Base

Logo Book

The mark, the wordmark and the rules that hold them together.

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The primary signature

The blue left-cut circle and Manrope 650 form the horizontal signature. The display name is Base Token. The artwork reads Base.



PRIMARY LOCKUP

Original blue mark with an ink wordmark.

Build and clear space

Use the visible height of the blue mark as D. Measure against the artwork edges rather than the transparent canvas.



D Mark height

0.80D Capital B height

0.20D Gap to the wordmark

0.50D Clear space on all sides

Align the visible vertical centers. Keep the supplied asset proportions.

One mark, two surfaces

Use the full signature on brand surfaces. Use the standalone mark for avatars, favicons and token imagery.



LIGHT / INK WORDMARK



DARK / WHITE WORDMARK

The approved mark retains its original blue on both surfaces. Give it a quiet area when using photography or graphic backgrounds.

Small-size behavior

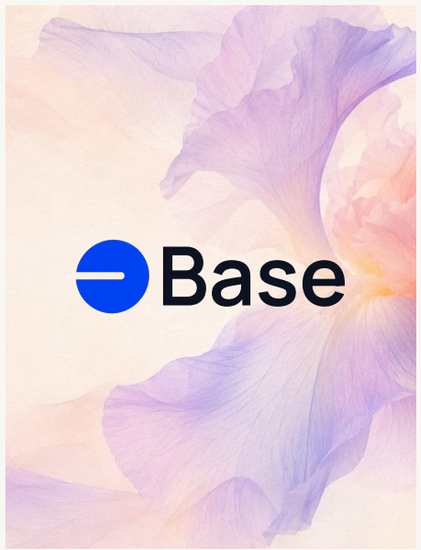
Use 24 px as the default minimum mark height for a full digital lockup. Use 20 px only when space is constrained and the export is legible.

48 px · large navigation	
32 px · standard navigation	
24 px · minimum	
20 px · compact	

At smaller sizes, test the mark alone on the actual device and surface.

Background selection

Use one expressive color family per application. Keep the open notch clean and preserve contrast around the lettering.



Petal



Signal



Prism



Midnight



Mint

Choose ink lettering on light art and white lettering on Midnight. Place the signature on Paper or Midnight if artwork crowds the mark.

Incorrect use

Protect the geometry and color of the supplied mark when preparing assets for partners, ads or product interfaces.

Geometry

Avoid rotating, mirroring, stretching, outlining or narrowing the left opening.

Color

Use the supplied blue mark. Avoid gradients, metallic finishes and tinting the mark to match a campaign palette.

Wordmark

Use Manrope 650 and the approved Base spelling. Keep tracking at the supplied setting and preserve the original spacing.

Context

Avoid busy photography behind the slot. Keep other logos and claims outside the clear-space boundary.

Prepare a release

Choose the final channel, export at its native dimensions and confirm legibility on the smallest intended surface.

Digital

Export at 1× and 2× where supported. Use transparent PNG for the approved mark and the correct lockup for the background.

Print

Keep the original artwork proportional. Request a color proof before production and check the slot at actual size.

Partners

Use the full Base Token name in surrounding copy. Add the independent-project descriptor when the audience may otherwise infer endorsement.

Review

Check clear space, artwork source, approved colors, spelling, crop and contrast. Archive the editable source and export together.