

## BRAND BASICS

# Basetool Labs

The endorsed sub-brand of Basetool. Master logo for product/web; Labs for the office, listings, events.

## LOGO



CLEAR SPACE  $\geq$  cube height · MIN WIDTH 24mm / 96px · DON'T recolor the cube, stretch, or add effects

## COLOR



Indigo

#3A1EF6



Indigo 2

#2776EA



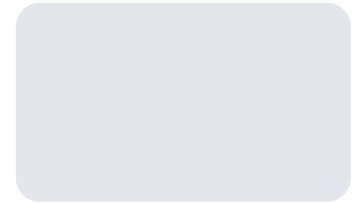
Ink

#0A0B10



Ink muted

#545A68



Border

#E4E6EE

## TYPE

# Friends Ultra-Bold

Display / headlines

# Inter

Body / UI

# JetBrains Mono

Labels / code