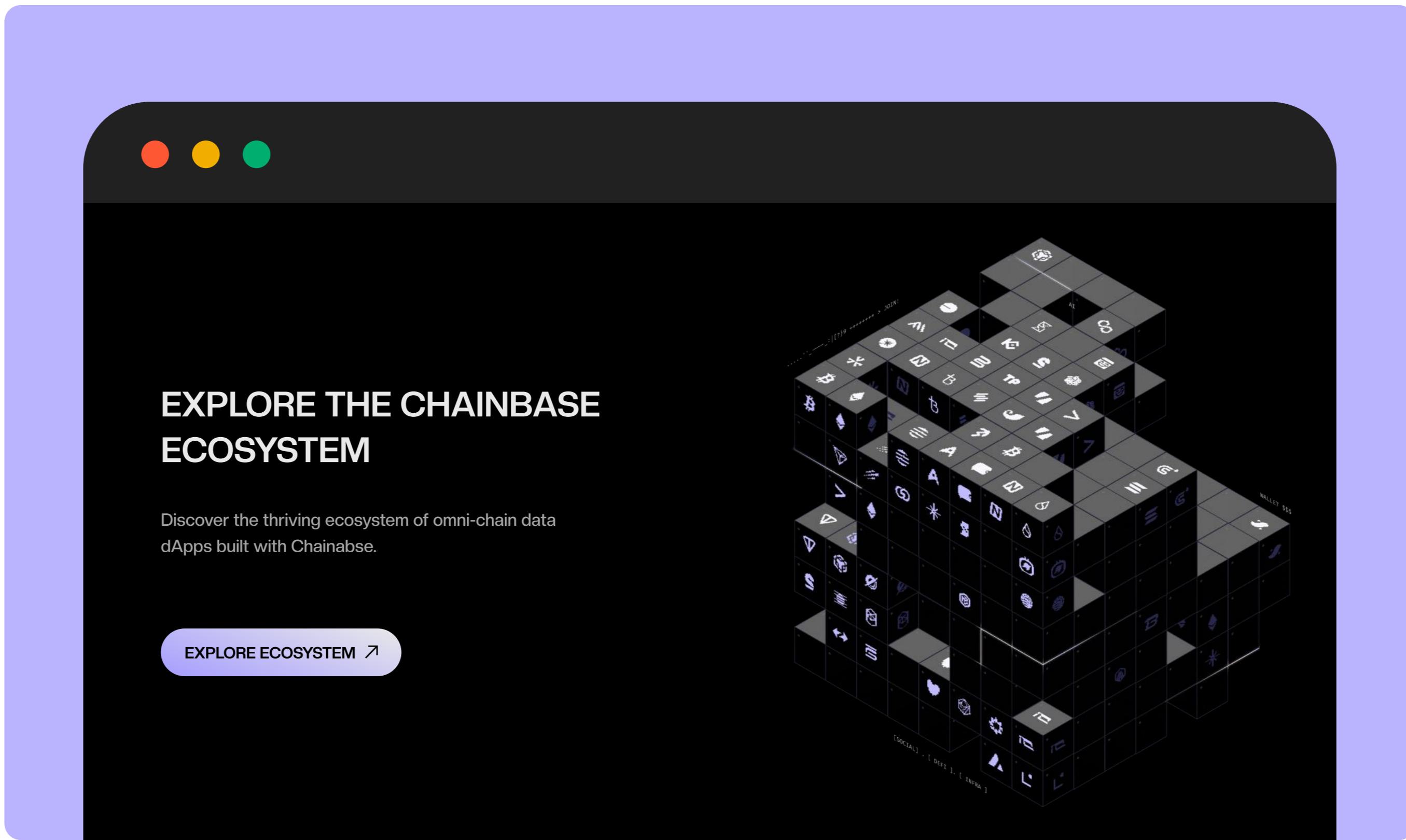
GREEN_100 #E0ECEF	GREEN_200 #B6DCE3	GREEN_300 #8CCCD7	GREEN_400 #63BDCC	GREEN_500 #43B0C3	GREEN_600 #23A4BA	GREEN_700 #188CA0	GREEN_800 #04778B	GREEN_900 #0A6473
----------------------	----------------------	----------------------	----------------------	----------------------	----------------------	----------------------	----------------------	----------------------



PINK_100 #FFECF4	PINK_200 #FFDBEA	PINK_300 #FFC3DC	PINK_400 #FDAFDO	PINK_500 #EC8AB3	PINK_600 #DE75A1	PINK_700 #D26291	PINK_800 #C24F7F	PINK_900 #A73565
---------------------	---------------------	---------------------	---------------------	---------------------	---------------------	---------------------	---------------------	---------------------

USING COLORS

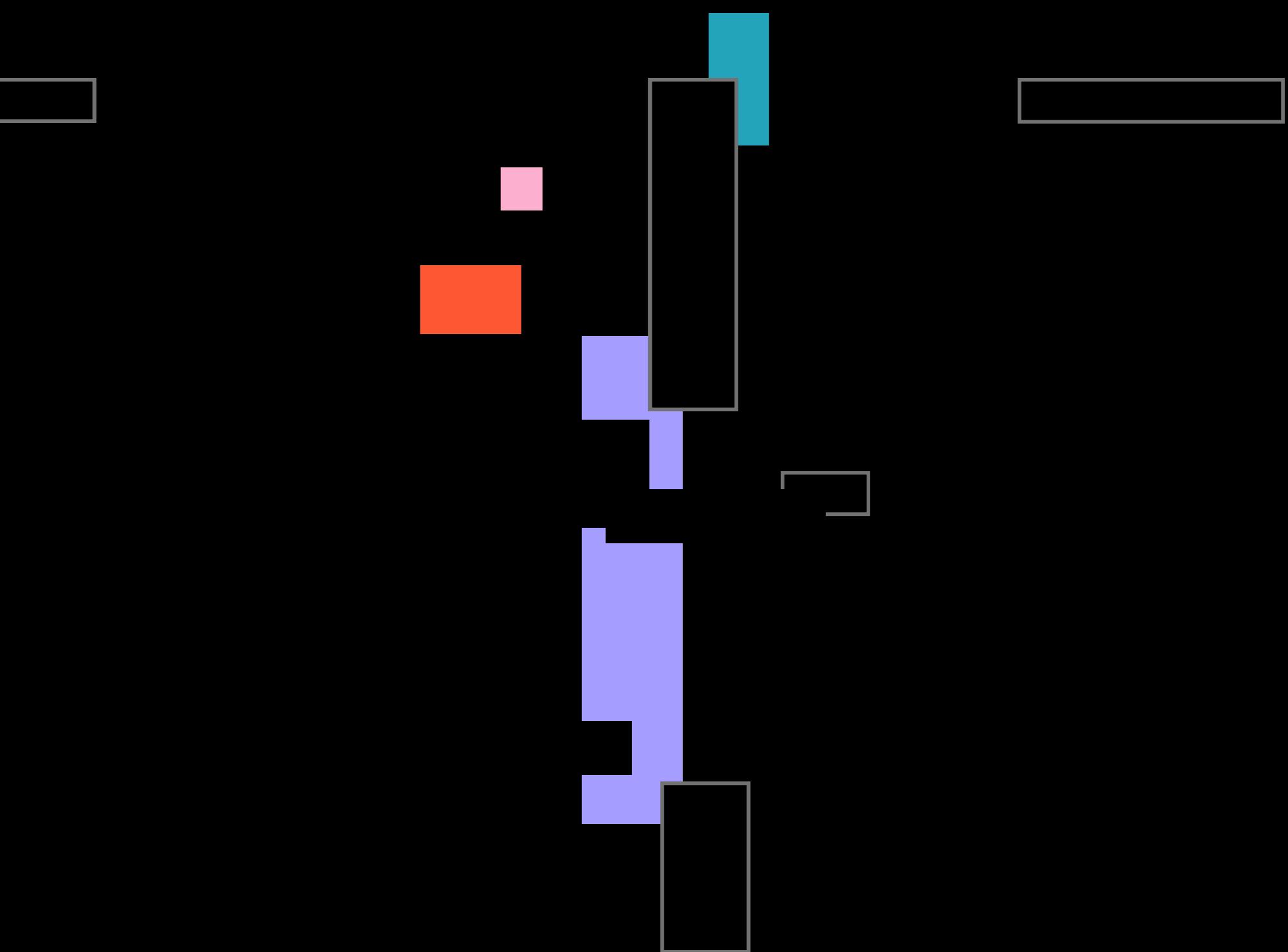
Our brand colors will be applied across various visual contexts, including web design, merchandise, illustrations, posters, and more. Please ensure that the use of colors in all these contexts aligns with Chainbase's color tone, maintaining consistency and brand recognition.



TYPE

L

Our typography guidelines are designed to ensure consistency and professionalism across all communication and design contexts. We have selected specific fonts for different applications, including headings, body text, and emphasis. Adhering to these guidelines ensures a unified brand image across various media while enhancing readability and visual impact.



APPROACH

L

We use three fonts as our official typefaces, each conveying our brand tone while ensuring clear communication. Different fonts are suited to different contexts, supporting the presentation of various types of content in the best possible way.

01 CREATO DISPLAY

02 SPACE GROTESK / SPACE MONO

01

DATA IS ONE OF THE MOST IMPORTANT ELEMENTS FOR AI

In the age of AI, blockchain data is a crucial public data source that holds the key to consensus in the future world. However, the presence of multiple chains has resulted in fragmentation issues, making it challenging to extract the full potential of public data. The lack of standardized protocols further adds to the confusion and inefficiency.

02

THE LARGEST OMNICHAIN DATA NETWORK

AN **OPEN** STACK CONNECTING
ALL BLOCKCHAINS

TYPE 1 SPACE GROTESK

L

Space Grotesk is a modern sans-serif font that combines geometric precision with a humanistic design. It is both clear and readable, with a unique character, making it suitable for a wide range of applications, from digital interfaces to print media. Its flexibility allows it to perform well across various design needs. We primarily use this font for headings and other large text, often presented in uppercase form.

DOWLOAD: [SPACE_GROTESK](#)

Aa

ABCDEFGHIJKLMNPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
.,<>?!@#\$%^&{}+-=

TYPE 2 SPACE MONO

L

Space Mono is a monospaced font that blends a retro, typewriter-inspired aesthetic with modern design elements. It offers a distinctive, tech-savvy look while maintaining readability. This font is particularly well-suited for code snippets, technical content, and any application where a clean, structured appearance is needed. We often use Space Mono in contexts where a precise, monospaced design enhances the visual impact, typically for smaller text or specific design elements.

DOWNLOAD: [SPACE MONO](#)

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
/.,<>?!@#\$%^&{}+=

TYPE 3 CREATO DISPLAY

L

Creato Display is a modern, elegant display font designed for impact and style. It features clean lines and sophisticated curves, making it ideal for creating bold headlines and attention-grabbing visuals. We primarily use Creato Display in places where clear and expressive text content is needed, ensuring that the message is delivered with both clarity and style.

DOWNLOAD: [CREATO DISPLAY](#)

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
.,<>?!@#\$%^&{}+=

TYPE HEIGHT

The height of different types should be adjusted when used for headings and paragraph text to ensure a harmonious visual effect. Please follow the specified type heights and spacing on the right as closely as possible during use.

01 HEADING:
SPACE GROWTESK 95%HEIGHT

BODY TEXT:
SPACE MONO 140%HEIGHT

02 HEADING:
CREATO DISPLAY 100%HEIGHT

BODY TEXT:
CREATO DISPLAY 140%HEIGHT

01 SPACE GROWTESK / SPACE MONO

95%

THE LARGEST OMNICHAIN DATA NETWORK

140%

IN THE AGE OF AI, BLOCKCHAIN DATA IS A CRUCIAL PUBLIC DATA SOURCE THAT HOLDS THE KEY TO CONSENSUS IN THE FUTURE WORLD. HOWEVER, THE PRESENCE OF MULTIPLE CHAINS HAS RESULTED IN FRAGMENTATION ISSUES, MAKING IT CHALLENGING TO EXTRACT THE FULL POTENTIAL OF PUBLIC DATA. THE LACK OF STANDARDIZED PROTOCOLS FURTHER ADDS TO THE CONFUSION AND INEFFICIENCY.

02 CREATO DISPLAY

100%

THE LARGEST OMNICHAIN DATA NETWORK

140%

In the age of AI, blockchain data is a crucial public data source that holds the key to consensus in the future world. However, the presence of multiple chains has resulted in fragmentation issues, making it challenging to extract the full potential of public data. The lack of standardized protocols further adds to the confusion and inefficiency.

INCORRECT TYPE USAGE

Incorrect type usage can result in poor visual presentation, hinder clear reading of content, and potentially damage our overall brand tone. Please avoid the incorrect usage methods shown on the right.

01

DATA INFORMATION AND KNOWLEDGE IN THE CRYPTO INDUSTRY ARE VERY IMPORTANT, AND THE IMPORTANCE OF CHAINBASE TO AI IS THE SAME AS THE IMPORTANCE OF ORACLE TO BLOCKCHAIN.



DO NOT USE THE HEADING HEIGHT IN THE BODY TEXT

03

THE LARGEST OMNICHAIN DATA NETWORK



DO NOT USE THE BODY TEXT HEIGHT IN THE HEADING

02

DATA INFORMATION AND KNOWLEDGE IN THE CRYPTO INDUSTRY ARE VERY IMPORTANT, AND THE IMPORTANCE OF CHAINBASE TO AI IS THE SAME AS THE IMPORTANCE OF ORACLE TO BLOCKCHAIN.



DO NOT USE DIFFERENT TYPE WITHIN THE SAME PARAGRAPH.

06

THE LARGEST OMNICHAIN DATA NETWORK

DATA INFORMATION AND KNOWLEDGE IN THE CRYPTO INDUSTRY ARE VERY IMPORTANT...



DO NOT USE TWO DIFFERENT TYPE STYLES FOR THE SAME HEADING AND BODY TEXT.

04

THE LARGEST OMNICHAIN DATA NETWORK



DON'T CHANGE THE LETTER SPACING

05

THE LARGEST OMNICHAIN DATA NETWORK



DON'T DISTORT

MULTILINGUAL STANDARDS

L

To ensure visual consistency across different language environments, please use the specified fonts on the right whenever possible. This will help maintain a cohesive brand image and clear communication across various language versions, avoiding any disruption to the overall visual effect due to inconsistent font usage.

01 CHINESE (SIMPLIFIED)

PINGFANG SC

最大的全链数据网络

02 CHINESE (TRADITIONAL)

PINGFANG TC

最大的全鏈數據網絡

03 JAPANESE

NOTO SANS JAPANESE

最大のフルチェーンデータネットワーク

04 ARABIC

NOTO KUFI ARABIC

أكْبَرْ شبَكةِ بِياناتِ كَاملةِ السُّلْسلَةِ

05 KOREAN

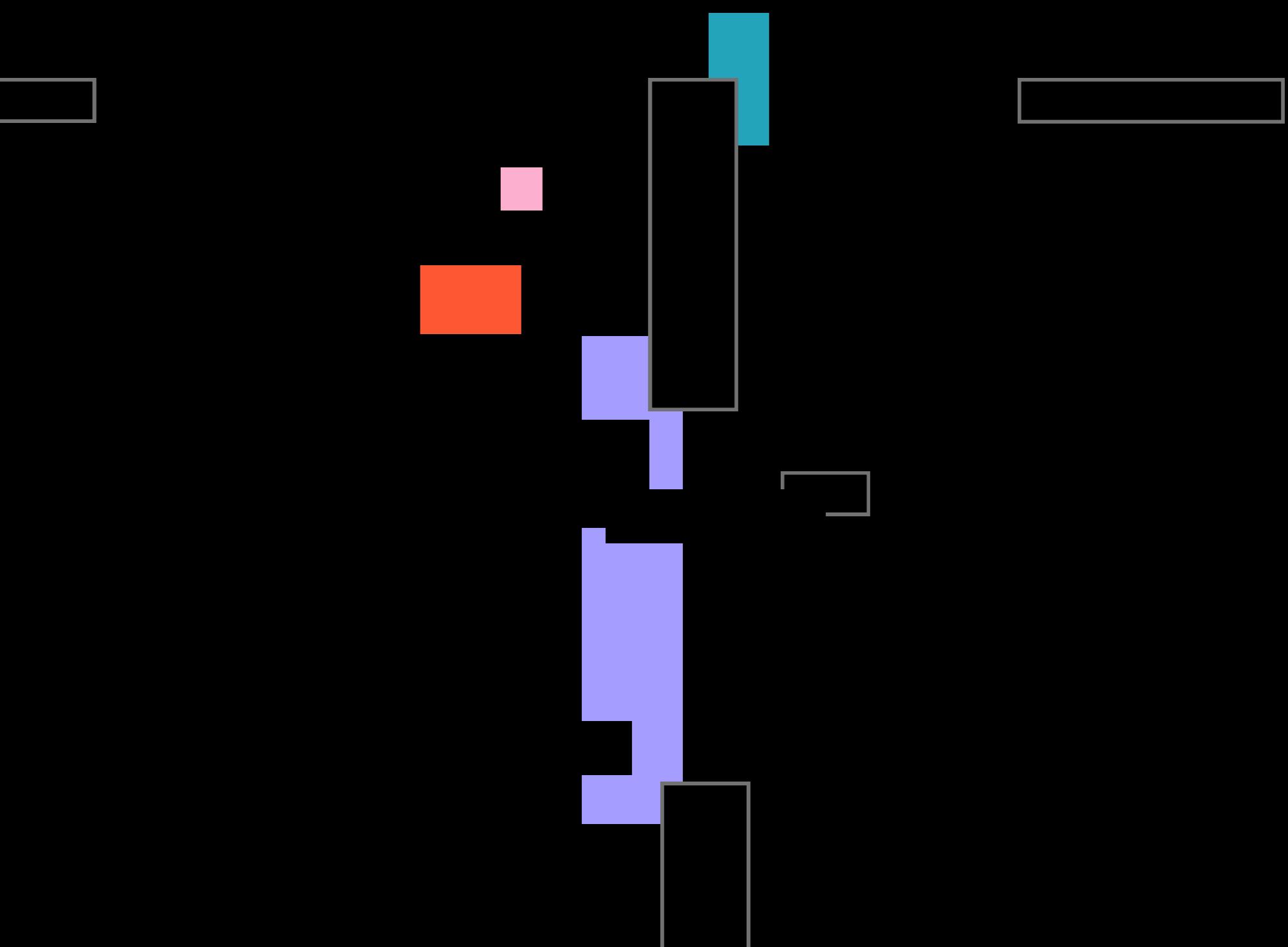
DO HYEON

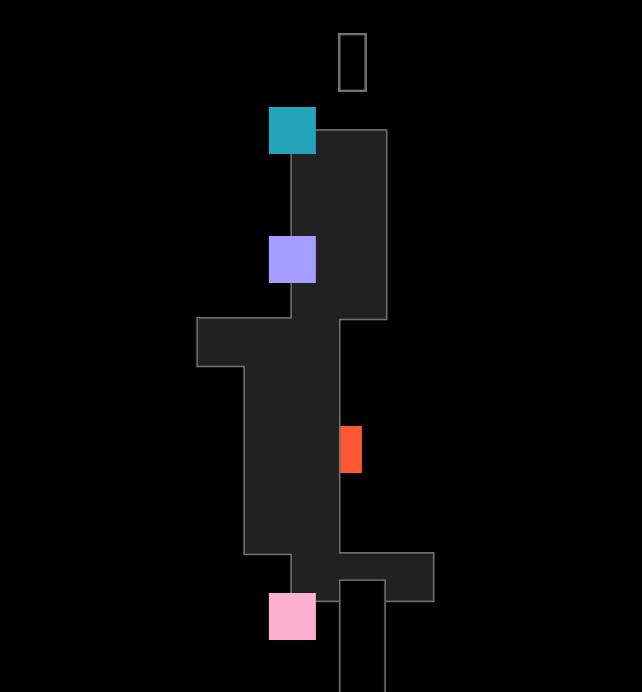
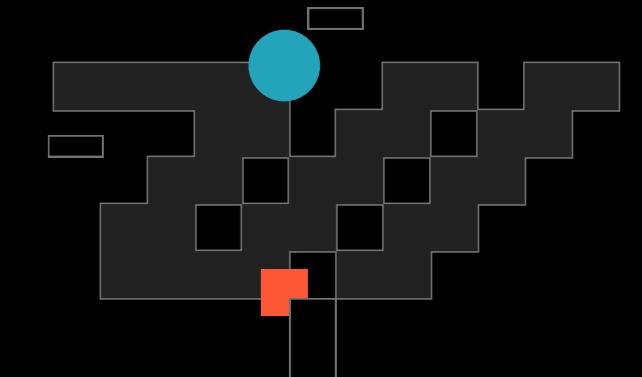
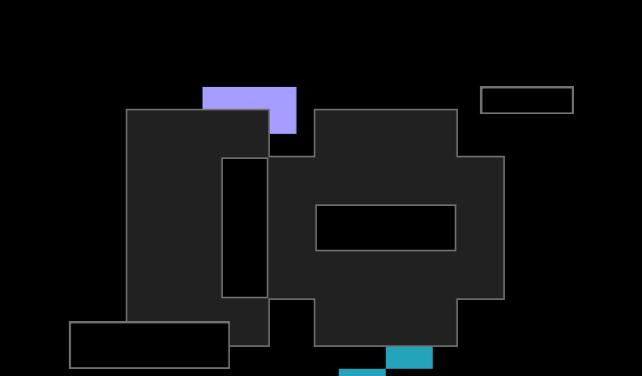
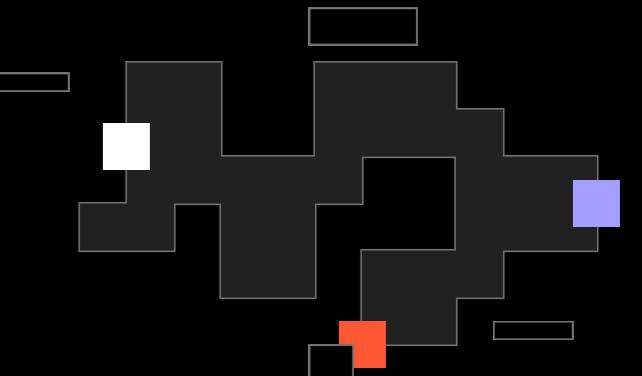
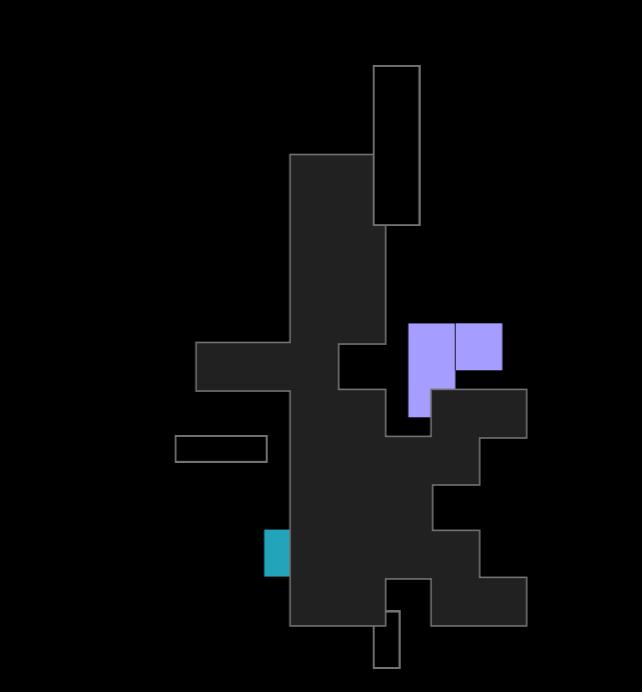
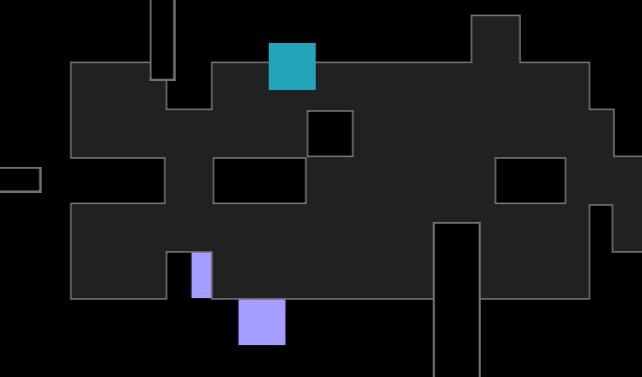
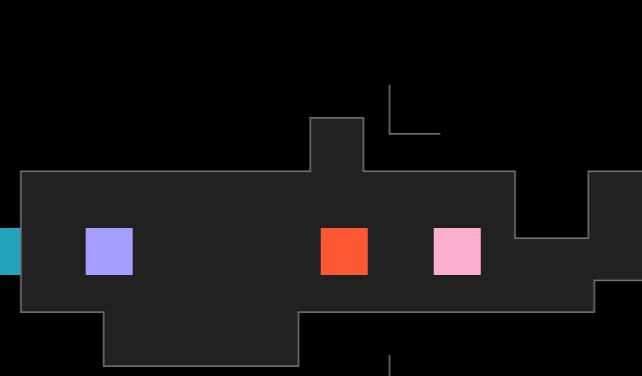
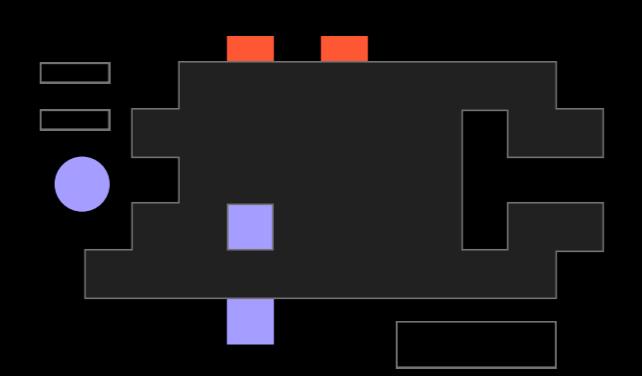
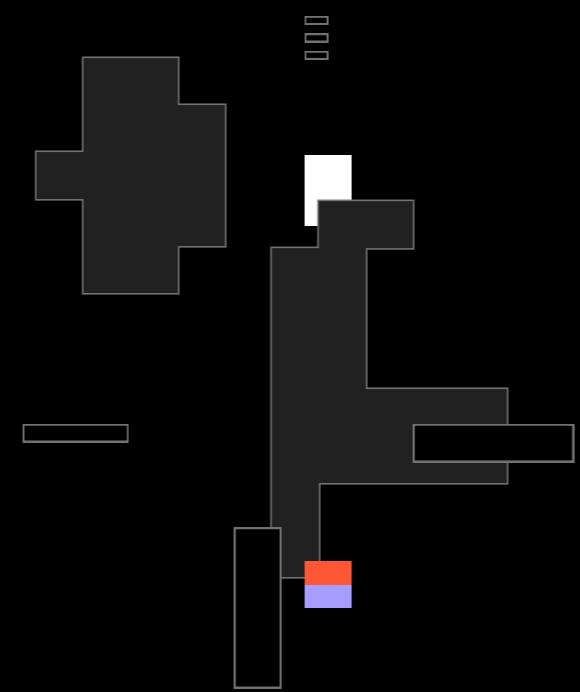
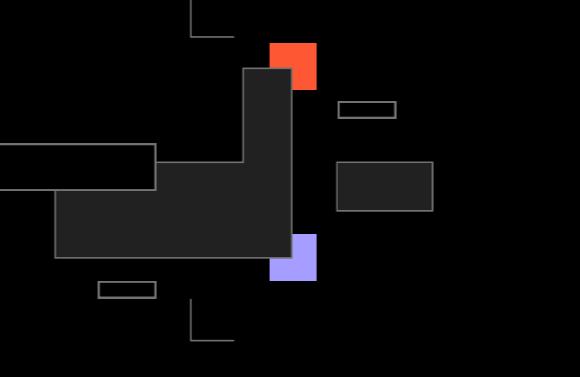
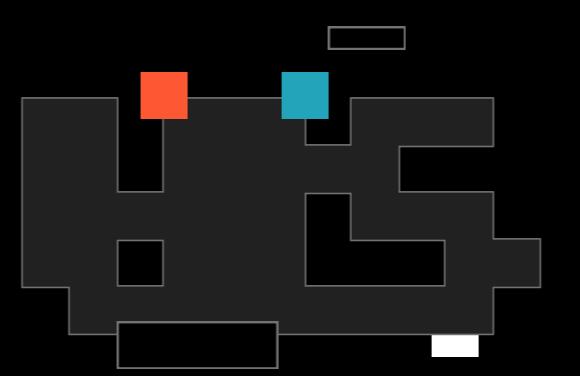
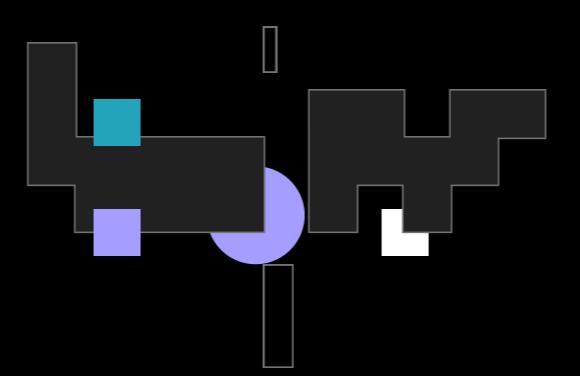
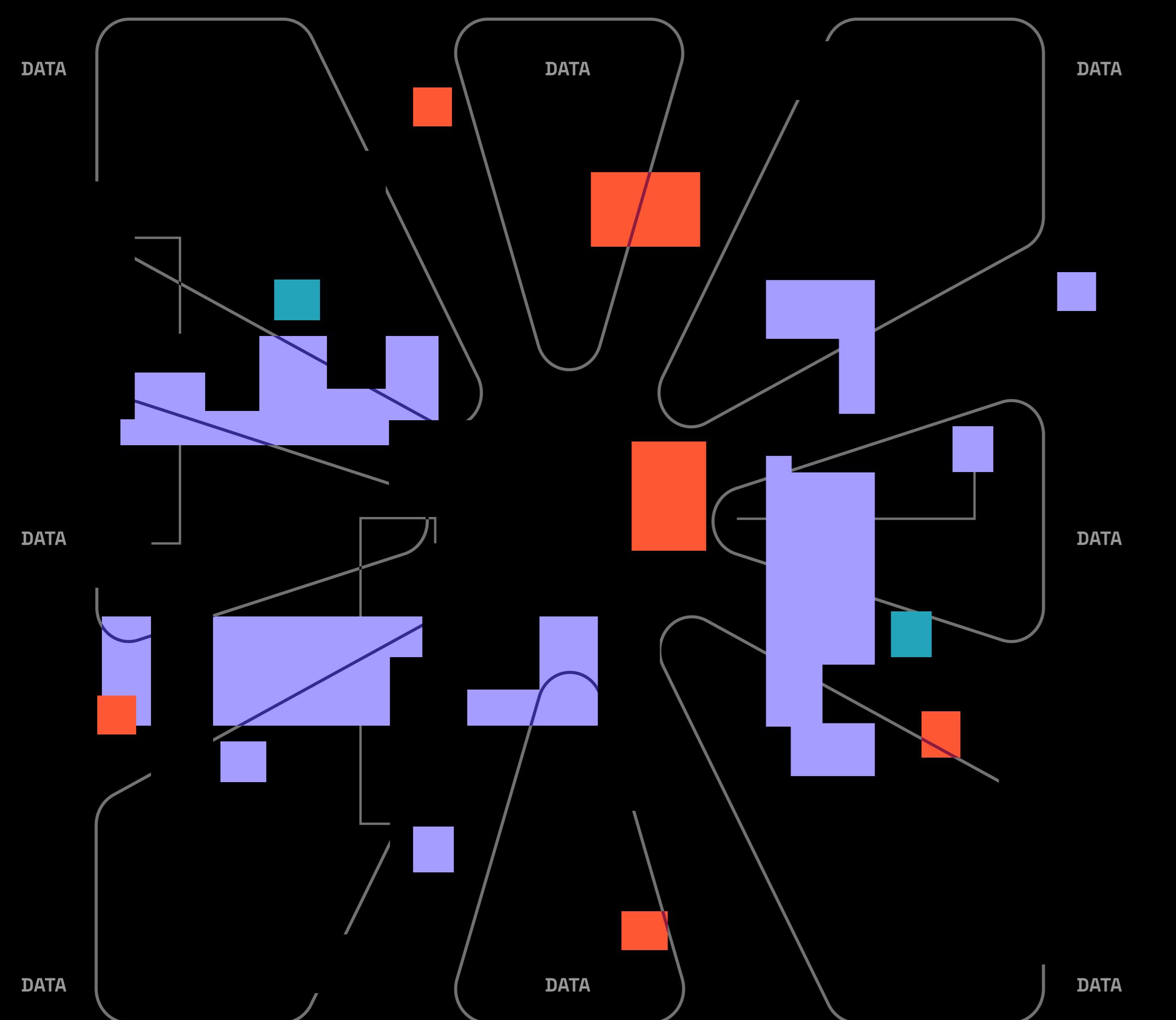
가장 큰 풀 체인 데이터 네트워크

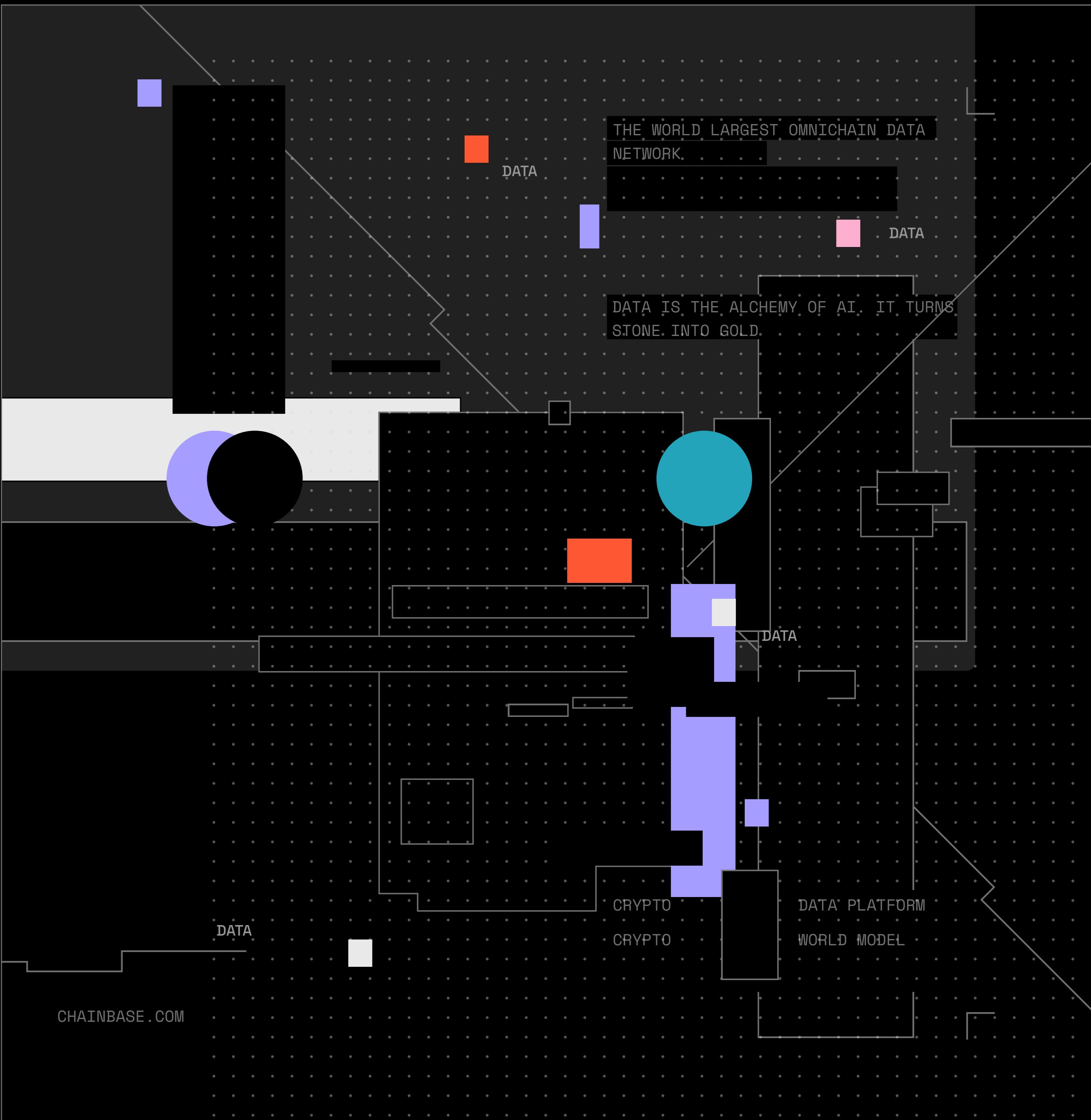
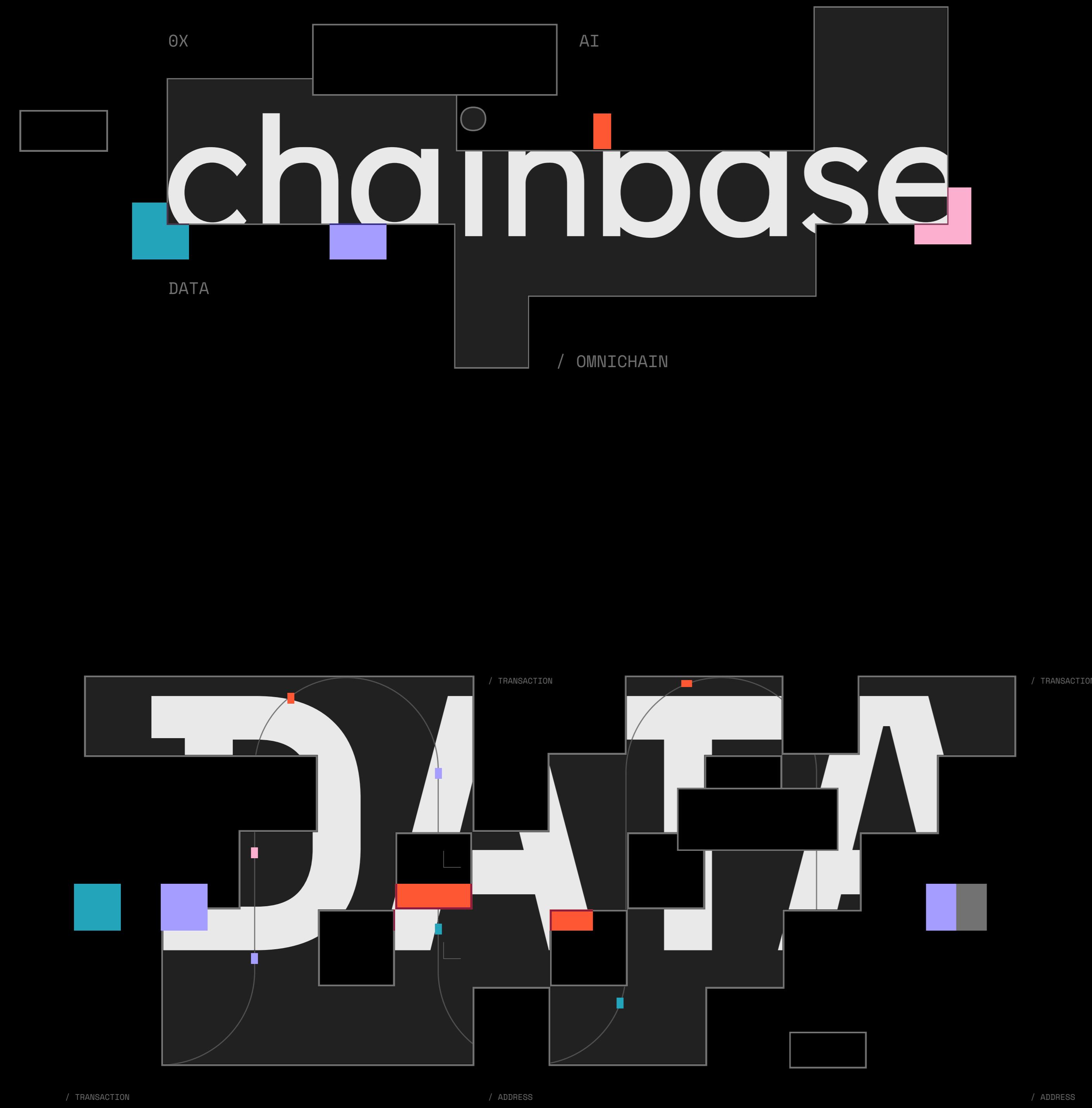
04

ELEMENTS

We have meticulously designed a series of visual elements for the brand, aiming to convey Chainbase's richness, strength, openness, and the spirit of freedom within the encryption space.



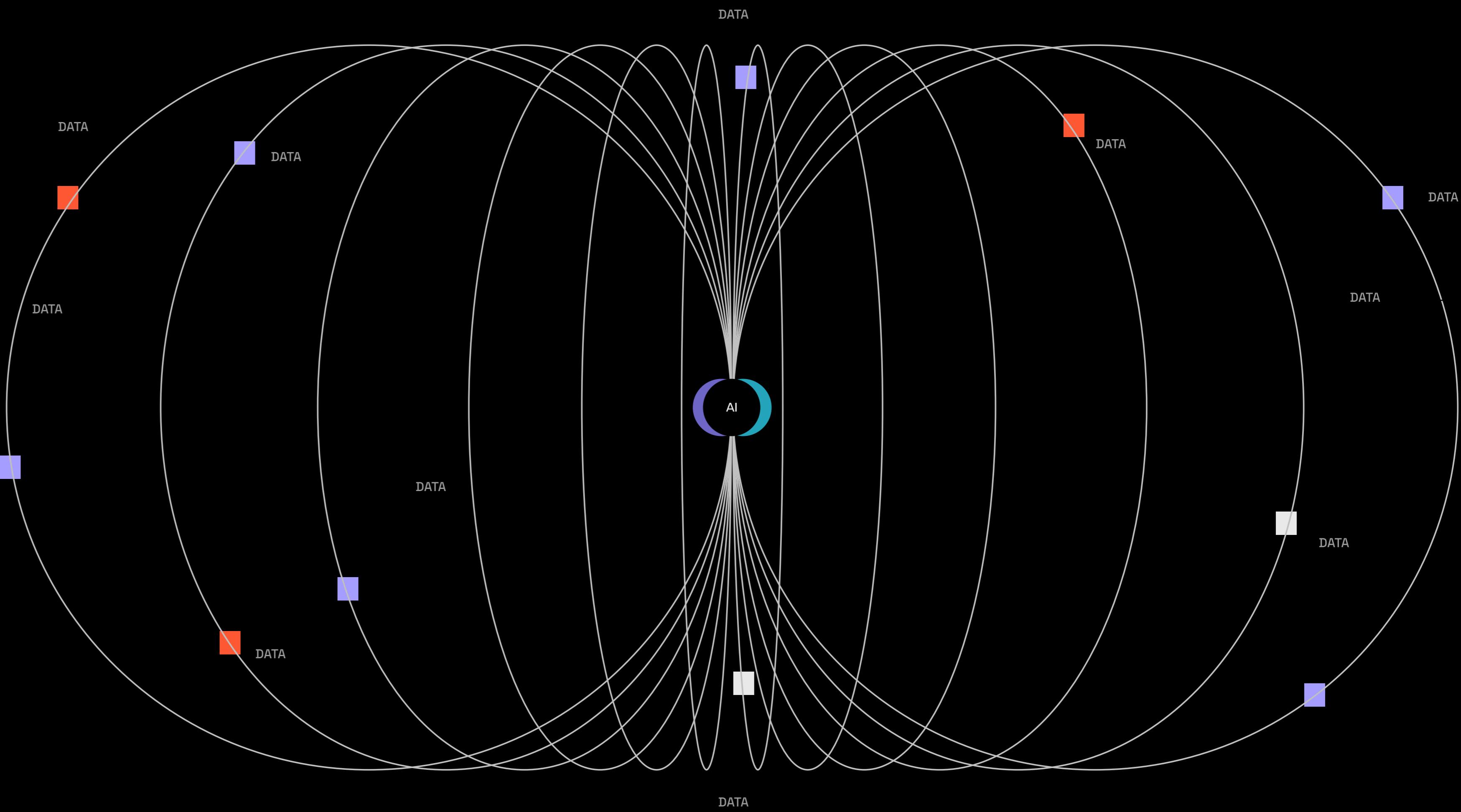
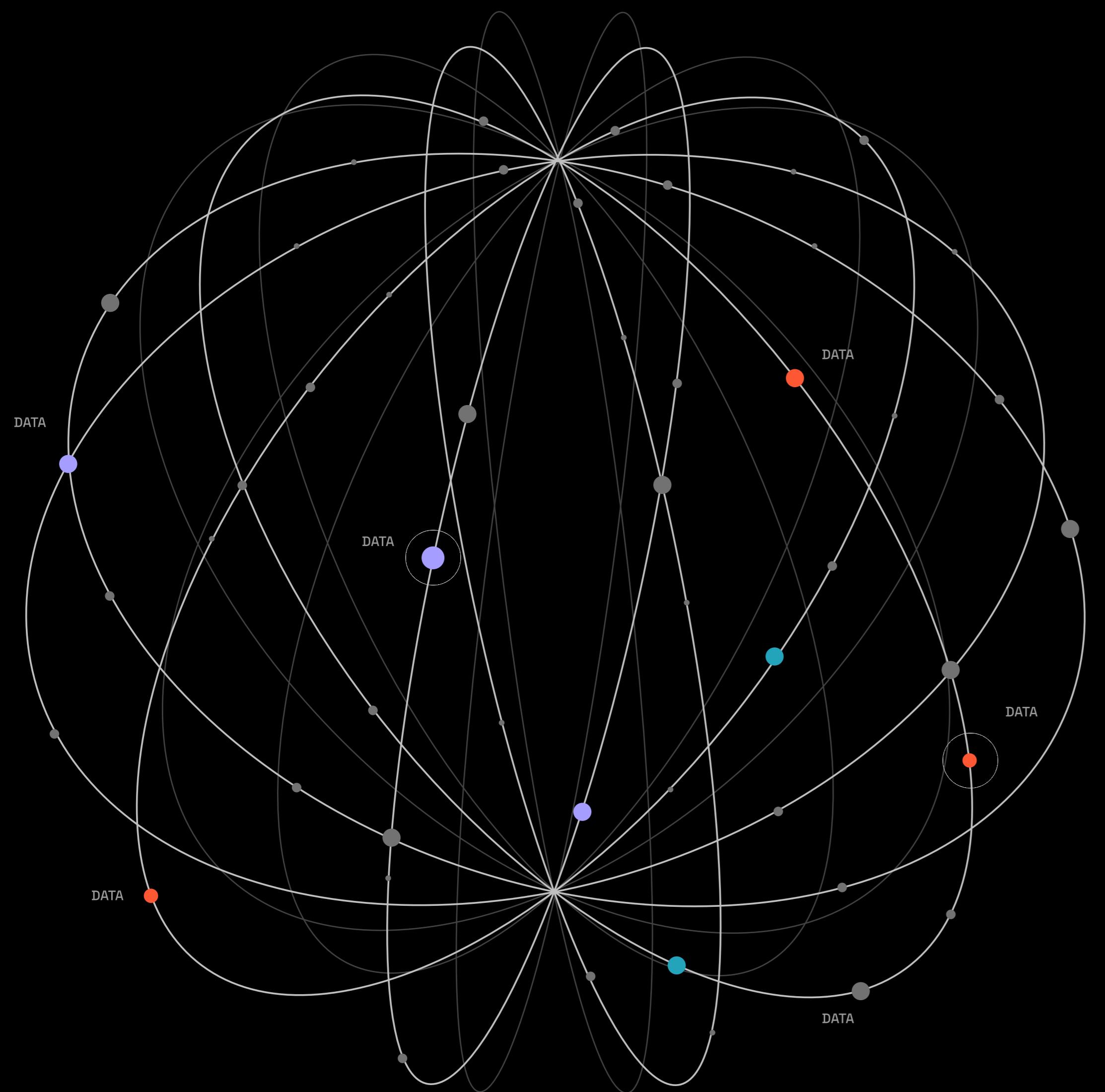




DATA NETWORK

Chainbase is the world's largest omnichain data network designed to integrate all blockchain data into a unified ecosystem, providing an open and transparent data interoperability layer for the AI era. It has designed a novel dual-chain technology architecture that bridges the programmability and composable nature of crypto data, which supports high throughput, low latency, and eventual determinism, as well as higher cybersecurity through a dual staking model.

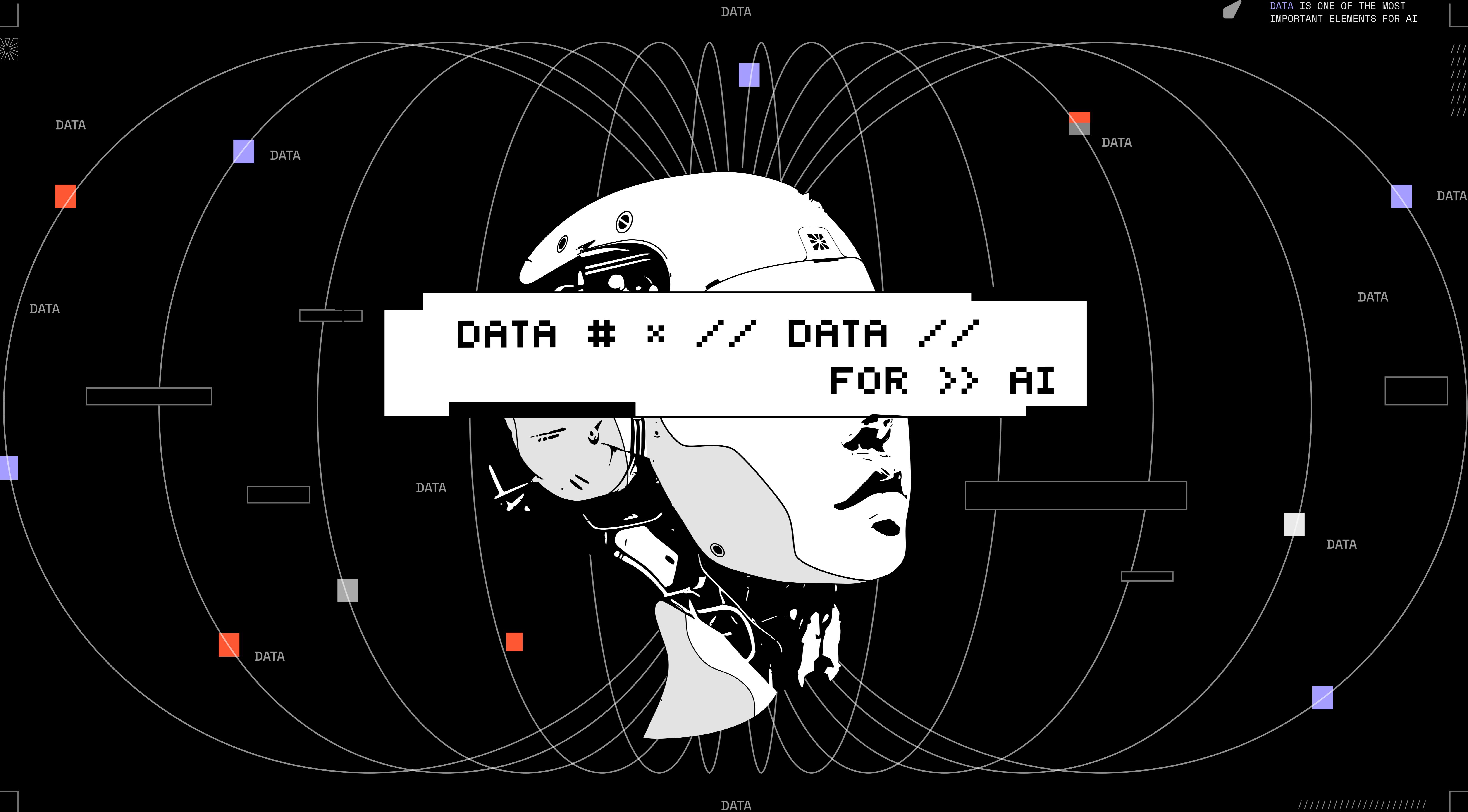
Our mission is to make data accessible and useful. With Chainbase, people can truly enjoy the benefits of the open internet era.



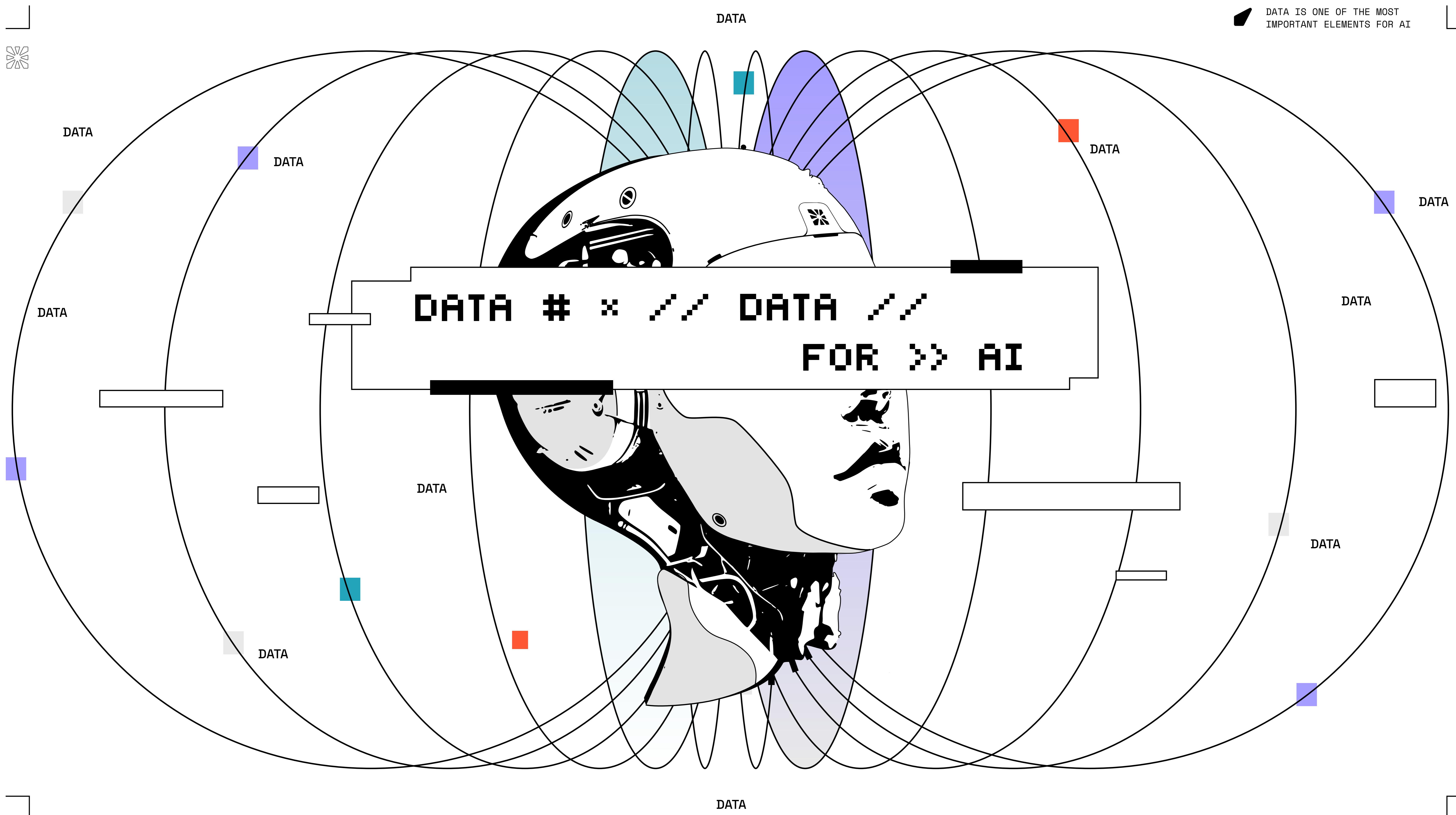
01 DATA NETWORK

02 DATA NETWORK FOR AI

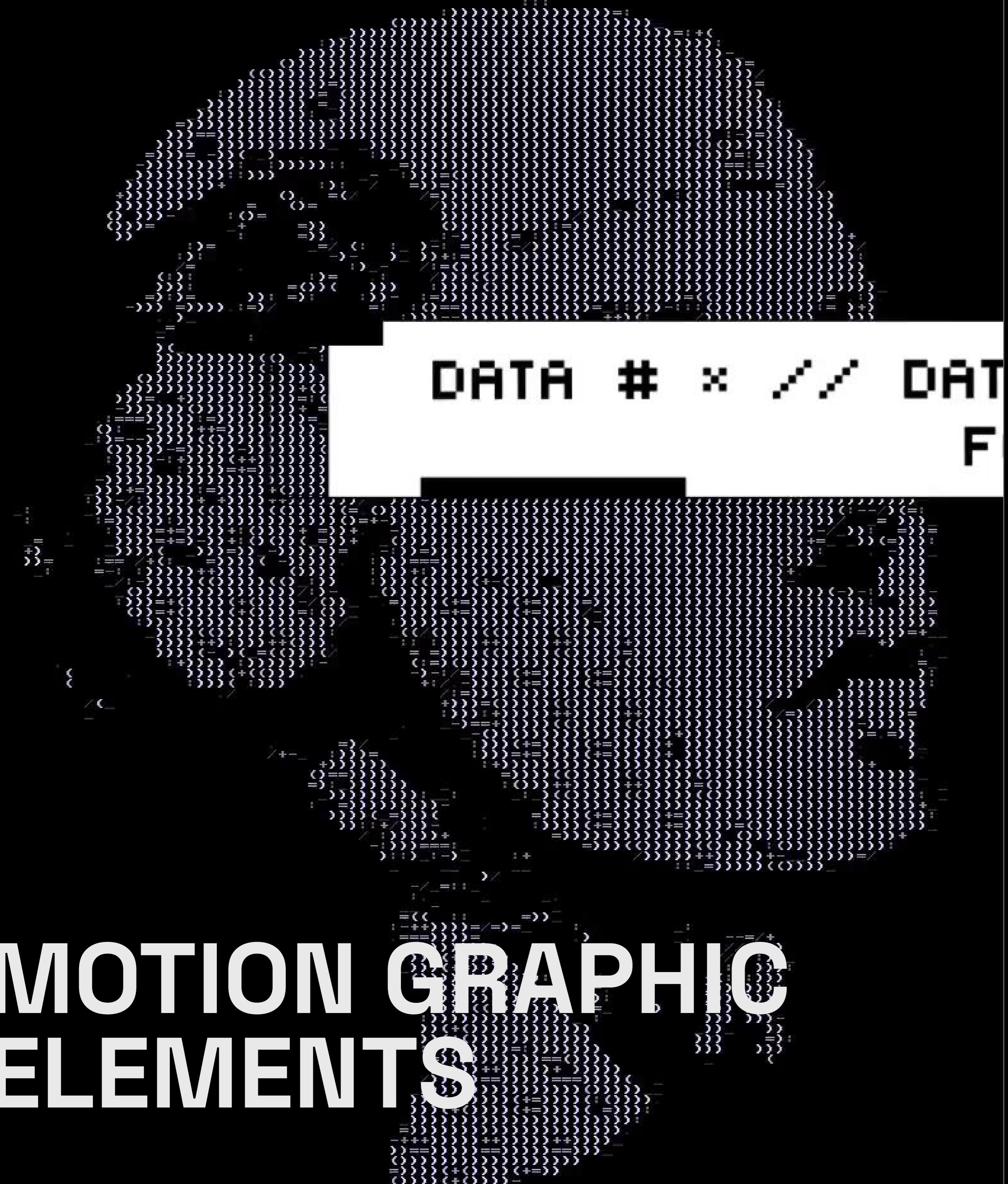
DATA IS ONE OF THE MOST
IMPORTANT ELEMENTS FOR AI



DATA IS ONE OF THE MOST
IMPORTANT ELEMENTS FOR AI



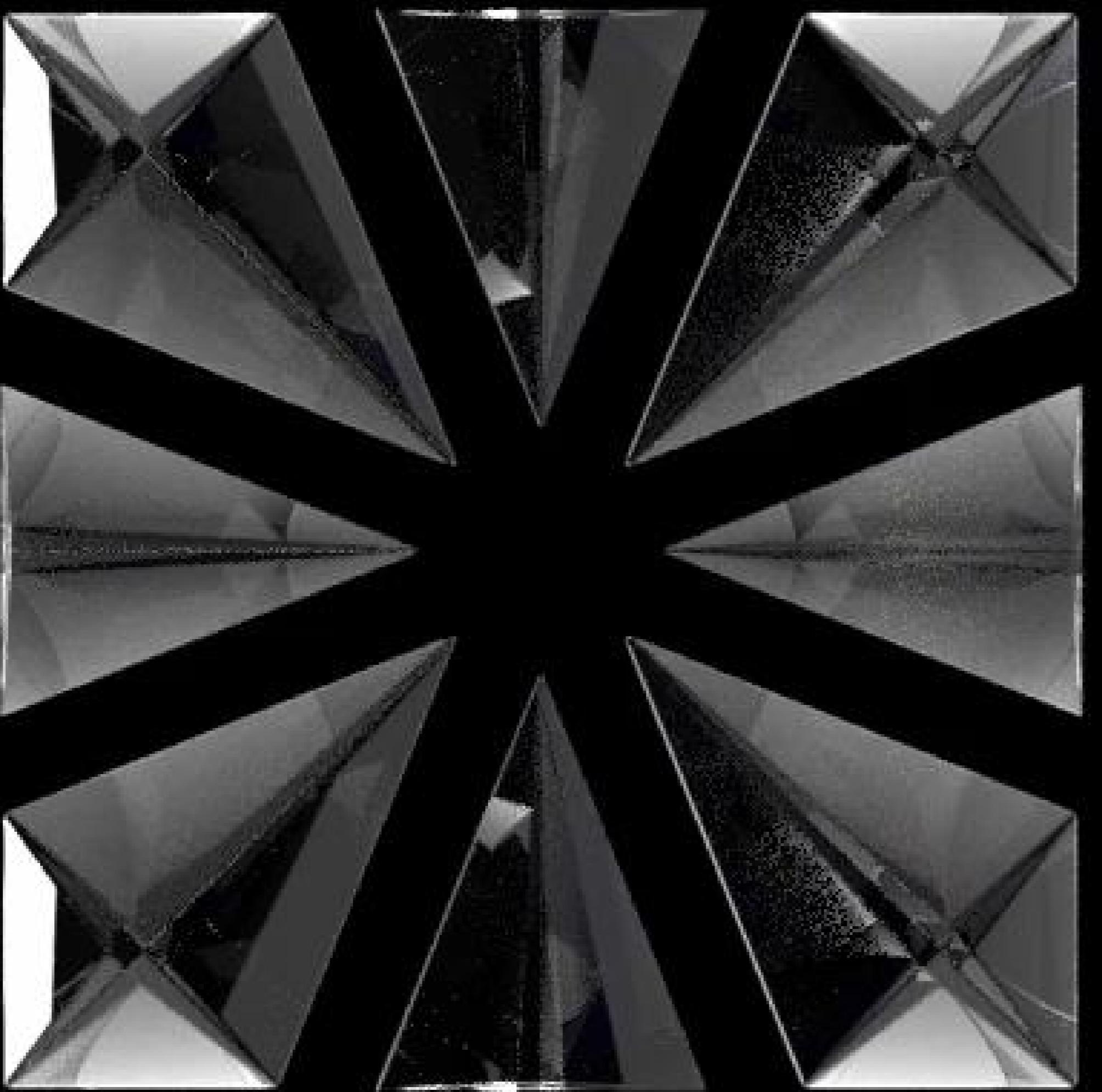
MOTION GRAPHIC ELEMENTS



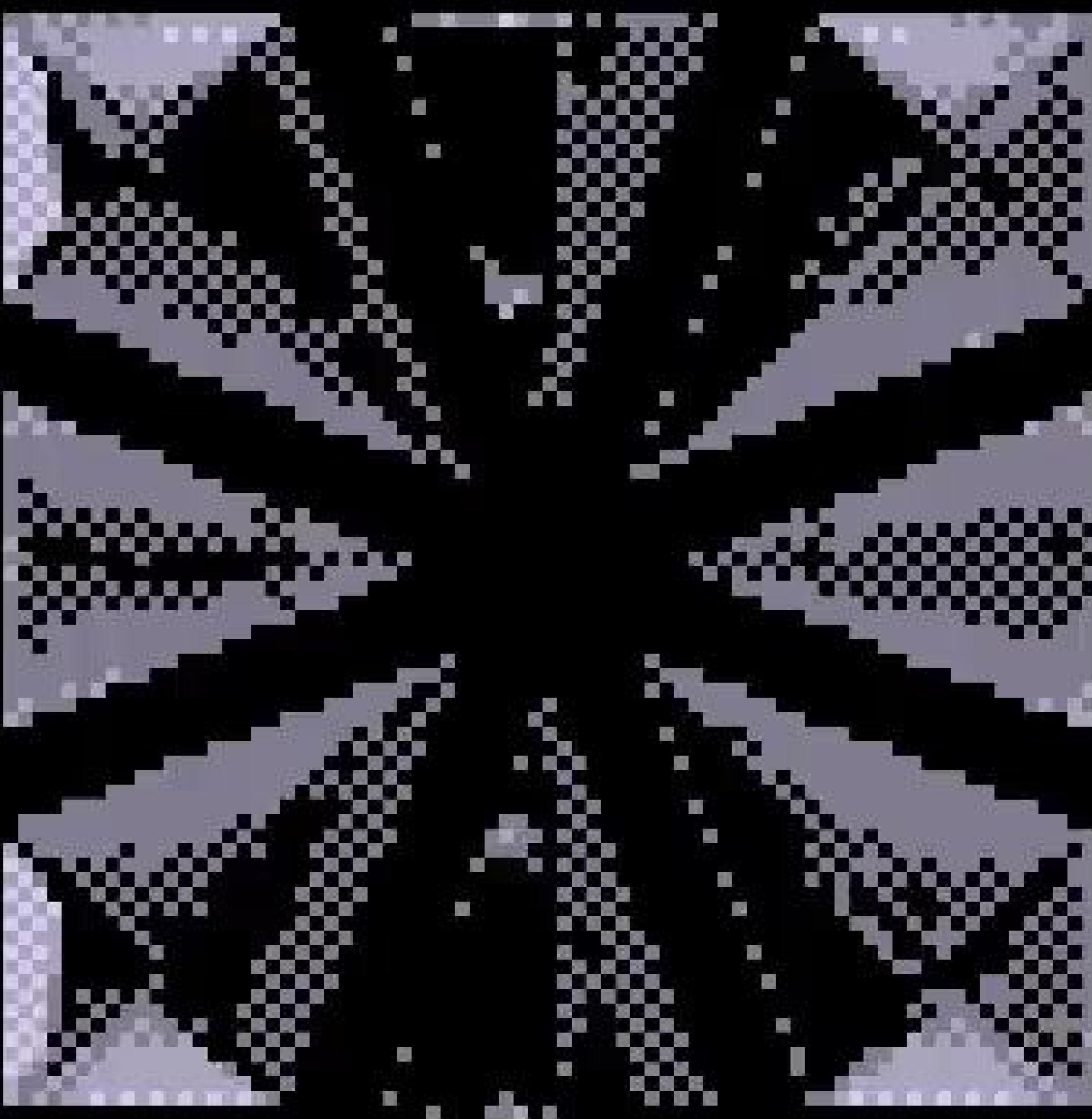
DATA NETWORK FOR AI

In the era of artificial intelligence, blockchain data serves as a crucial public data source that is essential for achieving consensus in the future society. Nevertheless, the existence of numerous chains has resulted in challenges with fragmentation, which presents a challenge in fully harnessing the potential of public data. The absence of standardized protocols further exacerbates the confusion and inefficiency.

Chainbase's primary objective is to offer a unique and decentralized Layer 1 infrastructure that directly addresses the problem of interoperability across various blockchain networks. This architecture will facilitate the utilization of the full capabilities of blockchain data by eliminating any constraints.



01 3D LOGO



02 PIXEL LOGO

