Base

品牌手册

Brand Book

品牌标识、色彩、字体、图形与应用规范。

NOVEMBER 2026 / V1.1



品牌概览

The identity at a glance

Base Token is an independent project in the Base ecosystem. The brand system gives its public materials a consistent identity.

Name

Use Base Token in prose and standalone titles. Use the supplied Base wordmark as artwork. Preserve capitalization in both.

Structure

Lead with a clear title, give the visual room to breathe, and use a single dominant palette for each composition.

Voice

Use clear, direct language. Explain what the audience can read, download or use, and ground any statement in published evidence.

Independence

Keep partner marks separate. Use the independent-project descriptor where context could imply an official network or company relationship.

核心色彩

The primary palette

Core Blue identifies the mark and key actions. Ink, Paper and White give long-form content and interface elements clear surfaces.

Core Blue	Ink	Paper	White
#0045EA	#0C1220	#F8F7F3	#FFFFFF

Use the semantic color values consistently. The supplied mark image is the source for the logo's exact pixel color and transparency.

五套配色

Five expressive families

The backgrounds define five expressive palettes. Their color pairs extend the system into artwork, campaigns and editorial sections.

#F6E7DE	#CDB7F2	**Petal**	Editorial launches, interviews and community stories.
#E3F6B8	#F7CD91	**Signal**	Updates, release announcements and event reminders.
#ECECFF	#BBB9F9	**Prism**	Explainers, guides and educational graphics.
#0B1328	#183767	**Midnight**	Hero films, opening frames and high-impact presentations.
#E0F8ED	#A8E4CC	**Mint**	Resource libraries, partner material and community programs.

Start with one family per composition. Keep Core Blue as the signature color.

字体规范

Type that fits the role

Futura®100 Chinese sets display titles. Manrope 650 sets the wordmark. Source Han Sans handles Chinese reading text and controls.

字体规范	**Futura®100 Chinese Bold** Main KV, campaigns and Brand Book
品牌资源库	**Futura®100 Chinese Demibold** Chinese website hero
Manrope 650	**Wordmark**
思源黑体　Source Han Sans	Chinese body, UI and captions

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排版层级

A practical type scale

Sizes are starting points in CSS pixels. Check display titles in the actual layout at each breakpoint.

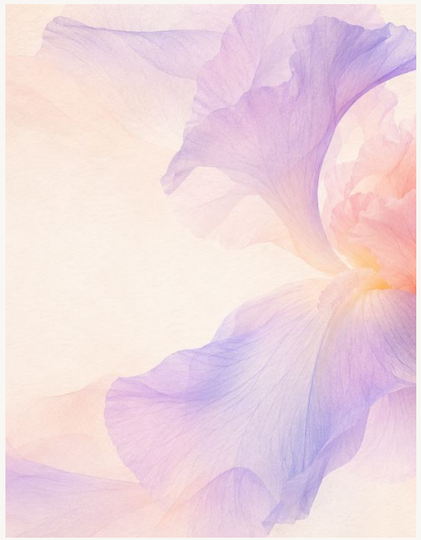
Role	Size	Line height	Typeface
Chinese web hero	39–107	1.01	Futura®100 Chinese Demibold
Chinese campaign	By format	Optical	Futura®100 Chinese Bold
Section heading	28–40	1.12–1.25	Manrope 650–700 or Source Han Sans 700
Body	16–18	1.50–1.65	Manrope 400 or Source Han Sans 400
Label / action	14–16	1.35–1.50	Manrope 600 or Source Han Sans 600
Caption	12–14	1.40–1.55	Manrope 400–600 or Source Han Sans 400

Source Han Sans body copy starts at 1.65 line height. Geist Serif Regular remains available for English editorial display.

图形应用

Graphics with purpose

Each graphic family has a distinct material and motion behavior. Preserve the original mark as a separate placed asset.



Petal

Translucent petals

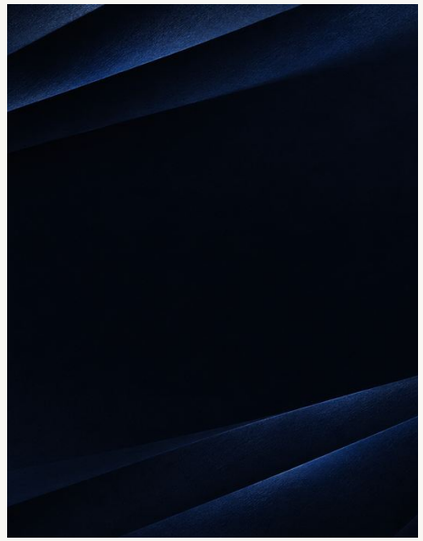
Signal

Horizontal signal lines



Prism

Refracted ribs



Midnight

Dark folded planes

Mint

Mint facets

Use graphics as a backdrop, detail crop or editorial divider. Leave the copy area quiet.

版式与组件

Layouts and components

The same spacing and typography scale applies across web, documents and ads. Let the content determine how much of the grid it needs.

Grid

Use a 12-column grid for wide web layouts and 4 columns on mobile. Begin with 24 px desktop gutters and 16 px mobile gutters.

Spacing

Use a 4 px unit with steps of 8, 12, 16, 24, 32, 48 and 64 px. Reserve larger steps for changes in section or reading pace.

Interactive states

Expose hover, focus, pressed and disabled states. A focus ring needs visible contrast against the surface and neighboring controls.

Legibility

Use ink on the four light palettes and white on Midnight. Check actual contrast on photographs, gradients and mixed surfaces.

动效规范

Motion and transitions

Motion supports a change of focus, a navigation transition or a shift in hierarchy. The identity remains legible at rest.

Timing

Use 120–180 ms for interactive feedback, 220–360 ms for state transitions, and 450–650 ms for an editorial entry.

Movement

Prefer opacity with a short translation. Move artwork and text on separate layers where appropriate. Keep the blue mark's geometry fixed.

Reduced motion

Respect the system preference. Reveal static content immediately and retain all controls and navigation states.

Production

Use GPU-friendly properties such as transform and opacity. Keep key text visible as the page loads and check motion on a mid-range mobile device.

广告应用

Campaign templates

Start with one headline, the approved lockup, and the independent-project descriptor. Chinese campaign titles use Futura®100 Chinese Bold across the five formats.



Social square

1080 × 1080



Story / portrait

1080 × 1920



Social landscape

1200 × 628

Check platform crops and overlay controls on the actual channel before publishing.

文案与署名

Voice and attribution

Use concrete language for identity, resources and announcements. Keep factual claims traceable to published sources.

Headline

A strong headline states one idea. Example: Explore the Base Token identity.

Action

Use verbs that say what happens next. Examples: Read the Brand Book, Download the mark, View color standards.

Project descriptor

Independent project in the Base ecosystem. Place it where the name or visual context may invite confusion about affiliation.

Campaign review

Check names, links and statements against published sources. Route claims about a network, partner or product to the relevant owner.

发布检查

Asset release checklist

Use the current masters, check the exported artifact at its final size and retain the sources needed to revise it.

Identity

Match the approved blue mark, Manrope 650 wordmark, clear space and min-size rules.

Color and type

Use one expressive family. Confirm contrast for the foreground text and apply the correct Latin and Chinese type styles.

Format and motion

Confirm aspect ratio, crop, embedded fonts, safe areas, export dimensions and the reduced-motion presentation.

Archive

Save the editable source, final export, release date, asset license and copy review with each published campaign.