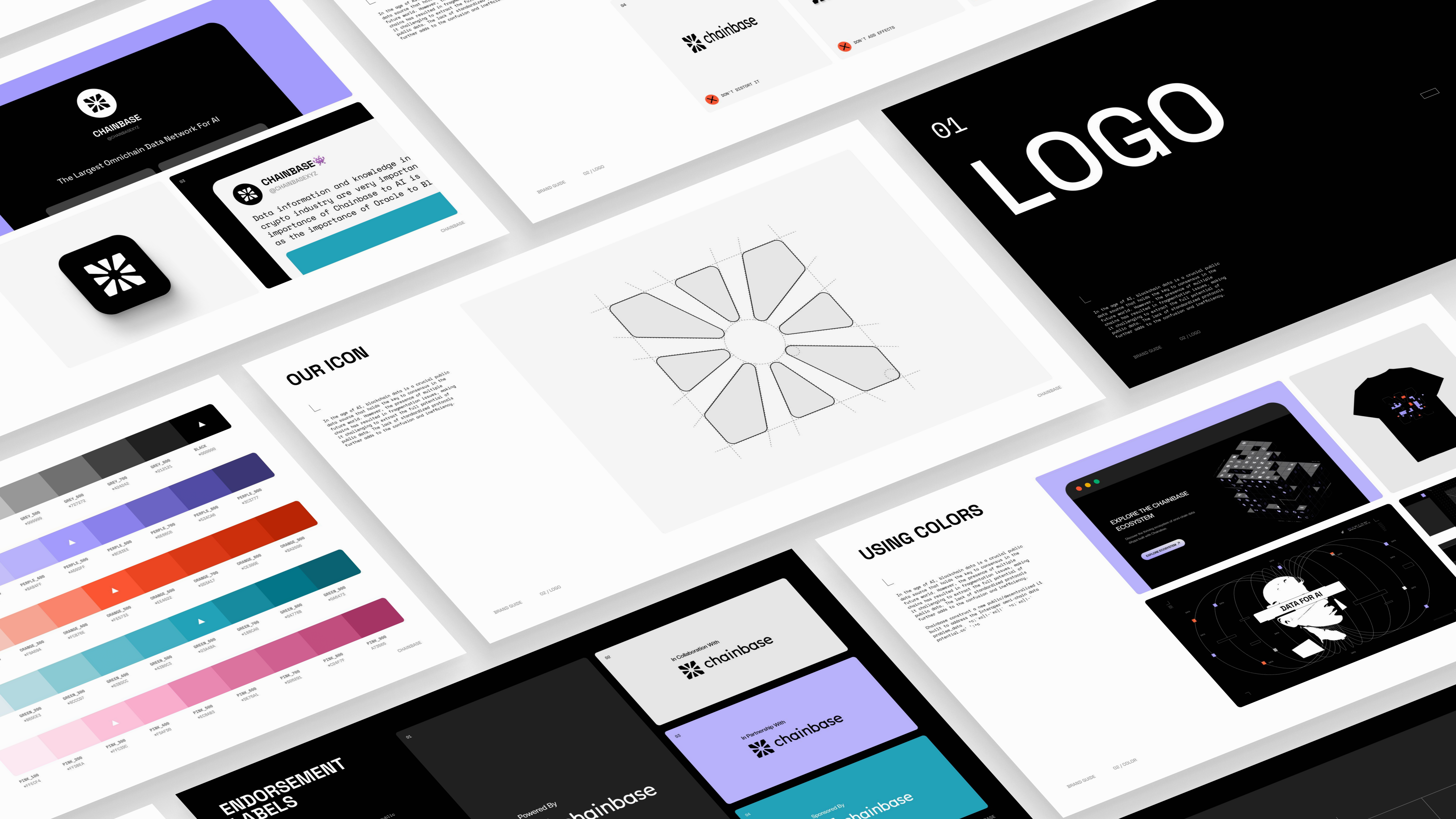


# BRAND GUIDELINE



CHAINBASE  
@CHAINBASEXYZ

The Largest Omnichain Data Network For AI

CHAINBASE  
@CHAINBASEXYZ

Data information and knowledge in crypto industry are very important as the importance of Oracle to AI

OUR ICON

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.

CHAINBASE

02 / LOGO

CHAINBASE

USING COLORS

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.

Chainbase construct a new public/decentralized UI built to address the interoperable omni-chain data problem. data: "c: 'xcl'": "xcl": "c: 'xcl'".

BRAND GUIDE 02 / COLOR

01 LOGO

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.

BRAND GUIDE 02 / LOGO

ENDORSEMENT LABELS

Powered By chainbase

In Collaboration With chainbase

In Partnership With chainbase

Sponsored By chainbase

EXPLORE THE CHAINBASE ECOSYSTEM

Discover the thriving ecosystem of omni-chain data graphs built with Chainbase.

EXPLORE ECOSYSTEM >

DATA FOR AI

# 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.

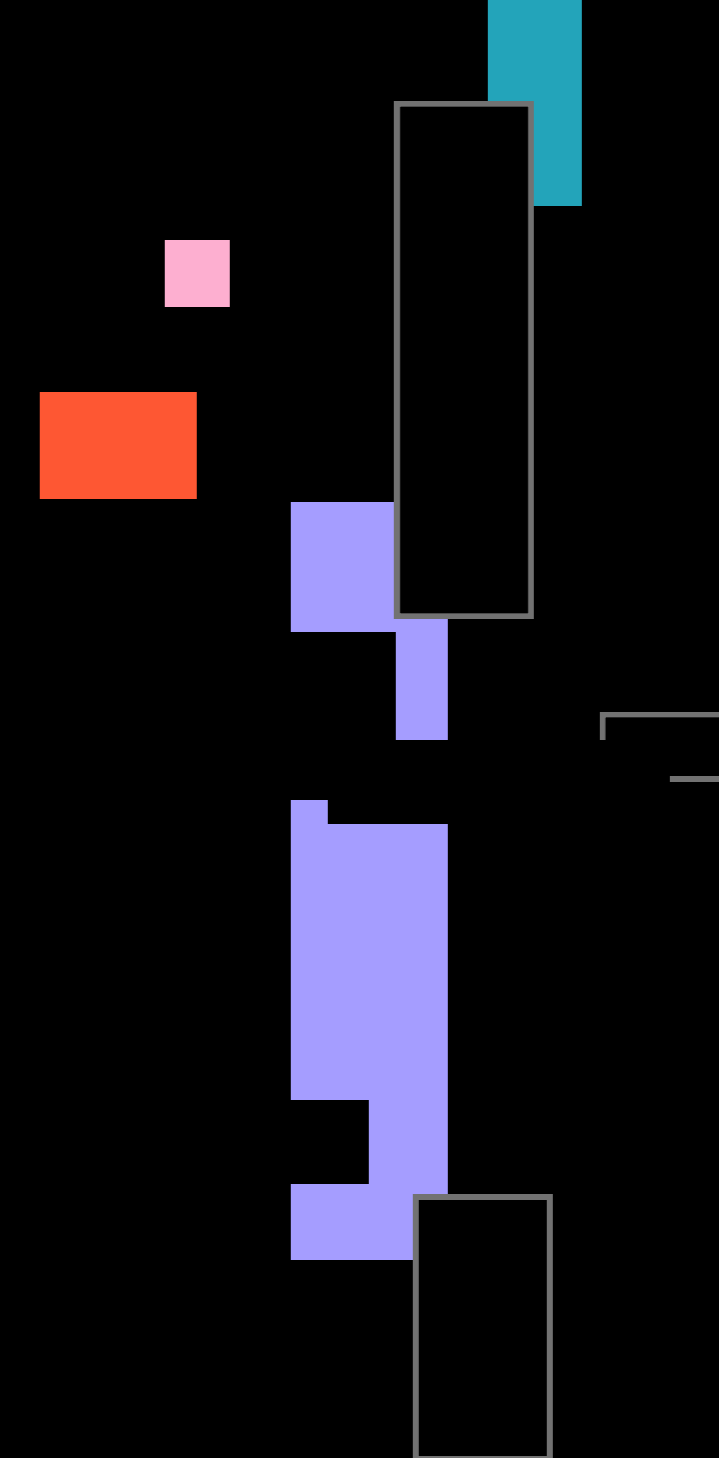
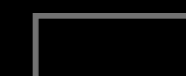
CONTACT US : [SUPPORT@CHAINBASE.COM](mailto:SUPPORT@CHAINBASE.COM)

01

# LOGO

L

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



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](#) 



chainbase

# LOGO COLOR



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



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

01



02

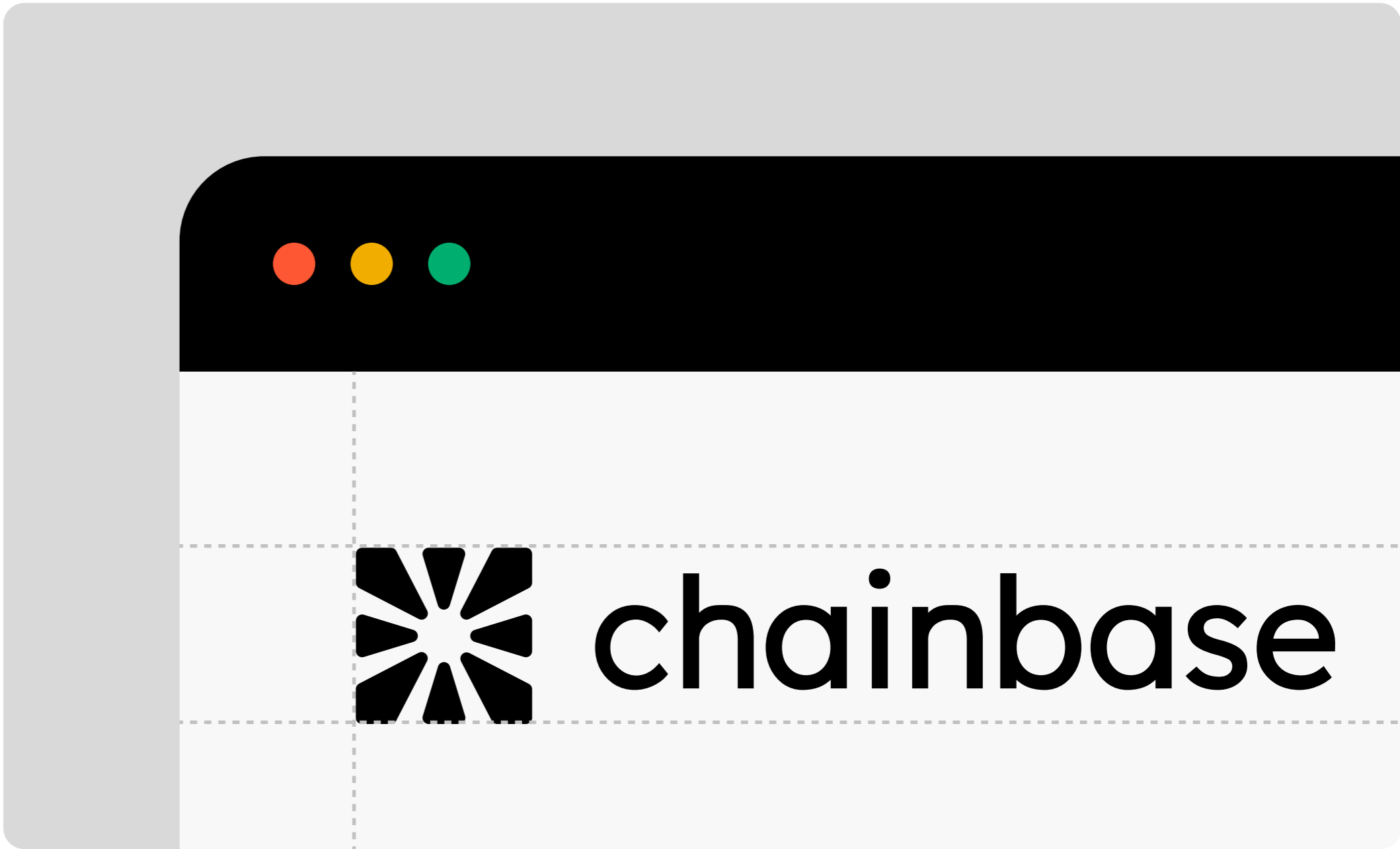


# CLEAR SPACE



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



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



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

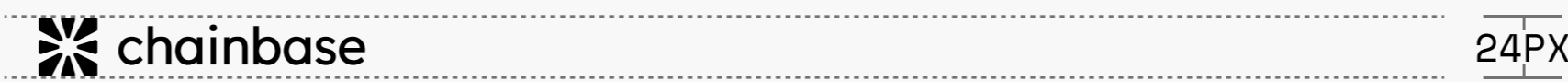
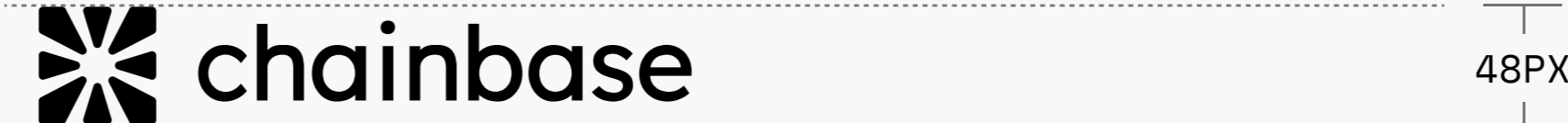
PRINT:4MM HIGHT
- 02

ICON ONLY

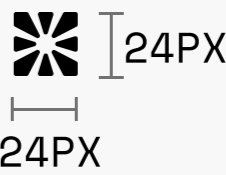
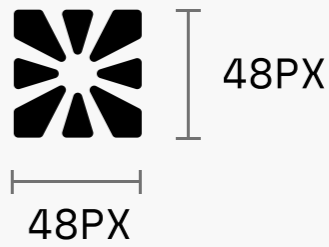
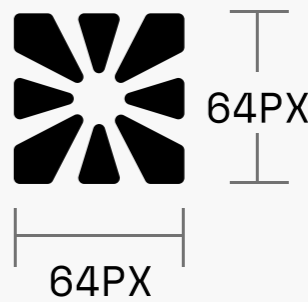
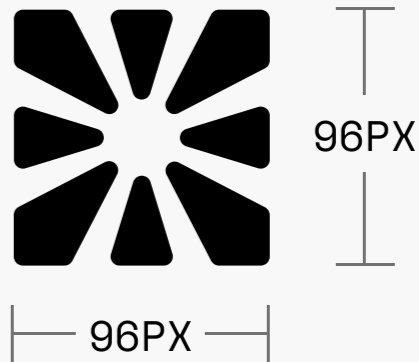
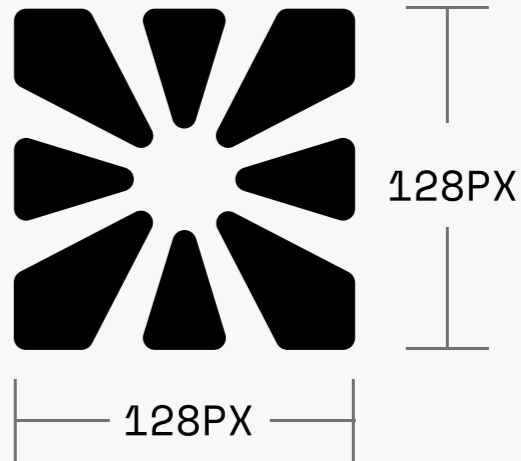
DIGITAL:24PX WIDTH & HEIGHT

PRINT:4MM WIDTH & HEIGHT

01



02



# INCORRECT LOGO USAGE



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

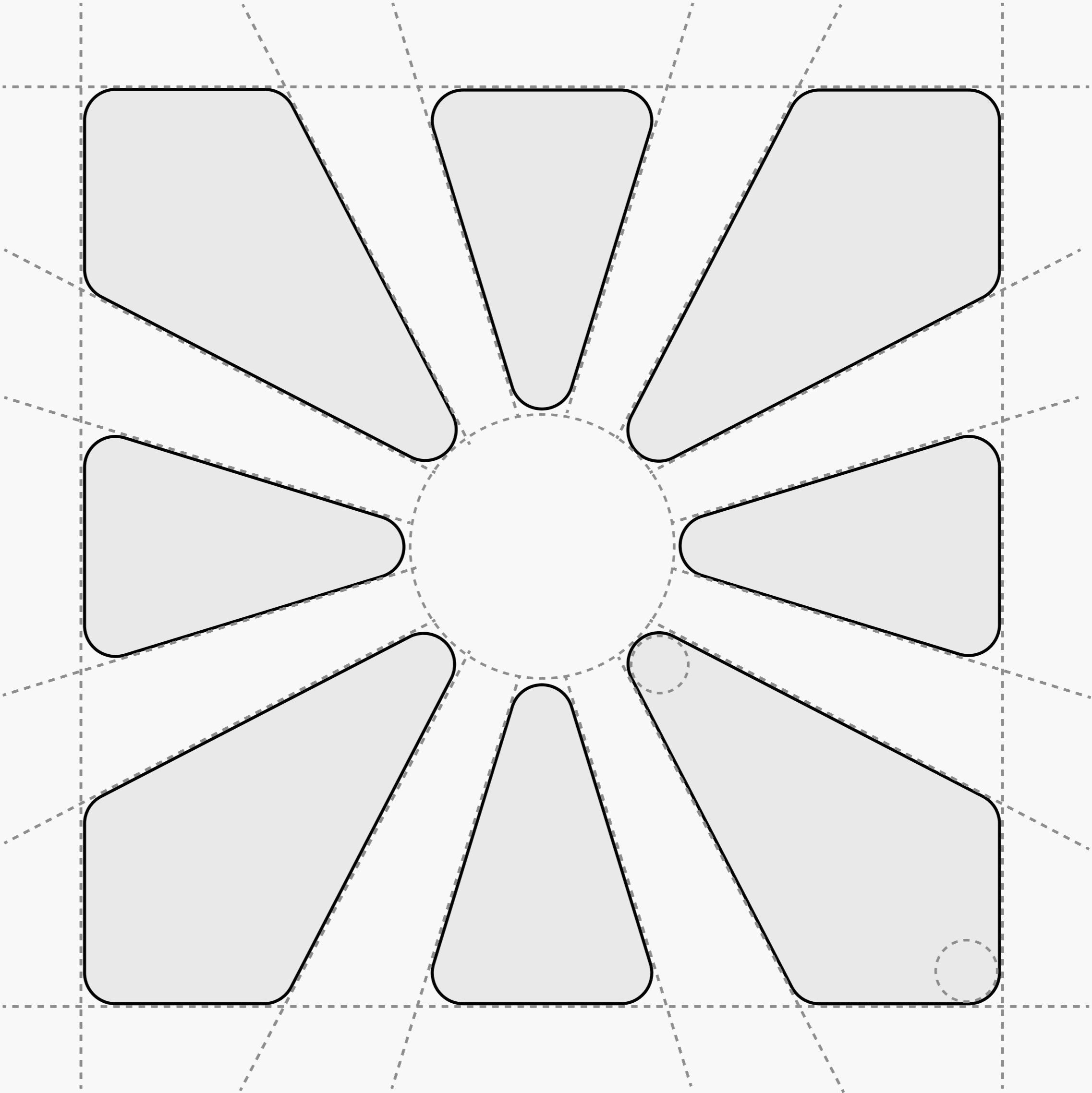


DON'T USE SECONDARY COLORS

# OUR ICON



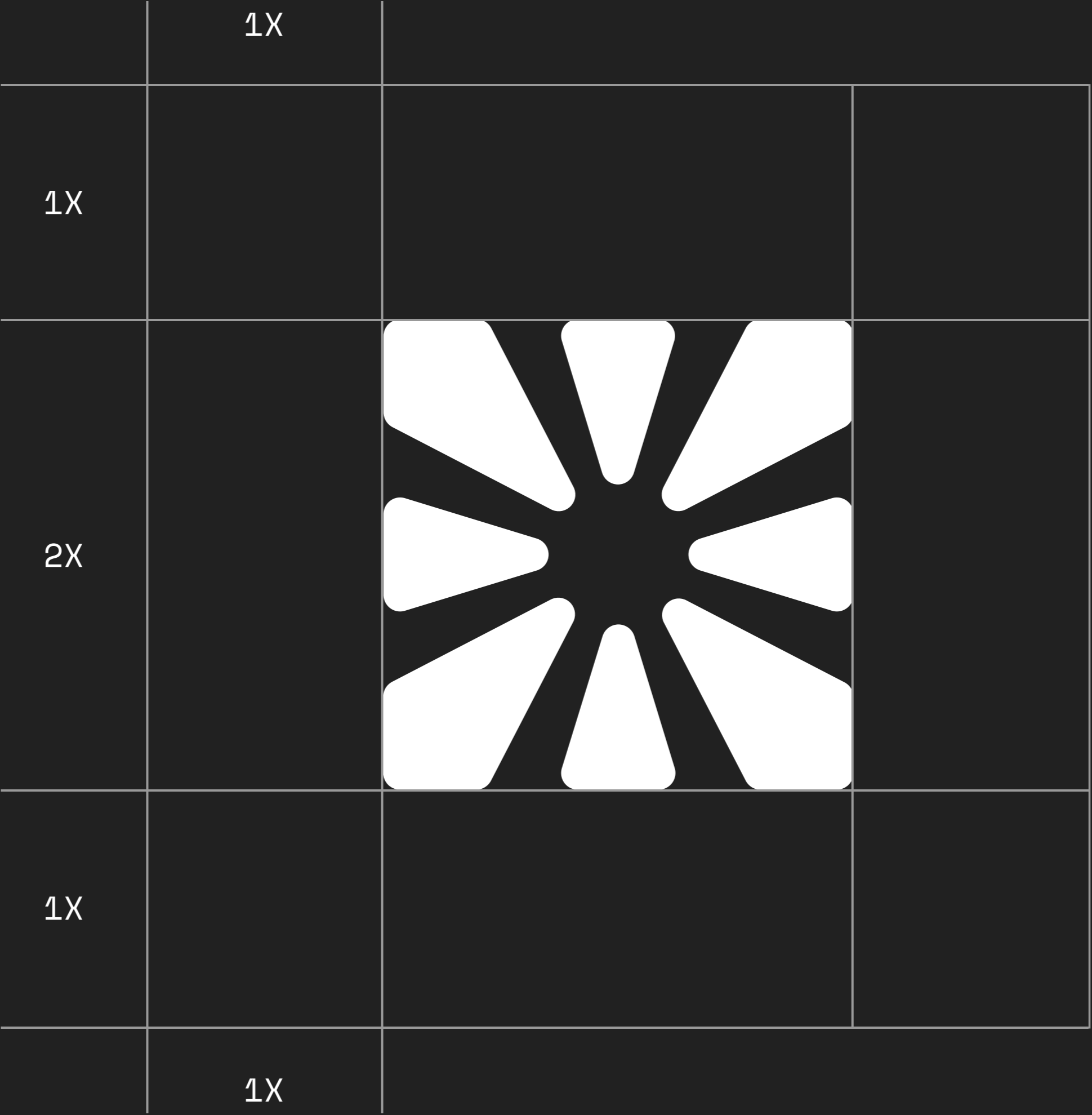
Our icon is inspired by the concept of "converging data crystals," symbolizing our brand's core value in the field of data. It is not only highly recognizable but also embodies the essence of our brand. The icon's design follows strict graphical guidelines, allowing it to be used independently as a representation 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

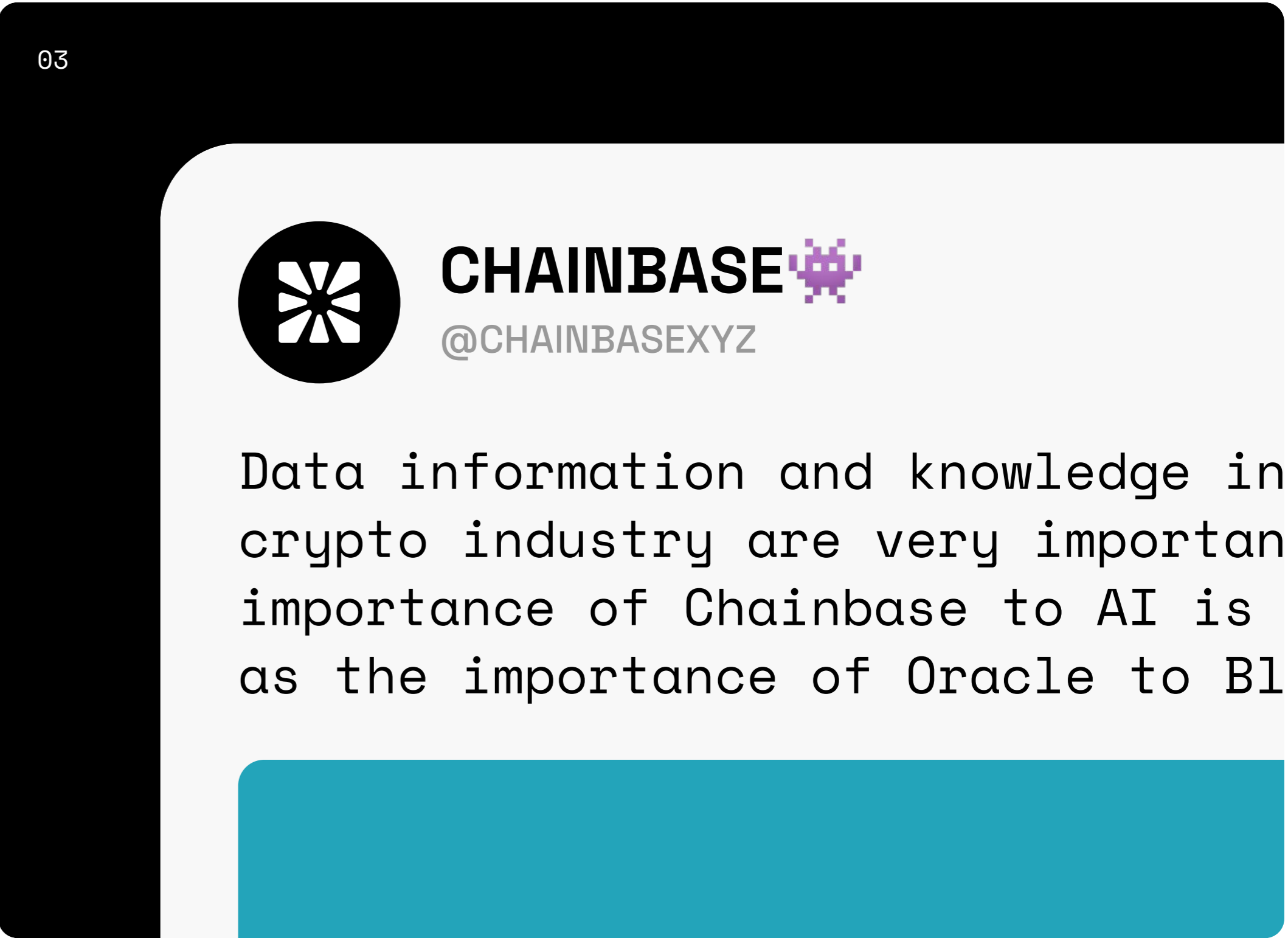
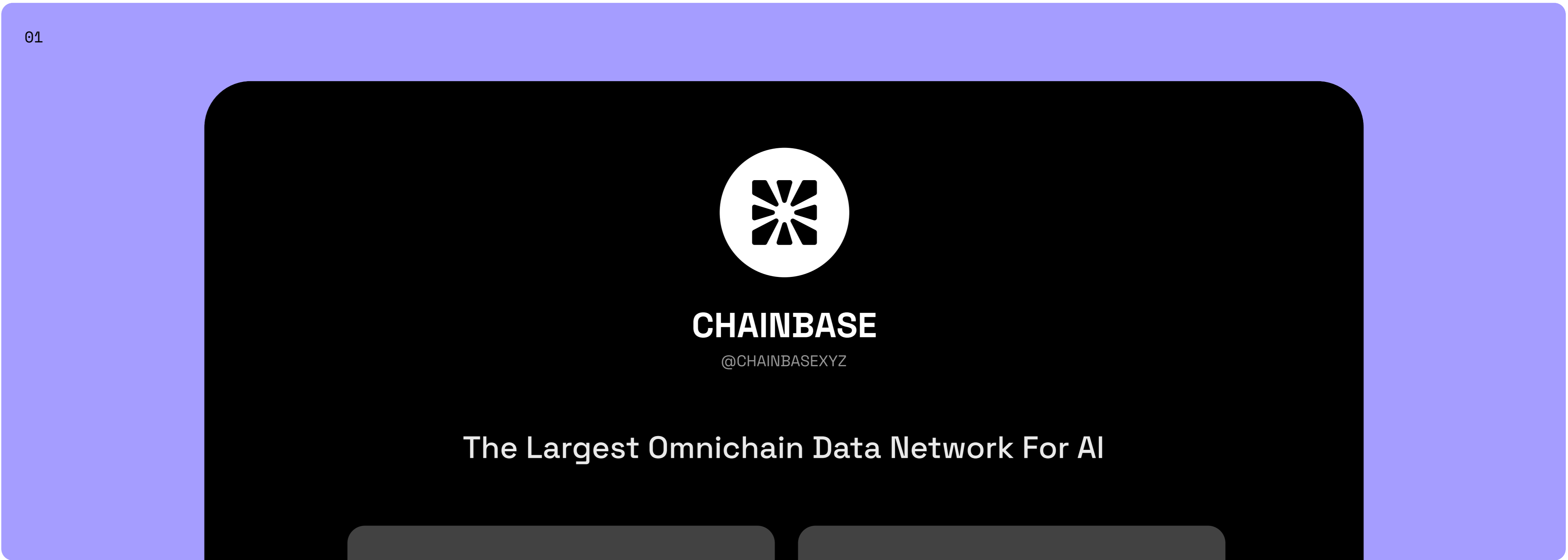


When using the Our icon, it's essential to maintain sufficient clear space around it to prevent other visual elements from interfering with its presentation. This clear space should be at least half the width or height of the icon. Ensuring adequate clear space helps maintain the icon's clarity and recognizability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



# ICON USAGE

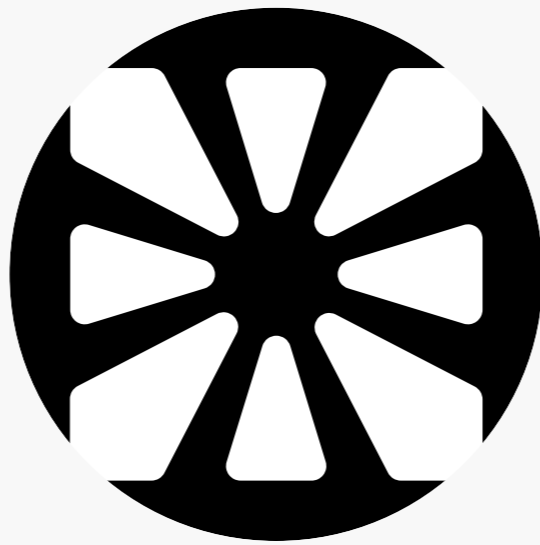
When the icon is used on its own, it is primarily for social media profile pictures and similar applications. To ensure its recognizability and visual impact across different backgrounds, please choose the appropriate color version based on the specific environment.



# INCORRECT ICON USAGE

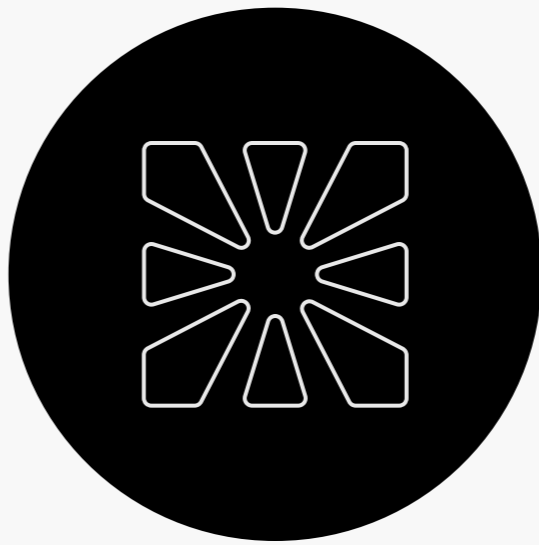
When using the Chainbase logo icon on its own, incorrect usage can negatively impact our brand image. Any practice that does not adhere to our design guidelines will diminish the icon's recognizability and brand consistency, leading to a blurred and distorted brand image. To ensure that the Chainbase 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



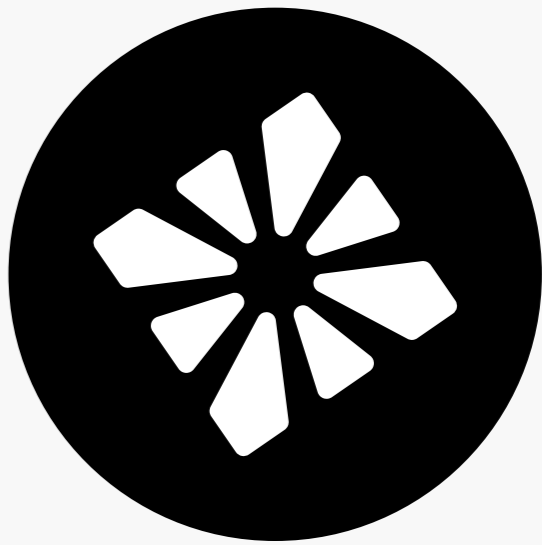
 DON'T CUT IT


02



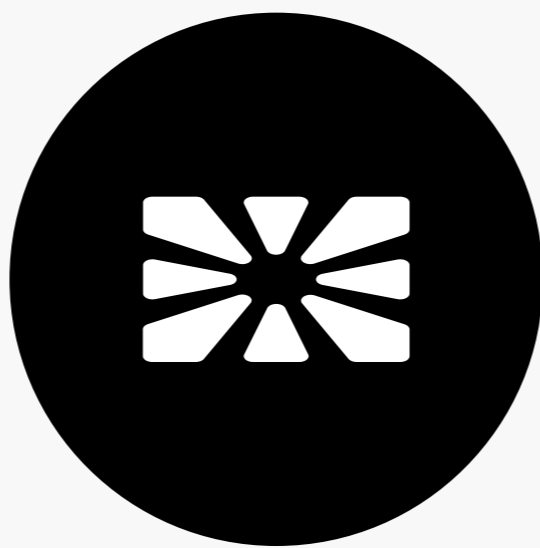
 DON'T OUTLINE IT

03



 DON'T PLACE IT AT AN ANGLE


04



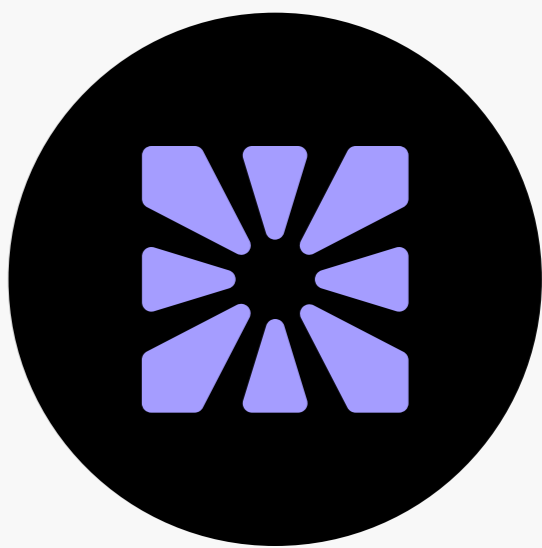
 DON'T DISTORT IT


05



 DON'T ADD EFFECTS

06




 DON'T USE SECONDARY COLORS

# ENDORSEMENT LABELS



All endorsment 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 endorsment labels maintain adequate clear space from other visual elements to avoid being obscured or interfered with.

0.6X	Name of Endorsement Label	
0.4X		
1X		

# ENDORSEMENT LABELS



All endorsment 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 endorsment 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

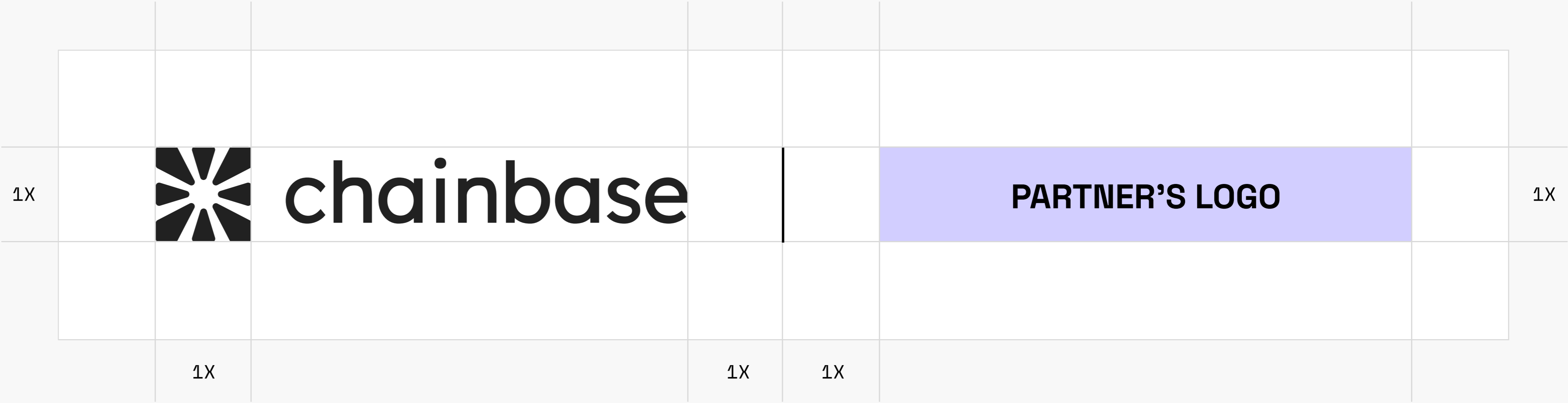
Sponsored By



# CO- BRANDING



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



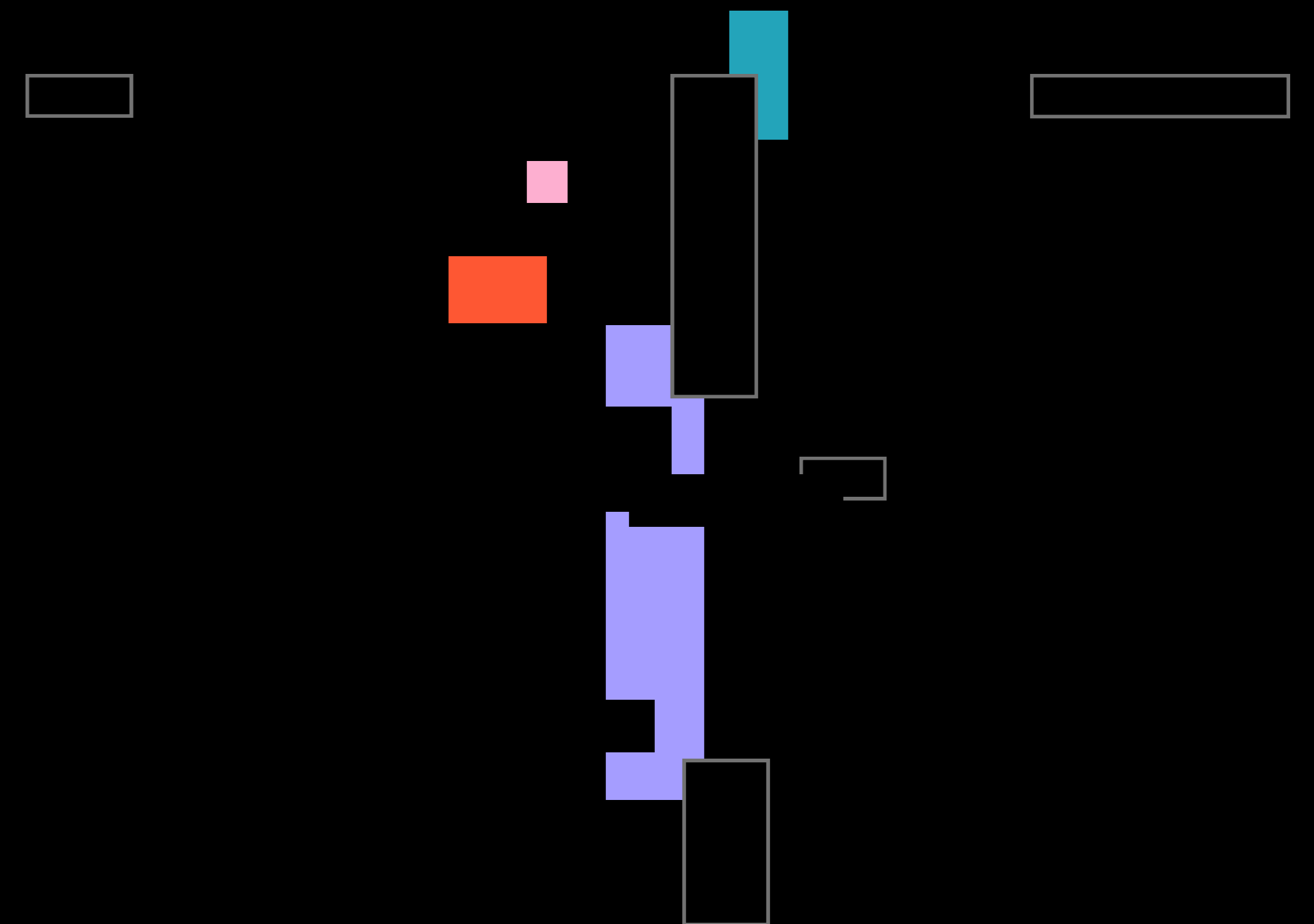
In co-branding situations, ensure that our logo and the partner's logo are displayed at the same size to maintain visual balance and equality. Additionally, to prevent any visual interference, make sure there is sufficient clear space between the two logos. This will ensure that both brand identities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

01



# 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



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



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

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.

▲ CORE/SECONDARY COLOR



GREY_100	GREY_200	GREY_300	GREY_400	GREY_500	GREY_600	GREY_700	GREY_800	BLACK
#F8F8F8	#E9E9E9	#D9D9D9	#C0C0C0	#999999	#727272	#424242	#212121	#000000



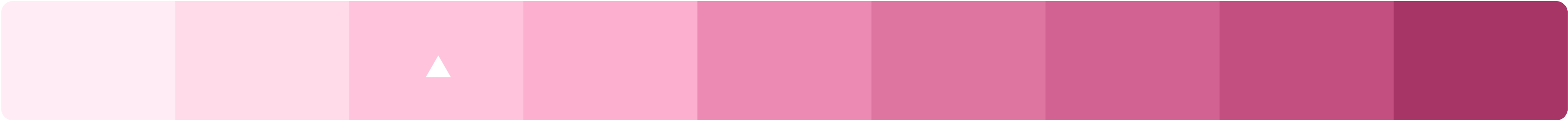
PURPLE_100	PURPLE_200	PURPLE_300	PURPLE_400	PURPLE_500	PURPLE_600	PURPLE_700	PURPLE_800	PURPLE_900
#E9E8F7	#D7D4FA	#C6C1FD	#BAB4FF	#A59DFF	#8C83EE	#6E66C6	#534CA6	#3C3777



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



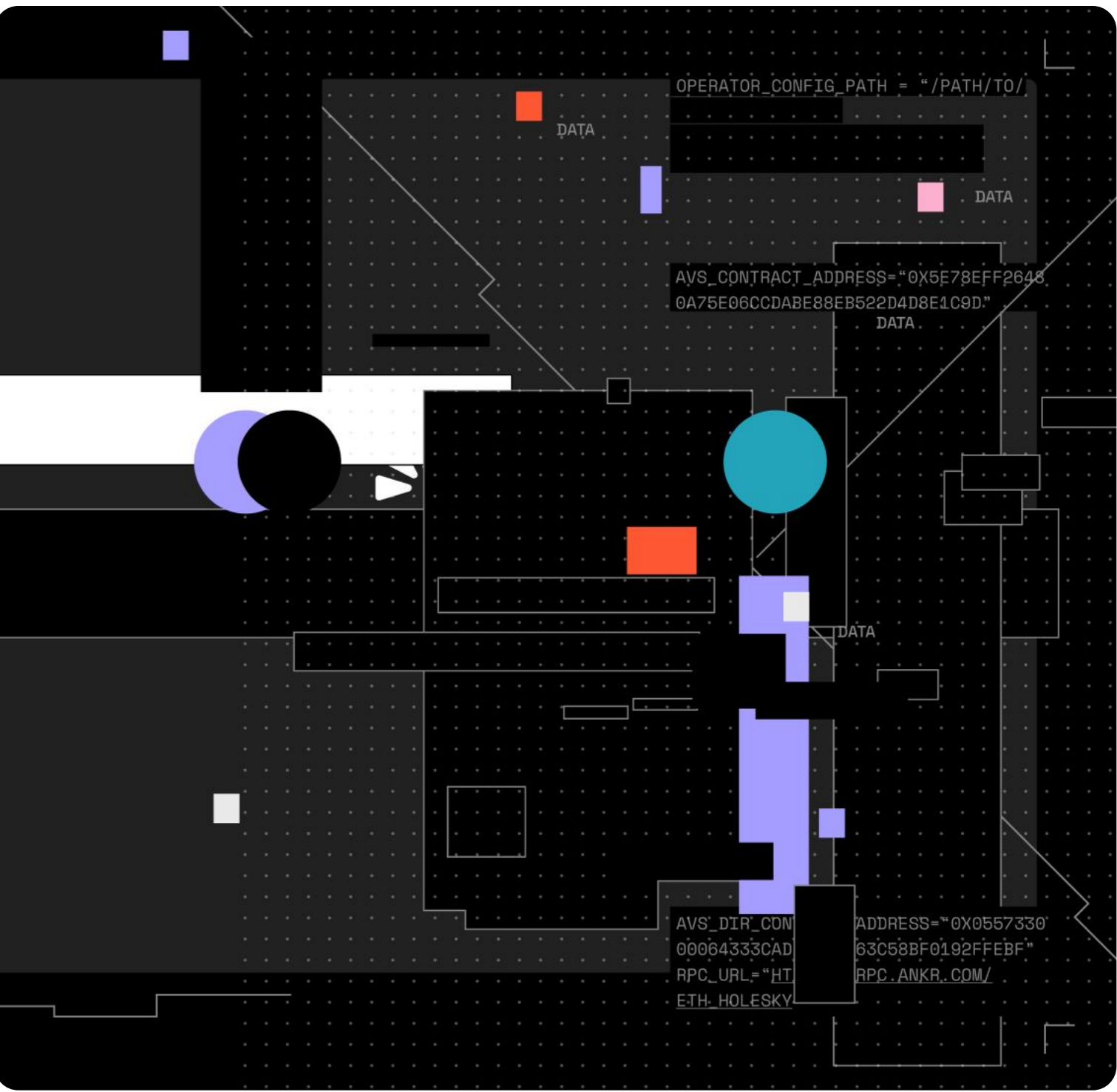
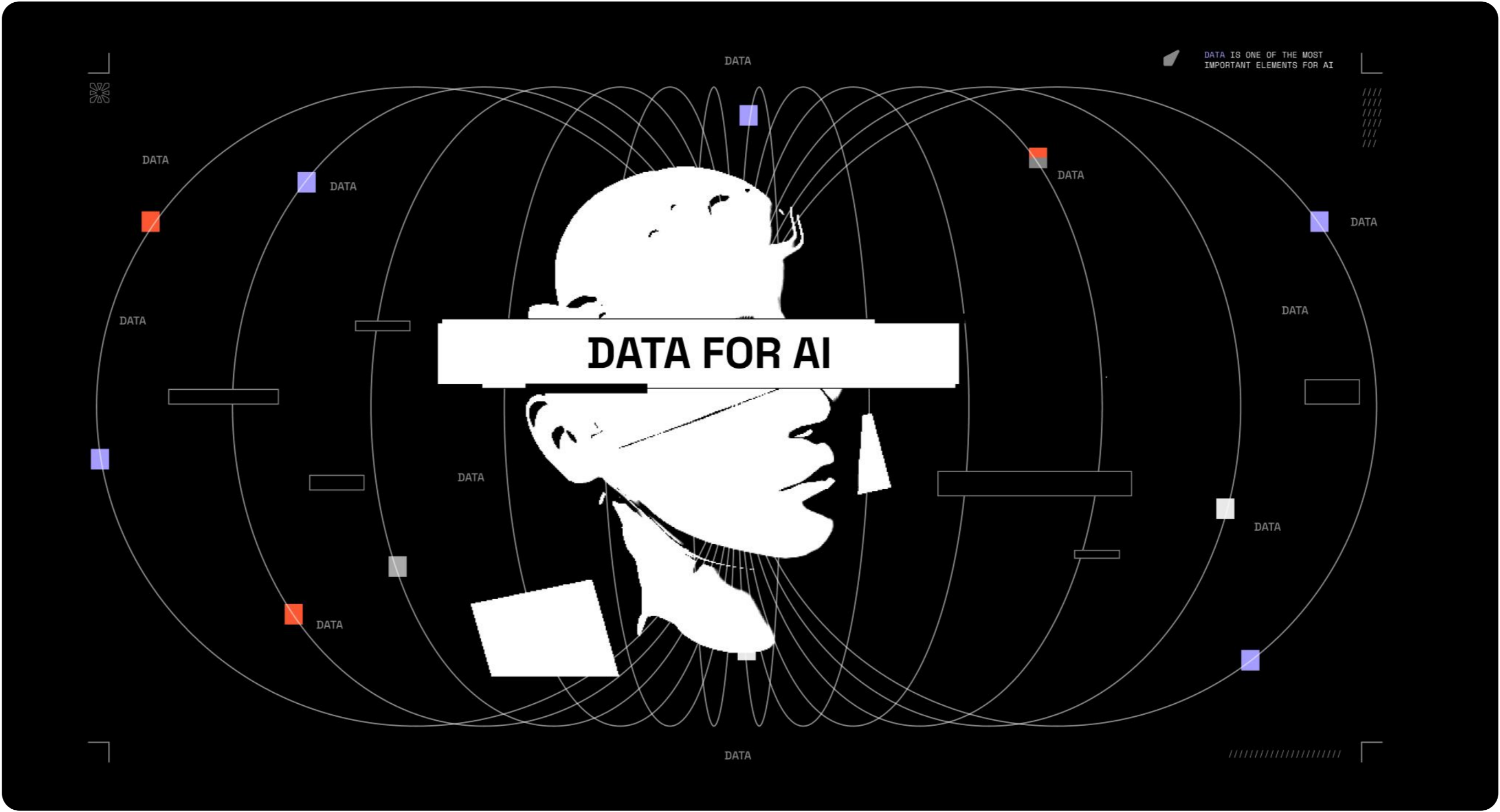
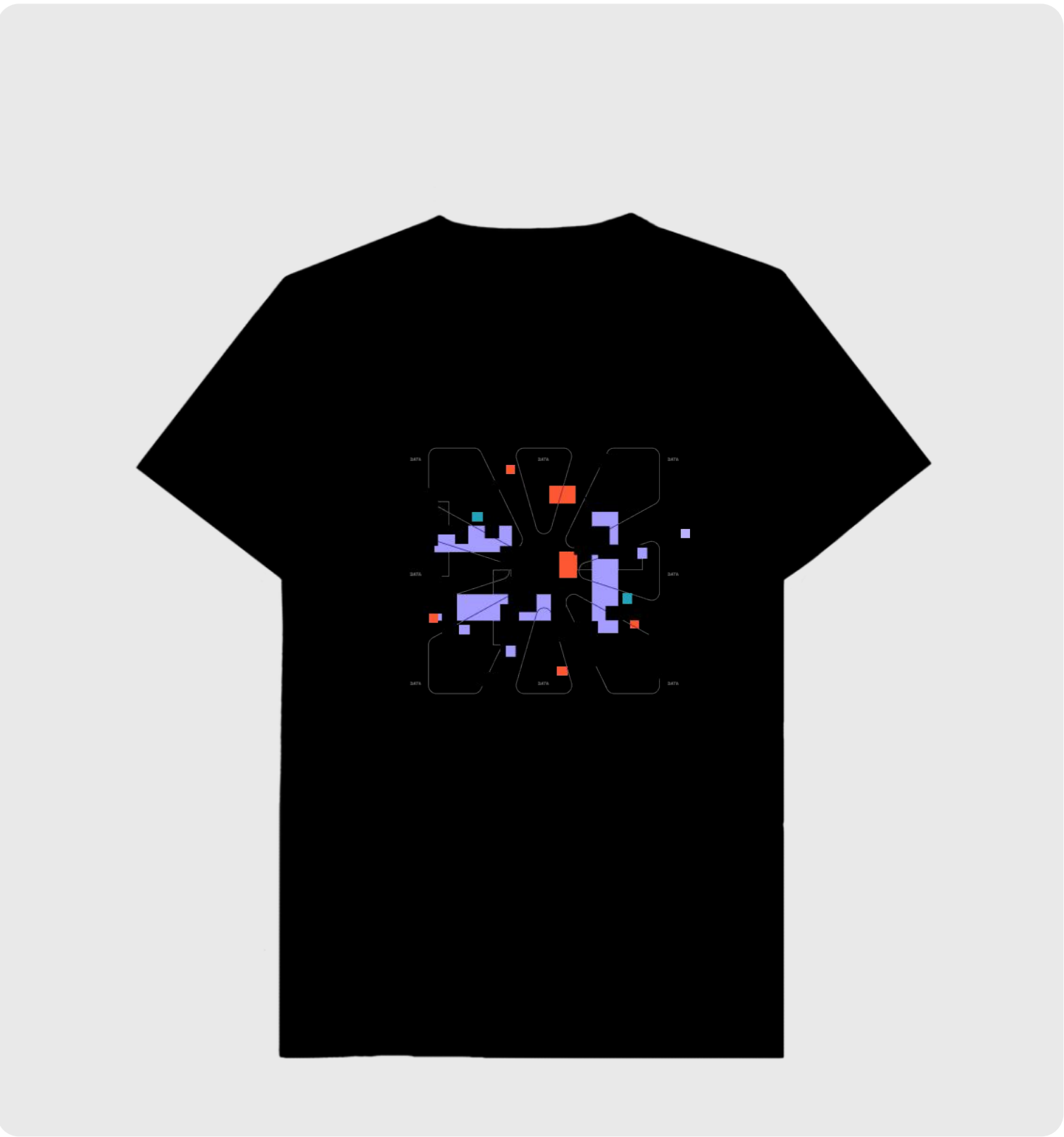
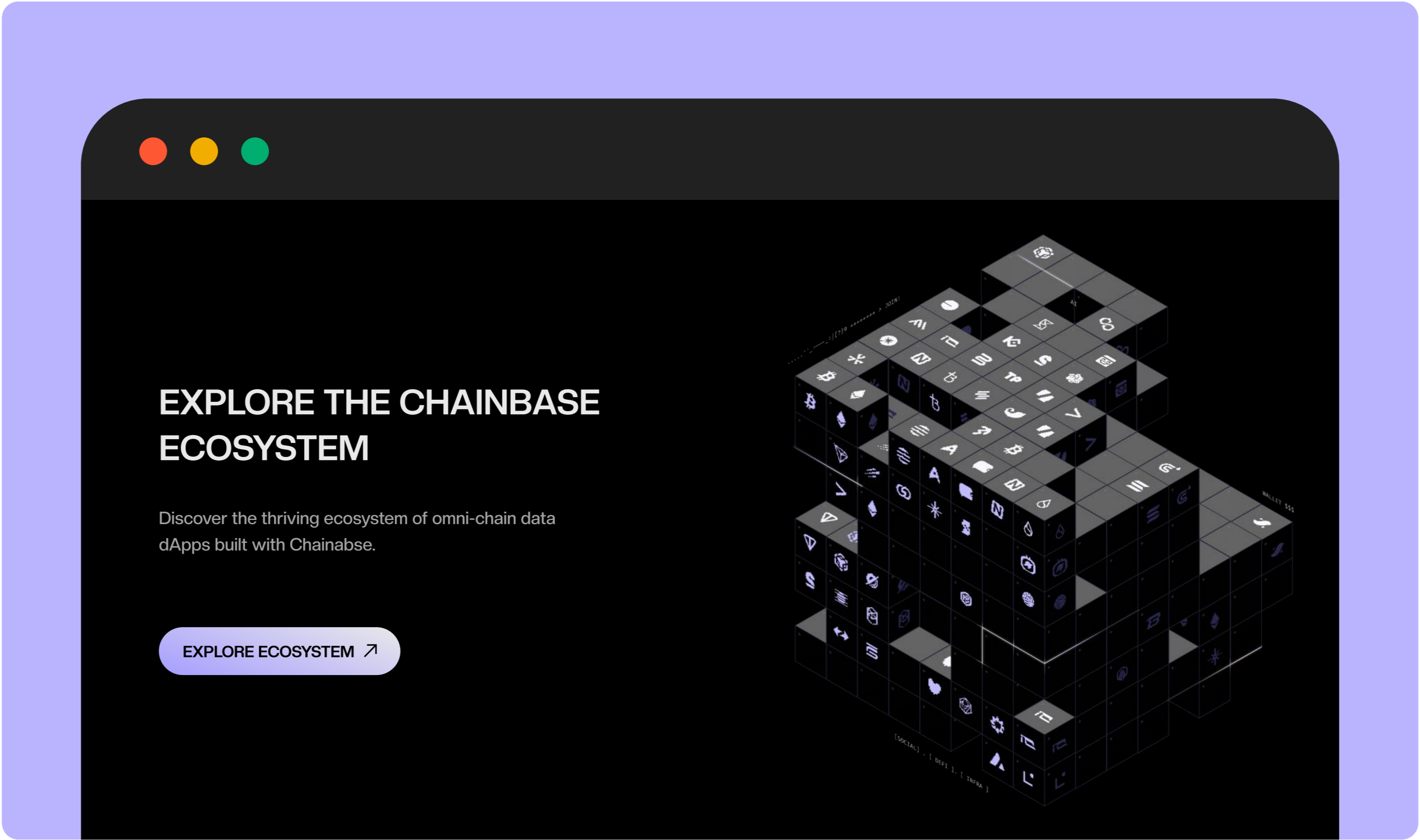
GREEN_100	GREEN_200	GREEN_300	GREEN_400	GREEN_500	GREEN_600	GREEN_700	GREEN_800	GREEN_900
#E0ECEF	#B6DCE3	#8CCCD7	#63BDCC	#43B0C3	#23A4BA	#188CA0	#04778B	#0A6473



PINK_100	PINK_200	PINK_300	PINK_400	PINK_500	PINK_600	PINK_700	PINK_800	PINK_900
#FFECF4	#FFDBEA	#FFC3DC	#FDAFD0	#EC8AB3	#DE75A1	#D26291	#C24F7F	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

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



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



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.

DOWNLOAD: [SPACE GROTESK](#)

Aa

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

# TYPE\_2

## SPACE MONO



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



Creto 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 Creto 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

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 KUF I ARABIC

أكبر شبكة بيانات كاملة السلسلة

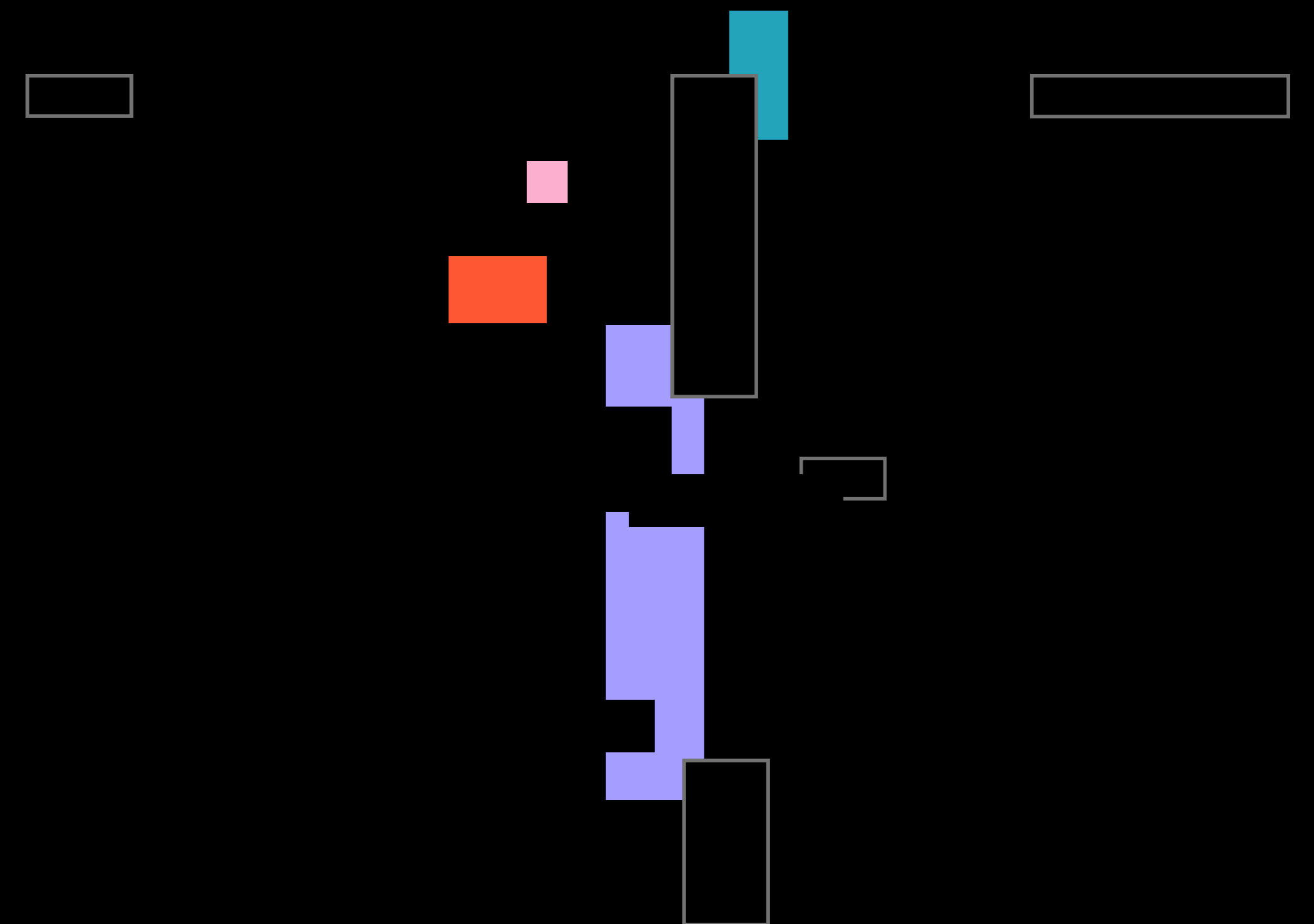
05 KOREAN

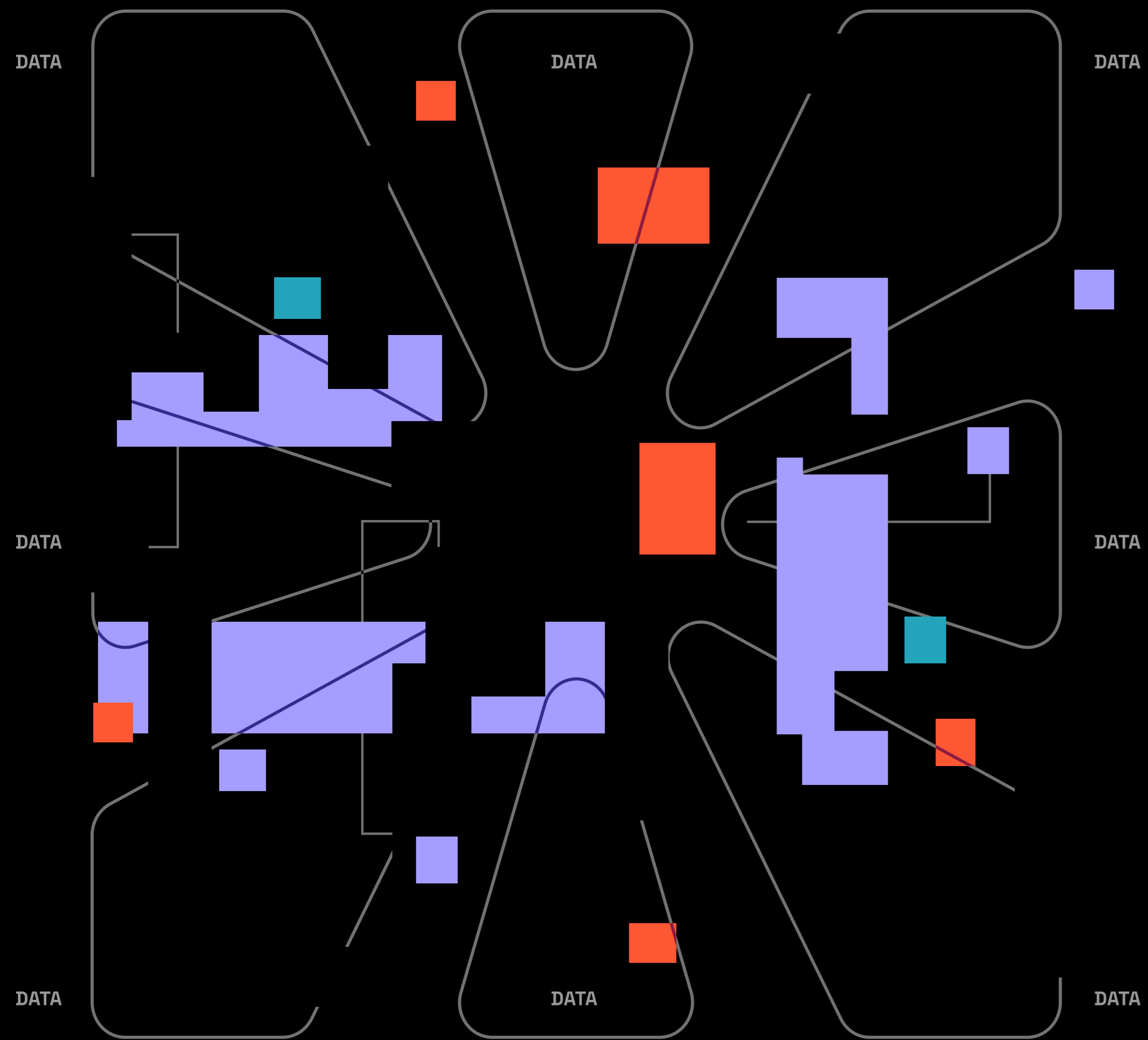
DO HYEON

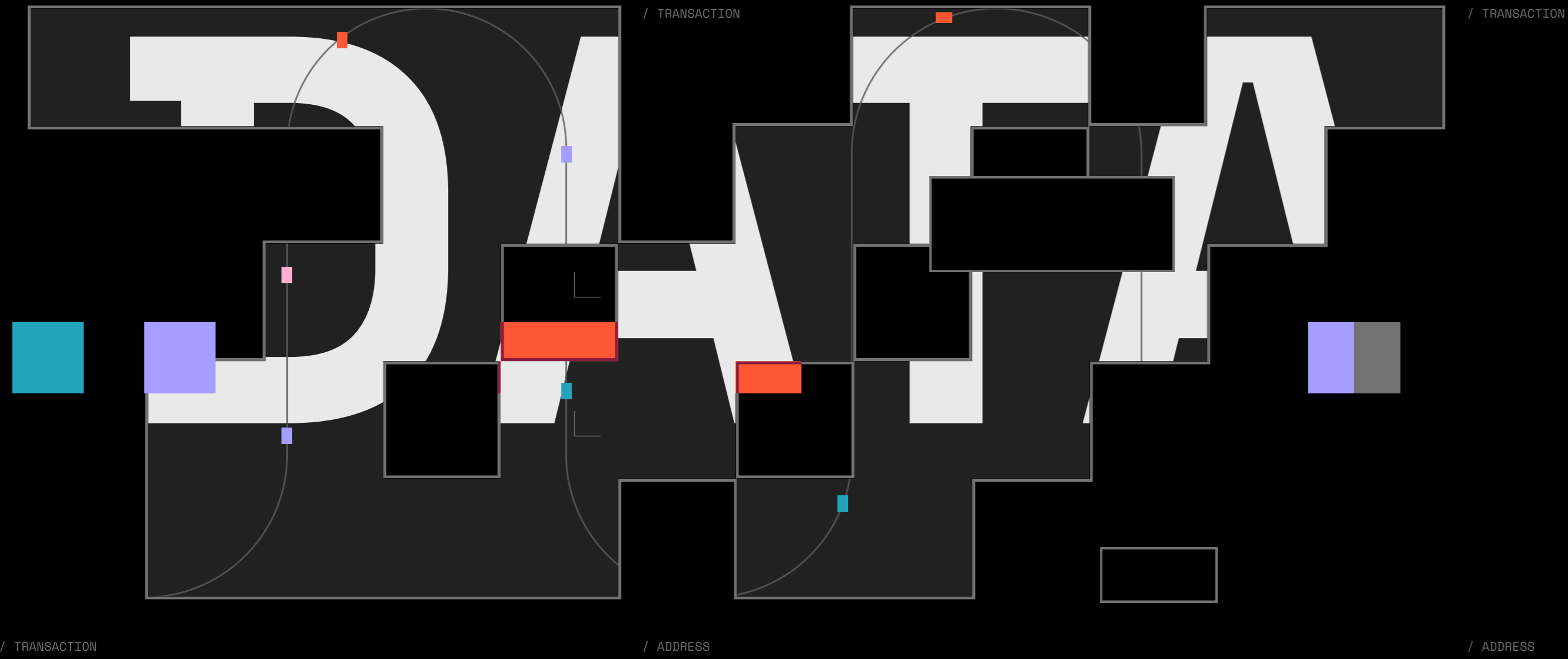
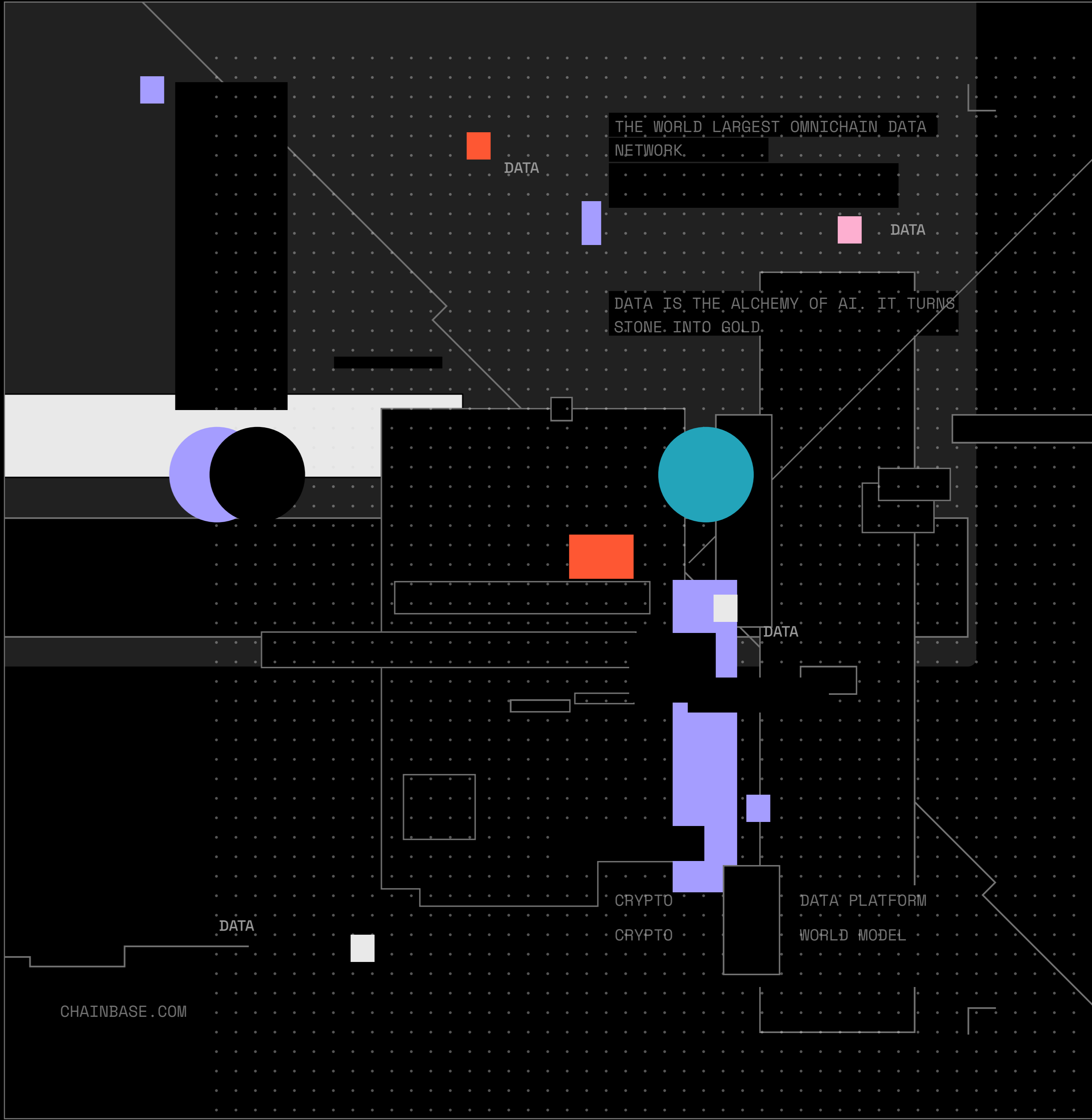
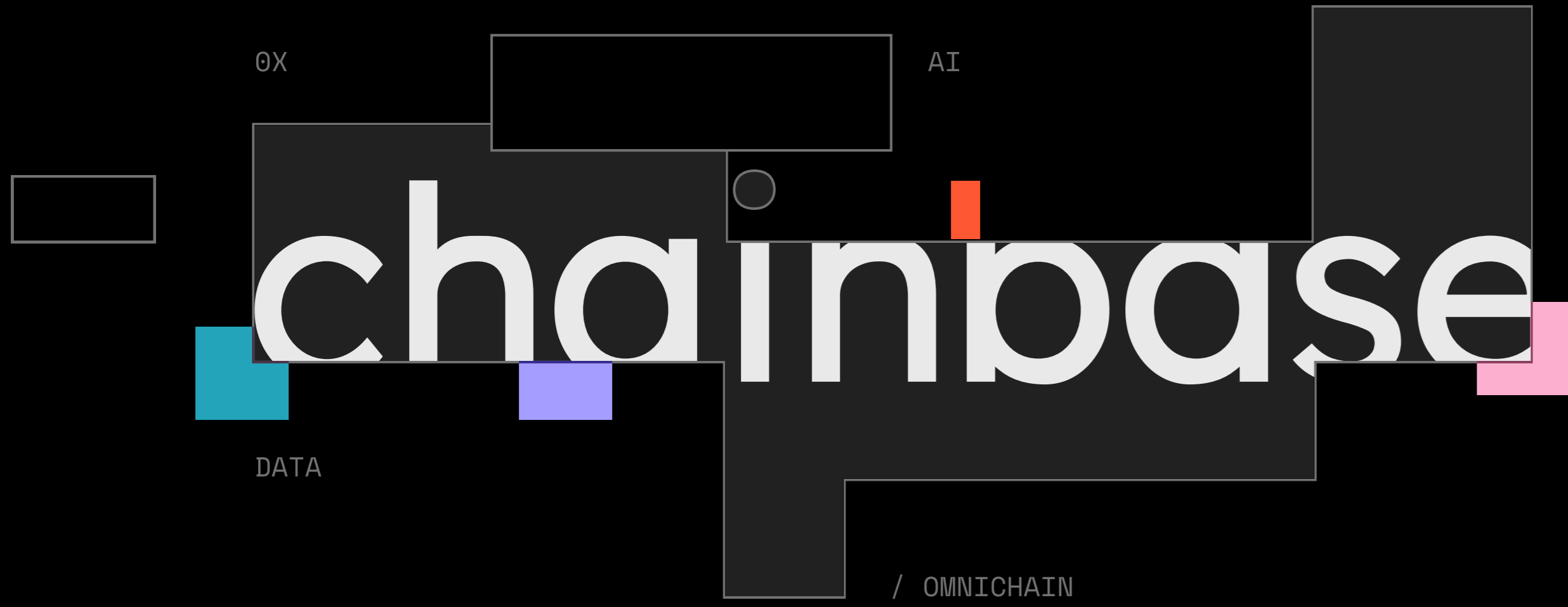
가장 큰 풀 체인 데이터 네트워크

# 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.







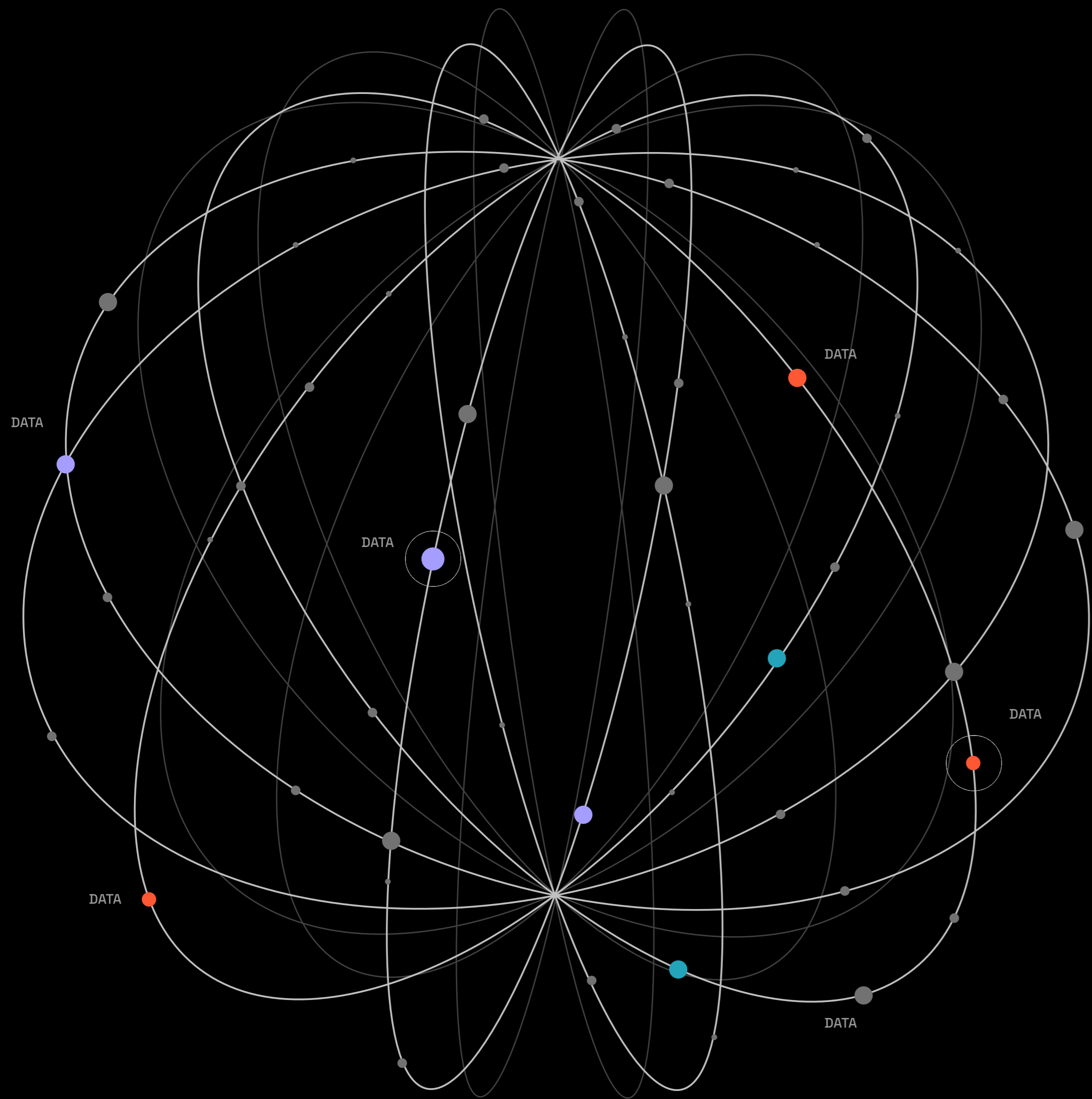
# DATA NETWORK

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 composability of crypto data, which supports high throughput, low latency, and eventual determinism, as well as higher cybersecurity through a dual staking model.

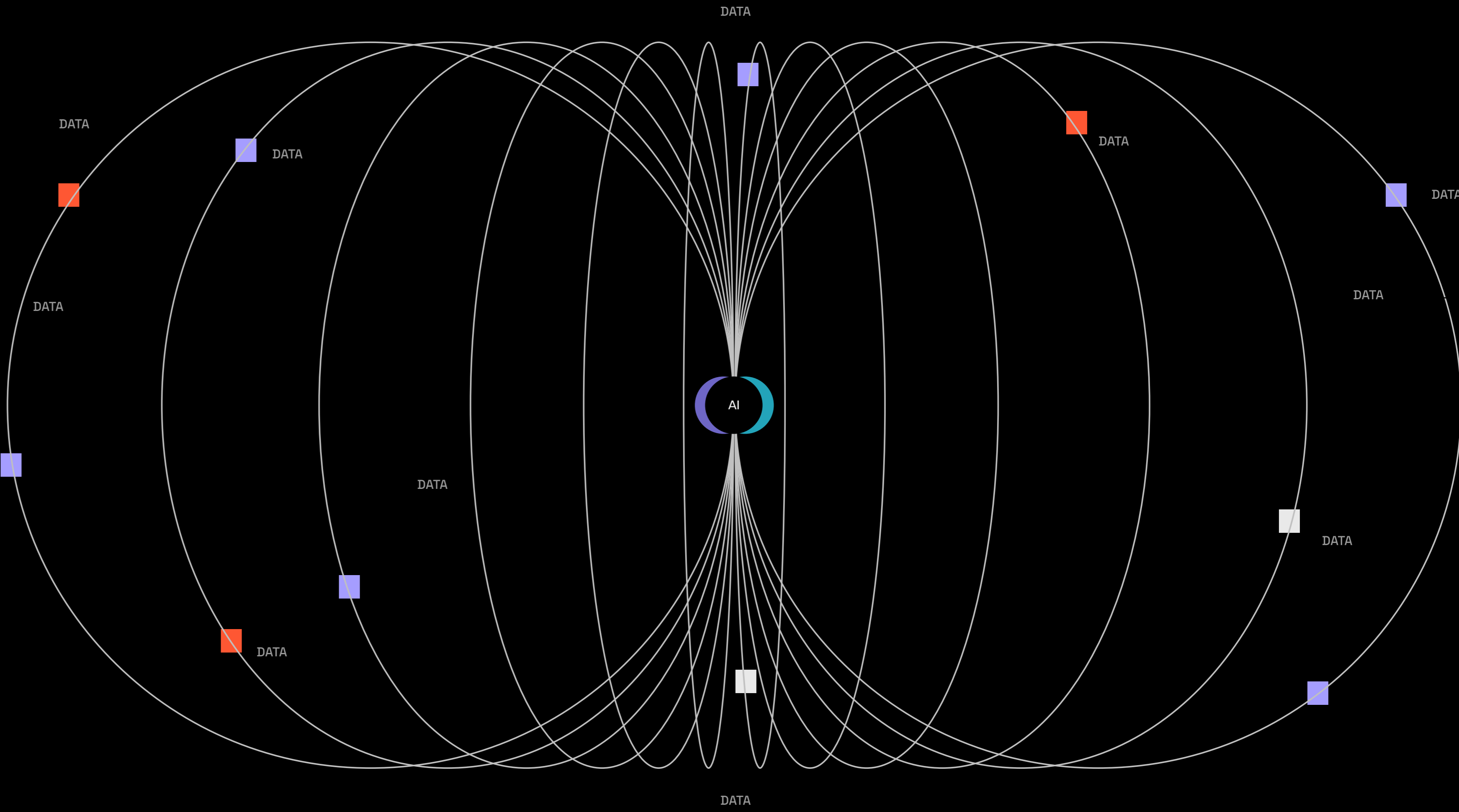
Our mission is to make data accessible and useful. With Chainbase, people can truly enjoy the benefits of the open internet era.

01 DATA NETWORK

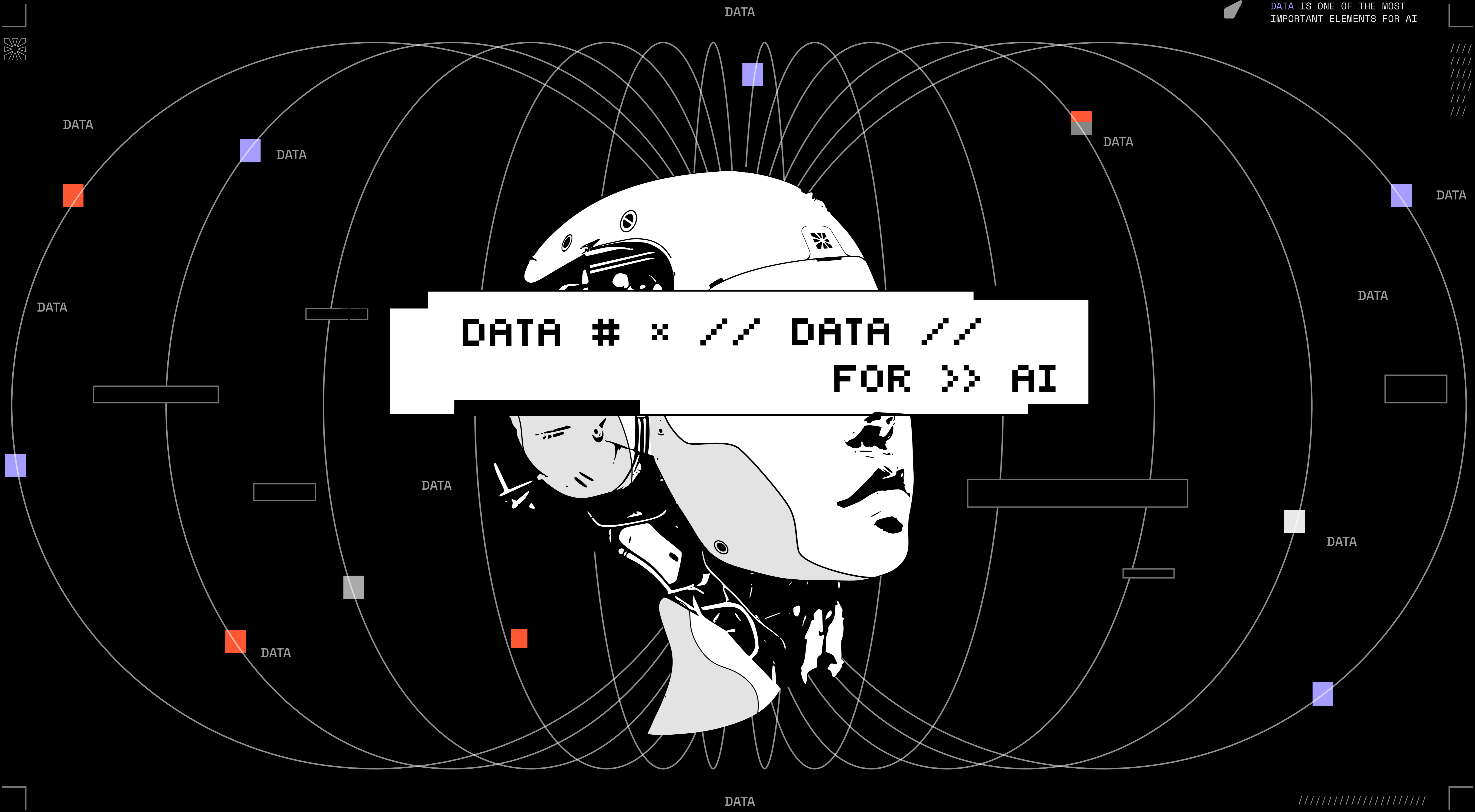
02 DATA NETWORK FOR AI



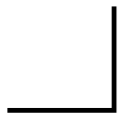
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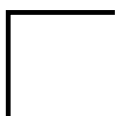
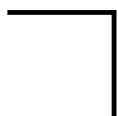
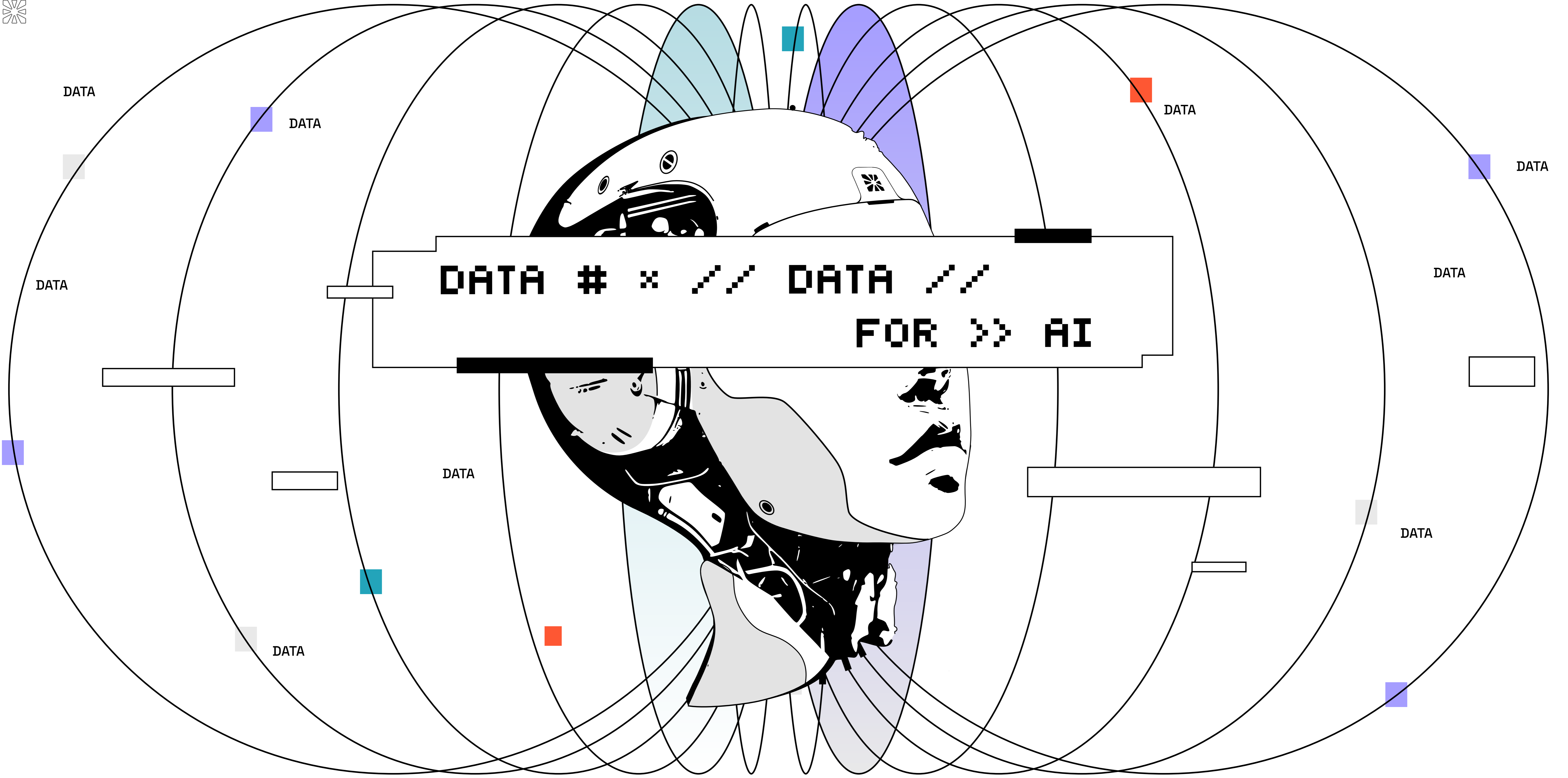
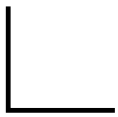
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DATA # \* / / DATA / /  
FOR >> AI



DATA IS ONE OF THE MOST  
IMPORTANT ELEMENTS FOR AI



# MOTION GRAPHIC ELEMENTS

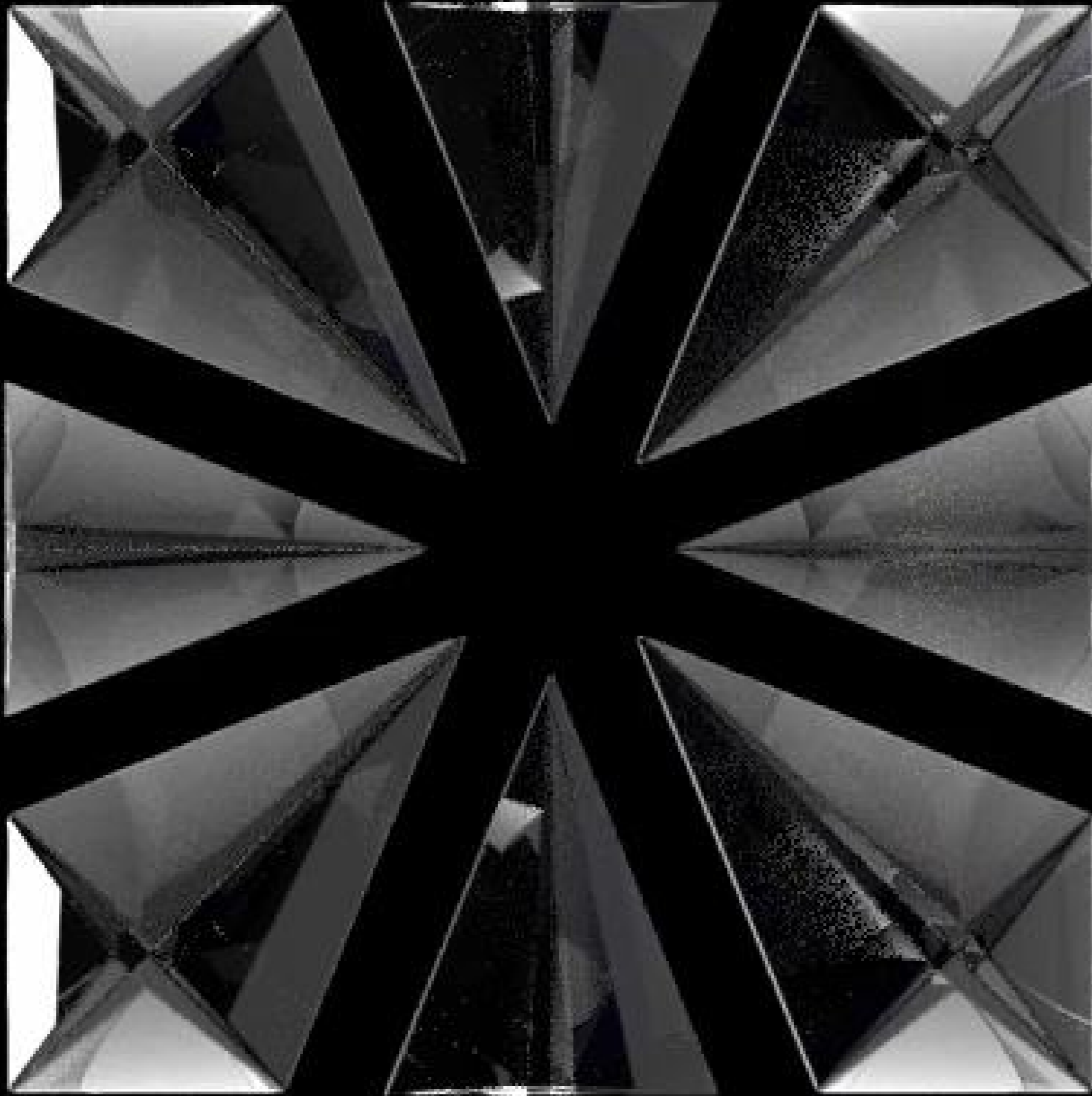
DATA # \* // DATA  
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## DATA NETWORK FOR AI

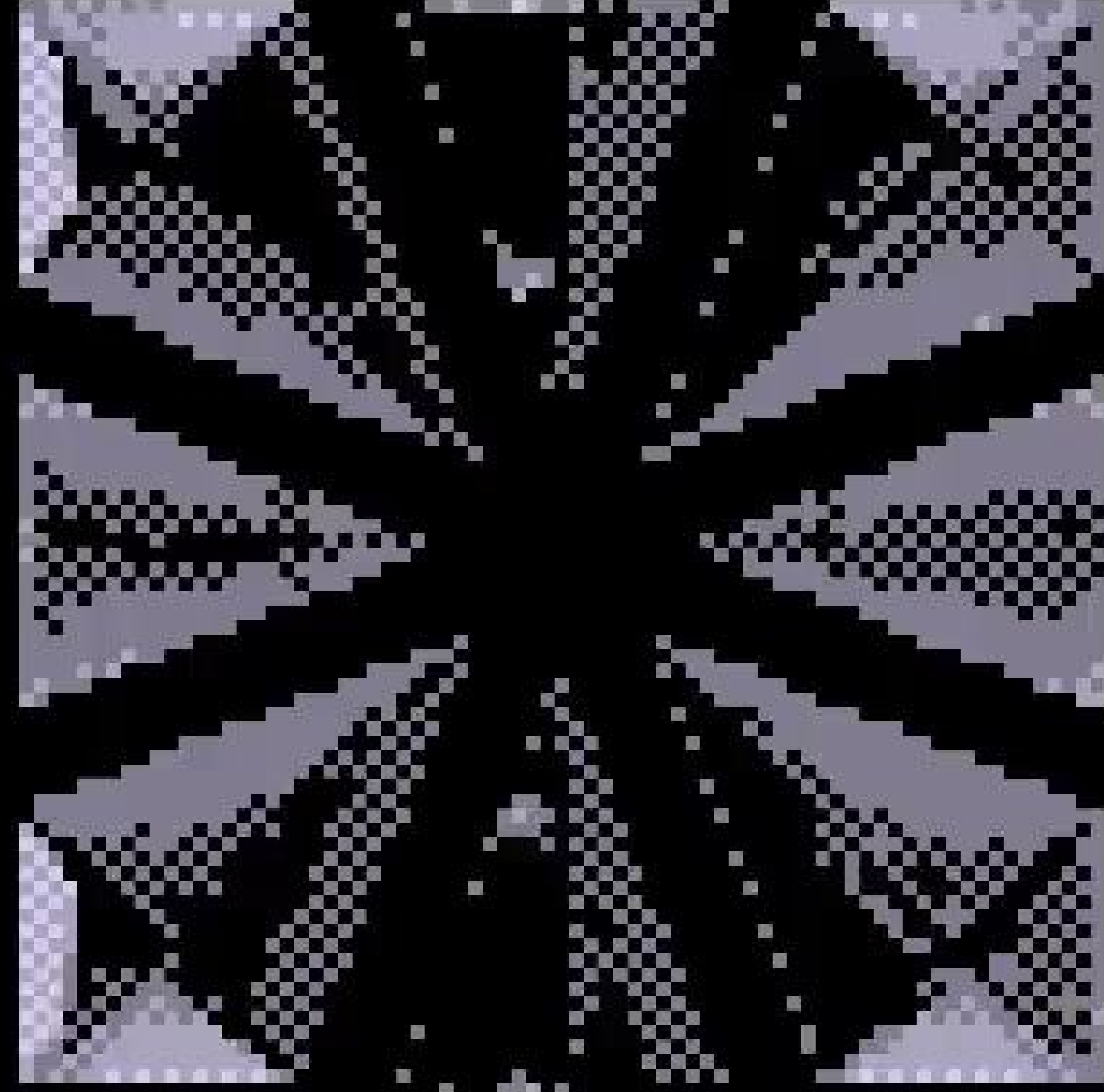
In the era of artificial intelligence, blockchain data serves as a crucial public data source that is essential for achieving consensus in the future society. Nevertheless, the existence of numerous chains has resulted in challenges with fragmentation, which presents a challenge in fully harnessing the 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

0X

AI

chainbase

DATA

THANK YOU

/ OMNICHAIN