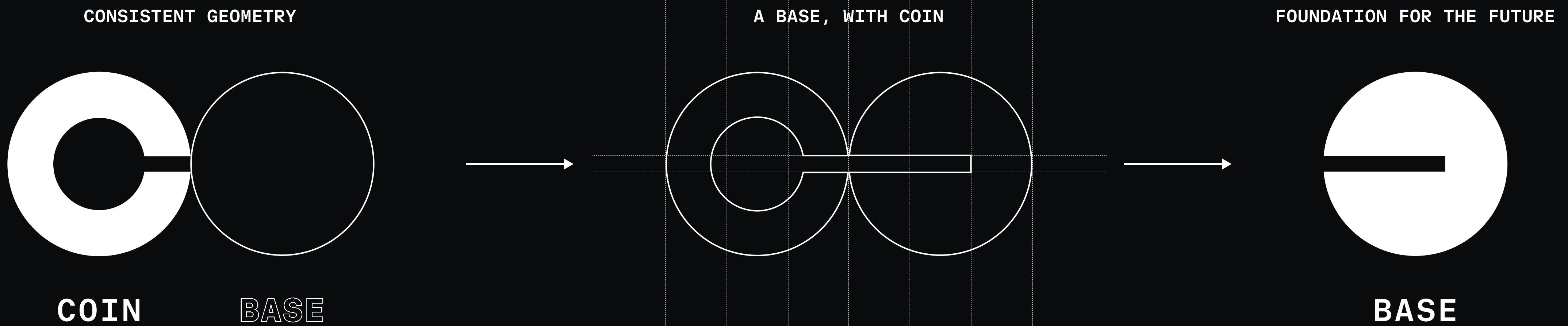
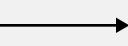




1

Logo

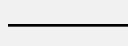
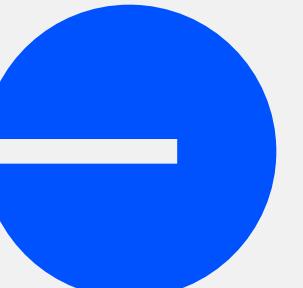


**Wordmark**

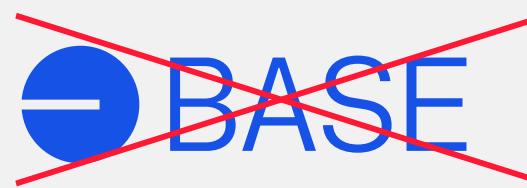
#FFFFFF



#000000

**Symbol**

#0052FF

**Wordmark Do Not**

Do not use blue version of the full wordmark lockup



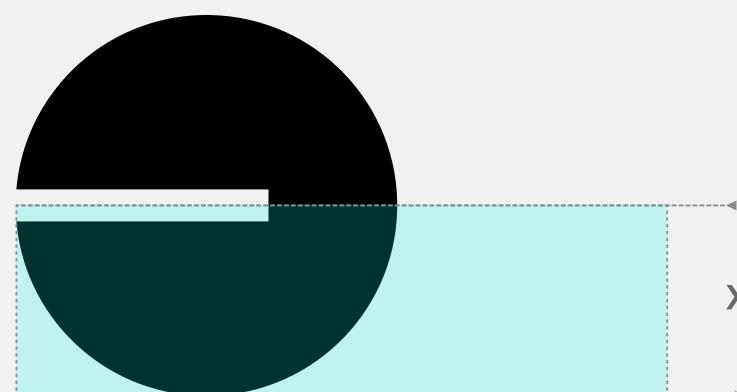
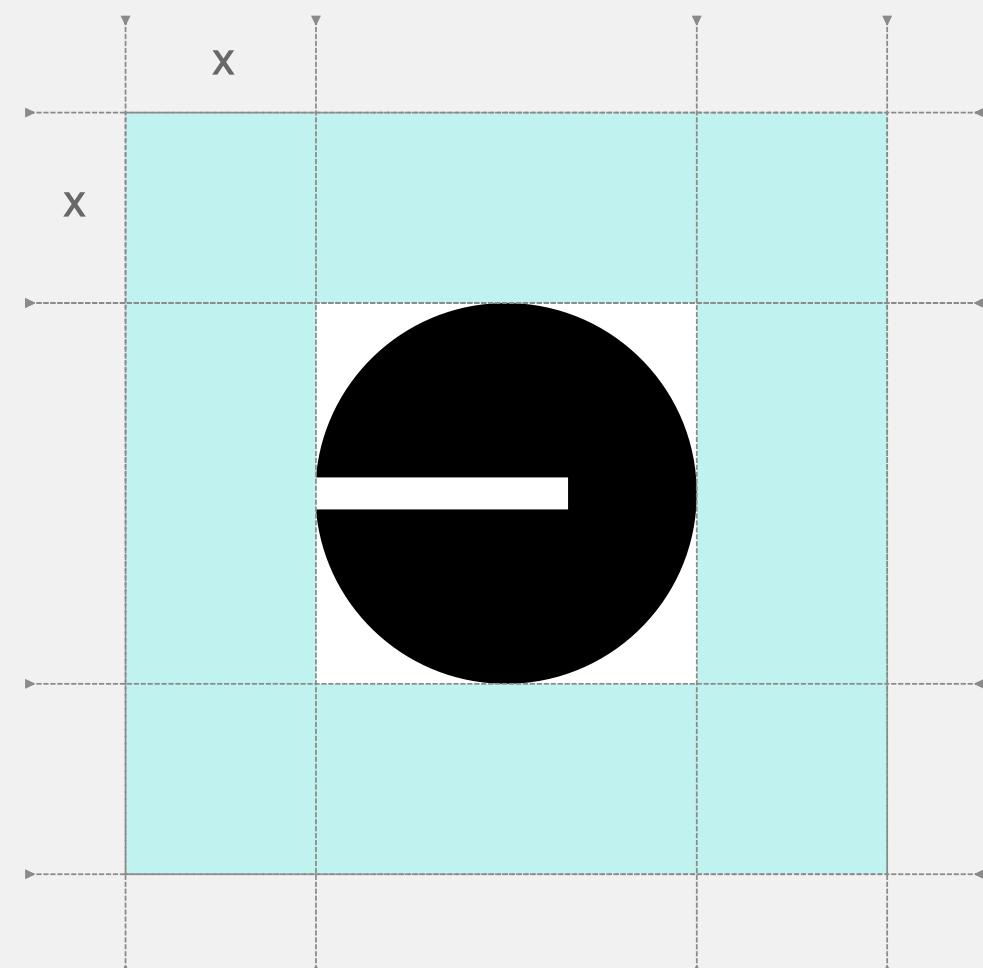
Do not create customized wordmark or different weight of the wordmark



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

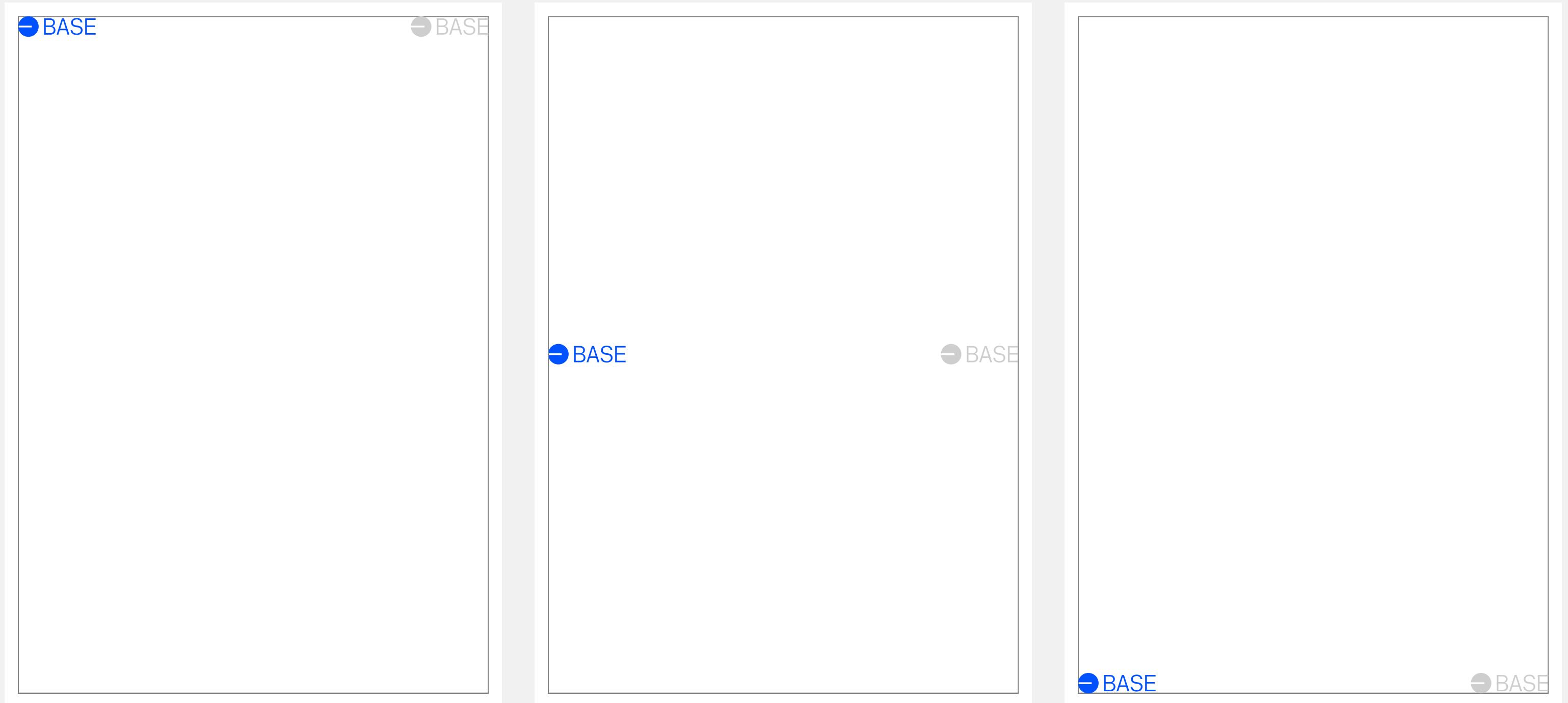
The logo and the icon's padding is equal to half the height of the icon (marked as x in the diagram).

## Padding



## Base Brand Guidelines 1.0

### Logo – Lockups



### Logo Positioning – Wordmark

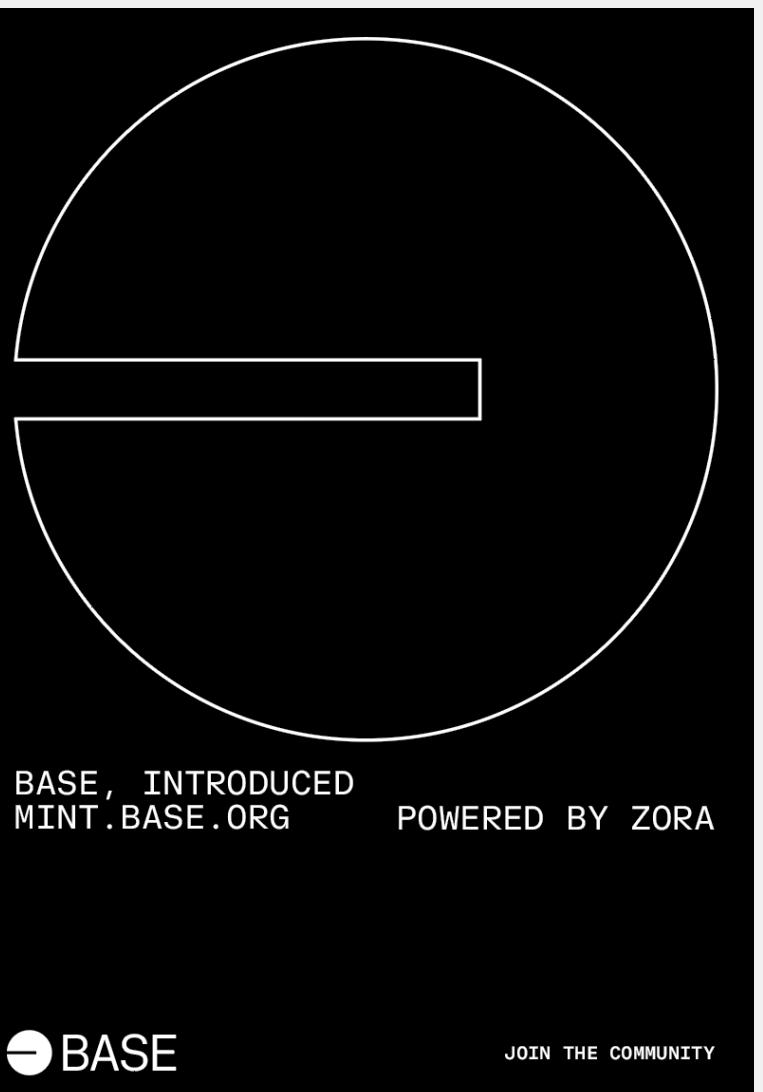
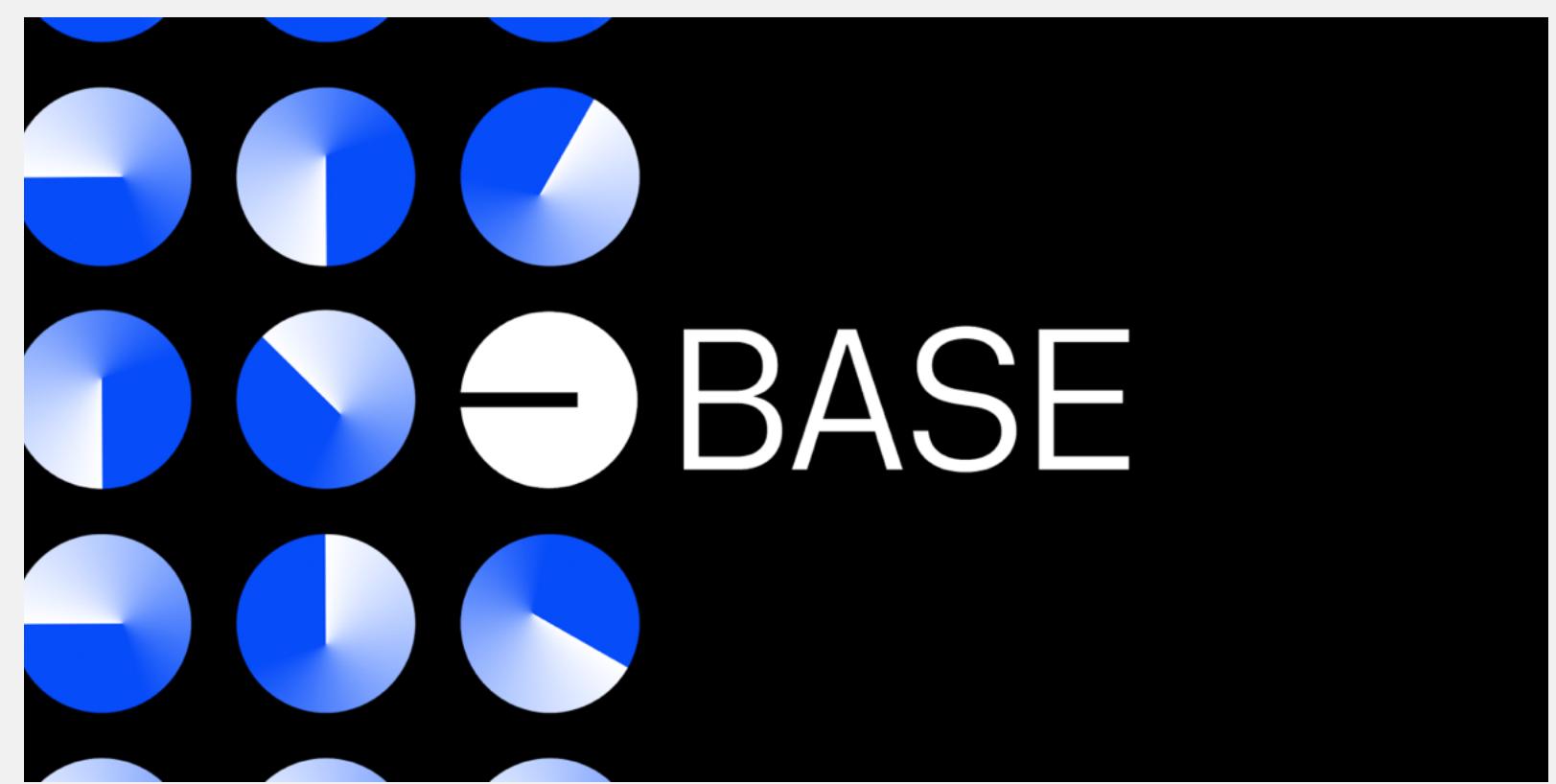
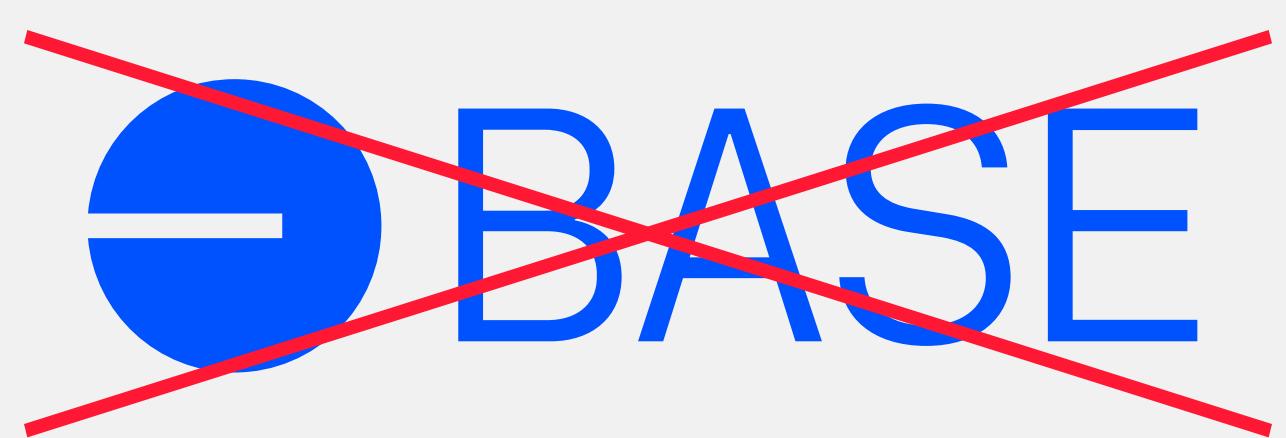
The Primary Logo can be positioned in the top left/right, middle left/right, and bottom left or right. This applies to formats of all kinds including portrait, landscape, or square (in both print and digital). Create engaging compositions by using the logo in a position which creates natural hierarchy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

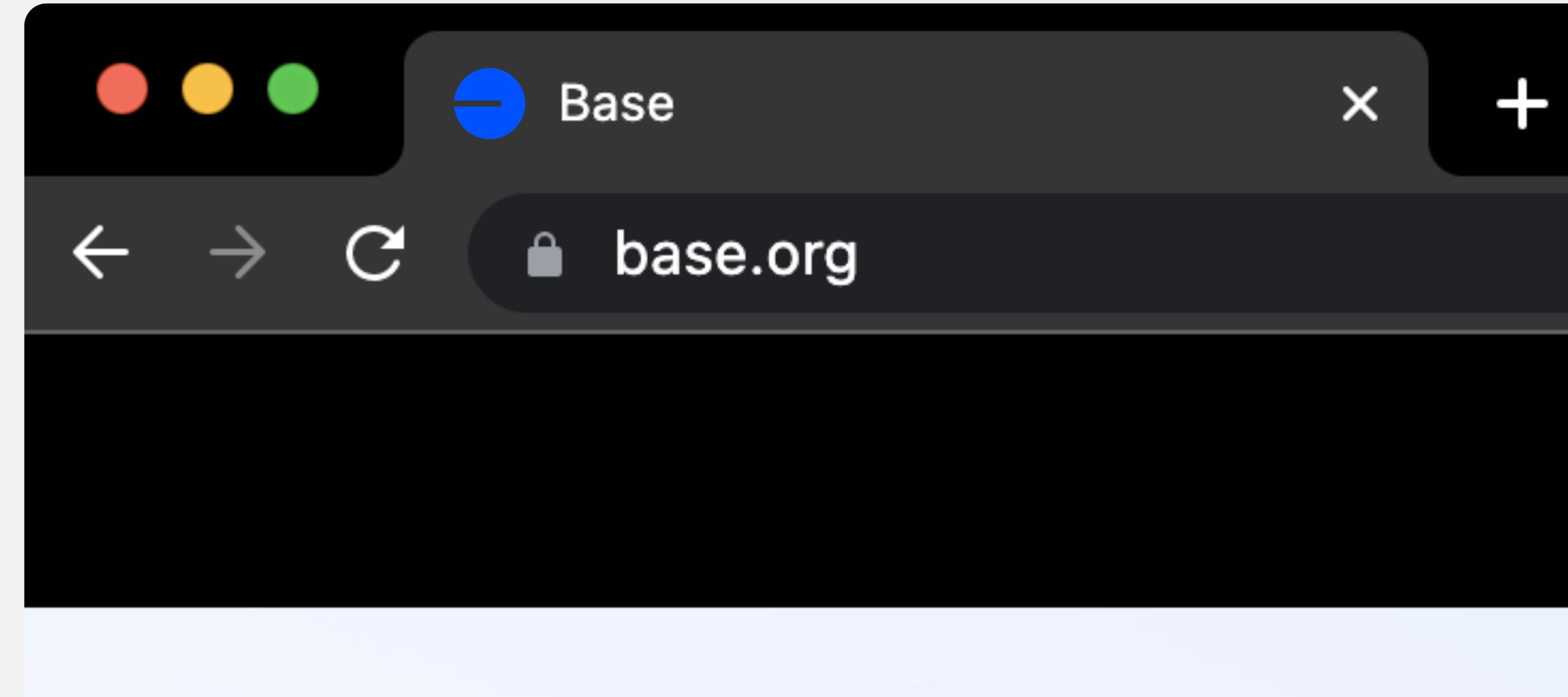
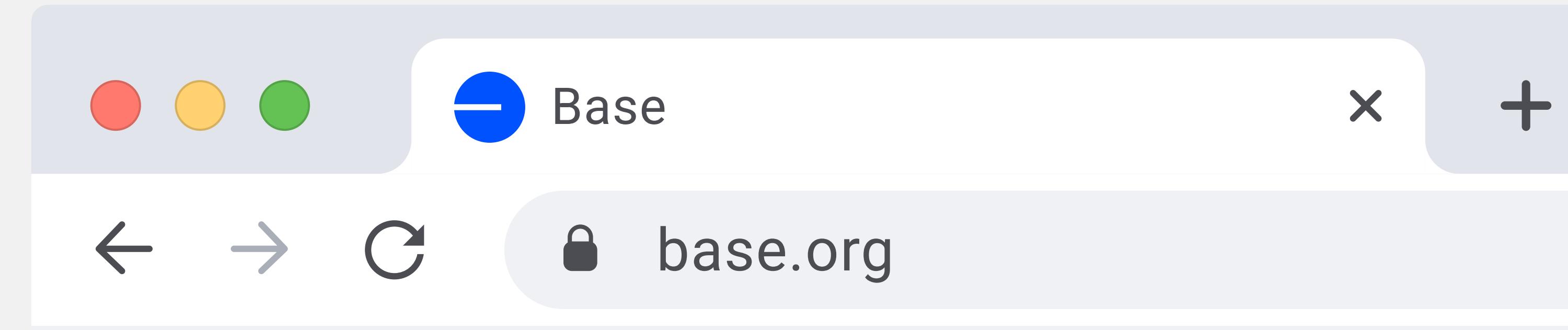
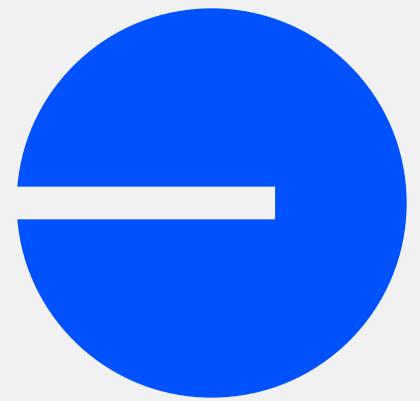


Wordmark



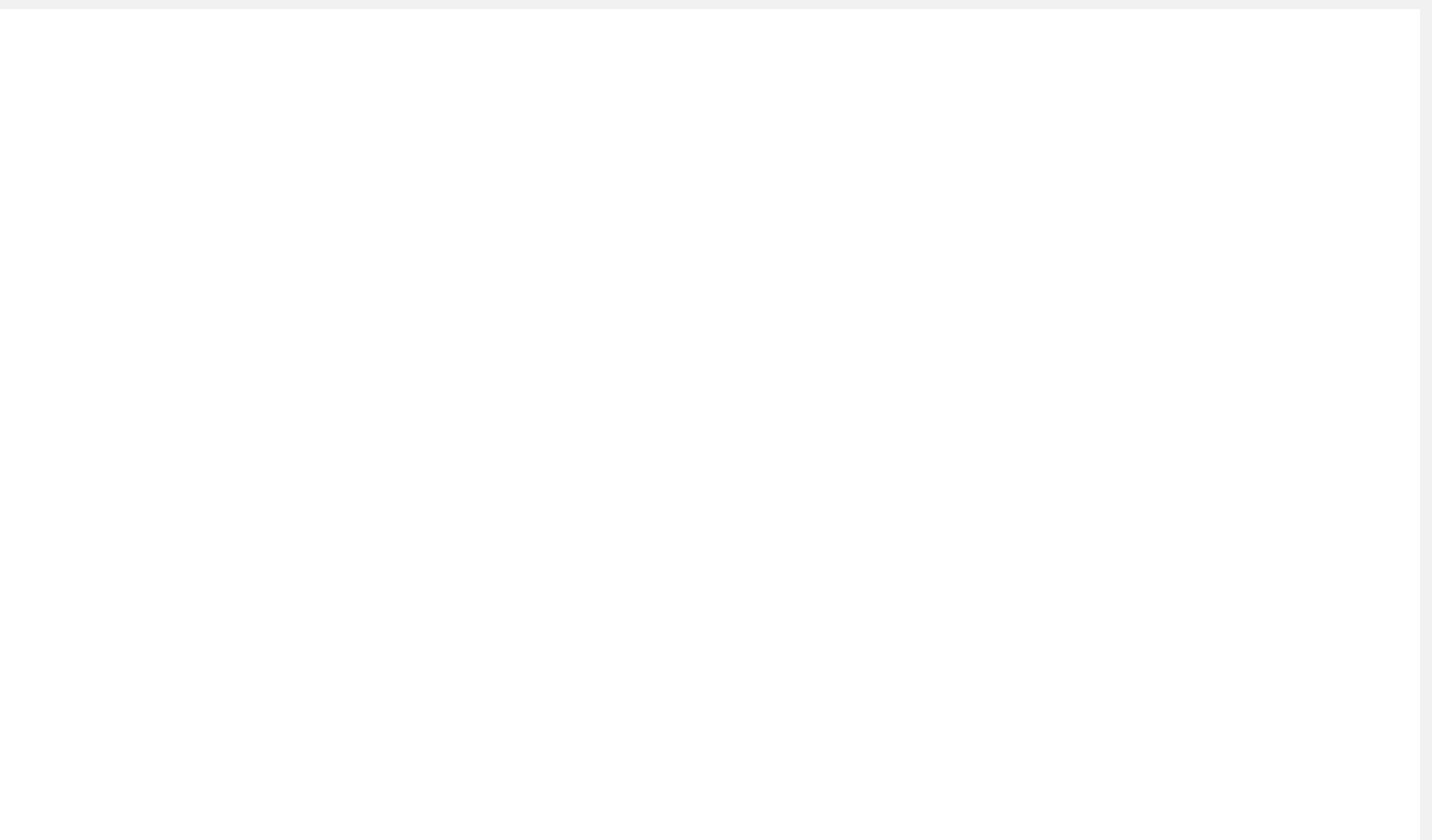
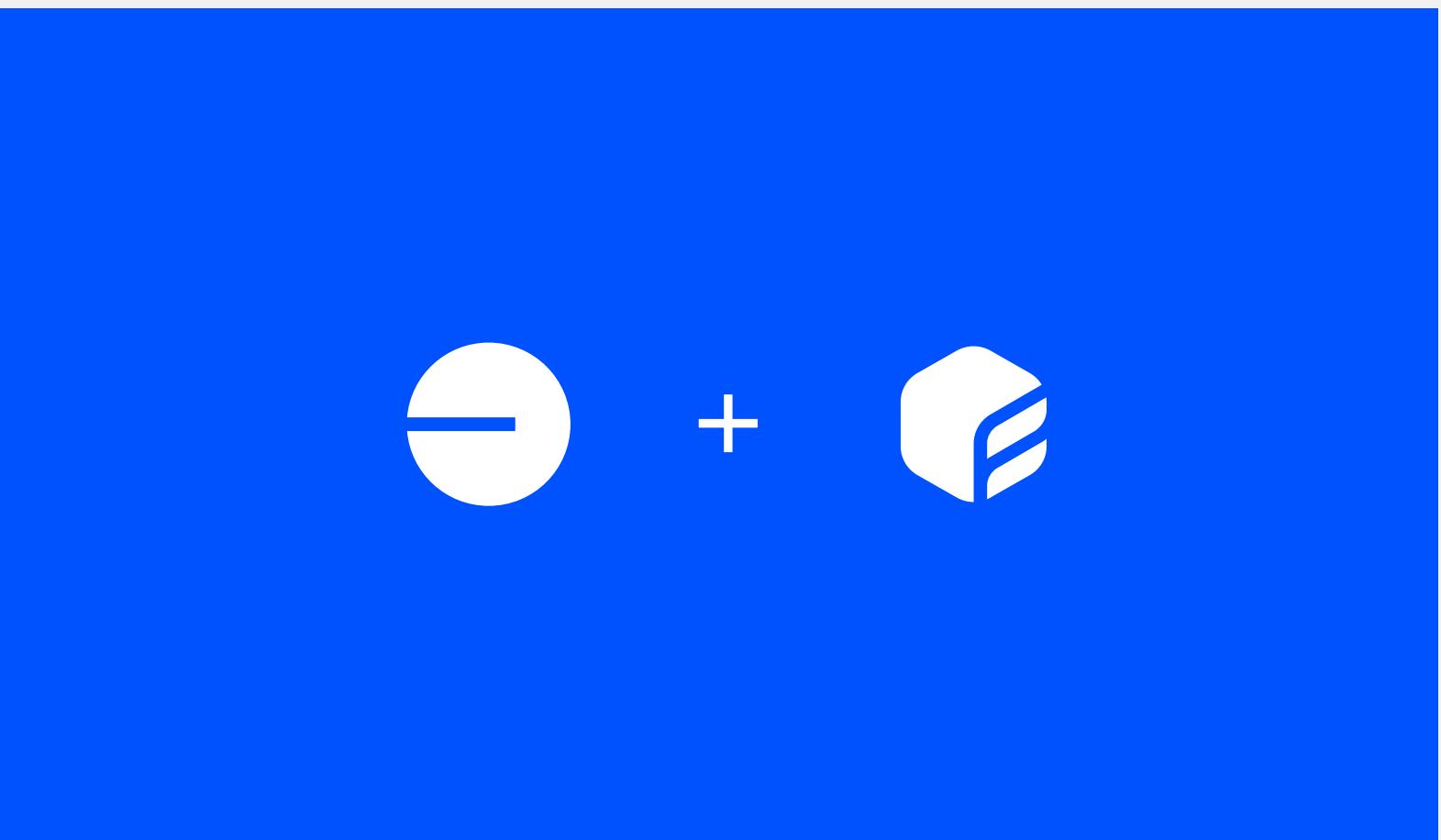
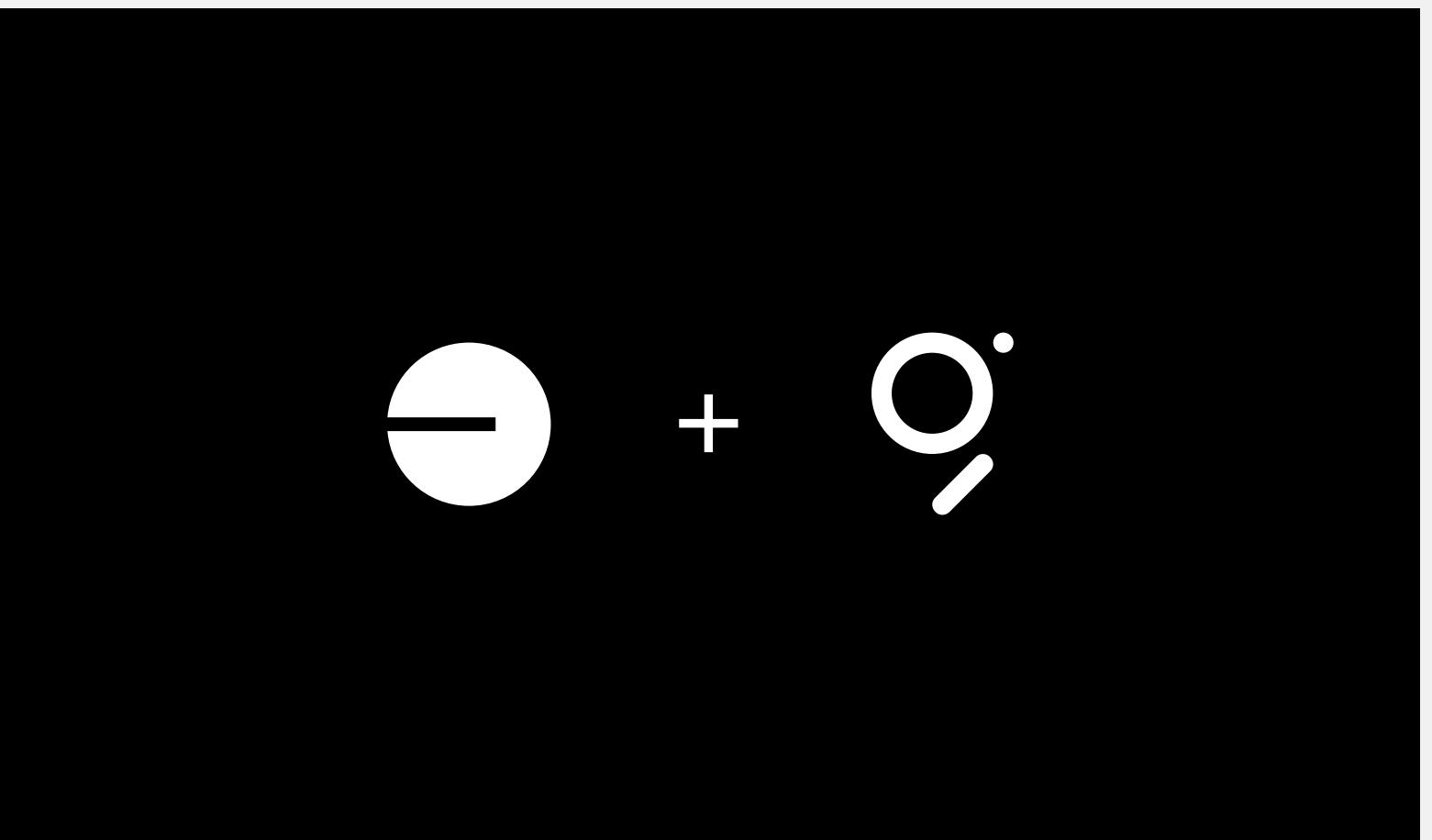
Do not use



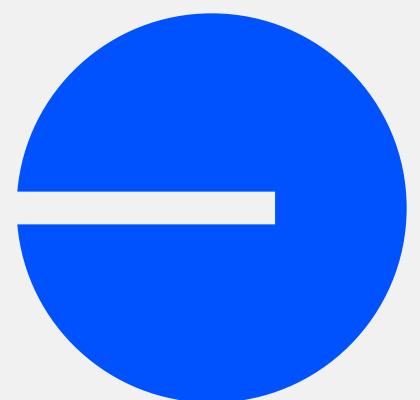
**Symbol Only**

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**

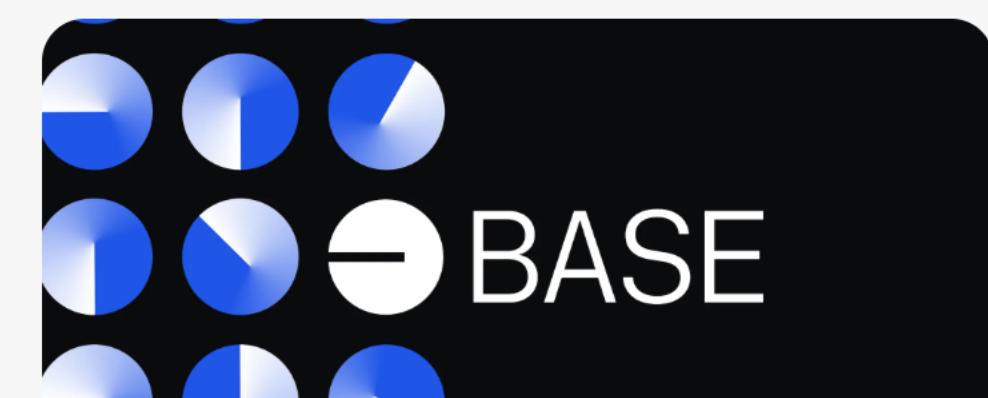
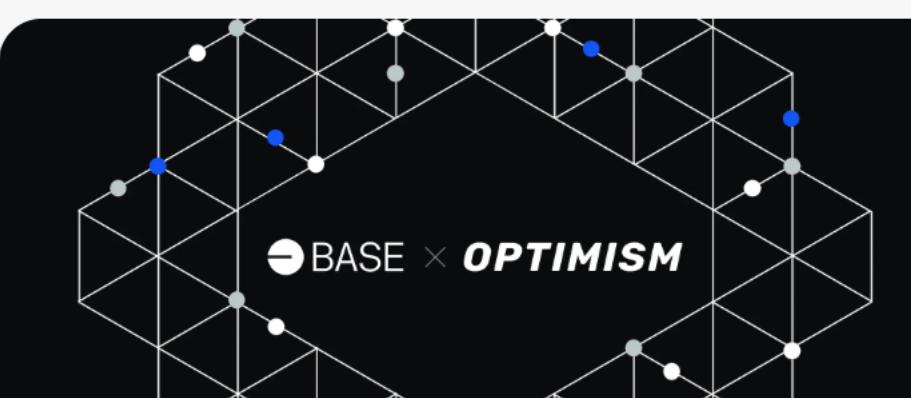
A screenshot of the Base landing page. At the top, there is a large blue header with a blurred background image. Below the header, the Base logo (a blue circle with a white horizontal bar) is displayed next to the word "Base". Underneath the logo, the address "0xa597" is shown in a small grey box. A descriptive text block follows, stating: "An Ethereum L2, incubated by Coinbase and built on the open-source OP Stack. We have no plans to issue a new network token." Below this text, there are two tabs: "Entries" (which is highlighted in blue) and "Collection". Further down the page, there is a "Subscribe to Base" section with a "Subscribe" button and a "Collection" section featuring a grid of circular icons.

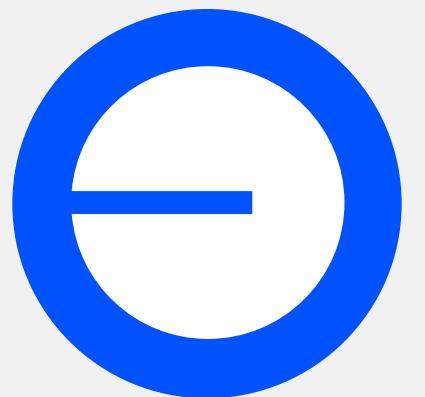
**Subscribe to Base**

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)



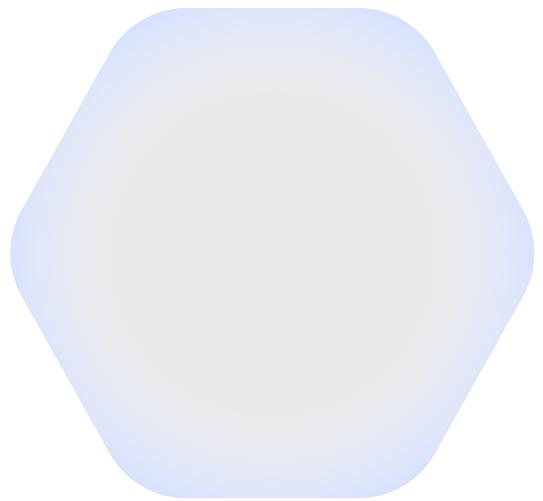
- Use the 3D gradient logo only as NFT Profiles in a hexagon shape.



# Explore

⚙️ Settings

← **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.

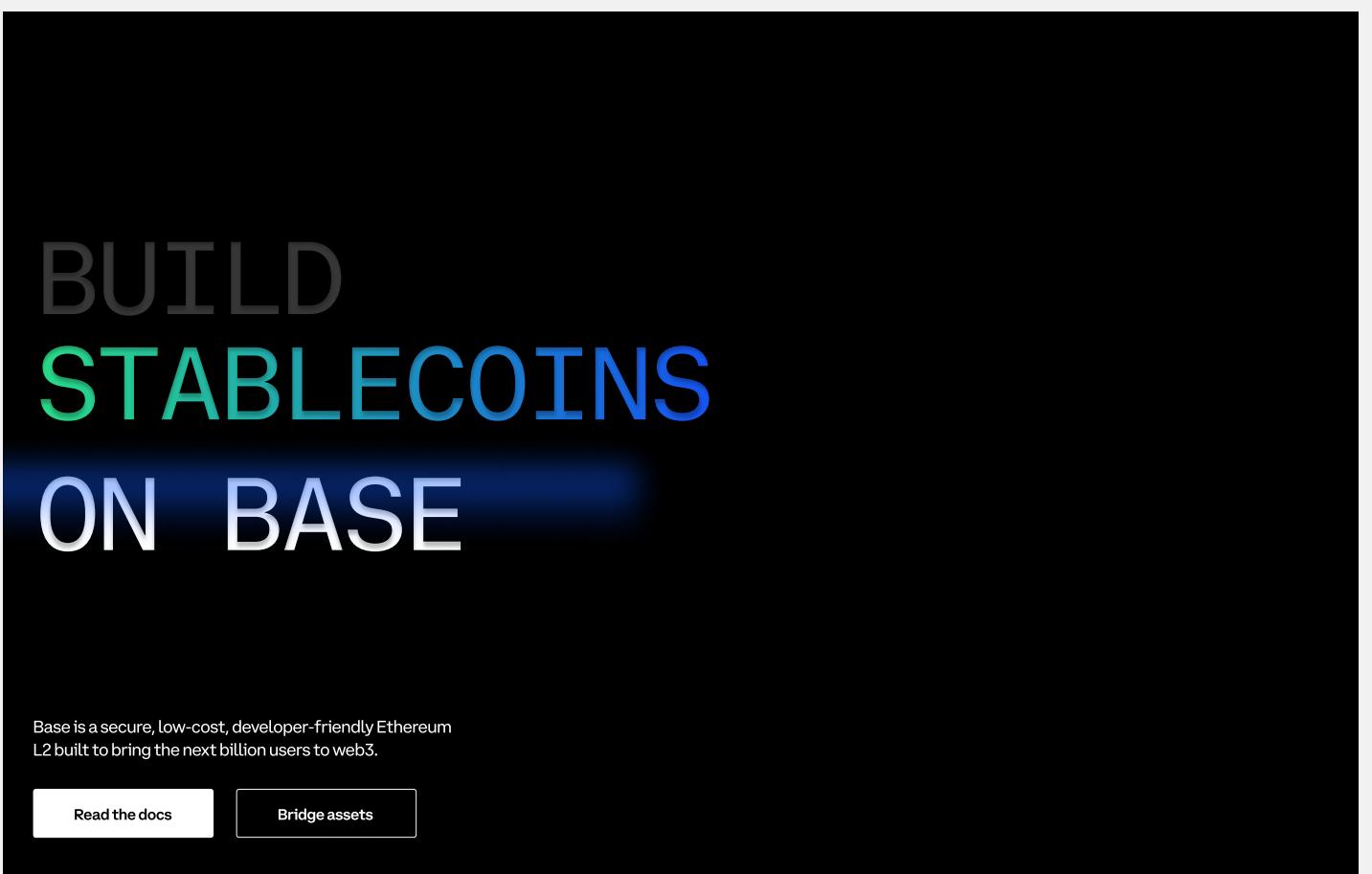
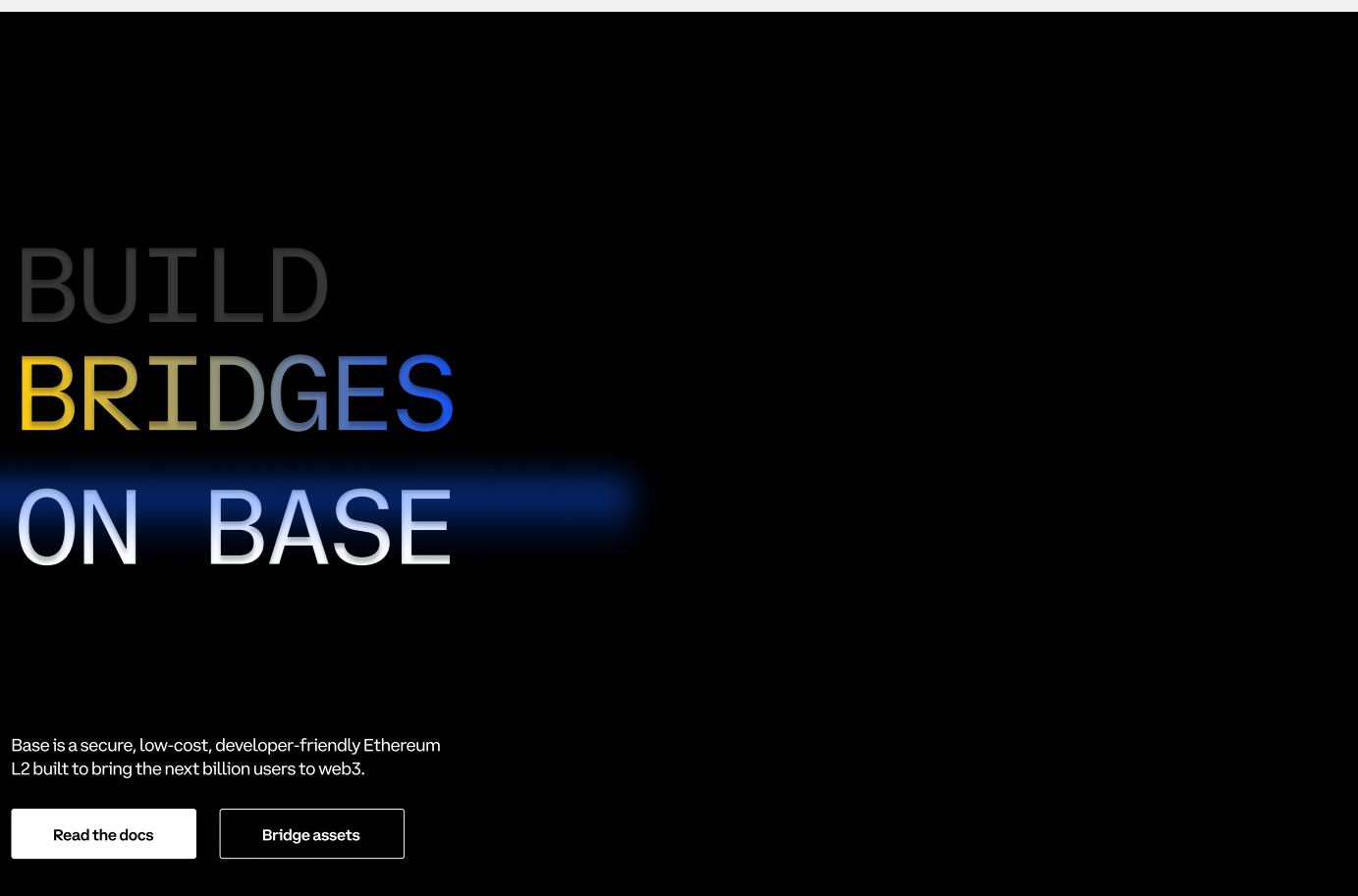
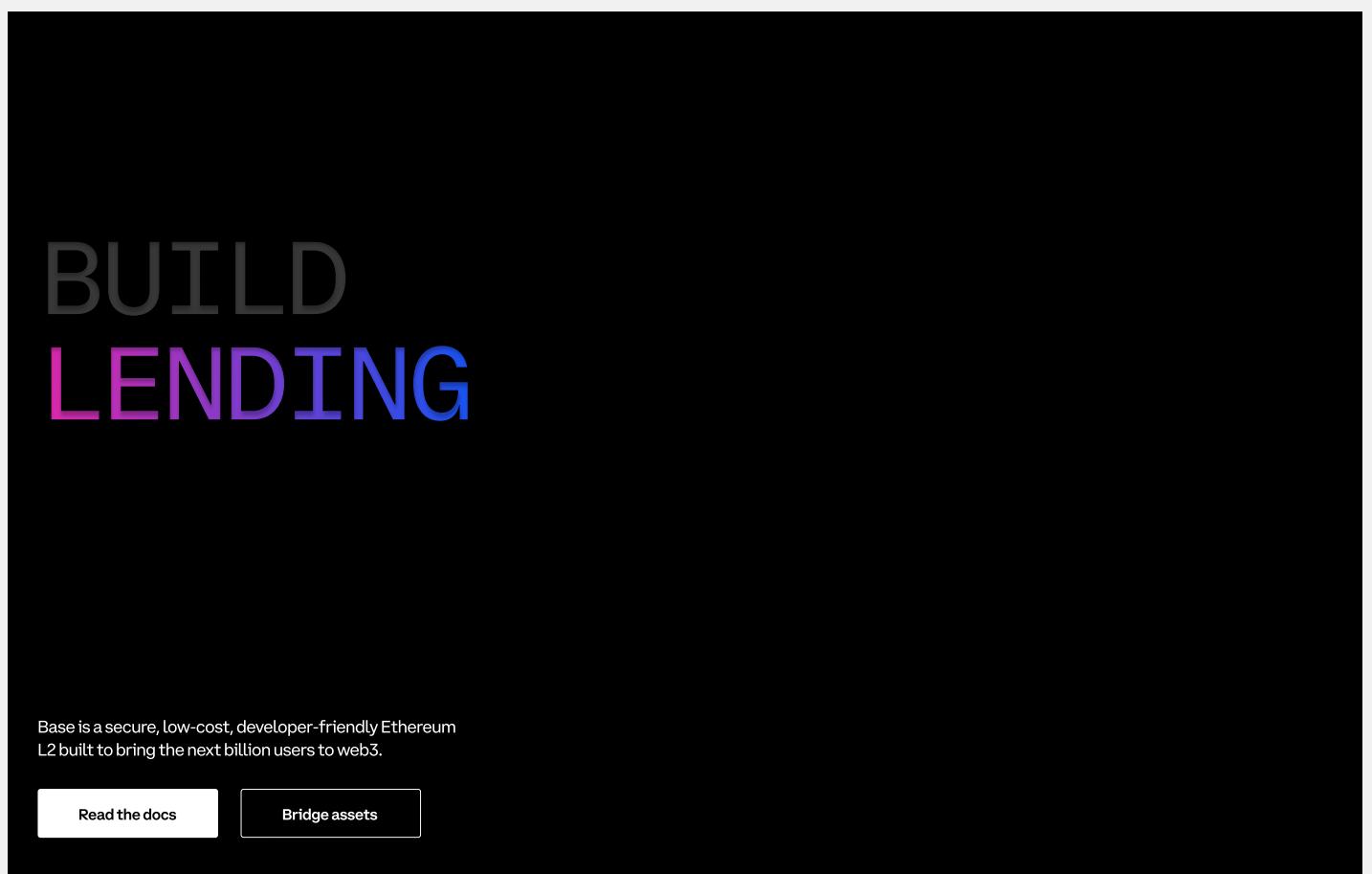
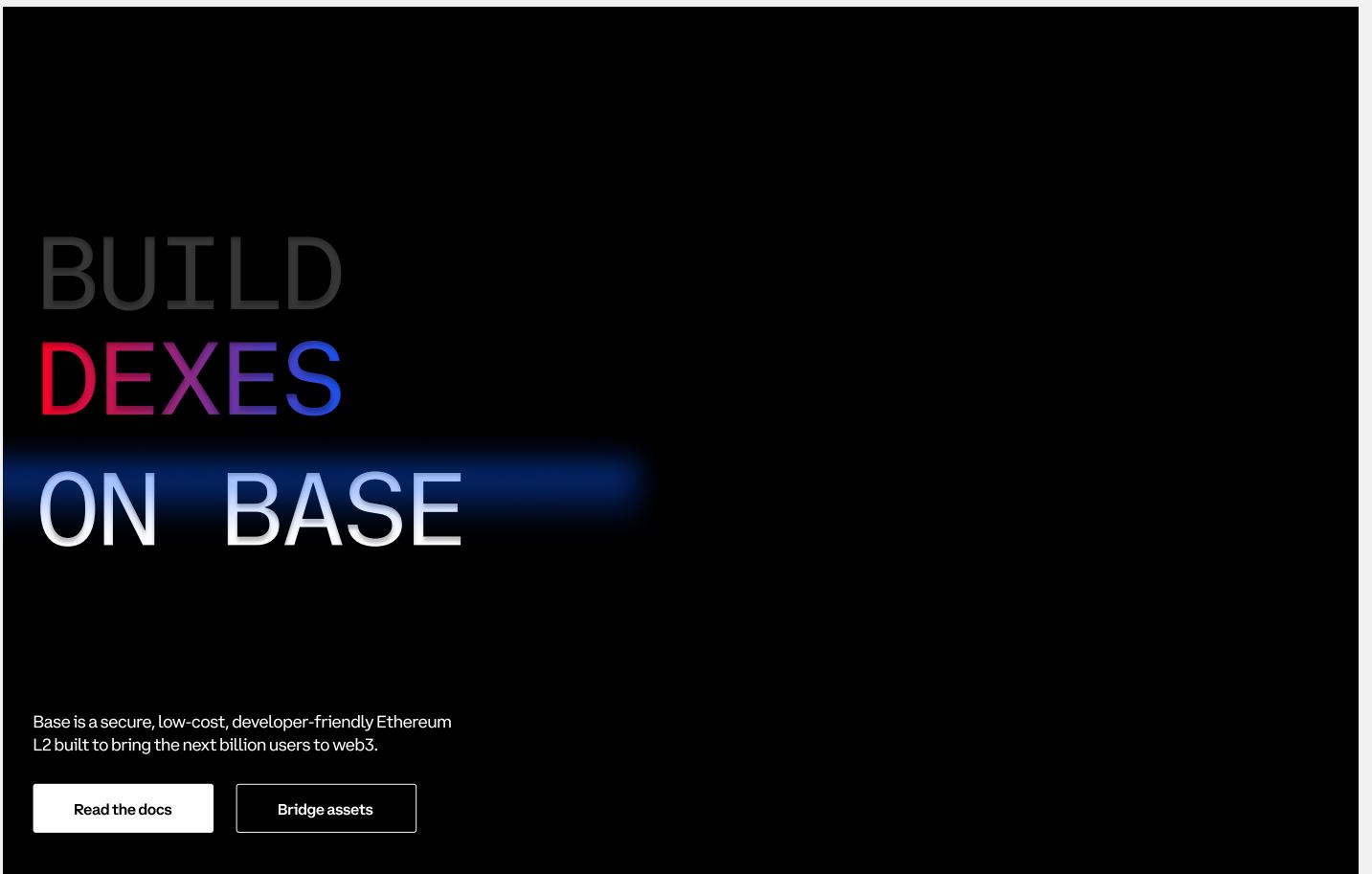
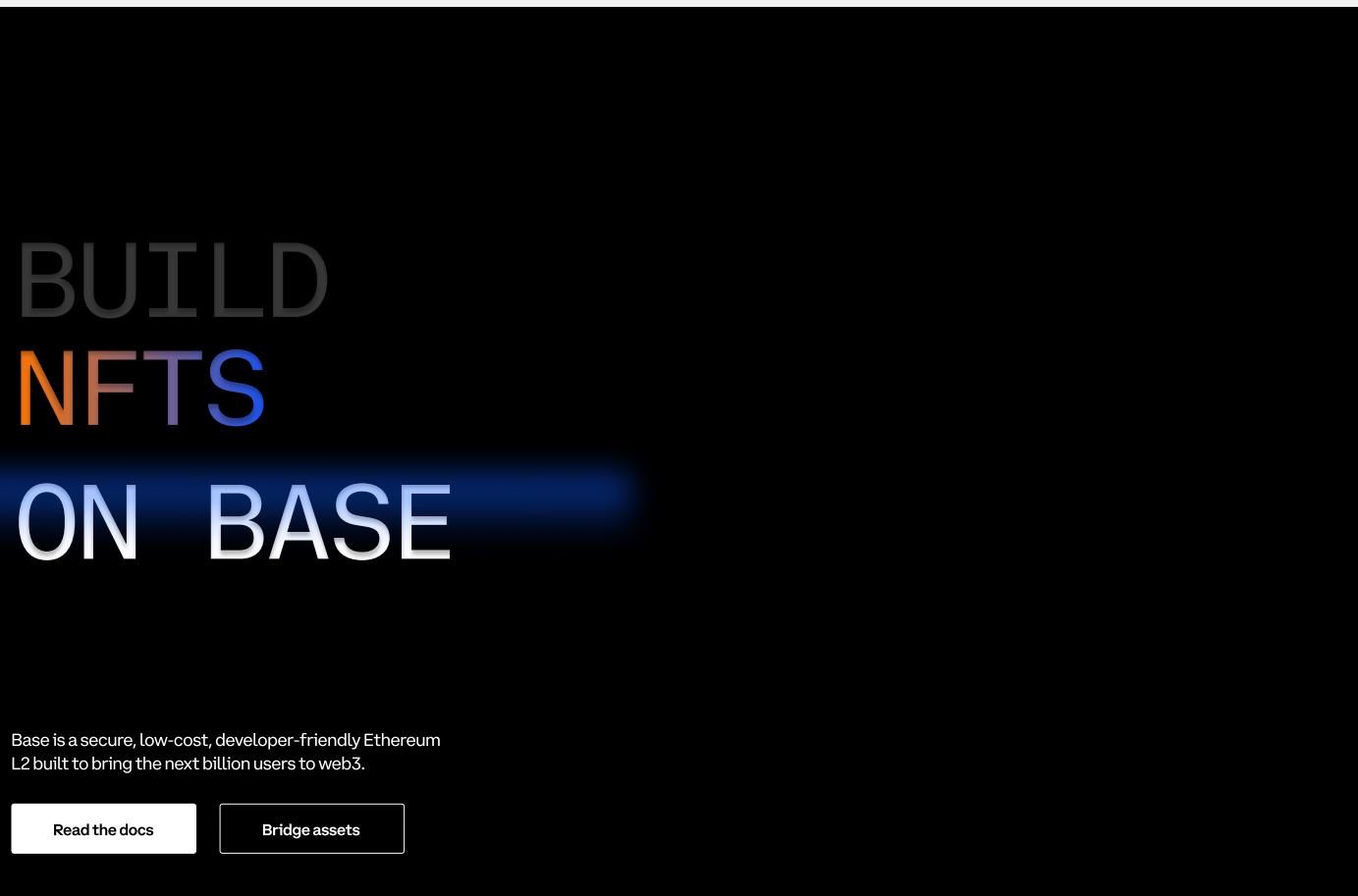
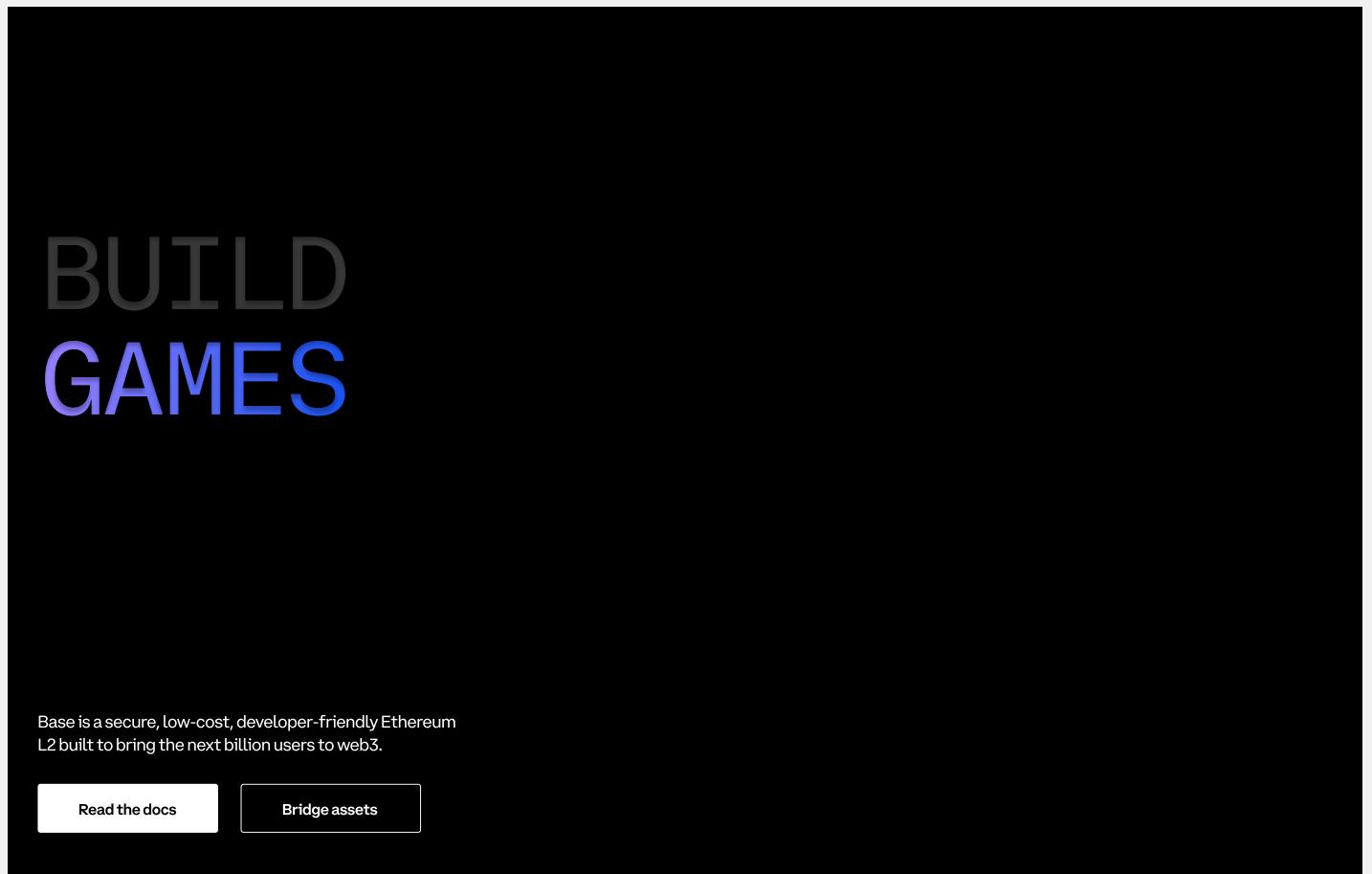
## Base Brand Guidelines 1.0

### Color - Partnerships

### Special Palette

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

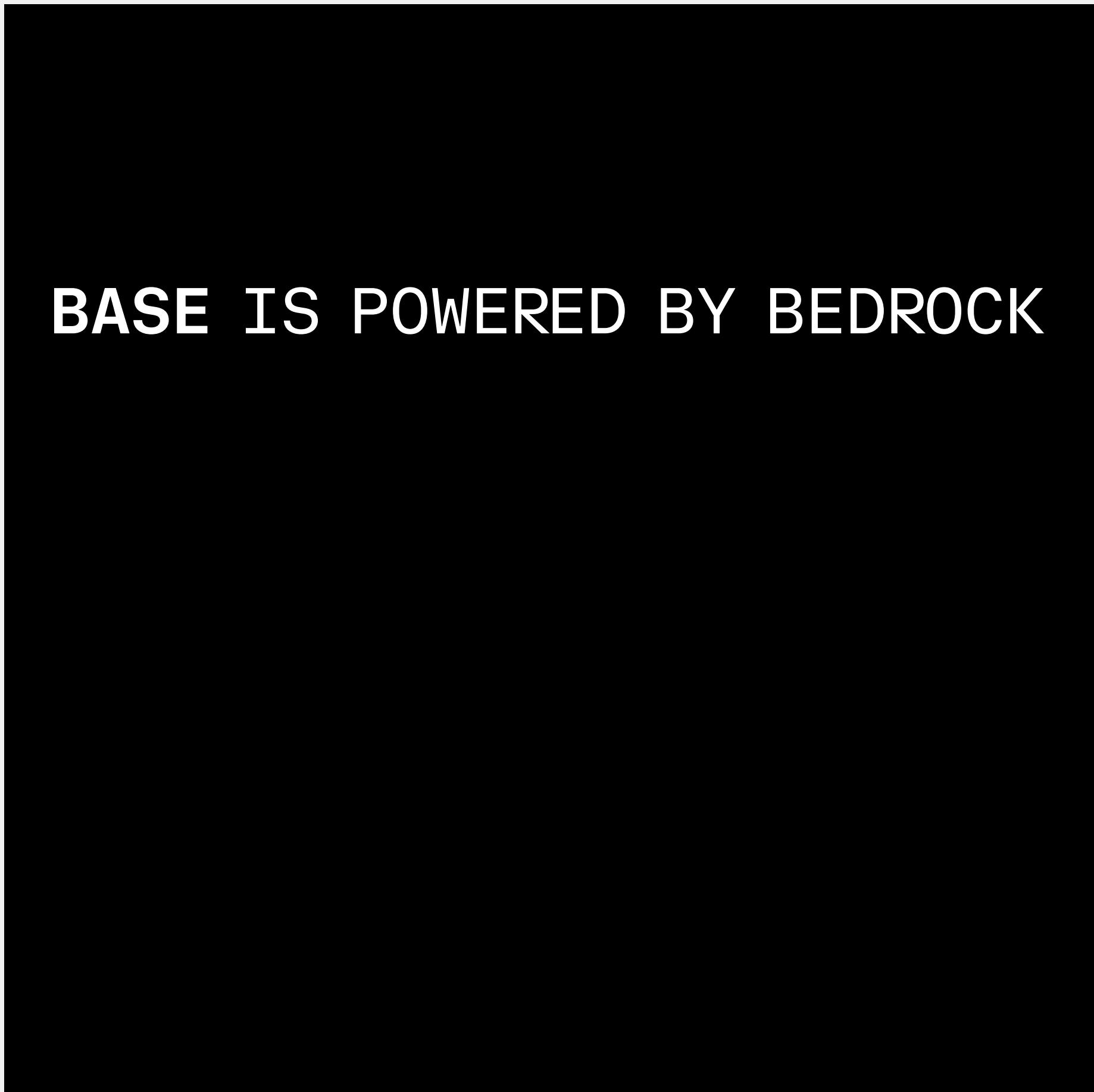
Coinbase Display is the primary brand typeface. It is a versatile grotesk sans serif that is used for all Coinbase branded communications. No other typeface should ever be used in its place. Designed as a type family, it is packaged with four distinct typefaces Display, Sans, Text and Mono that have been optimized for specific range of point sizes.

**Body**

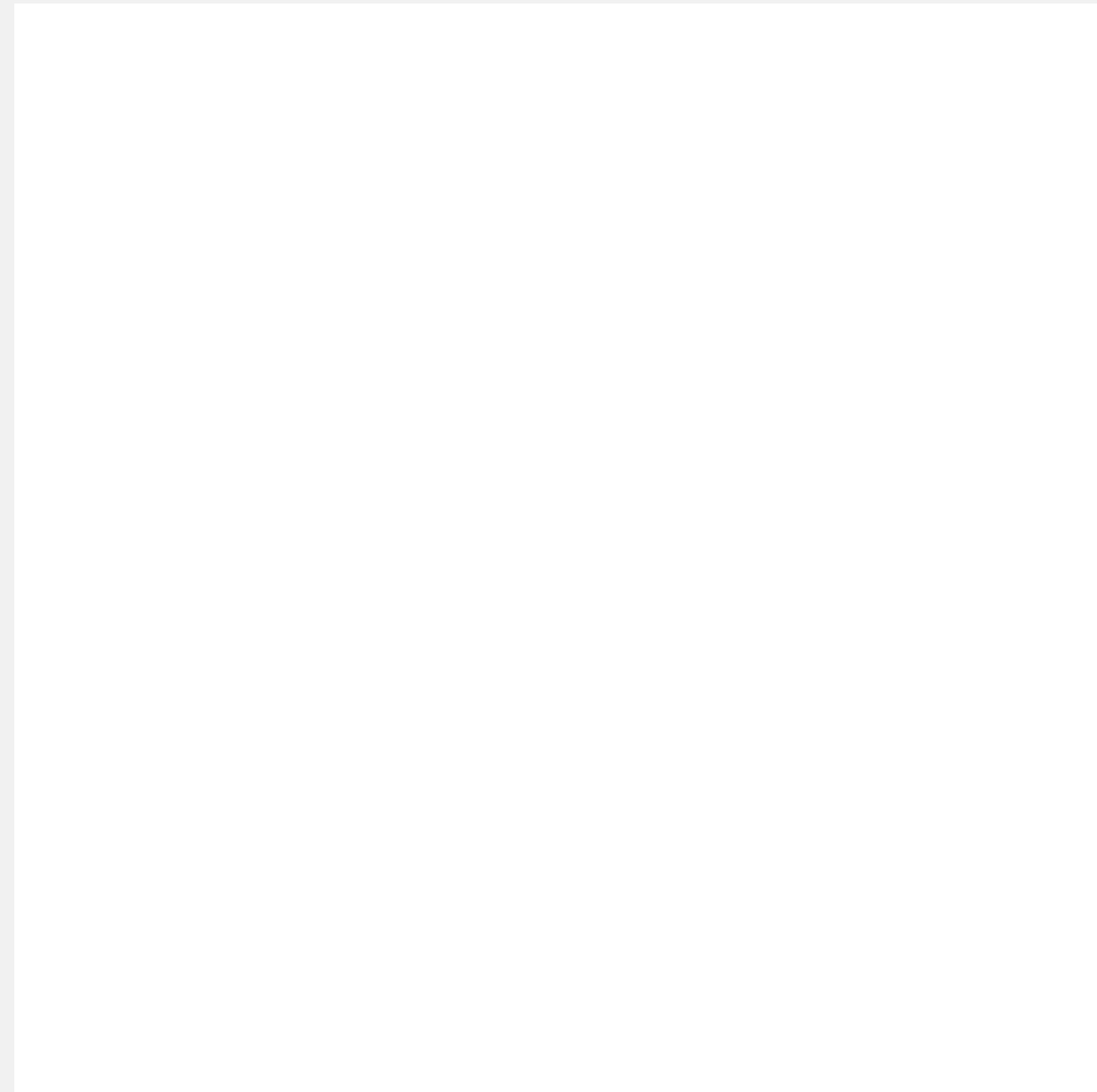
Coinbase is launching a social marketplace for NFTs. Connect with your favorite artists, subscribe to drops, create your own digital masterpieces, or showcase your collection. It's all coming soon.

**Coinbase  
Display  
Regular**

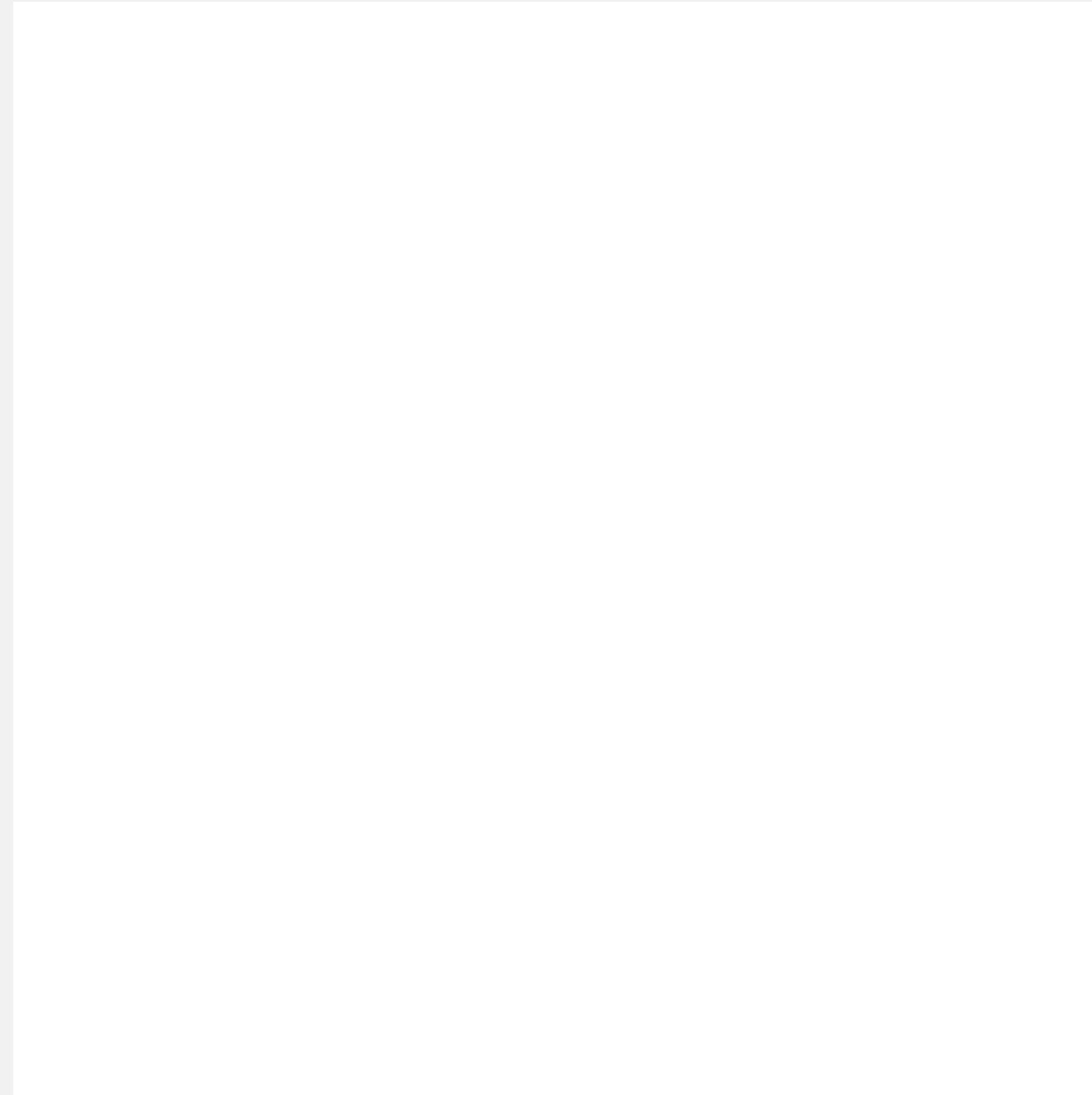




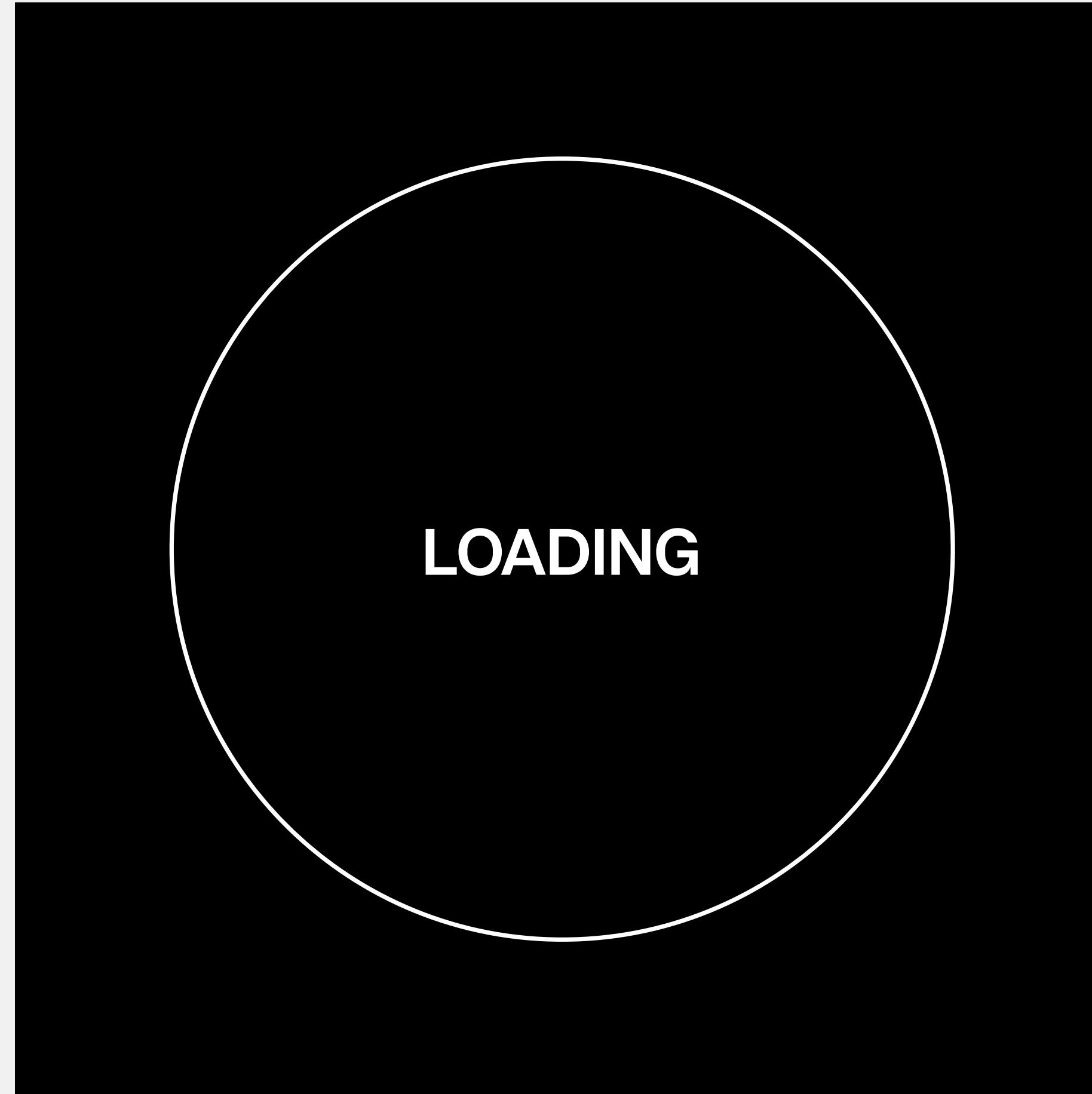
**BASE IS POWERED BY BEDROCK**



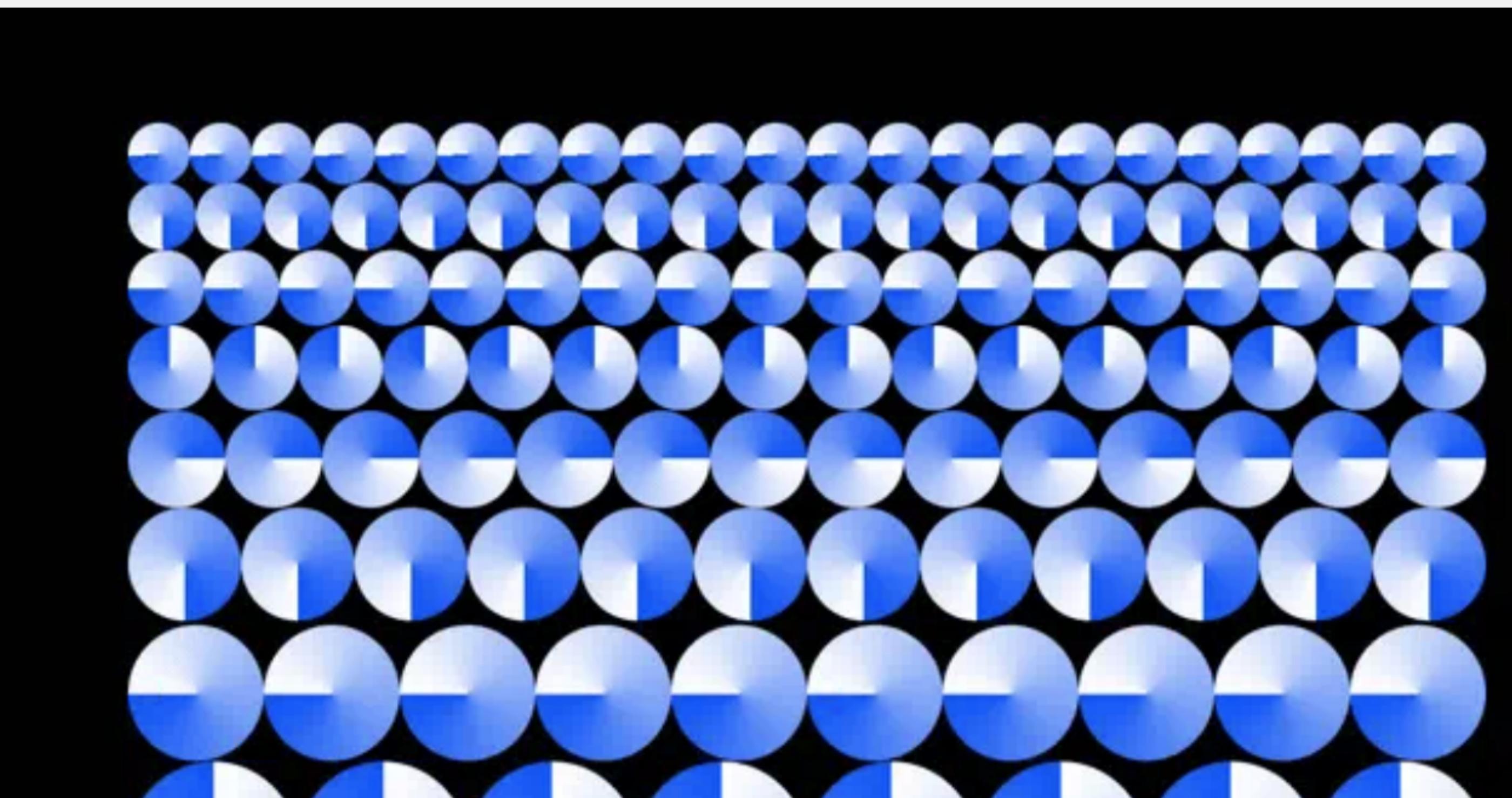
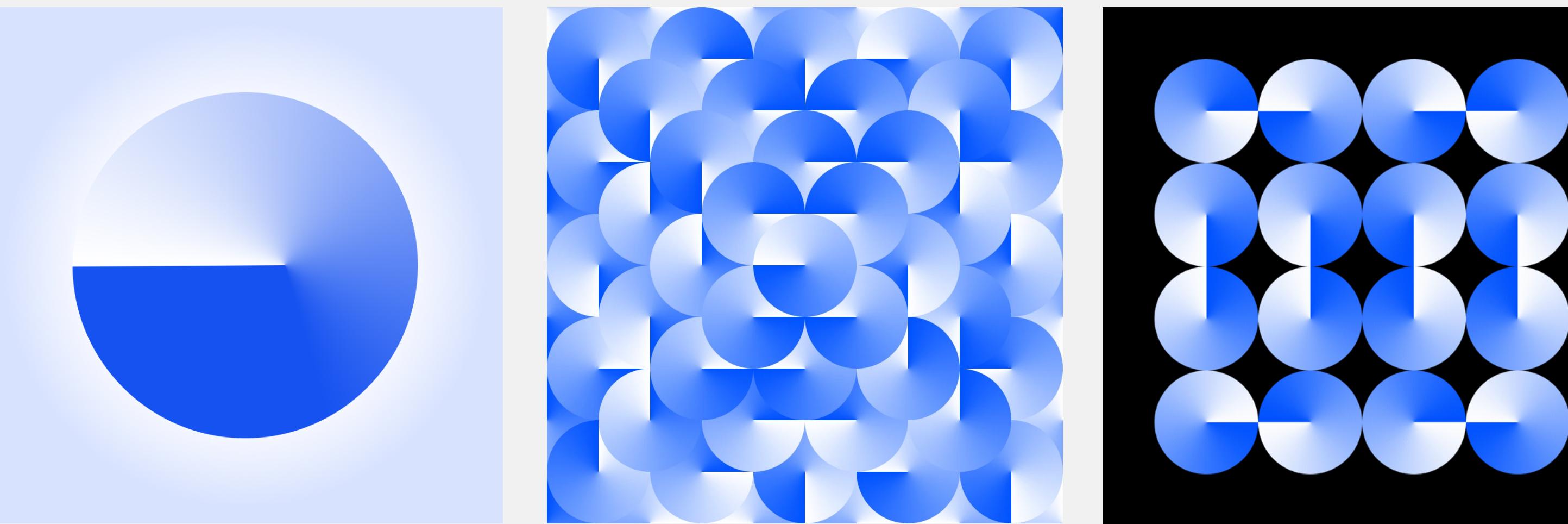
*Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam*



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

—BASE OUR PAST, PRESENT, AND FUTURE IS ONCHAIN.

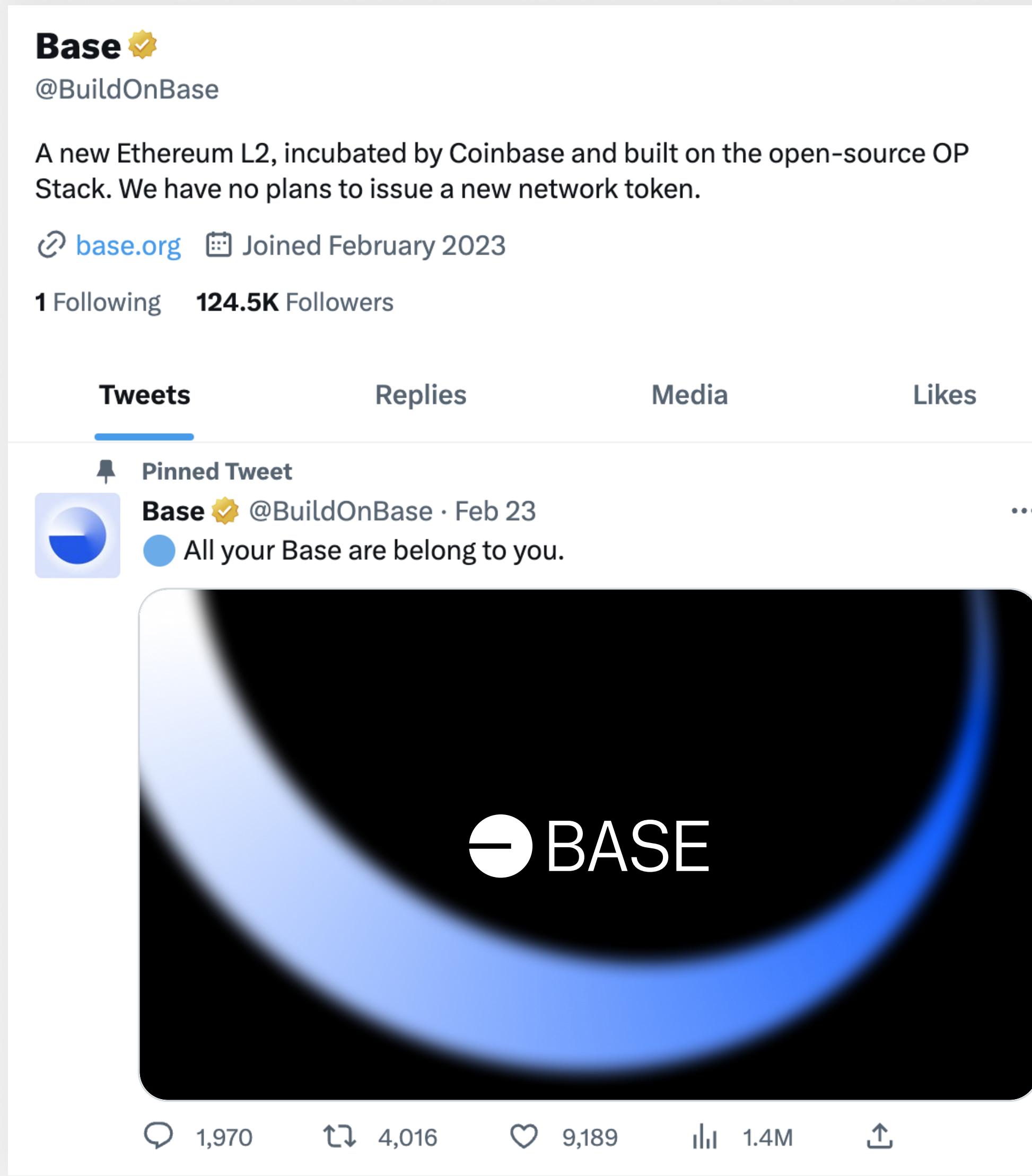


BUILD ON  
BASE

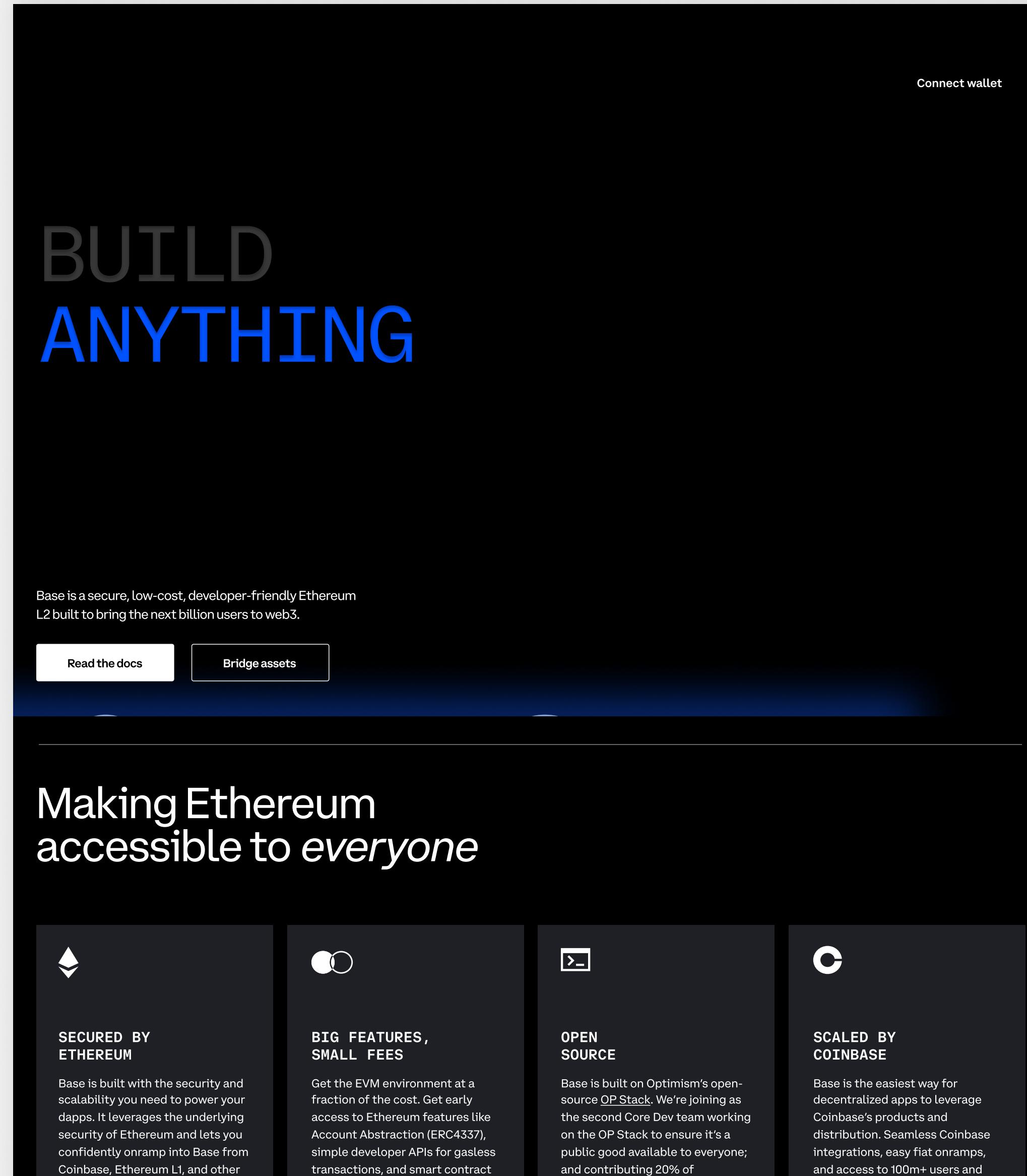


**OUR PAST, PRESENT, AND FUTURE IS ONCHAIN  
ONCHAIN AT SCALE**





A screenshot of a web browser showing the 'Base Quest' page at https://quests.base.org. The page has a dark blue header with the BASE logo and a 'Connect wallet' button. The main title is "GET FREE NFT BY BUILDING ON BASE". A large date "02.23.2023" is displayed. Below the title are four numbered steps: 1. FUND YOUR COINBASE WALLET, 2. CONNECT YOUR COINBASE WALLET, 3. DEPLOY A SMART CONTRACT, and 4. UNLOCK NFT. Step 1 says "Fund your Coinbase Wallet with" and step 4 says "Receive an exclusive 'Base Builder' NFT, reserved for". There is also an "INSTRUCTIONS" section.



Base is currently in the testnet phase - to get started building on Base, check out the [docs](#) or [bridge assets](#)

 **BASE**

[About](#) [Docs](#) [Bridge](#) [Blog](#)    [Connect wallet](#)

Coinbase ← → Base  
OUR PAST, PRESENT, AND FUTURE IS ONCHAIN

---

**We've been building towards Base for the last 10 years.**

From the beginning, our [secret master plan](#) has been clear and consistent: create an open financial system that increases economic freedom globally by moving deliberately through four phases.

**Phase 1: Develop the protocol (1M people)**  
New protocols (Bitcoin, Ethereum, etc) were invented and people began to tinker with them. Open source communities developed around each protocol and early adopters began experimenting with how they could be used.

**Phase 2: Build a digital currency exchange (10M people)**  
Coinbase started here. Investment or speculation is a bootstrapping mechanism for a payment network (in other words, it is the [single-player mode](#) of digital currency). And the creation of safe and easy to use exchanges served as a [bridge](#) for people to get their local currency into and out of digital currency.

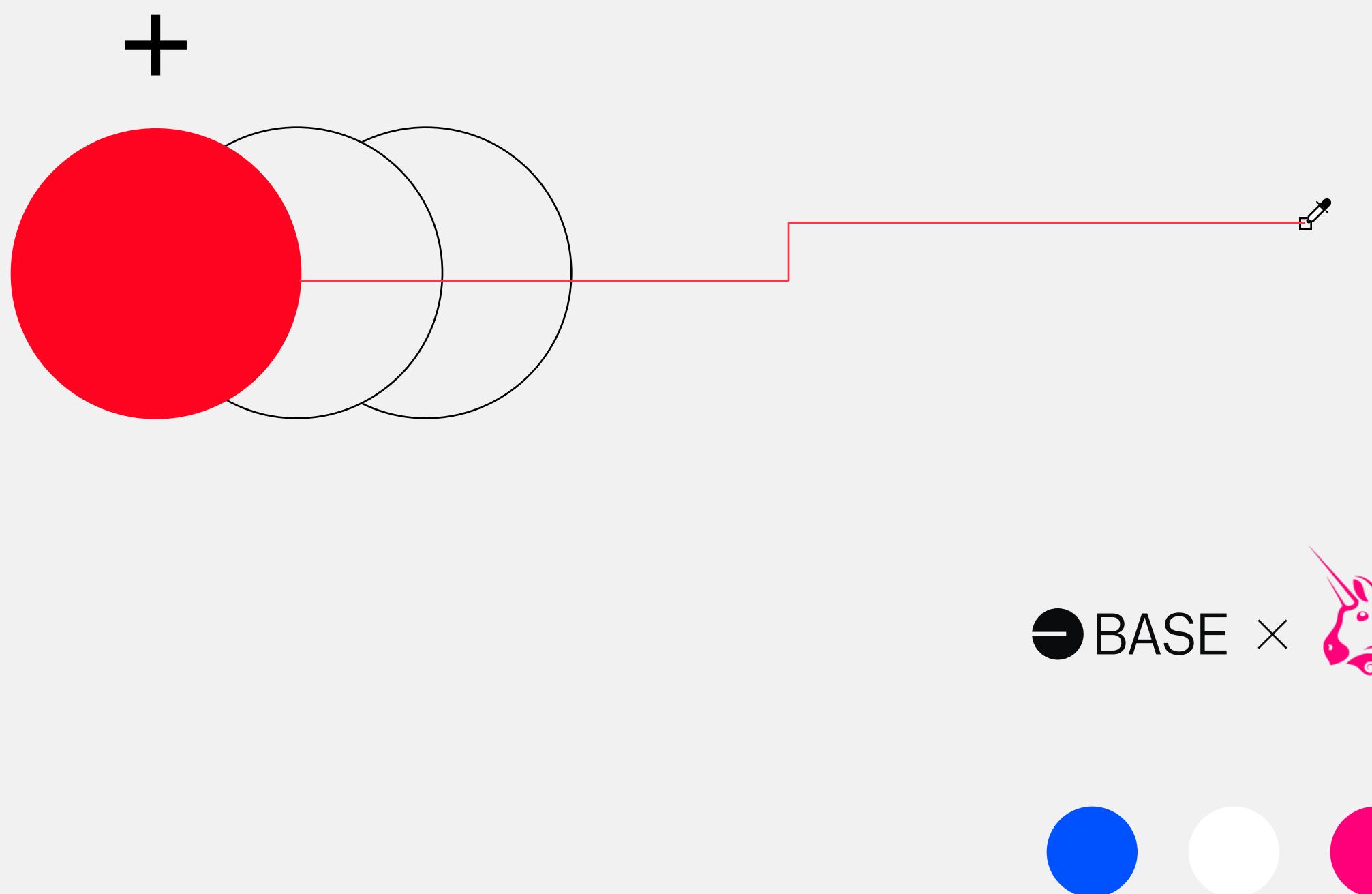
**Phase 3: Build a mass market interface for digital currency apps (100M people)**  
To move beyond just exchange and investment, consumers and businesses needed an easy interface to start using digital currency and its applications. Over the last few years, countless applications have been built to let anyone, anywhere access the nascent cryptoeconomy, including Coinbase, Coinbase Wallet, Metamask, Rainbow, Trust Wallet, and others.

**Phase 4: Build the "dapps" of an open financial system (1B+ people)**  
With the infrastructure in place, consumers and businesses can now build their own decentralized applications (dapps) on the Base chain, creating a truly open financial system where anyone can participate.

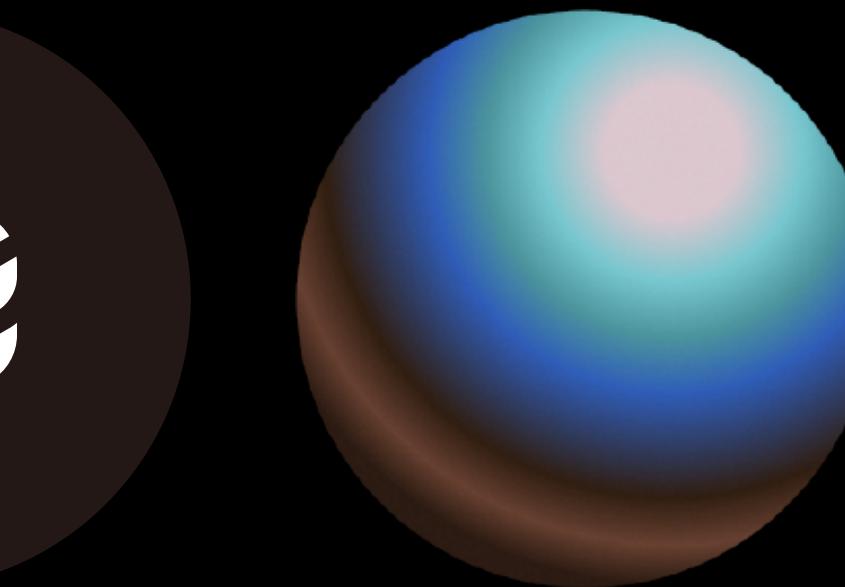
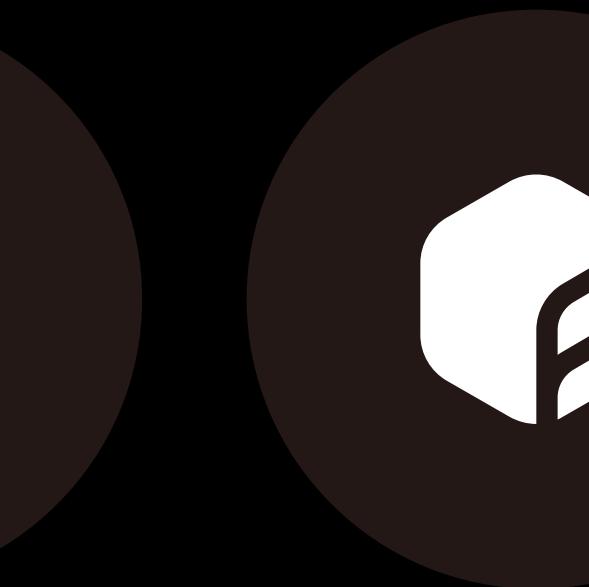
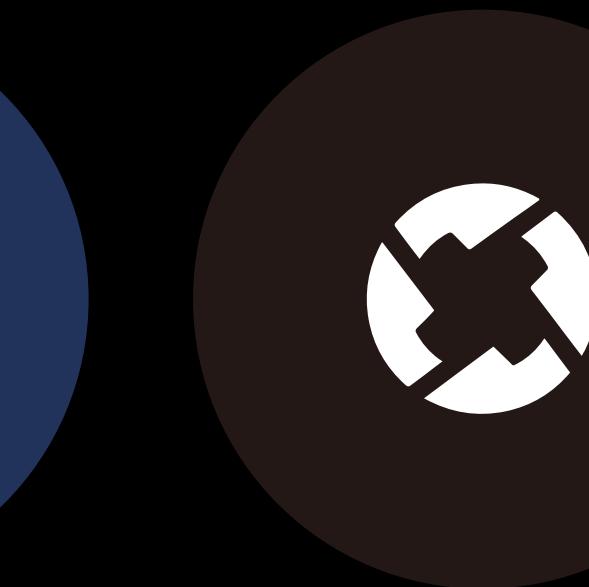
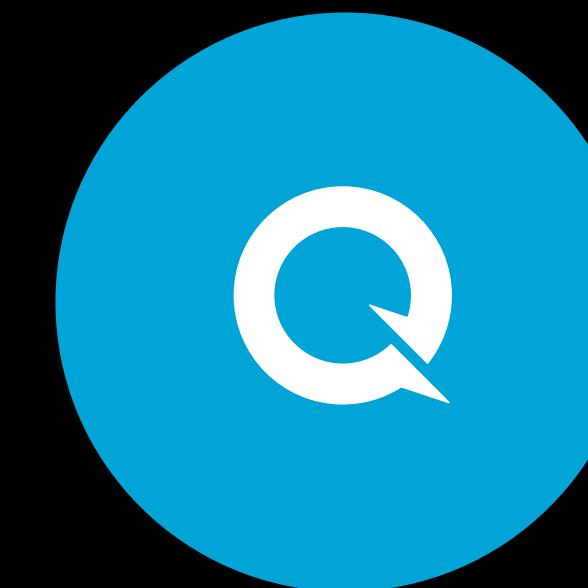
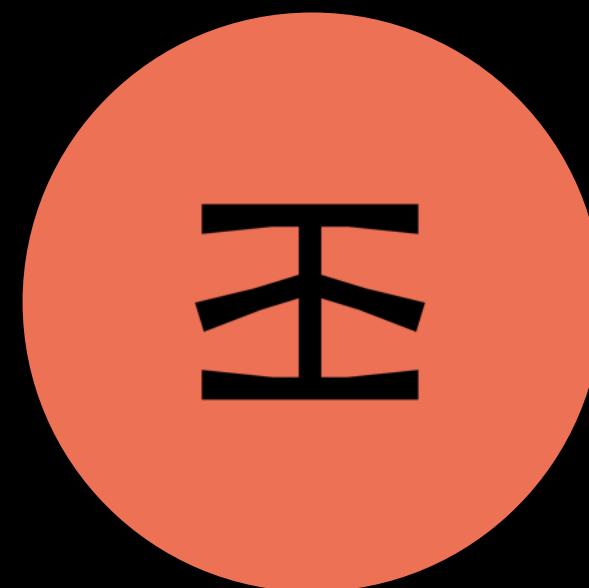
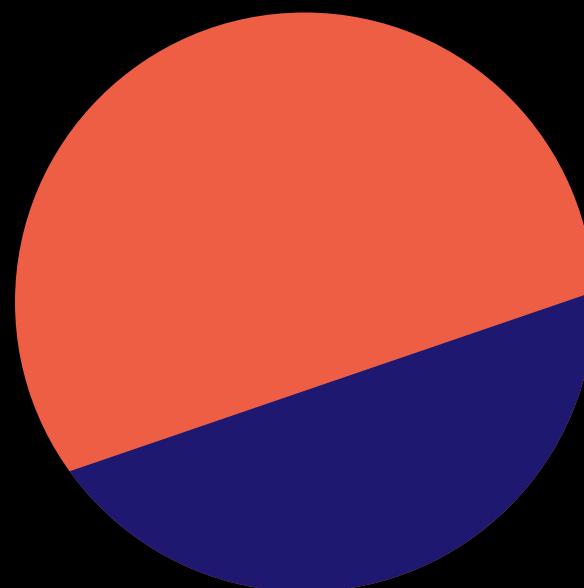
5

# 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.

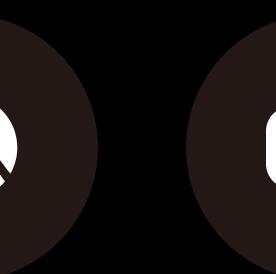
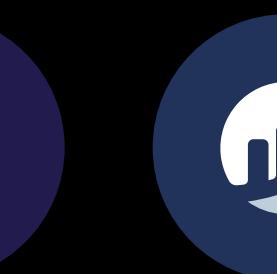
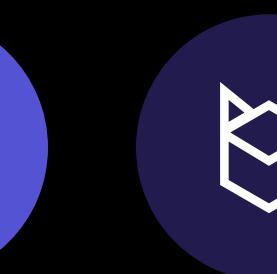
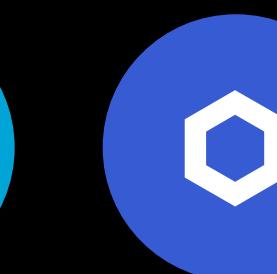
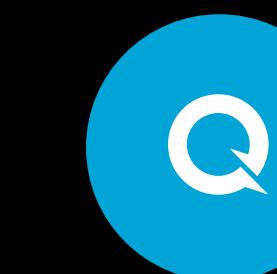
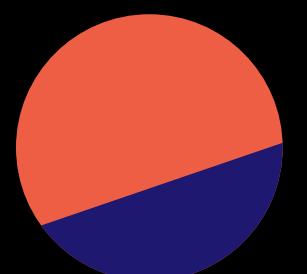
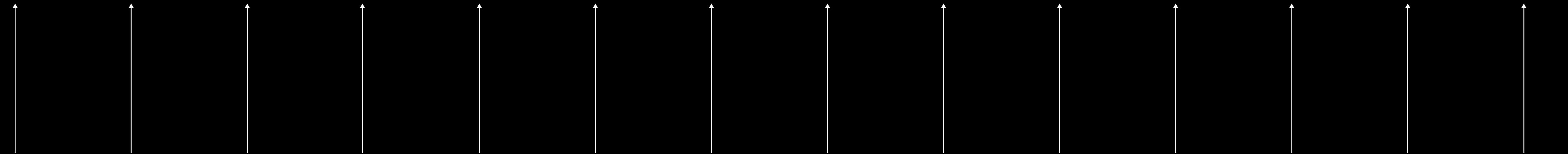
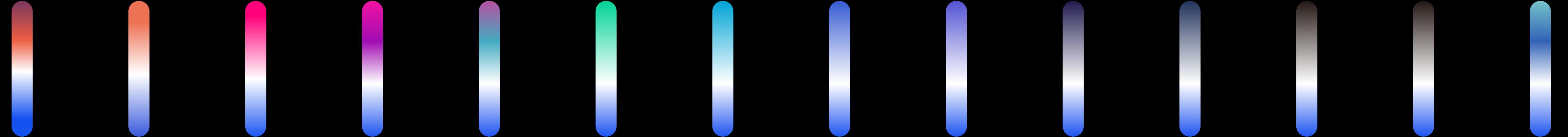


## Base Brand Guidelines 1.0

## 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

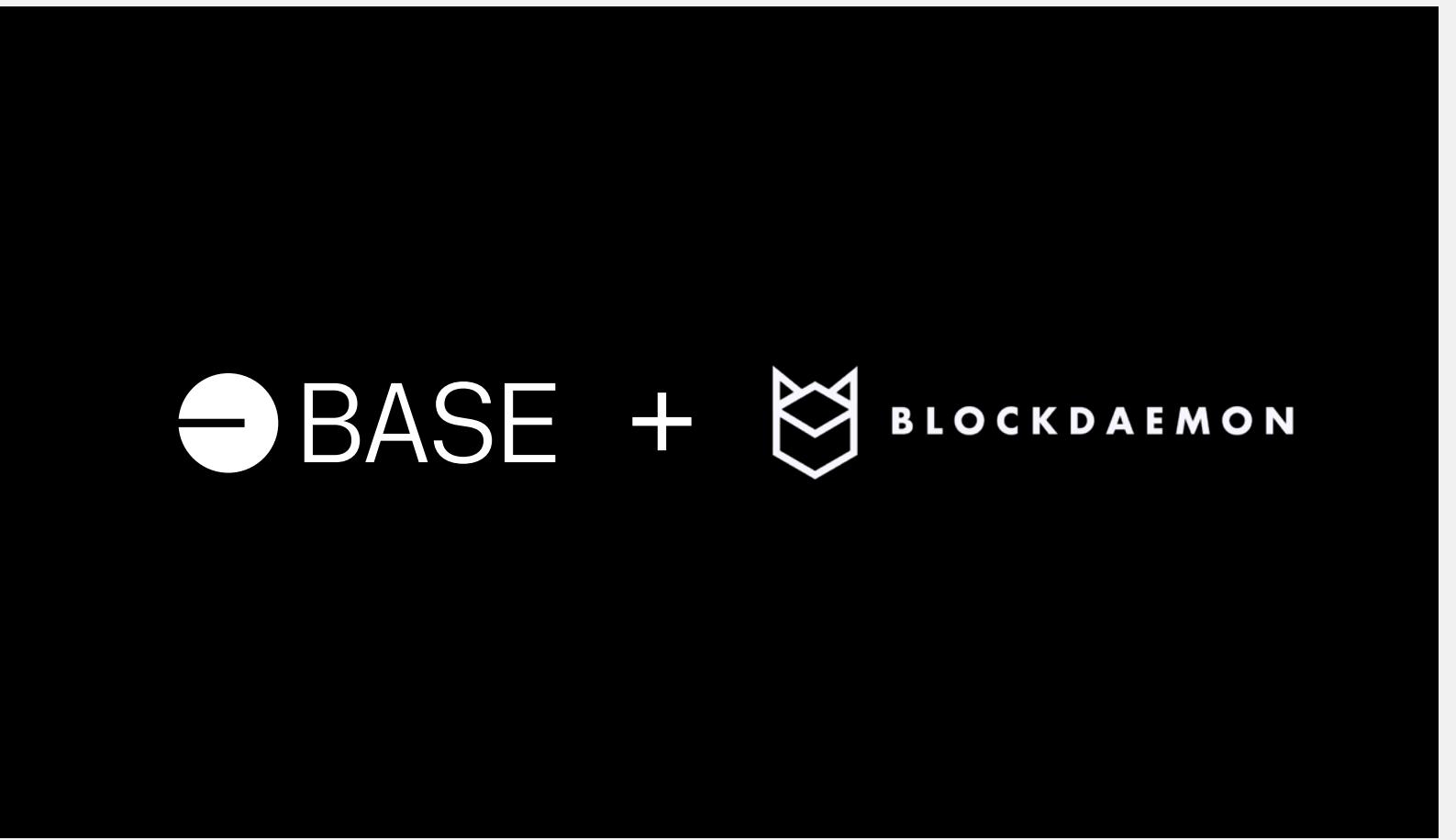
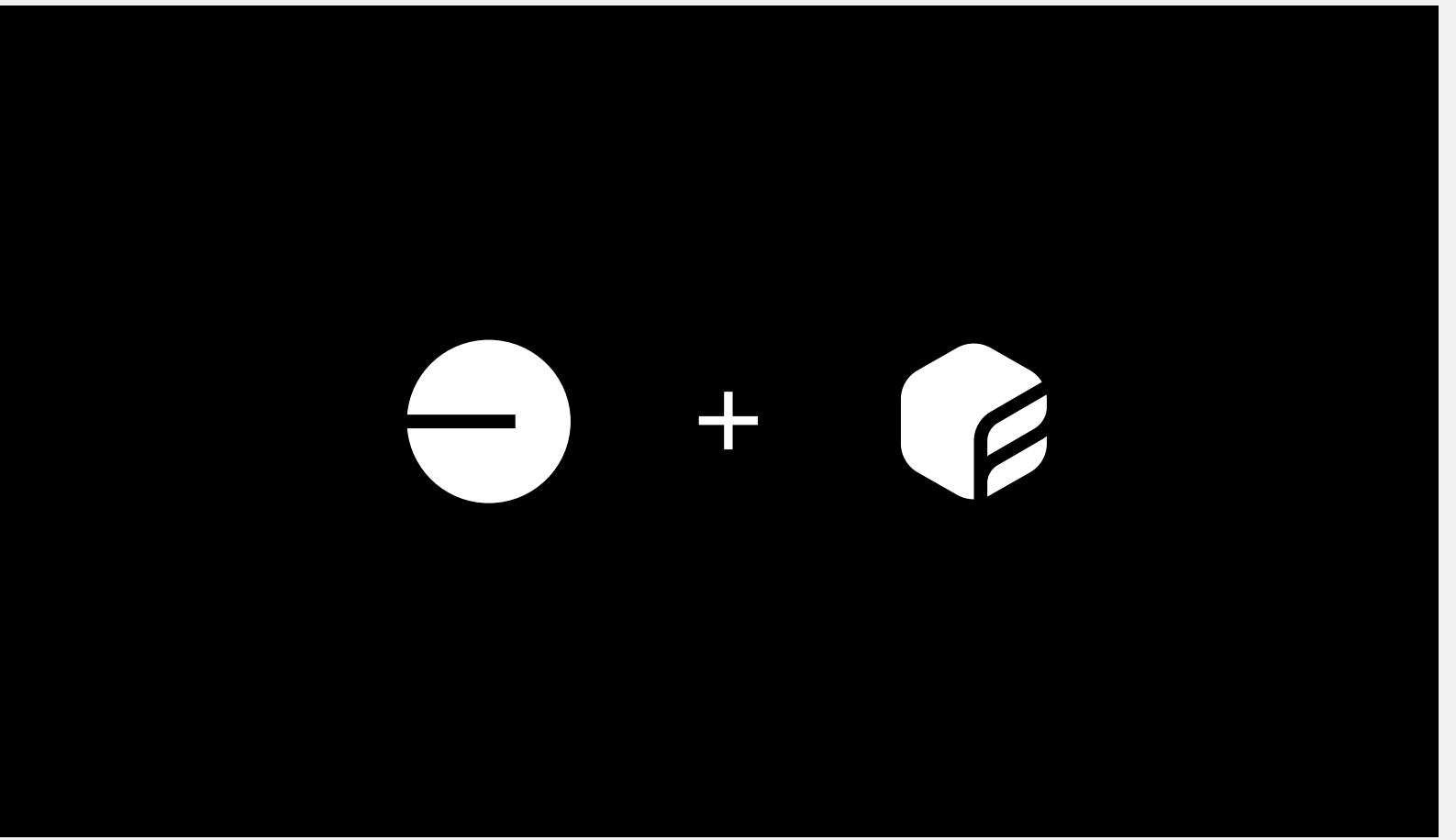
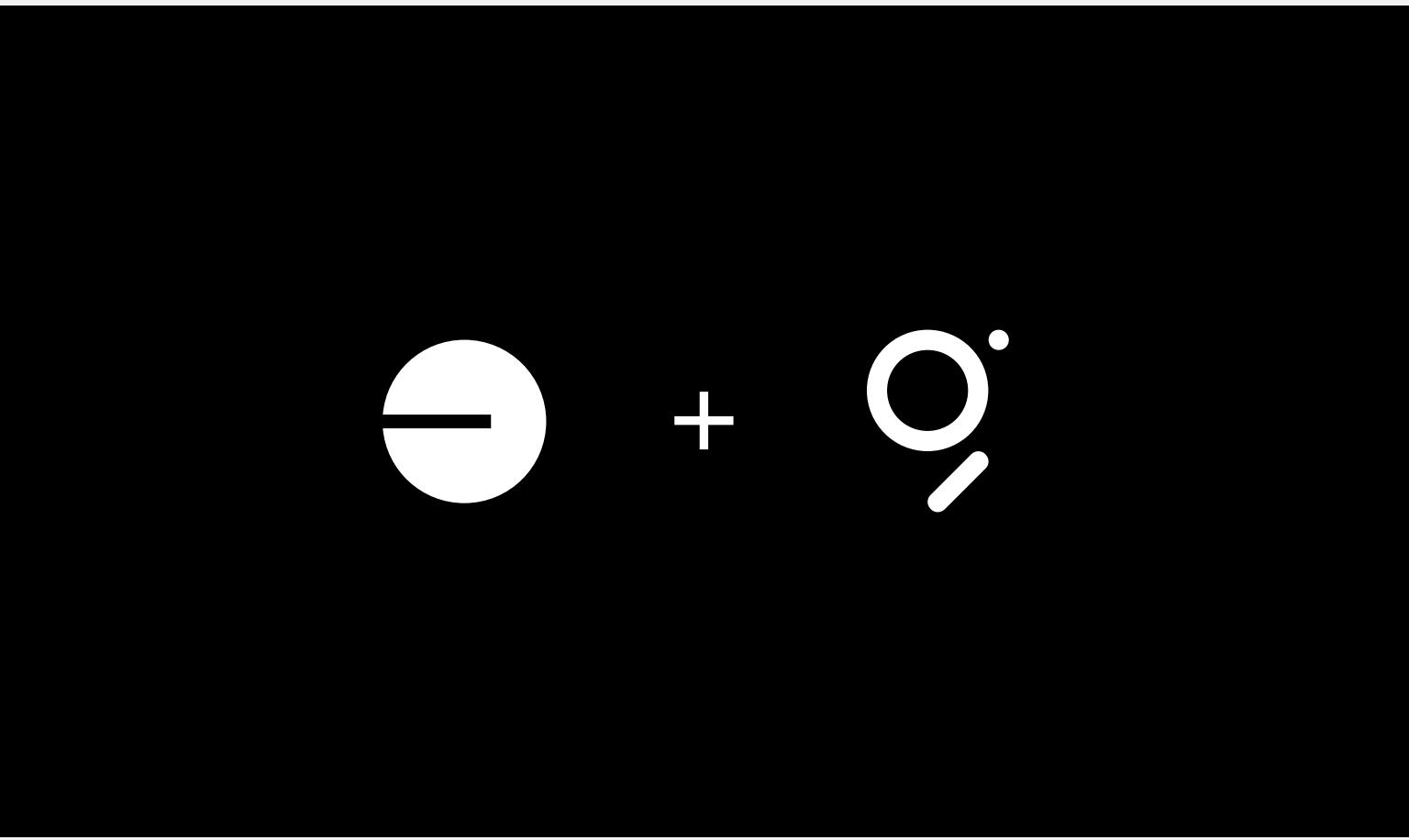
ETHERSCAN

0X

FLIPSIDE

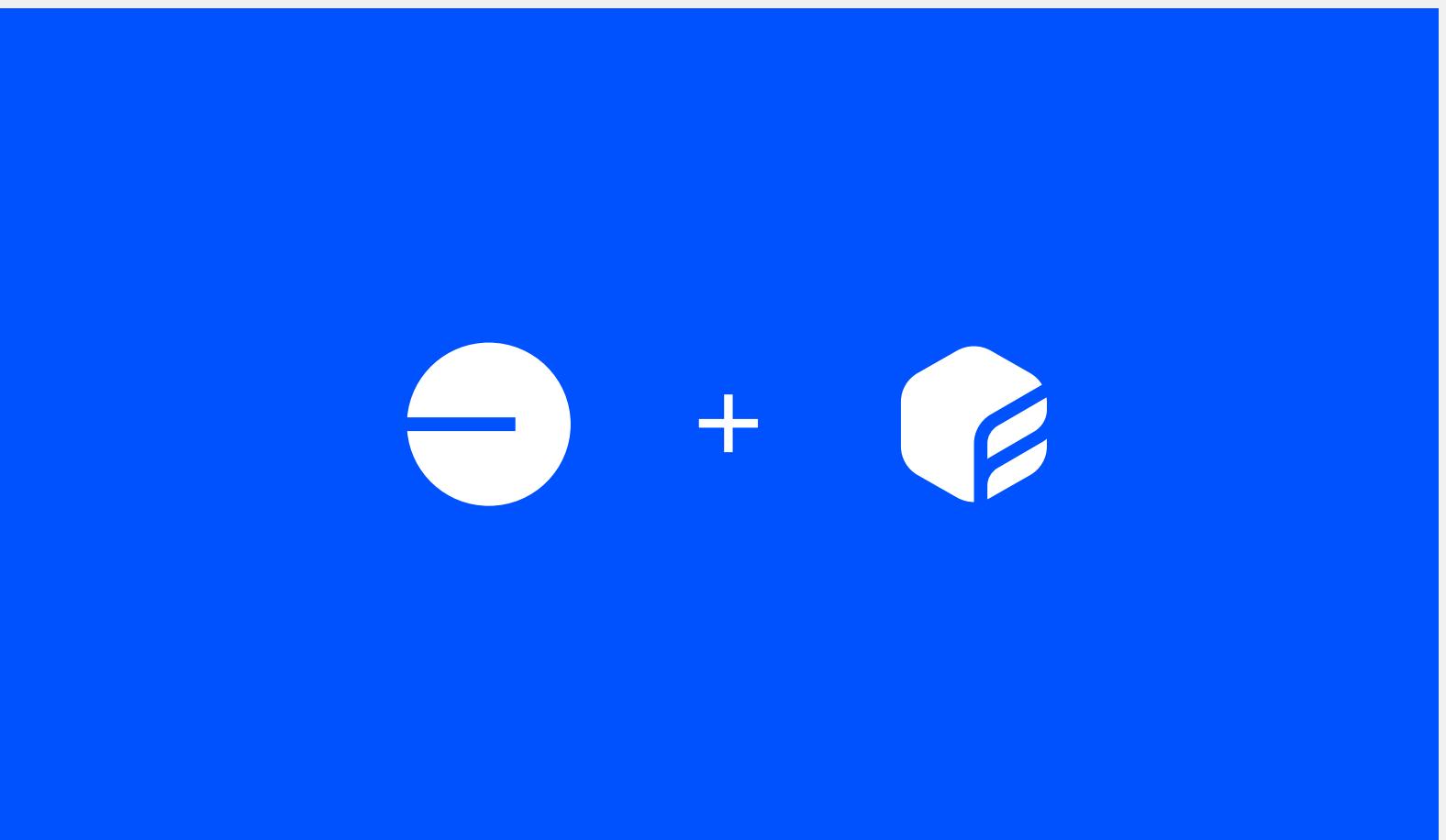
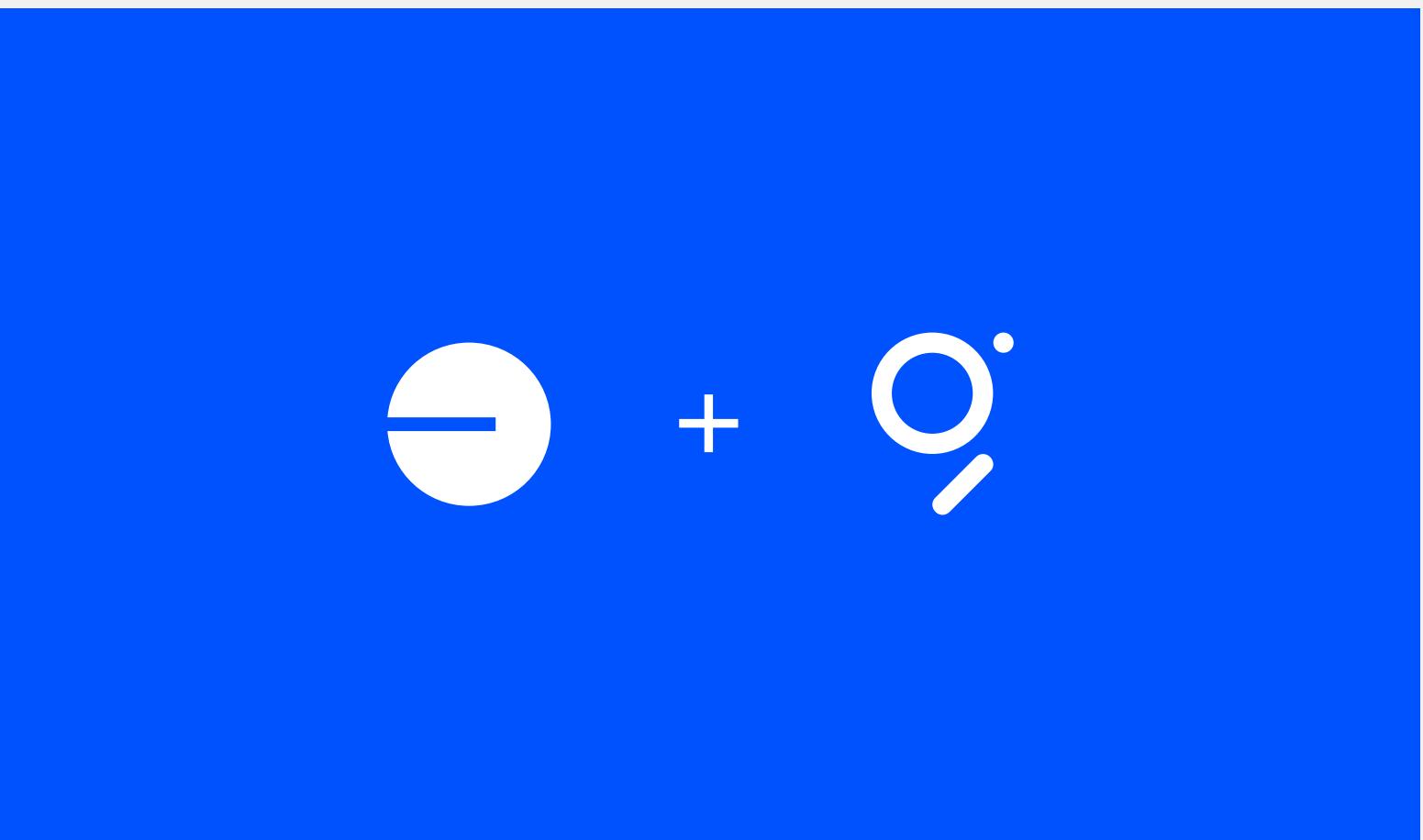
ZORA

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

