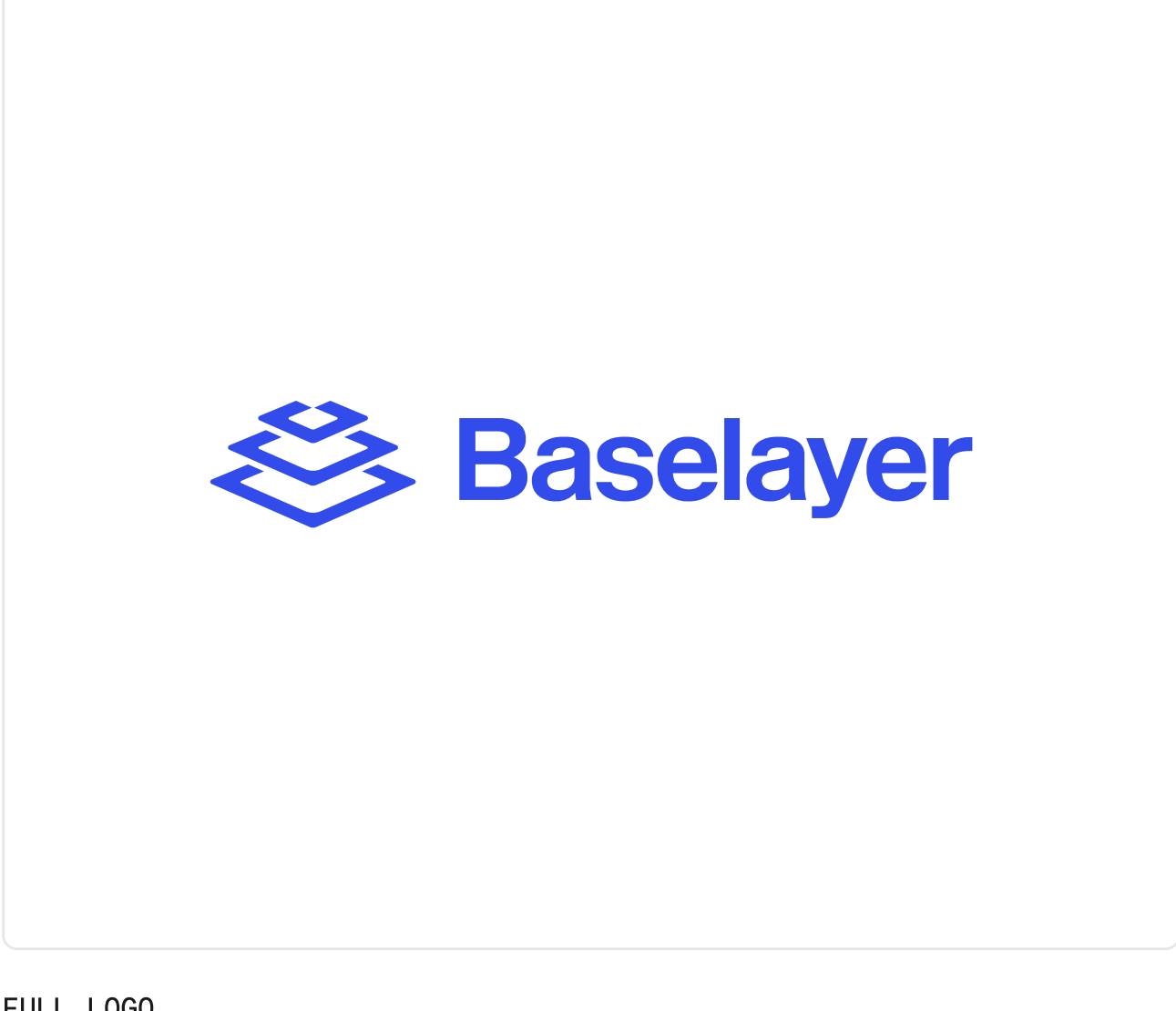


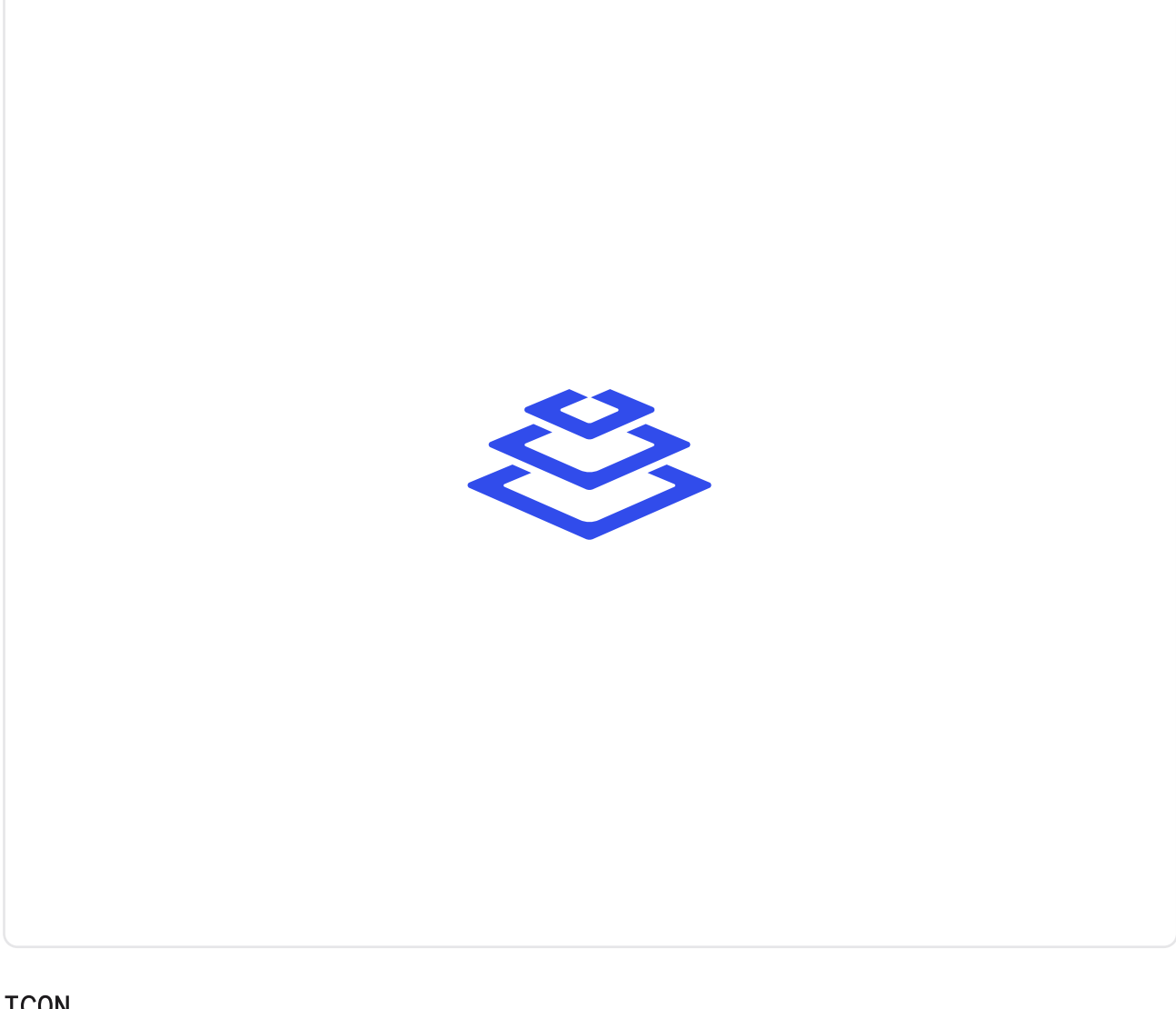
Logo

- 1.1 Logo lockups
- 1.2 Colour applications
- 1.3 Clear space
- 1.4 Usage

1.1 Logo Lockups



FULL LOGO



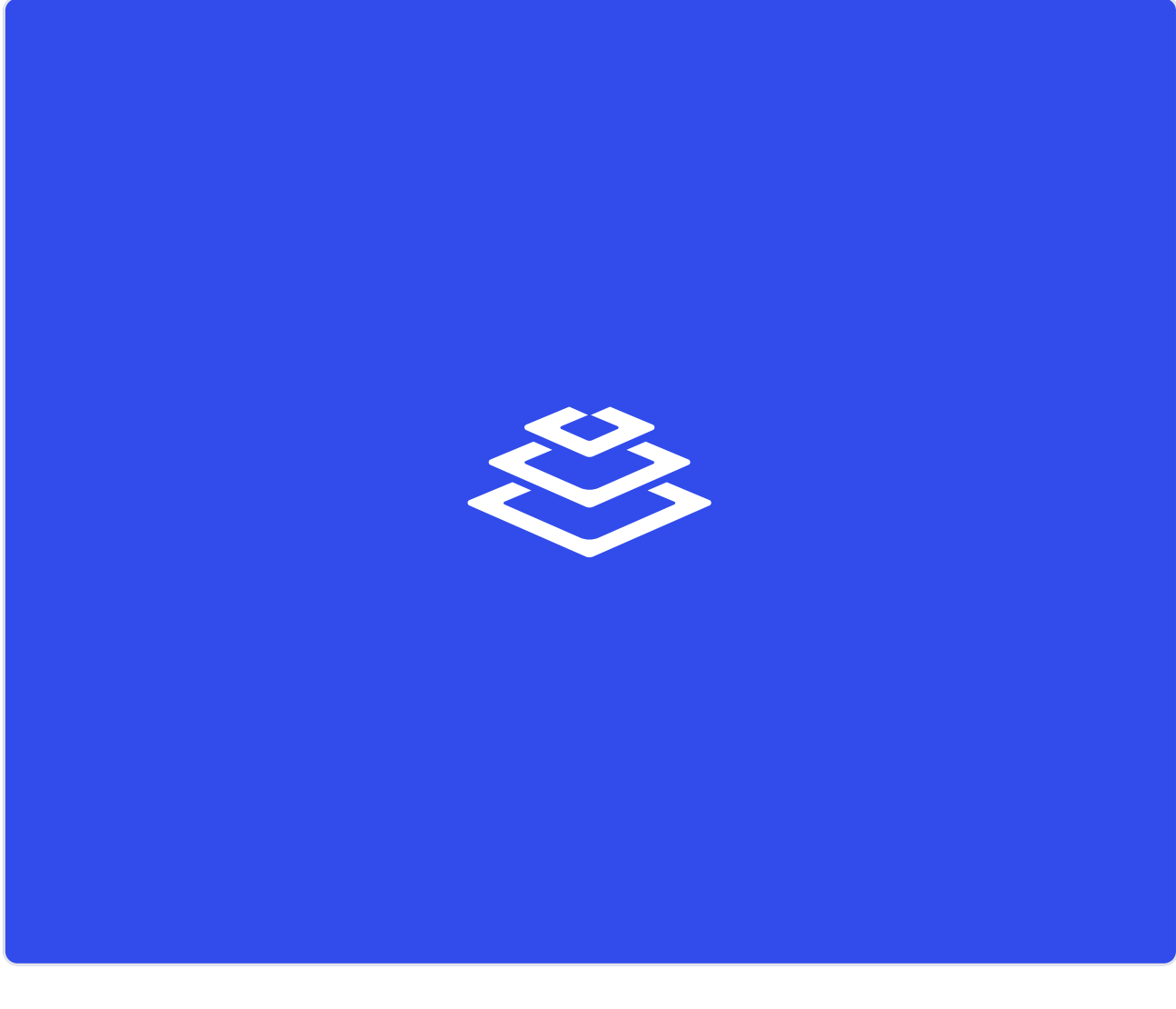
ICON

1.2 Color Applications

Always use the logo with strong contrast against the background. Avoid low-contrast or busy backgrounds to keep the logo clear and consistent.



WHITE
BLUE-CHIP BG



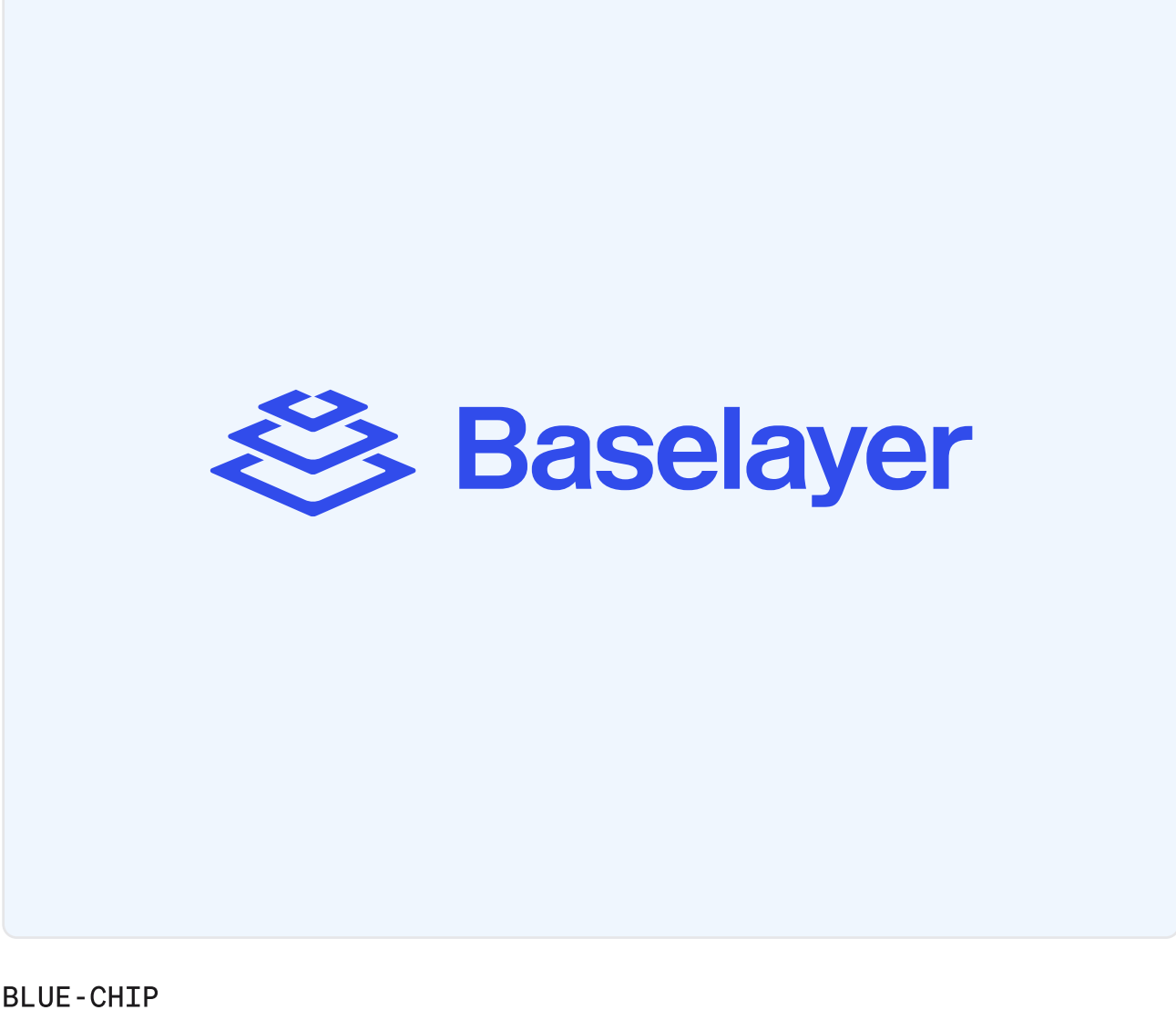
WHITE
BLUE-CHIP BG



WHITE
NAVY BG



WHITE
NAVY BG



BLUE-CHIP
LIGHT BLUE BG



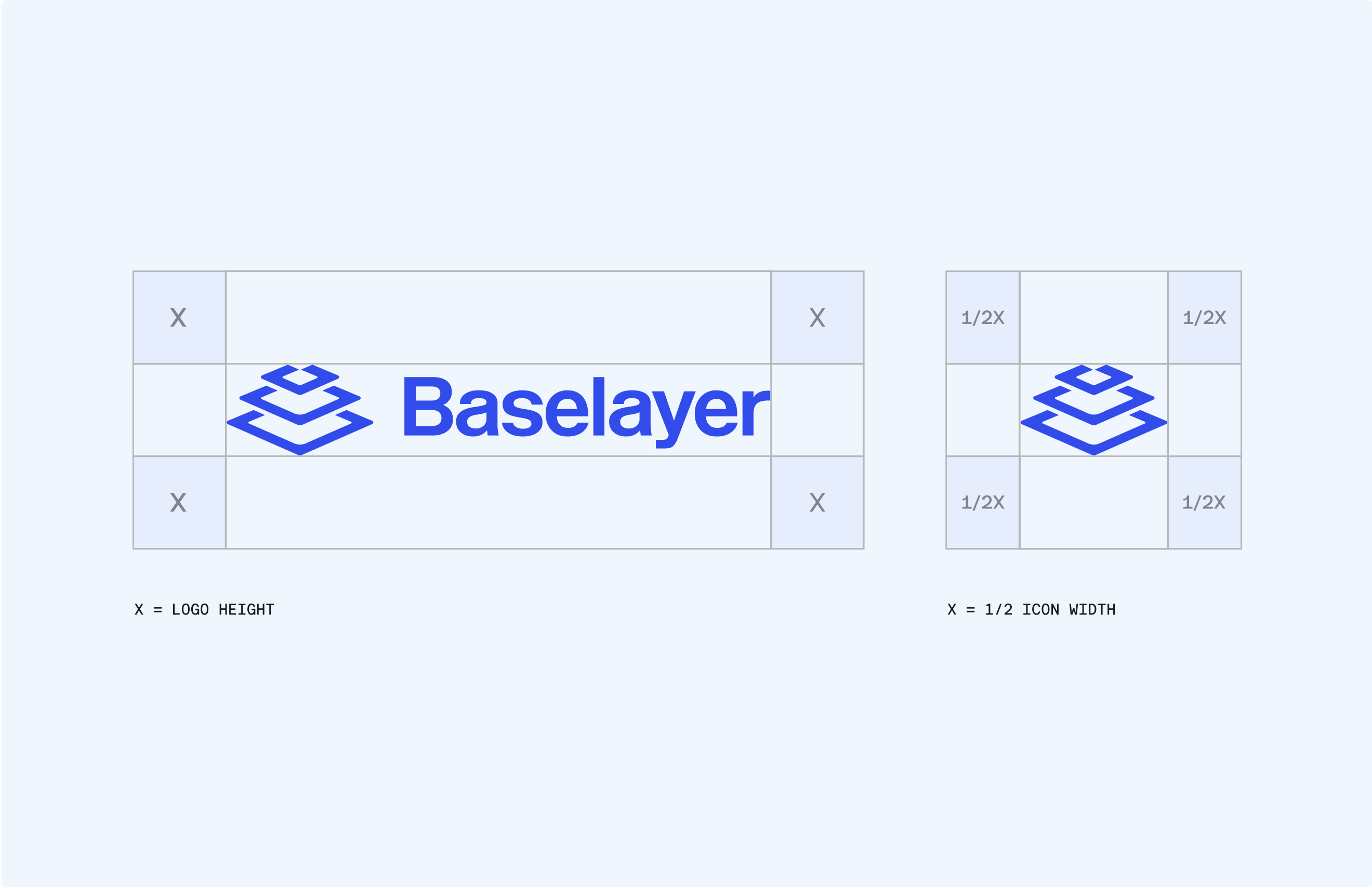
BLUE-CHIP
LIGHT BLUE BG

1.3 Clear Space

Clear space keeps the logo readable and distinct.

Always leave a minimum space around the logo equal to the height of the “Baselayer” wordmark.

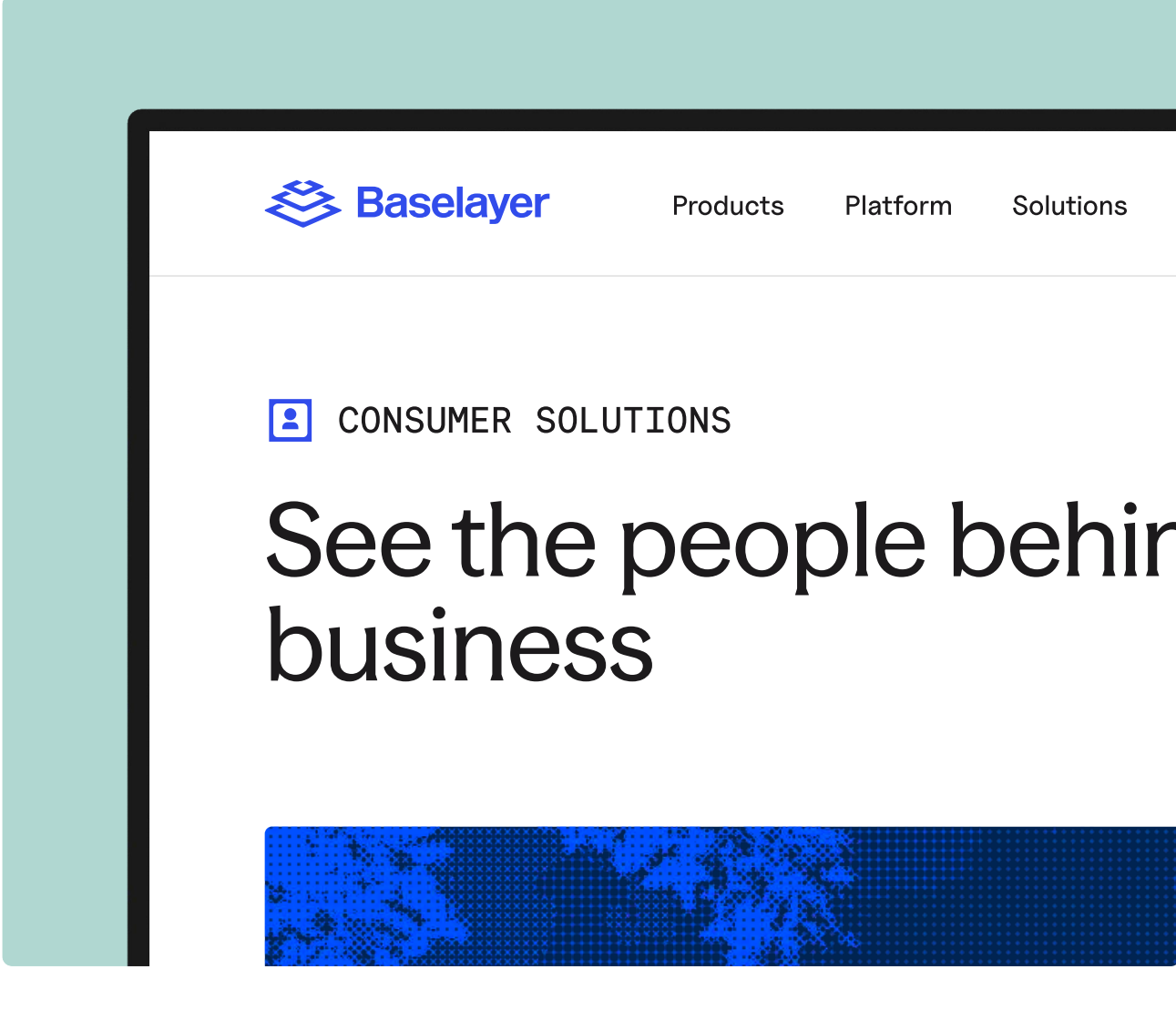
This space should stay free of text, images, or other design elements to protect the logo’s visibility and impact.



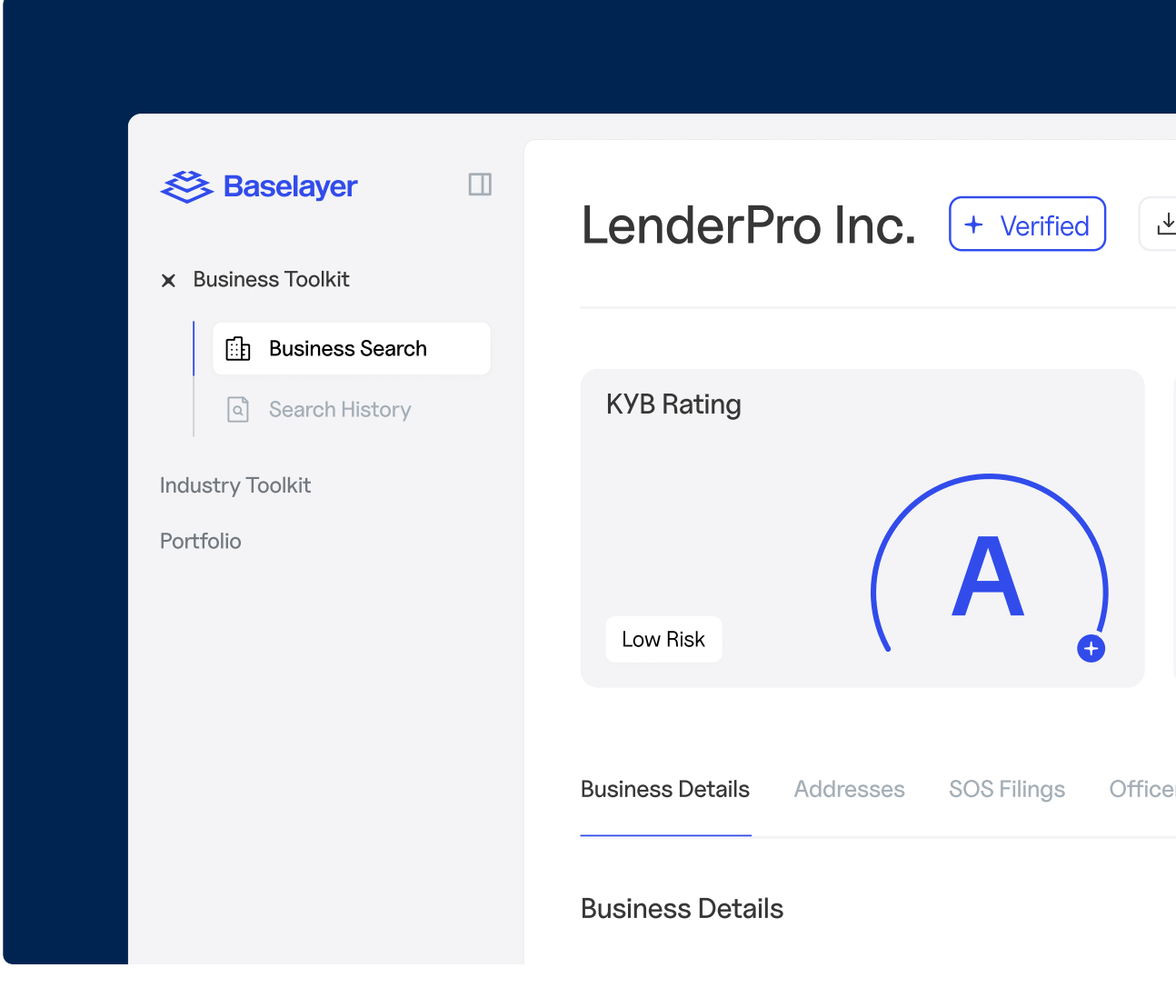
1.4 Usage

Our logo is designed to work across a range of digital touchpoints, from social posts and product UI to favicons and internal tools.

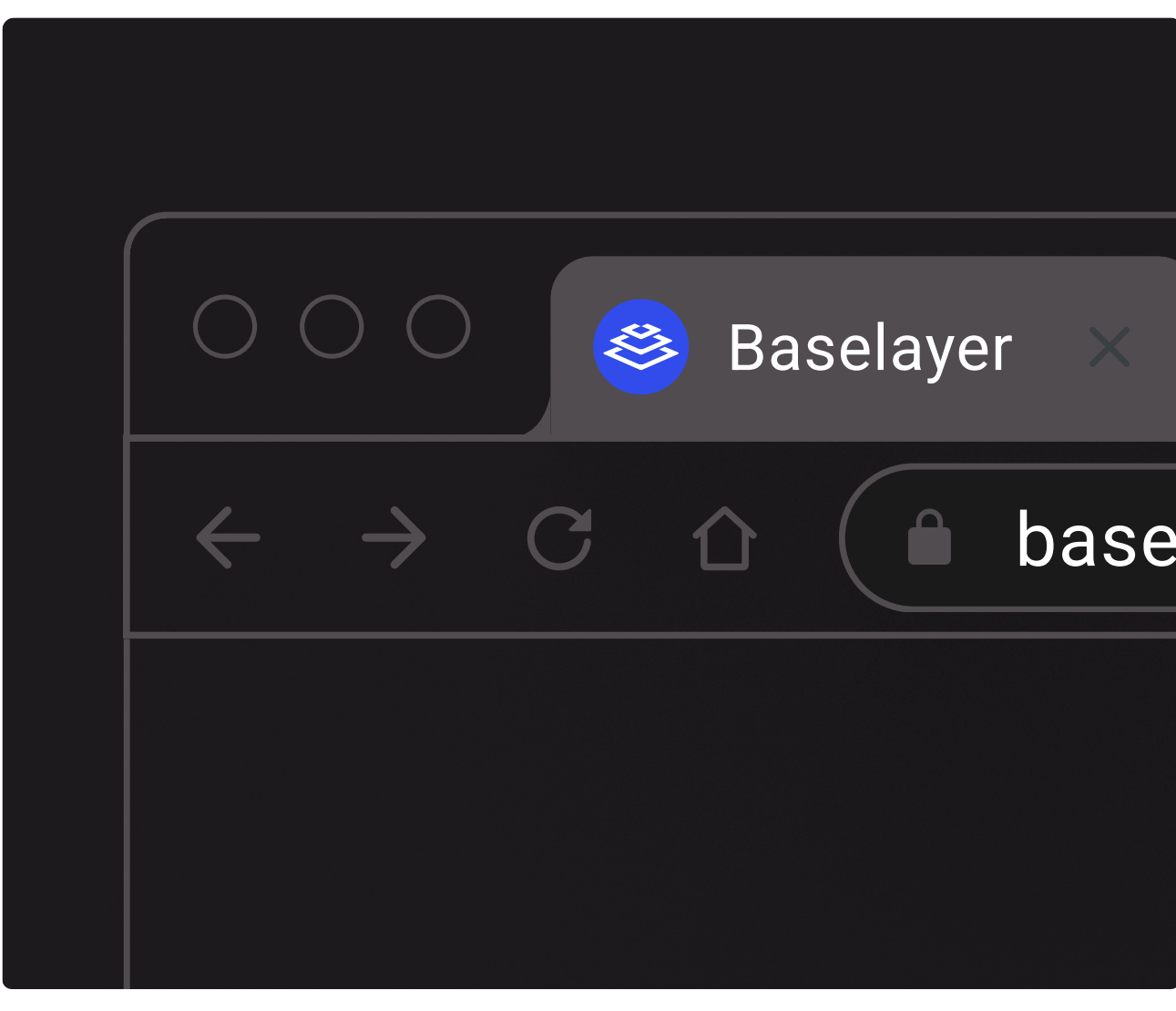
Use the appropriate logo version for each context, ensuring clarity, contrast, and consistency at every size.



WEB



PRODUCT



FAVICON



LAYOUTS