



Brand *guidelines*

Where *conversations* begin

Unlocking epic outcomes through content creation. We'll help you amplify your story and trigger meaningful conversations at scale.

Download our brand guide
Figma template [here](#)



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hello@base5.design

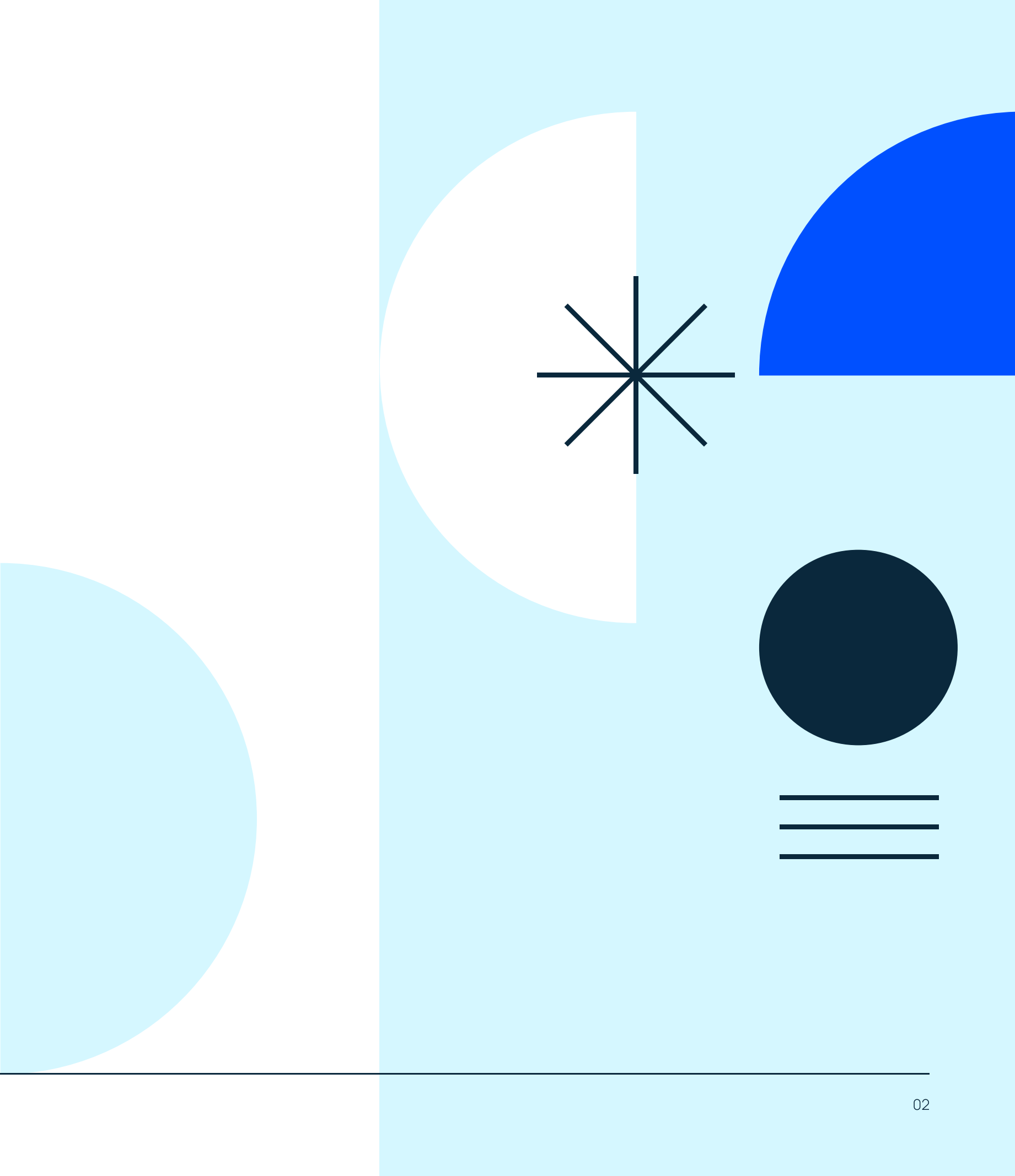
Introduction

These guidelines offer an in-depth insight into the ideas and mission of the Base5 brand, ensuring a clear understanding of its identity and objectives.

They also provide detailed instructions on how to effectively communicate the brand’s core ideas through our design work.

This includes specific strategies and techniques for visual and written communication, ensuring that every piece of content consistently reflects the core of the Base5 brand.

By following these guidelines, we can maintain a cohesive and impactful brand presence across all platforms and media.



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About

The Base5 brand says as much about the people who contribute to our shared success as it does about the way we look. We are drawn together by a shared rejection of the grind of agency life and a search for a better, healthier, more fulfilling way to do what we love. This is our unfinished story.

the brand

Digital nomads

We are a 100% remote-working nomadic business, sort of based in Europe.

We enjoy a global client base that extends from the US to Australia.



Base camp

Our 5 base camp principles form a promise that we make to every client:

Perspectives

With the power of perspective, we will guide you beyond conventional thinking to uncover fresh and unique ideas.

Systems

We transform your one-off offerings into scalable, consistent services through productised workflows with baked-in continuous improvement.

Results

We embrace the need for accountability to drive tangible, long-lasting impact. Process iteration and creative innovation, hand in hand.

Values

Every asset we create is an expression of your brand's identity and values which act as our North Star to stay on-mission.

Perceptions

In this brave new world of influencers, our role is to support your growing impact, both externally and internally.

Brand DNA

Just like DNA is the genetic code that makes up an individual's unique characteristics, brand DNA is the underlying code that distinguishes a brand from its competitors and shapes the way it communicates with its audience.

Our brand is defined by illustration which is at the core of our DNA.

**Through illustration,
we reach out and
sculpt the world
around us.
We lend form to our
imagination.
We become Creators.**



Improvement Support Care

continuous improvement is
core to our success

we are all in this together, help
is only a question away

we care for more than just ourselves.
We care for each other, our clients and our work.



internal
culture

Collaborate
Advance
Respect
Excel

We rise or fall as a team.
Through **C**ollaboration we
Advance our combined
capabilities and joint success.
By being **R**espectful to
each other we create a
supportive environment for
each of us to **E**xcel.



external
culture

Communicate
Accommodate
always find a way to help
Responsibility
tangible & long-lasting
Empower
making clients heroes

We help clients to be heroes.
Active **C**ommunication and
innovative **A**ccommodation
of client needs together with
taking **R**esponsibility for the
impact of our work,
Empowers our clients to win.

Mission

Base5 *is on a mission*

to make content marketing easier,
more scalable, and affordable.

By combining creativity, innovation, service
productization, and outsourcing
efficiencies, we forge paths for our clients

to unlock *epic outcomes*

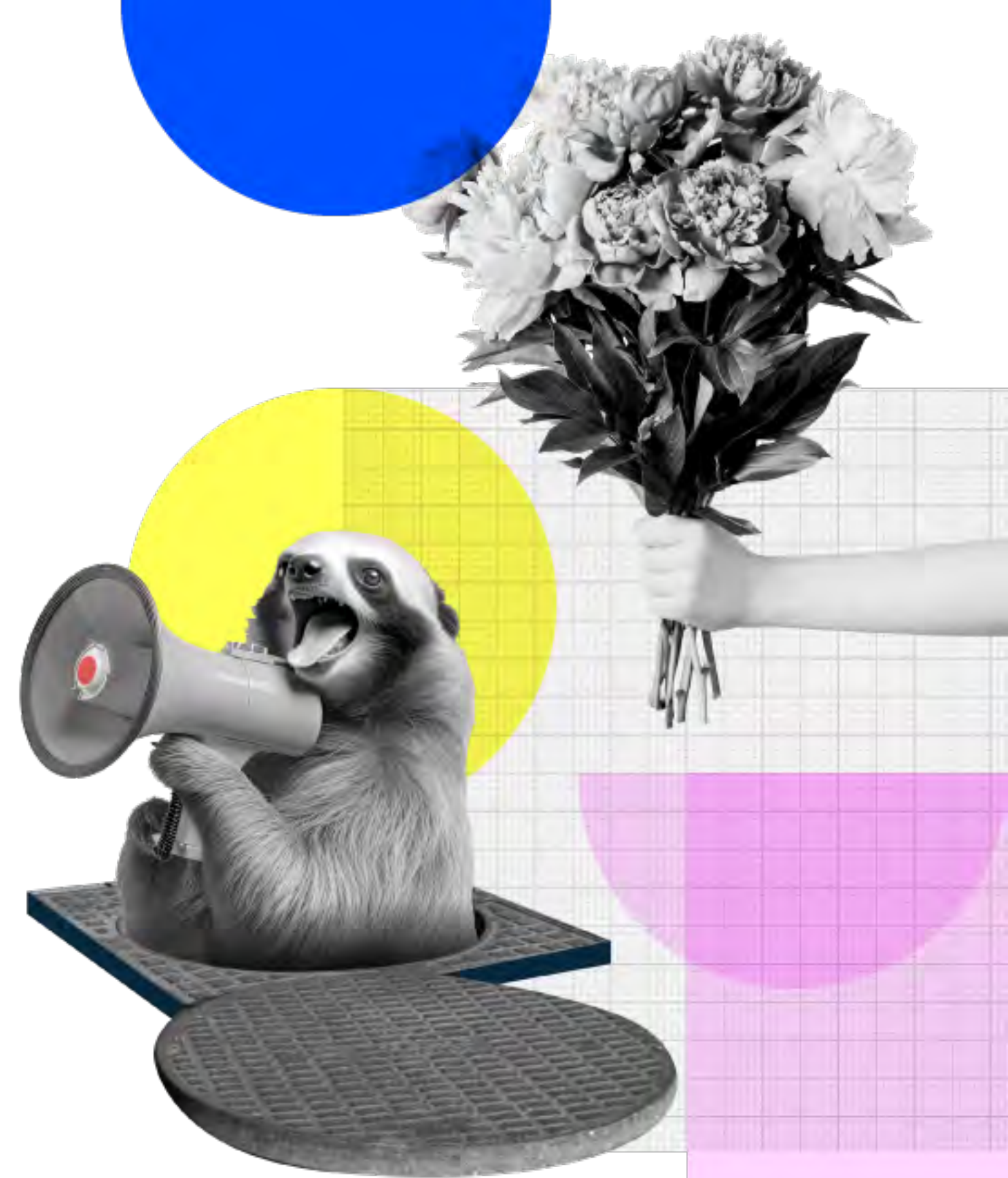
Tone of voice

A hero brand's tone of voice is confident, inspiring, and aspirational. It communicates a sense of purpose and a strong belief in the brand's mission, values, and services.

The language should be clear, direct, and powerful, focusing on positive and action-oriented words. The tone should convey optimism and hopefulness, occasionally adopting a challenging attitude when posing questions.

Messaging should aim to motivate and empower the audience to act.

Heroes don't brag. They prefer action over talk. In our storytelling we don't talk about ourselves but rather place the client and their success at the centre of the story.



Brand archetypes

Brand archetypes are representative symbols or characters that embody different personality traits, values, and motivations. Brands can adopt archetypes to help connect with their audience(s) on a deeper level. We don't immediately think of an archetype character when we see the behavior but rather we experience a familiar understanding at a subconscious level.

We use storytelling to bring our chosen archetype to life. This can involve using illustration, photography, generative AI, language, and design elements that embody the qualities of the archetype.

We consistently use our archetype across all our brand touch-points. This helps to create a clear, cohesive brand identity that resonates with, and is remembered by, our audience.

Our Brand Archetype is **Hero(ine).**



We are **adventurous** with a strong sense of purpose.

We embrace continuous improvement and **strive** to bring out the best in others.

Through focus and **determination**, we strive to master any challenge.

Together we will fight to save the day.

We will make the world a bit **better** by being the best version of ourselves.

Visual *identity*

This is our collection of visual elements that together create the brand's image and distinguish it from others. It encompasses all the visual aspects we'll be using to present ourselves to the world and communicate our values, personality, and objectives.

Logo



Our logo draws inspiration from the number 5, symbolizing **change**, **new experiences**, and **adventure**. It reminds us to embrace opportunities and challenges, reflecting our commitment to innovation and growth. This design embodies the **dynamic transition from one stage to another**.

Clear space and minimum sizes

The Base5 signature is unique to us. The symbol and logotype come together to form the main visual expression of our brand.

The Base5 logotype is custom made but is derived from the Helvetica Neue typeface.

The symbol is distilled into 3 shapes representing the number 5 in a very distinguishable and abstract form. The shapes are designed to create a sense of motion and change, reflecting our brand archetype.

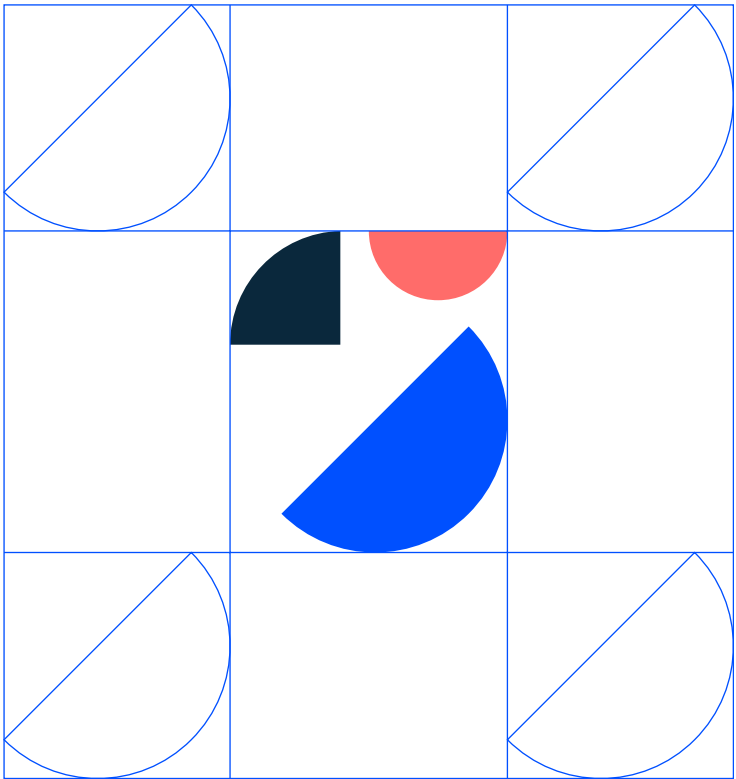


Minimum sizes

base  20px

base  7mm
0.28 in

The minimum clear space you'll need is measured in relation to the larger half-circle shape from our symbol. Keep clear space equal to or greater than the half-circle shape on all four sides of the signature.

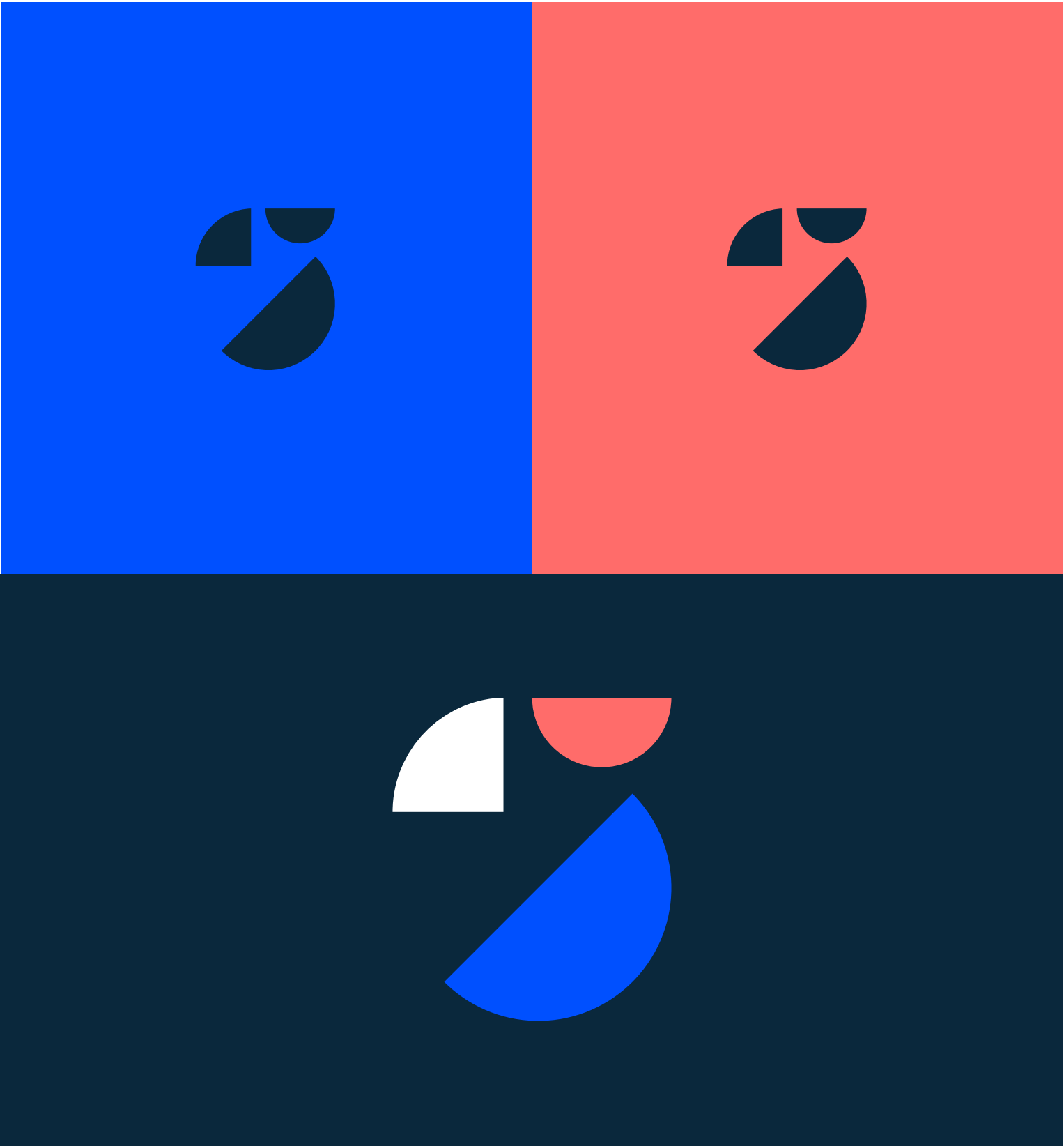
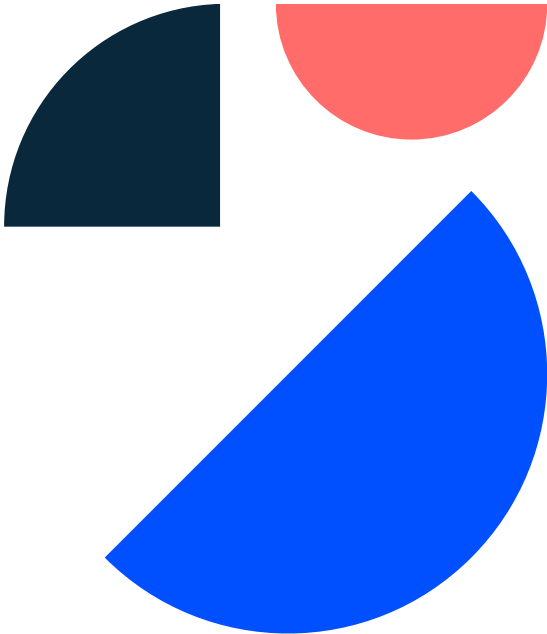


base 

base 

base 

Symbol



Color palette

Primary

Brave Navy represents stability, trust, and professionalism. As our main neutral color, it is used for text and darker backgrounds.

Epic Blue symbolizes innovation and dynamism, reflecting our commitment to progress. Its vibrant nature makes it ideal for attention-grabbing elements and ensures high contrast with any background. This enhances icons, illustrations, infographics, and headlines, making it our go-to color for impactful design.

Vibrant Coral is associated with creativity, warmth, and approachability. This color highlights interactive elements and important information, drawing users in with its lively tone.

These three colors are key to encapsulating Base5’s visual identity and brand values.

<div>Brave Navy Main /global/ colour</div> <div>RGB: 10/40/60 HEX: #0a283c CMYK: 100/75/50/55</div>	
<div>Epic Blue Global Primary colour</div> <div>RGB: 0/80/255 HEX: #0050ff CMYK: 100/70/0/0</div>	<div>Vibrant Coral Global link colour</div> <div>RGB: 255/108/106 HEX: #ff6c6a CMYK: 0/70/50/0</div>

Color palette

Secondary

Our secondary palette is designed for backgrounds, typography, separator pages, and illustration highlights.

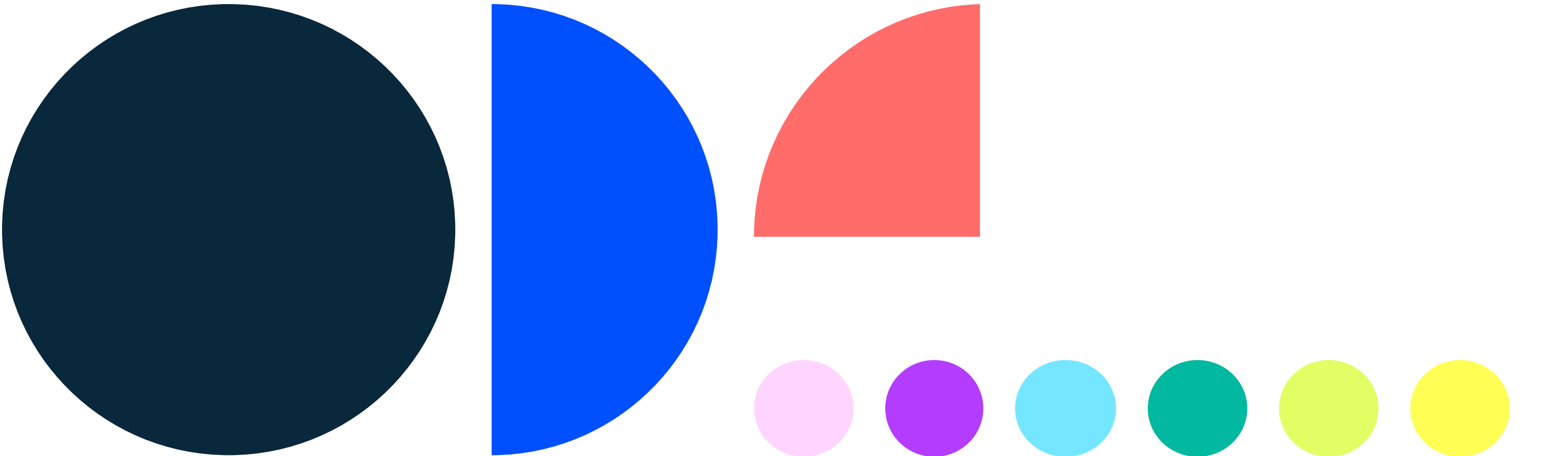
<p>Blue Steel</p> <p>Global muted/ meta text</p> <p>#517B96</p>	<p>Victory Stone</p> <p>Global borders color</p> <p>#C2CCE2</p>	<p>Valiant Mist</p> <p>Global muted background color</p> <p>#F1F4FB</p>
--	--	--

Lightning Lime #E1FF64	Spark Yellow #FFFF55	Hero Blush #FFD5FF	Iceberg Teal #74E6FF	Supreme Violet #B43CFF	Dynamic Green #00B9A0
Lightning Lime 40% Selection color	Radiant Yellow 40%	Hero Blush 30%	Iceberg Teal 30%	Supreme Violet 30%	Dynamic Green 30%

Colour hierarchy

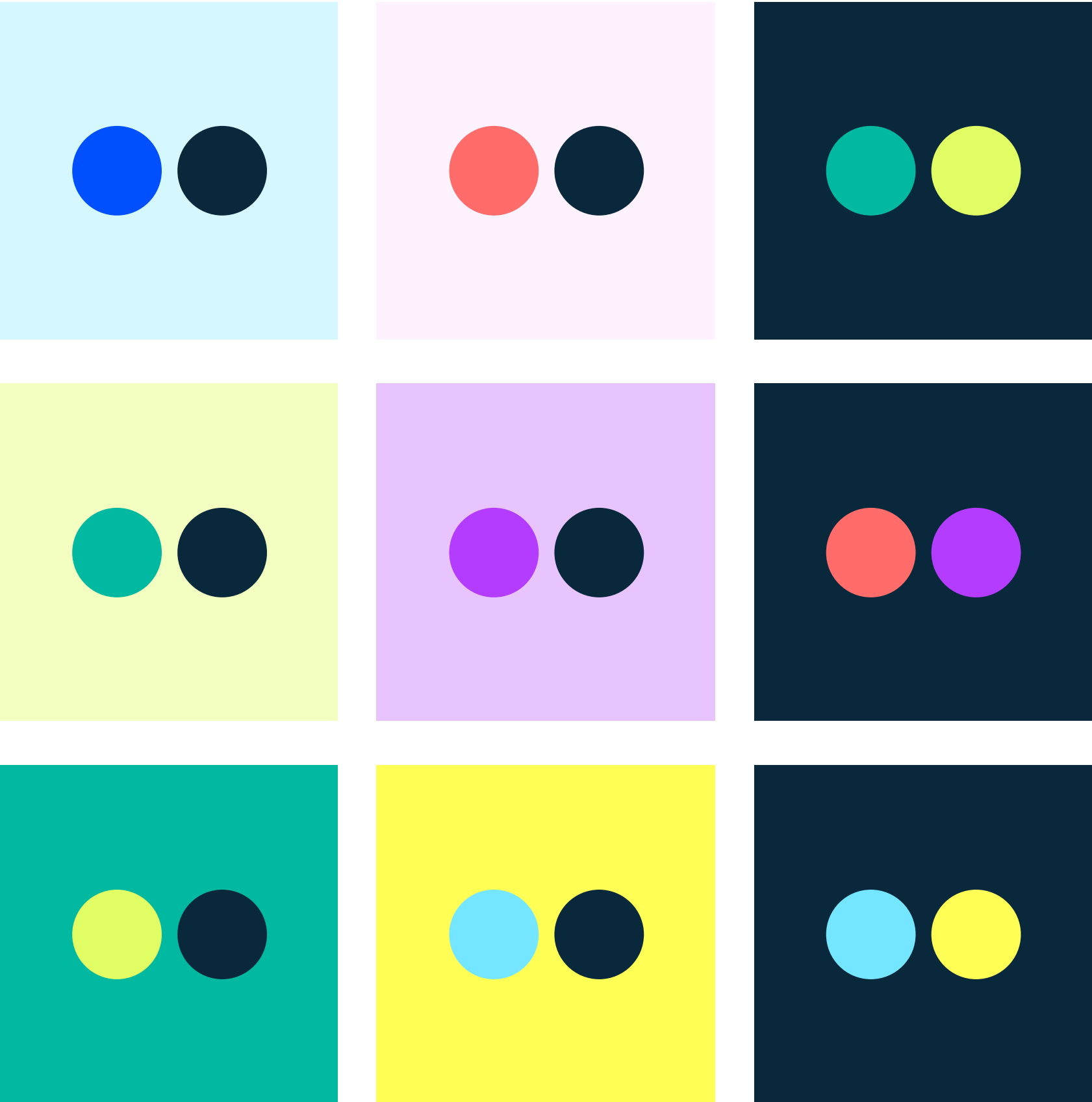
Our brand's color hierarchy ensures visual harmony and effective communication. The primary palette forms the foundation of our identity, used in logos, illustrations, and key design elements.

The secondary palette complements the primary colors, used for backgrounds, highlights, typography, and separator pages to enhance readability and add depth without overpowering the primary palette.



Color combinations

Combining colors effectively is key to maintaining our brand's visual identity. Feel free to use your own combinations, ensuring the contrast is well-defined to enhance readability and visual harmony. This approach creates a cohesive and engaging brand experience.



Manrope

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 - () ! @ # \$ % ^ & *

Manrope Extra Bold

Heading text should be set in Manrope Extra Bold with leading equal to the font size and tracking set to -15.

Manrope Regular

Body text should be set in Manrope Regular with a leading/font size ratio of 17pt/22pt and tracking set to 0.

Playfair *Display*

Playfair Display is used only for headings in Regular and Italic combinations, sometimes in two color options: Brave Navy and another primary color. Tracking is set to -15.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 - () ! @ # \$ % ^ & *

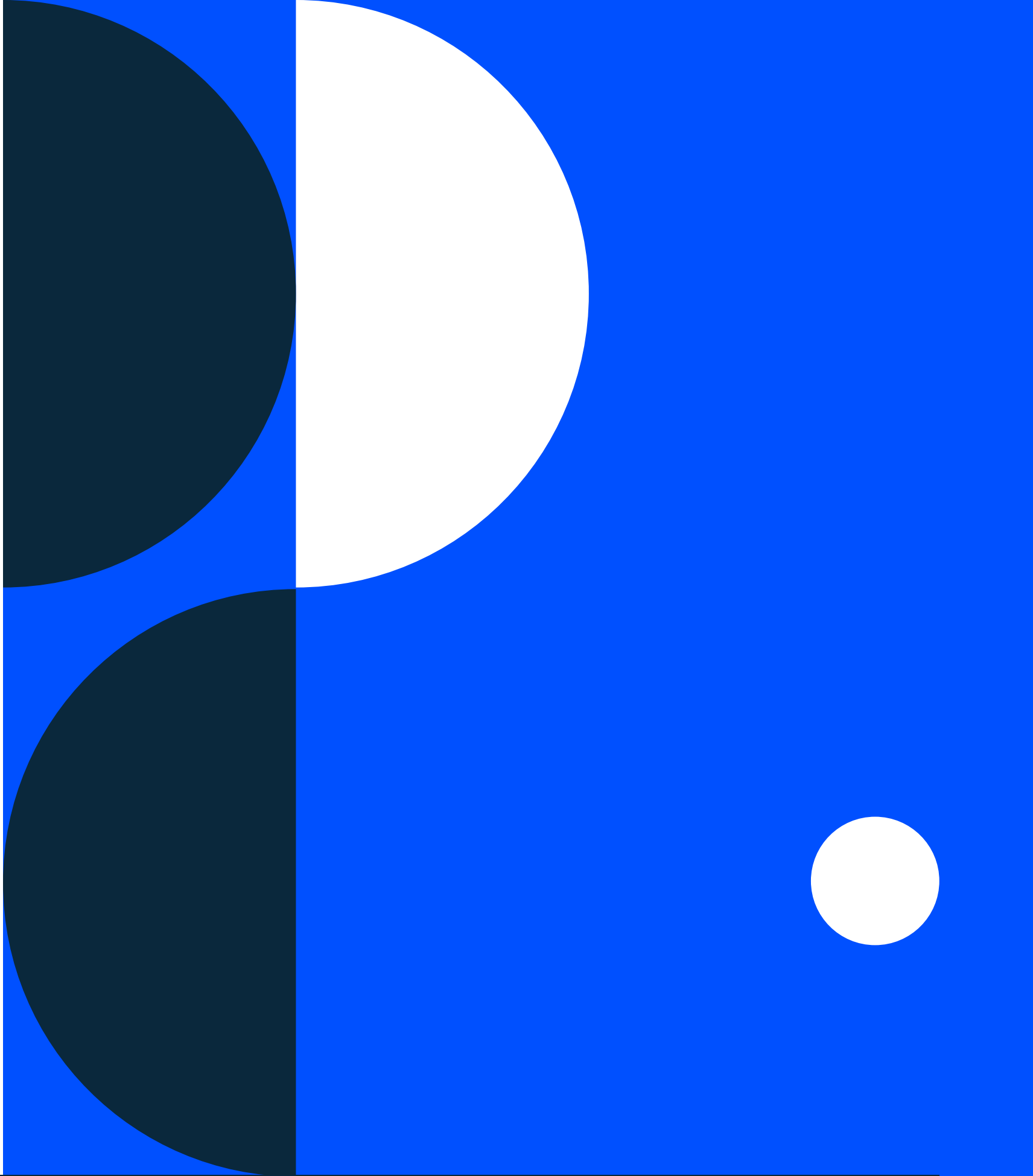
Graphic elements

Graphic device

Our brand’s graphic elements, derived from our logo shapes, create a distinctive and cohesive visual identity.

By using abstract representations and basic geometric forms, we tell engaging stories and convey our brand values clearly.

These versatile shapes enhance visual appeal and maintain consistency across various mediums, reinforcing our brand’s unified look.

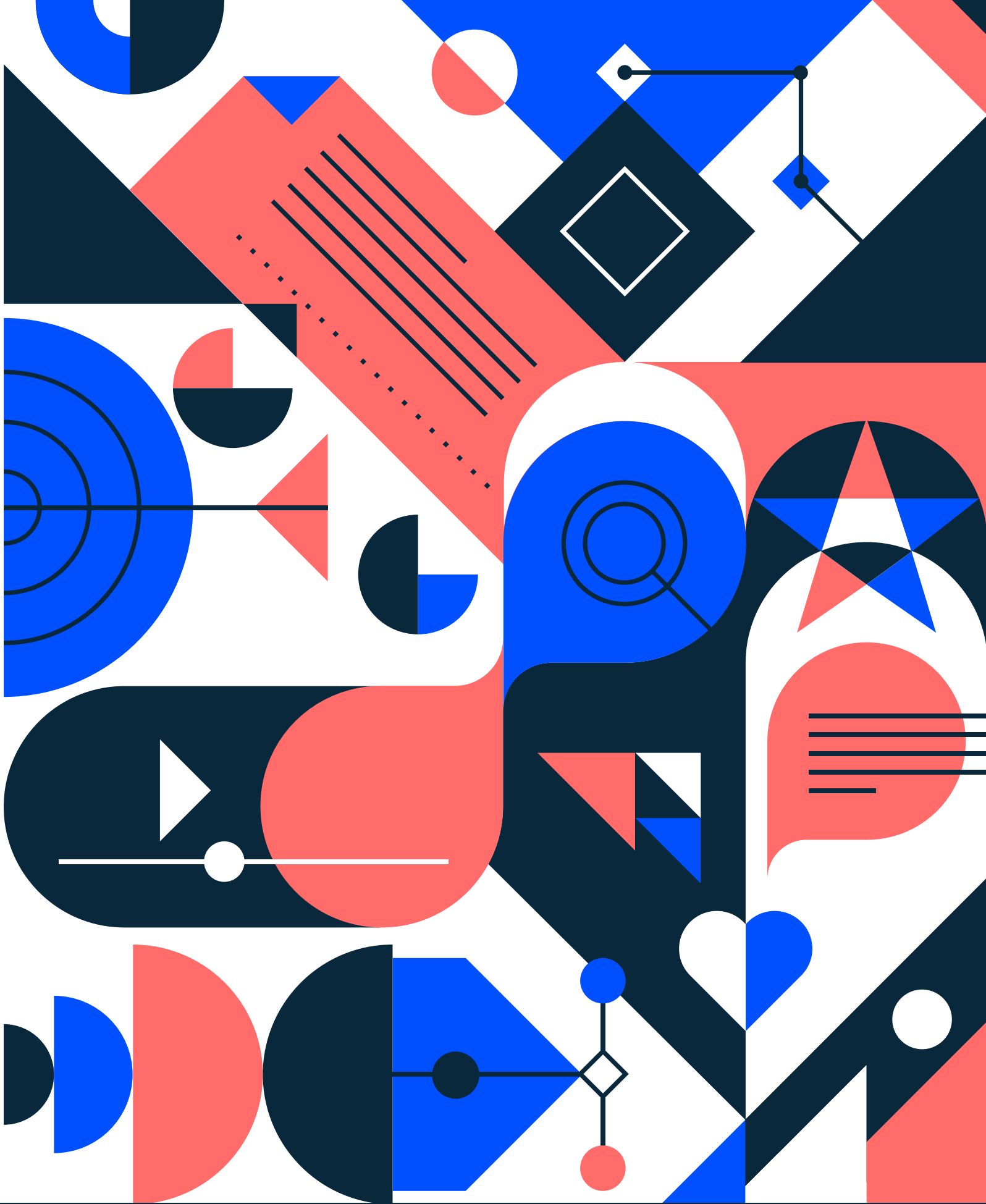


Graphic elements

In use

Introducing our illustration for the tagline 'Where Convo's Begin,' a visual story designed to amplify your message and spark meaningful conversations.

By combining simple shapes with outlines, we add depth and dimension, bringing the illustration to life and creating a visual language that resonates with viewers.

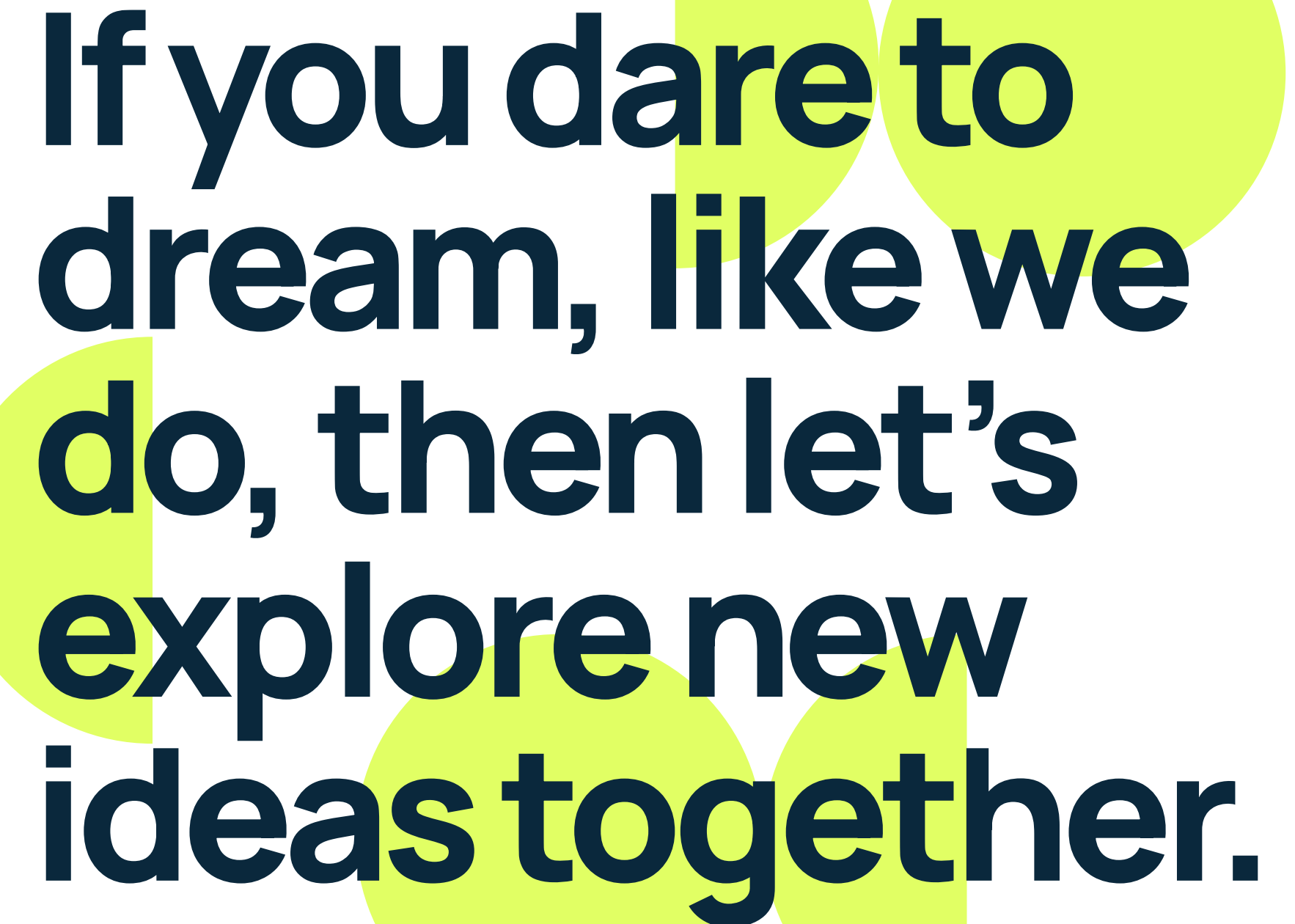


Graphic elements

In use / text highlight

To emphasize text using simple elements, employ lighter colors for background shapes. This method creates a high contrast that draws the reader's attention to the text, ensuring it remains the focal point. By incorporating basic shapes in subtle, light hues, we add visual interest without overwhelming the content.

This minimalist approach enhances readability and maintains a clean, professional look, effectively highlighting the key message.

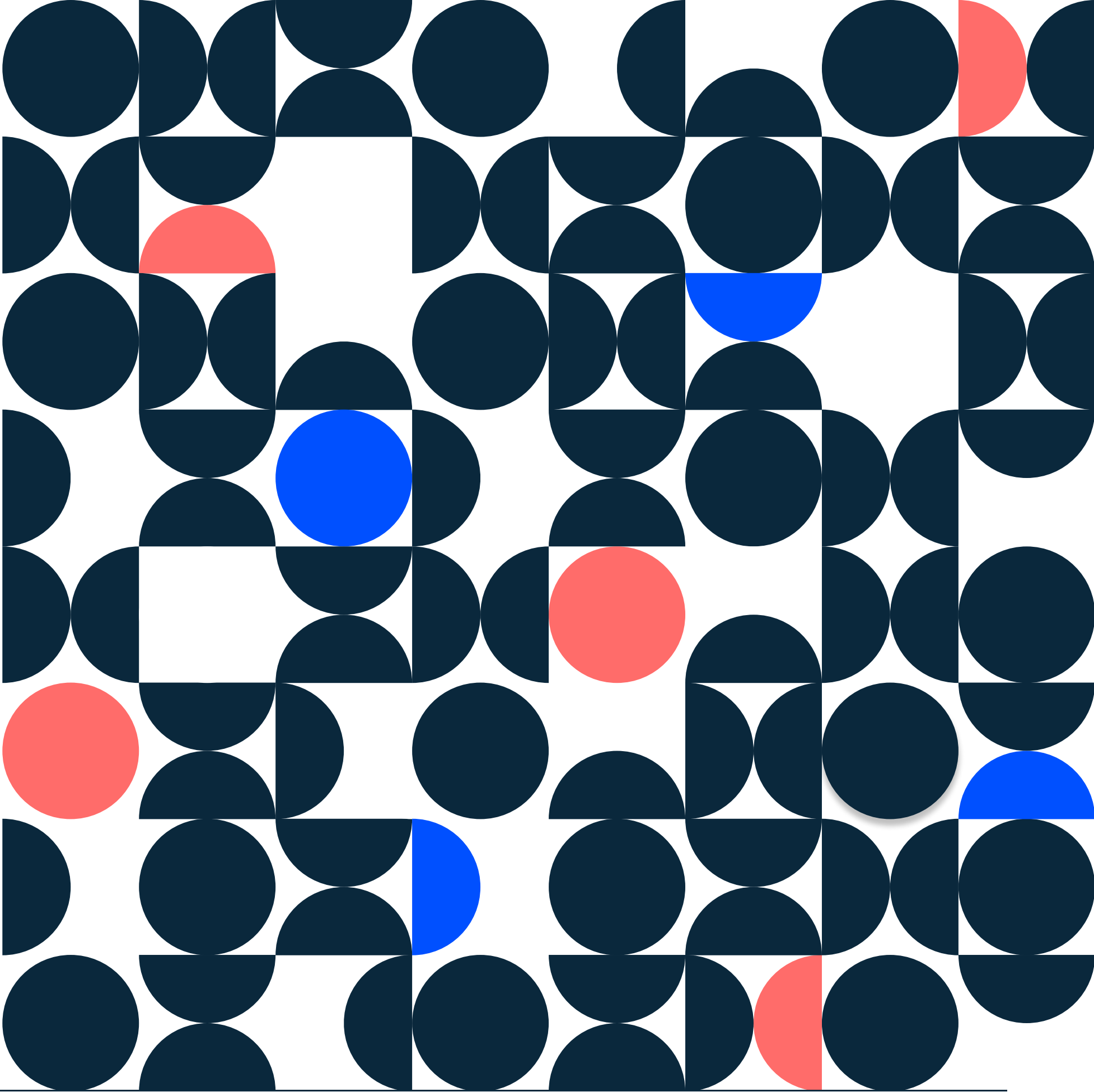


**If you dare to
dream, like we
do, then let's
explore new
ideas together.**

Graphic elements

Patterns

We focus on simplicity by using only basic geometric elements in our pattern designs. This minimalist approach ensures clarity and elegance, allowing the essential message to shine through without unnecessary distractions.

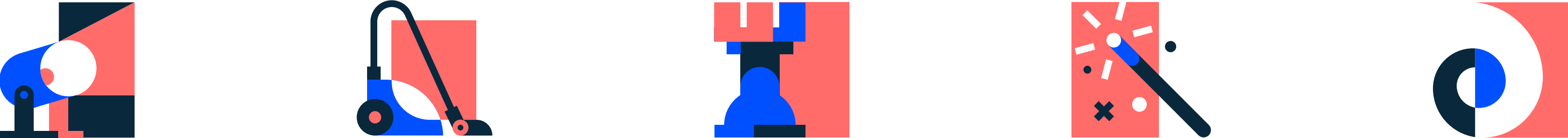
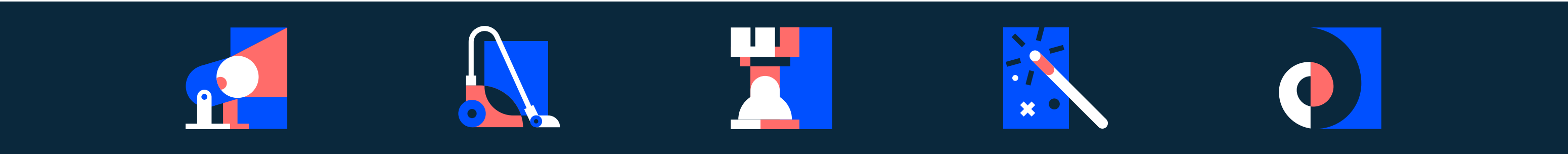
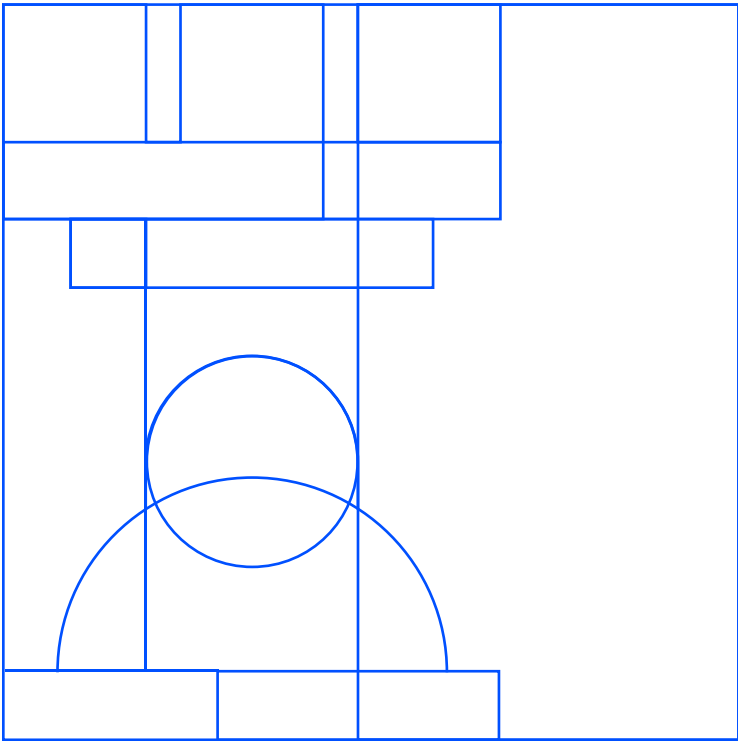


Graphic elements

Icons

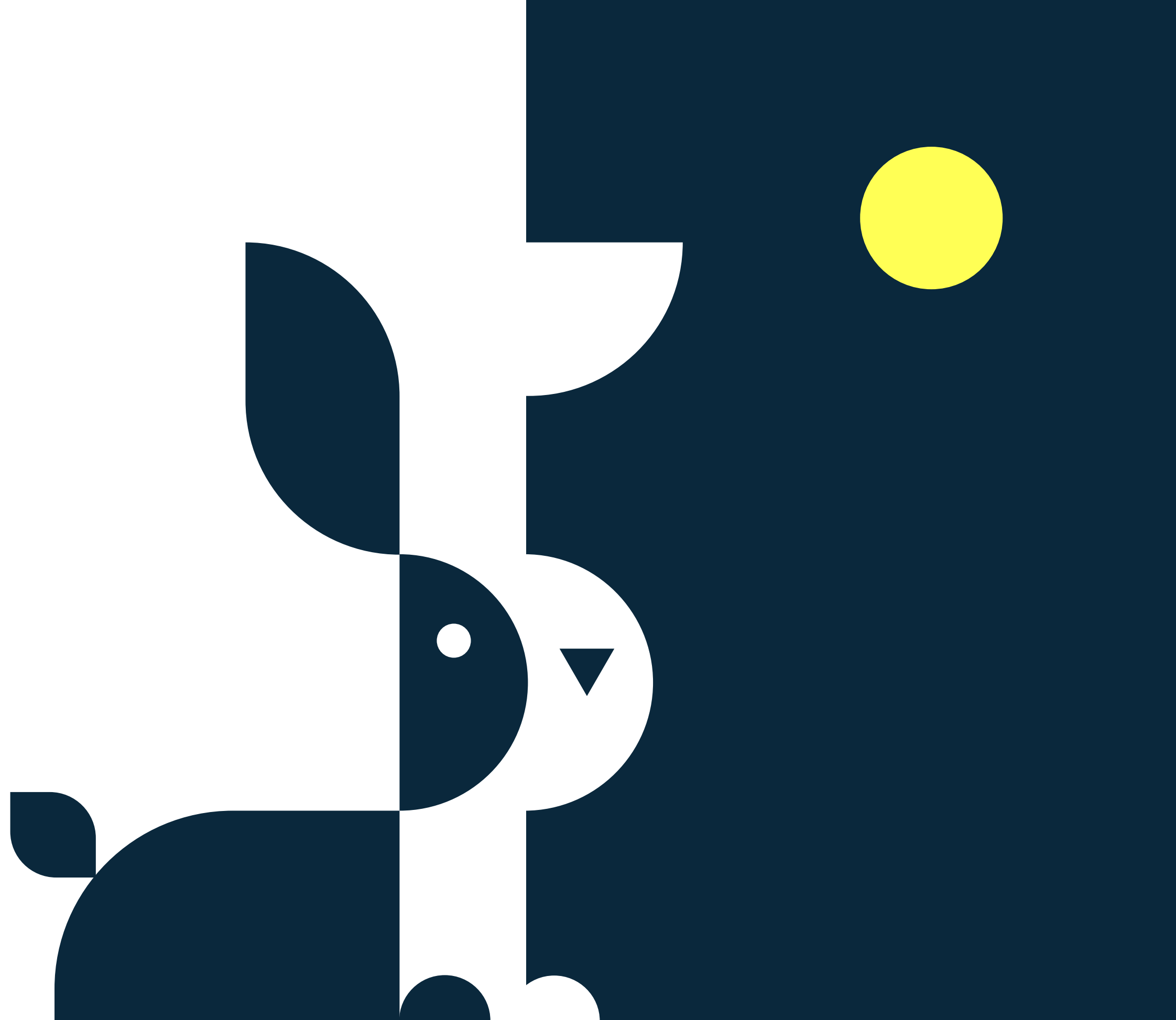
Our icons are crafted from squares using simple geometric shapes, ensuring a clean and cohesive look. On Brave Navy backgrounds, the rectangle shapes are Epic Blue, while on white backgrounds, they are Vibrant Coral. We exclusively use primary colors for the icons.

To ensure clarity and consistency, icons should be sized between a minimum of 75px and a maximum of 120px.



Illustration

With our brand devices, the sky is the limit when it comes to creating illustrations. The strategic use of negative space adds depth, enhancing the overall composition and making the visuals more engaging. This approach allows for limitless creativity while maintaining a clean and sophisticated look, perfectly aligning with our brand's aesthetic.



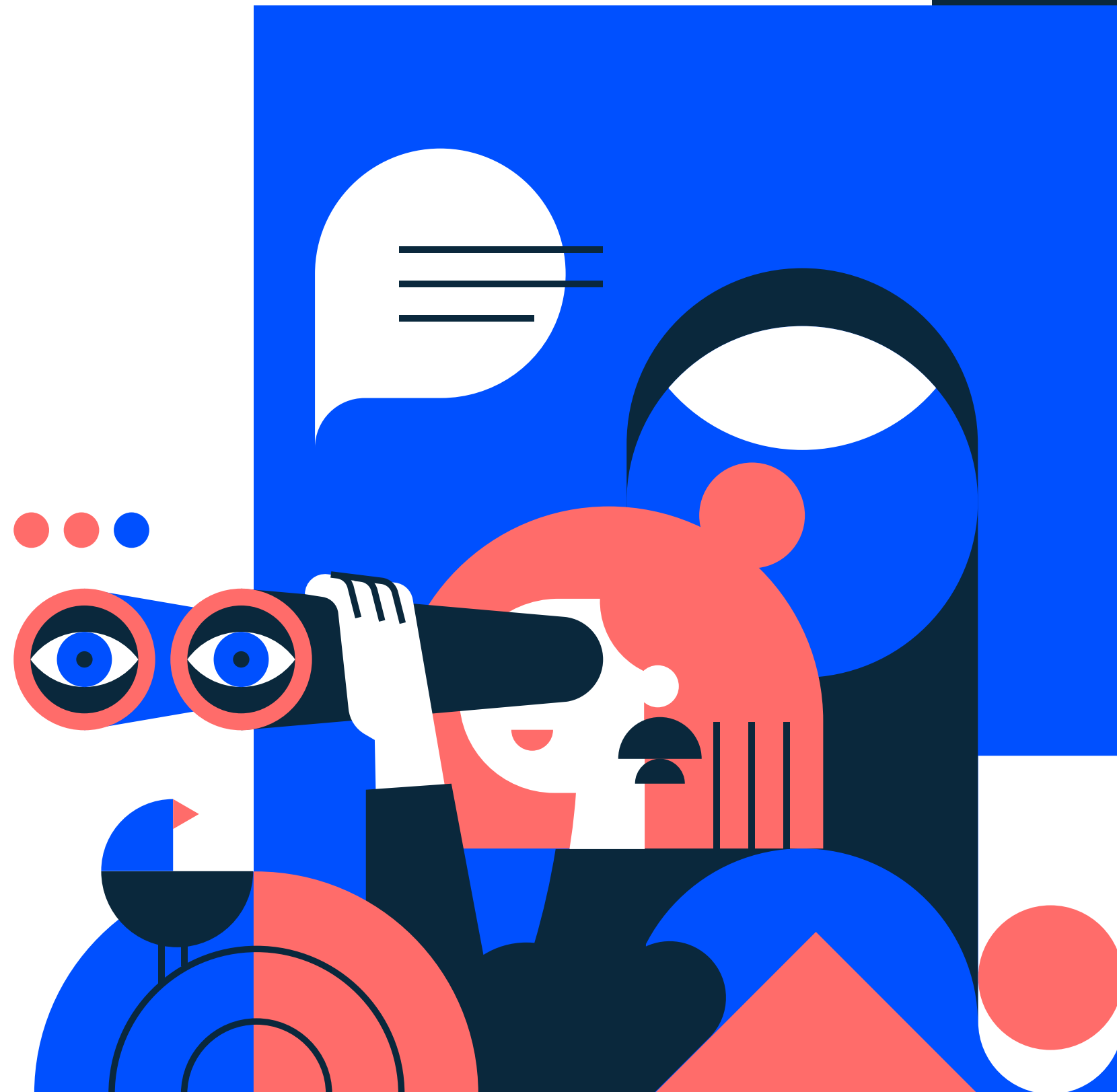
From our main illustration, we can extract details to create compelling visuals. By combining these elements with larger colored shapes and incorporating text, we craft dynamic compositions that enhance the overall narrative.



Illustration

People and objects

For people and object illustrations, we allow elements to overlap, creating a dynamic composition that makes the illustrations more engaging and expressive. This technique brings a sense of depth and connection to our visuals, illustrating relationships and actions within the scene.



Photography

People

People photography should appear natural, positioned in more interesting settings with dynamic body postures. Moving beyond conventional office environments, we aim for a realistic portrayal that captures everyday life in diverse and engaging contexts. It is possible to generate AI photography that maintains the same natural look, ensuring consistency and authenticity in visual storytelling.



Photography

Environment

Environmental photography is showcased through black-and-white images, offering a more artistic look and feel. These photographs feature straight, simplistic lines and embrace a minimalist approach. This style seamlessly integrates into collages with colorful geometric shapes, creating a striking contrast that enhances the overall visual impact.



Photography

Objects

Objects in photography are captured in black and white to enhance their symbolic meaning and contribute to the narrative.



Photography In use

This is how photographic illustration looks when all elements come together. A black-and-white image set against colorful brand device elements and simple shapes creates engaging visuals. By using overlay or multiply effects, we blend these components seamlessly, resulting in a dynamic and cohesive design that captures attention and effectively conveys our brand's story.



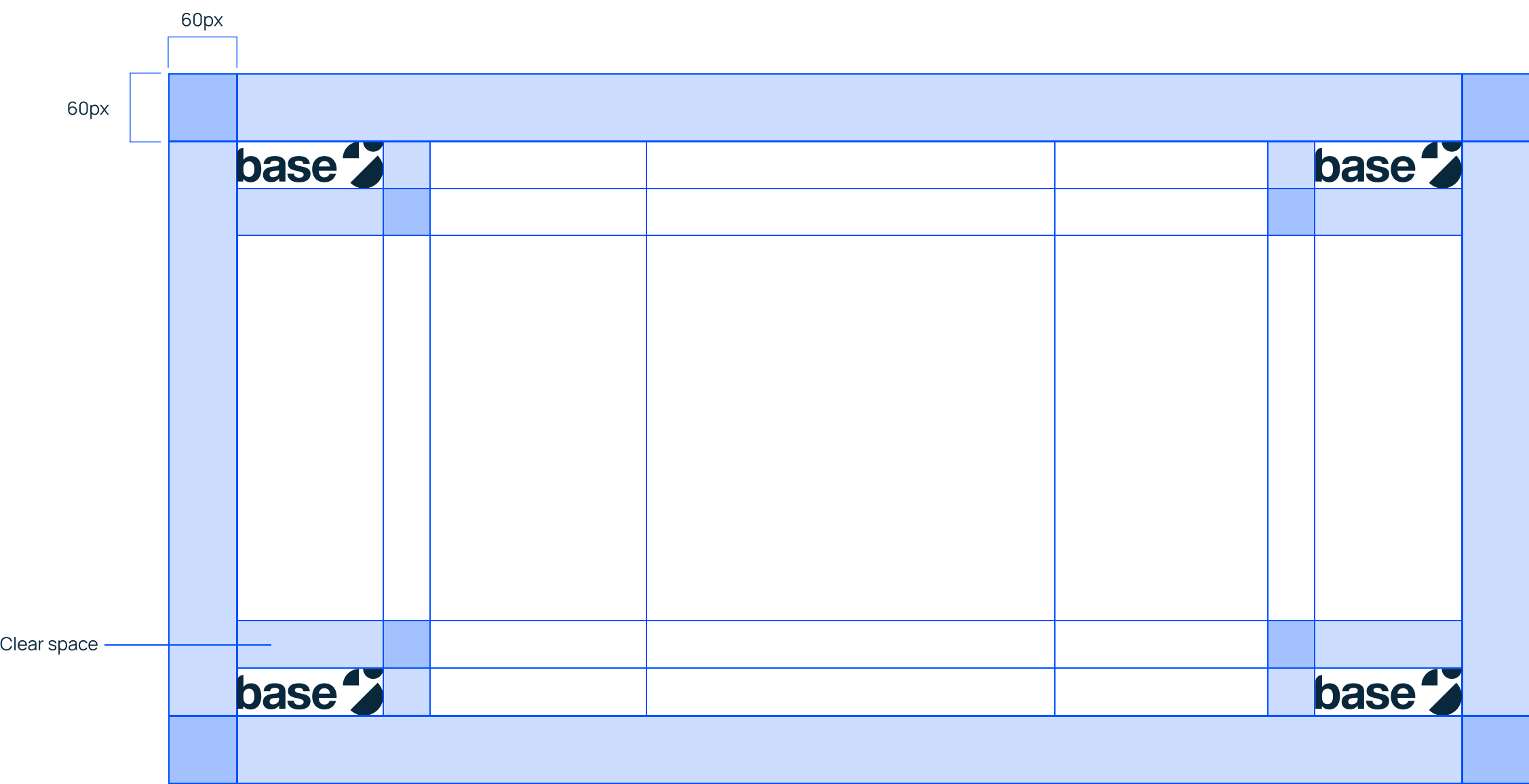
Application *examples*

Each brand element is equally important as part of a larger whole.
It serves the purpose of further building identity and personality.

Application examples

Grid

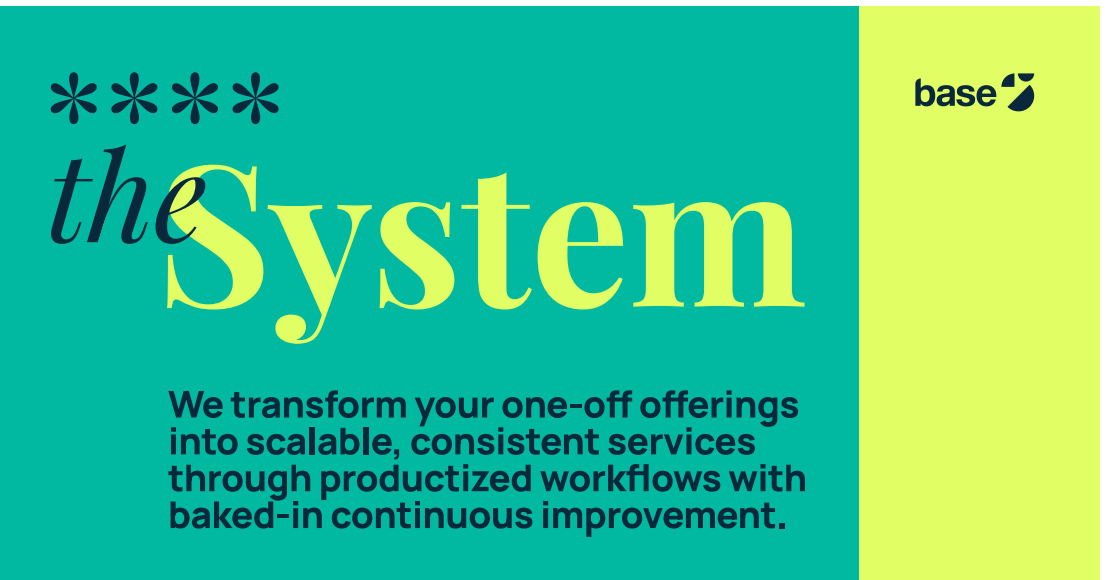
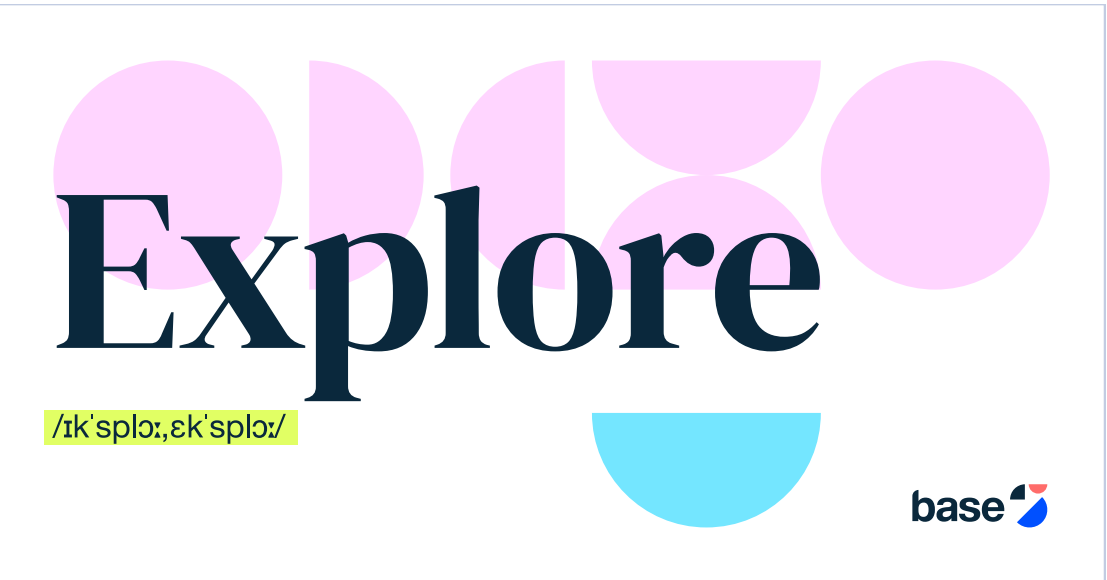
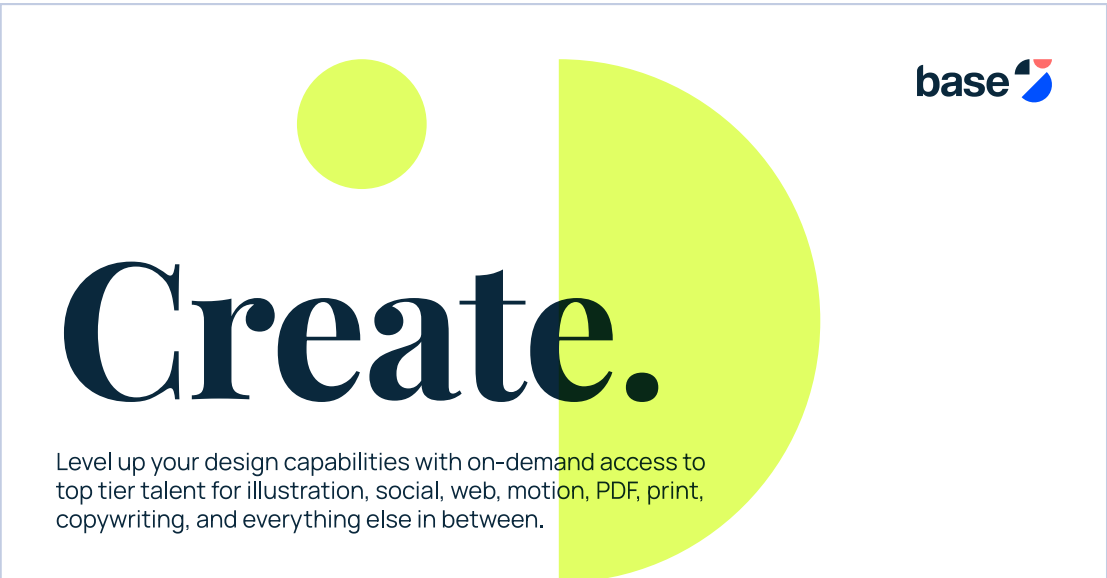
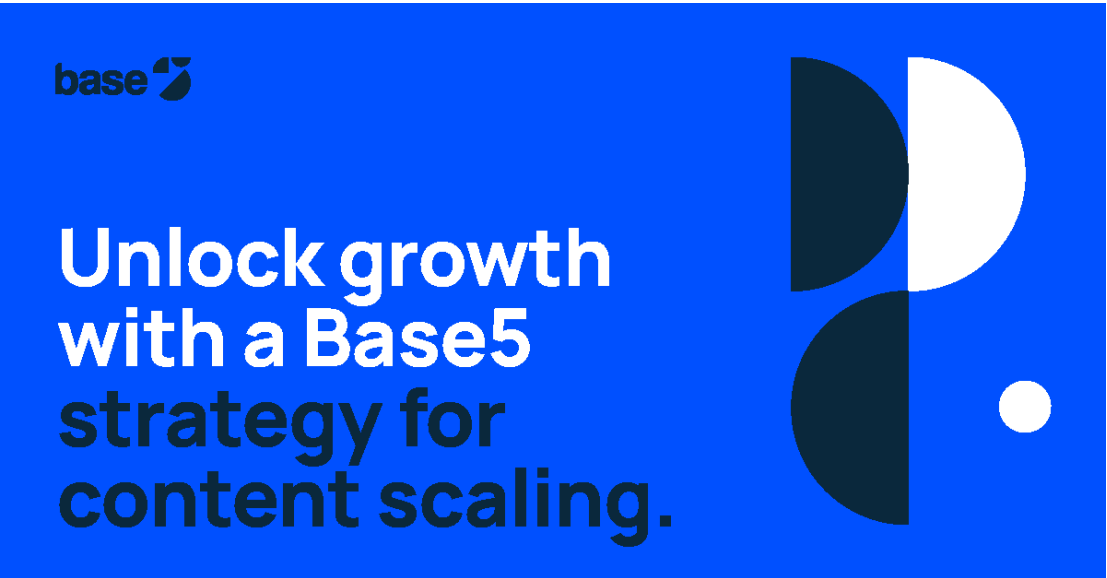
The grid layout serves as a prime example of creating social asset ads, demonstrating a clear and organized structure. By utilizing a grid system, we can maintain a cohesive design language that enhances readability and engagement, making it adaptable to any advertising format.



Application examples

Illustrative

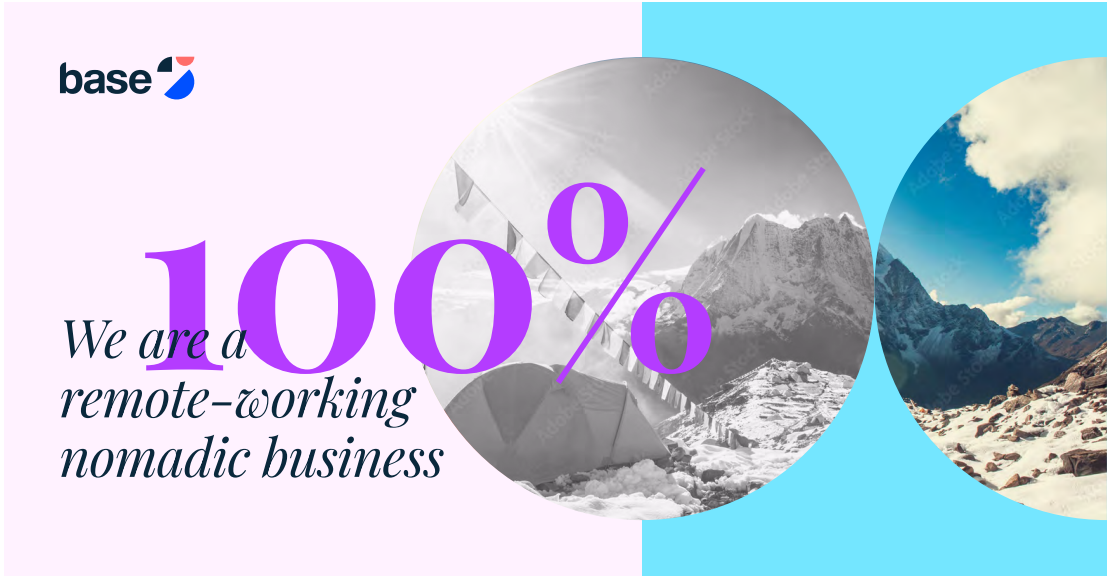
Our illustrative applications exemplify the seamless combination of simple shapes and typography. The simplicity of shapes paired with typography allows our message to stand out, making each visual both striking and effective in communication.



Application examples

Photographic

The monochromatic photos provide a timeless, artistic backdrop, while the vibrant shapes and clear typography add contrast and focus. This fusion of elements enhances the visual impact, making our designs engaging and memorable.



Application examples

Our application examples bring together a diverse array of design elements in one cohesive presentation. These include charts, photos, typography, and geometric shapes, each carefully integrated to demonstrate their combined potential.



Brand *in action*

This section presents all elements of the identity in one place, providing various examples to illustrate the context in which each element might be applied.

Brand in Action

To effectively apply our brand elements to stock images and incorporate 3D shapes, begin by selecting a high-quality stock image that complements our brand's aesthetic. Overlay or multiply our brand shapes onto the image, ensuring they align harmoniously with the composition.



Brand in Action

Office

Whenever possible, showcase the spirit of freedom and remote work in our visuals. Capture moments of creativity and flexibility, emphasizing the freedom to work from anywhere.



Brand in Action

Incorporate designs and imagery that reflect diverse and inspiring work environments, as well as the flexibility of modern work culture.



Brand in Action

Highlight the spirit of freedom and remote work by depicting realistic settings that reflect everyday life.





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