



**base** | brand  
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# THE BRAND

## ABOUT

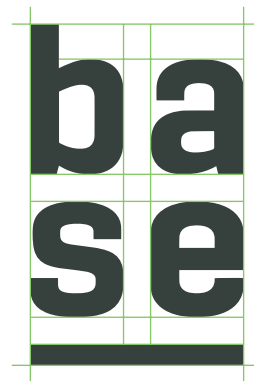
Base is a brand new padel exhibition tournament based in Whitstable, Kent. So, what is padel? It is a racket sport that takes elements of tennis with the addition of metal mesh and glass panelled walls to create a fast paced and sociable sport. The new Base event aims to introduce the sport to a new audience pushing padel to become a household name within sport.

Base as a brand has many aspects that all work together to show what we represent. Here, in this brand identity guidelines, you can see these different aspects and get a better idea of the designs and decisions that make the brand of Base.

# BRAND VALUES

- » **STRIKING COLOUR**
- » **MOVEMENT**
- » **SOCIAL**
- » **BOLDNESS**
- » **REFRESH**
- » **FORWARD THINKING**

# BASE LOGO



The logo for Base forms a clean & minimalistic design that uses the type in a grid format that shadows the layout of a padel court. The logo also includes an underline that refers to the origins of the Base brand name, taken from the word baseline, a recognisable part of the padel court.

# VARIATIONS



The main Base logo uses the most minimal form, this is used for a range of things including advertisement, stadium branding, programme covers as well as other general use.



This Base x Nike logo uses the standard form with the Nike logo incorporated into it. This logo is used for displaying collaborations with Nike, this includes outfits, equipment and promotional work.



The third logo variation is an informative use, it displays the standard logo paired alongside 'padel exhibition tournament'. This variation should be used in formal and informative situations.

# WRONG USAGE



Logo must use  
a fill colour.



No use of drop  
shadow on logo.



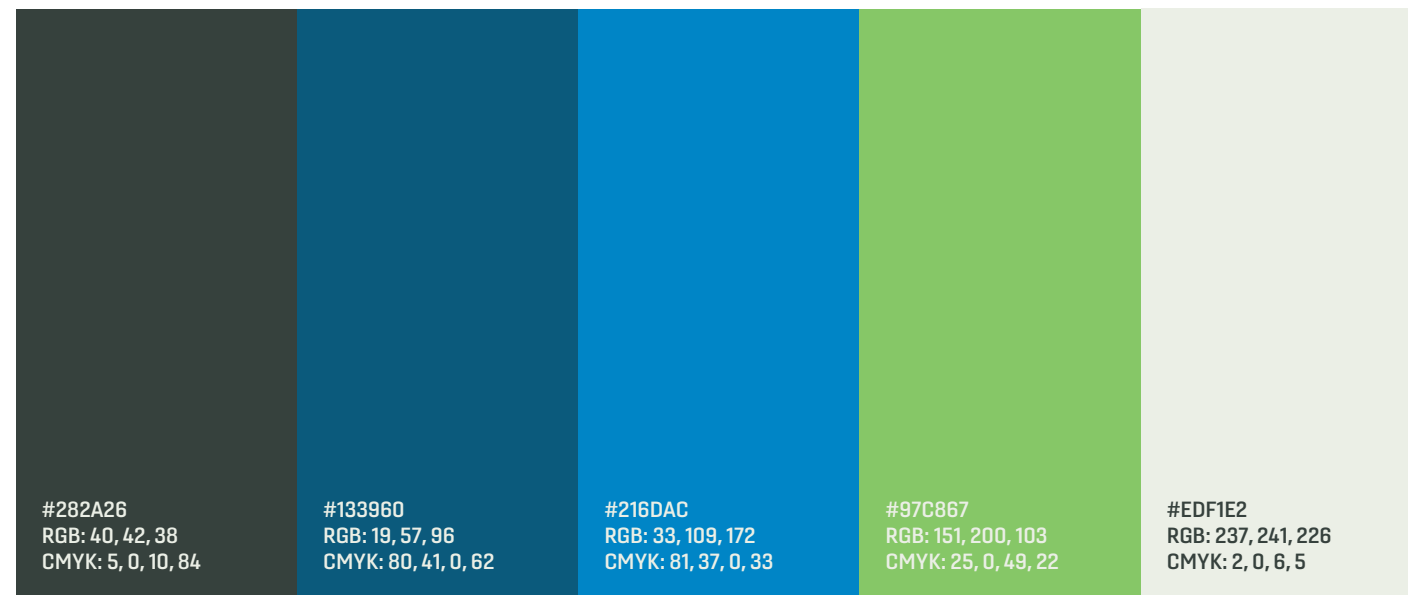
Logo should not  
use an outline.



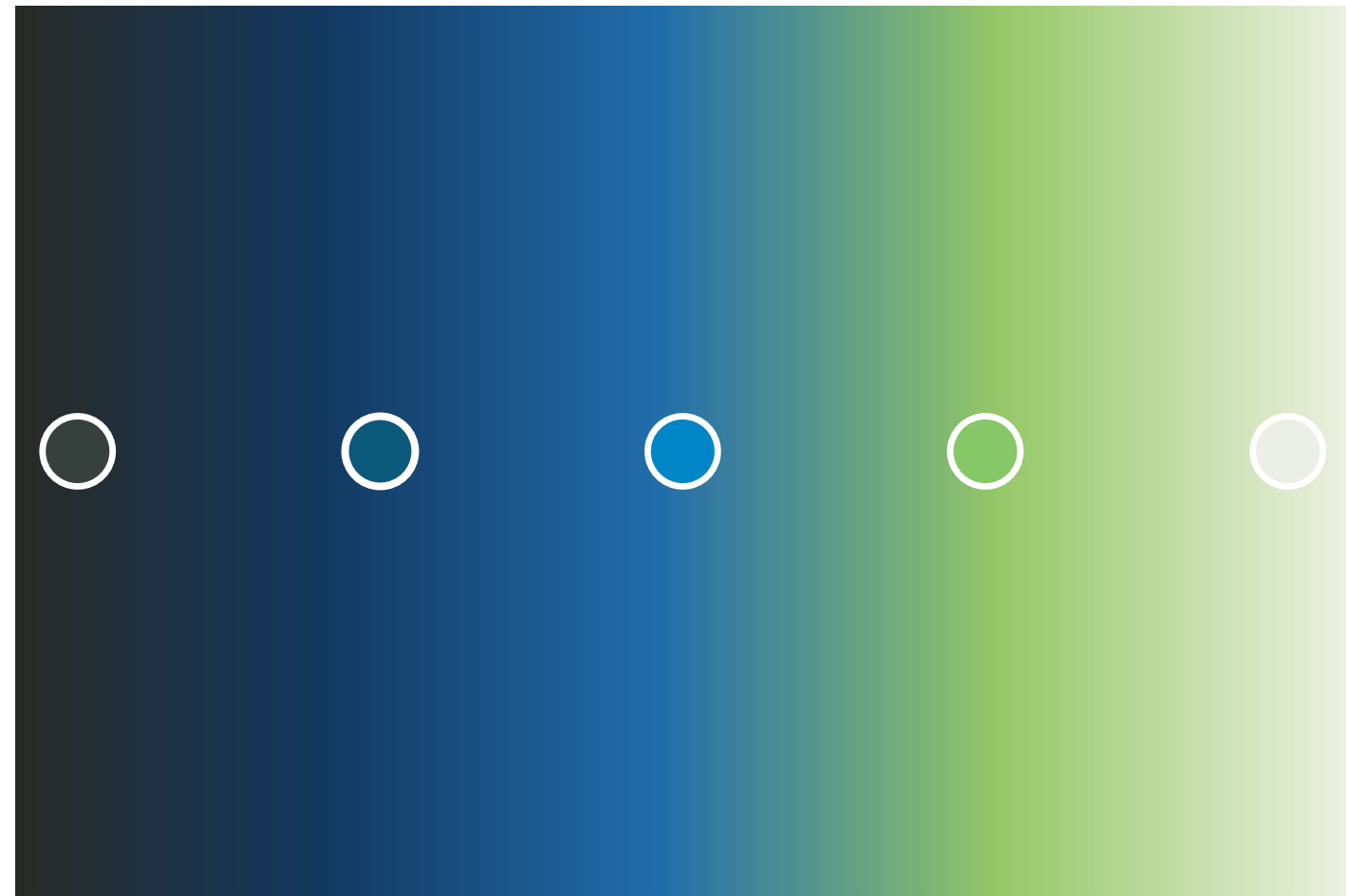
Gradient fill should  
not be used on logo.



# COLOUR PALETTE



# GRA- DIENT



# TYPE- FACE

## BRANDING & HEADINGS

# GINESO EXT BOLD

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Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp  
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0 1 2 3 4 5 6 7 8 9

## BODY TEXT

# GRAPHIE BOOK

---

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp  
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0 1 2 3 4 5 6 7 8 9

# TYPE STYLES

**base**

The Base logo uses the Gineso Ext Bold typeface in lower-case with 50pt tracking & leading.

In the Base match day programme, the use of type in the headings, sub headings and body can be seen.

The headings use Gineso Ext Bold in all caps at a 56pt size and 45pt leading. The headings also use intended breaks in the type with a colour block backing.

Sub headings also use Gineso Ext Bold in all caps at 13pt size. They are seen with a smaller colour block backing.

Body text uses the Graphie Book typeface in 8pt, it is set to a baseline grid with a 10pt increment.

**BASE:  
AN  
INTRO-  
DUCTION**

## **THE NEW ARRIVAL IN PADEL EVENTS**

Base is unlike any sporting event seen before, bringing fresh ideas and bold visuals to what is recognised as the fastest growing sport in the world. To begin things, here is an introduction to Base.

Base, a brand new addition to the sport of padel, pairing with major sports brand Nike to bring exciting new events that make padel an unmissable sport to be a part of.

With the growth of padel at an all time high, Base will be jumping in at a time with padel reaching new heights to bring an entertaining and competitive event.

Although the rate of growth is on the up, padel is still not known to many around the world, particularly in the UK. Fortunately, this is changing and Base are capitalising on this by launching the its first event in the seaside town of Whitstable in Kent.

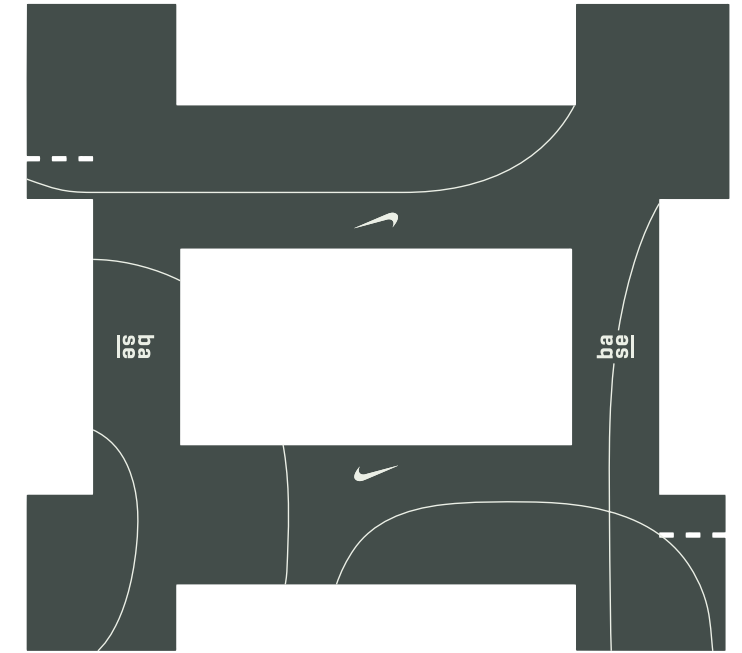
Base will bring young people to the sport, embracing the new generation of padel fans.

The first Base event will see the worlds best players come together to compete head to head in a mini tournament. Games will be action packed with intense matches and the highest level of ability.

Base has a strong focus on the brand and what it really represents. Every event will have bold and vibrant visuals that capture both the sport and location it is held in. This, paired with minimal & clean branding, brings a truly fresh approach to the game.

This programme includes a range of things that will help introduce you to the world of padel. You will gain a greater sense of who Base are, get to know padel better by learning more about the history, how to play, some key terminology as well as how things are now looking in the current World Padel Tour rankings.

# PAT- TERNS



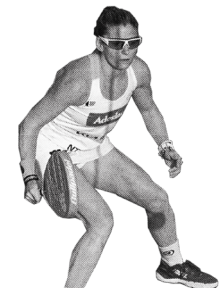
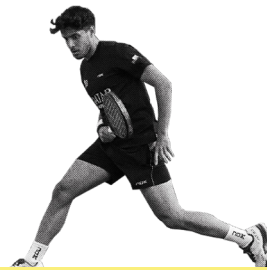
The first pattern style uses shapes taken from the Base logo letter forms. The flowing shapes show movement that is similar to the padel strokes. The patterns use both solid shapes as well as outlined shapes with different variants. These patterns can be seen in the stadium & court design, equipment and other branding.

# PAT- TERNS

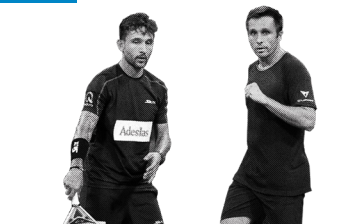


The second pattern style uses oyster designs in a two tone blue colour palette. The pattern is used primarily for a player outfit design and is inspired by the renowned oysters of Whitstable.

# IMAGE USE



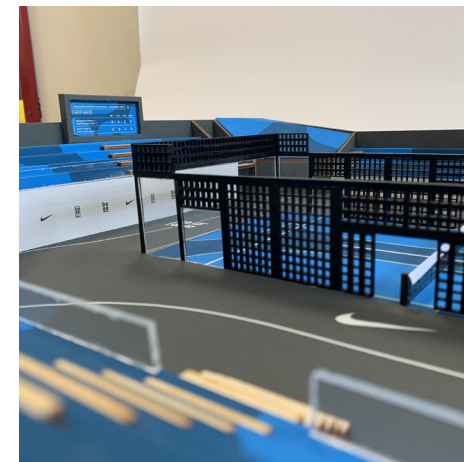
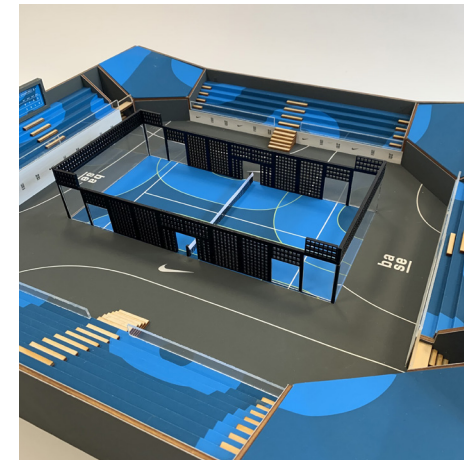
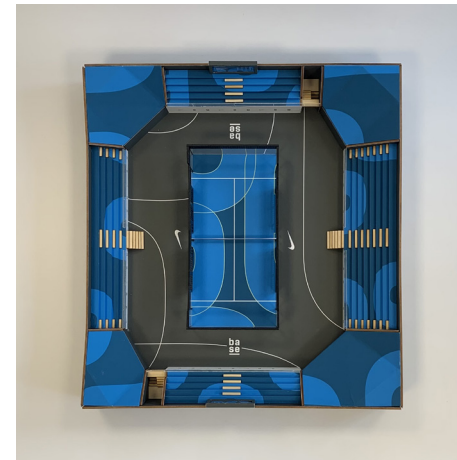
# IMAGE USE





IN  
USE

Stadium and court designs applied and shown through a 3D model.



IN  
USE

Match day programme  
photographed.



IN  
USE



Player outfit design applied to a mock up. Player outfit printed, sewn and photographed.





# STATE OF PLAY



**1** **JUAN LEBRÓN CHINCOA**   
PLAYED | 452  
WON | 315  
LOST | 137  
**16,415**  
POINTS

**3** **AGUSTÍN TAPIA**   
PLAYED | 248  
WON | 174  
LOST | 74  
**14,590**  
POINTS



**2** **ALEJANDRO GALÁN ROMO**   
PLAYED | 437  
WON | 322  
LOST | 115  
**16,415**  
POINTS



**5** **CARLOS DANIEL GUTIÉRREZ**   
PLAYED | 555  
WON | 425  
LOST | 129  
**9040**  
POINTS



**4** **ARTURO COELLO MANSO**   
PLAYED | 220  
WON | 139  
LOST | 81  
**14,405**  
POINTS



base


base

**1** **PAULA-JOSÉ MARÍA MARTÍN**   
PLAYED | 272  
WON | 187  
LOST | 85  
**18,035**  
POINTS



**2** **ARIANA SÁNCHEZ FALLADA**   
PLAYED | 354  
WON | 280  
LOST | 104  
**18,035**  
POINTS



**3** **ALEJANDRA SALAZAR BENGOCHEA**   
PLAYED | 433  
WON | 359  
LOST | 74  
**18,030**  
POINTS



**4** **GEMMA TRIAY PONS**   
PLAYED | 411  
WON | 319  
LOST | 92  
**18,030**  
POINTS



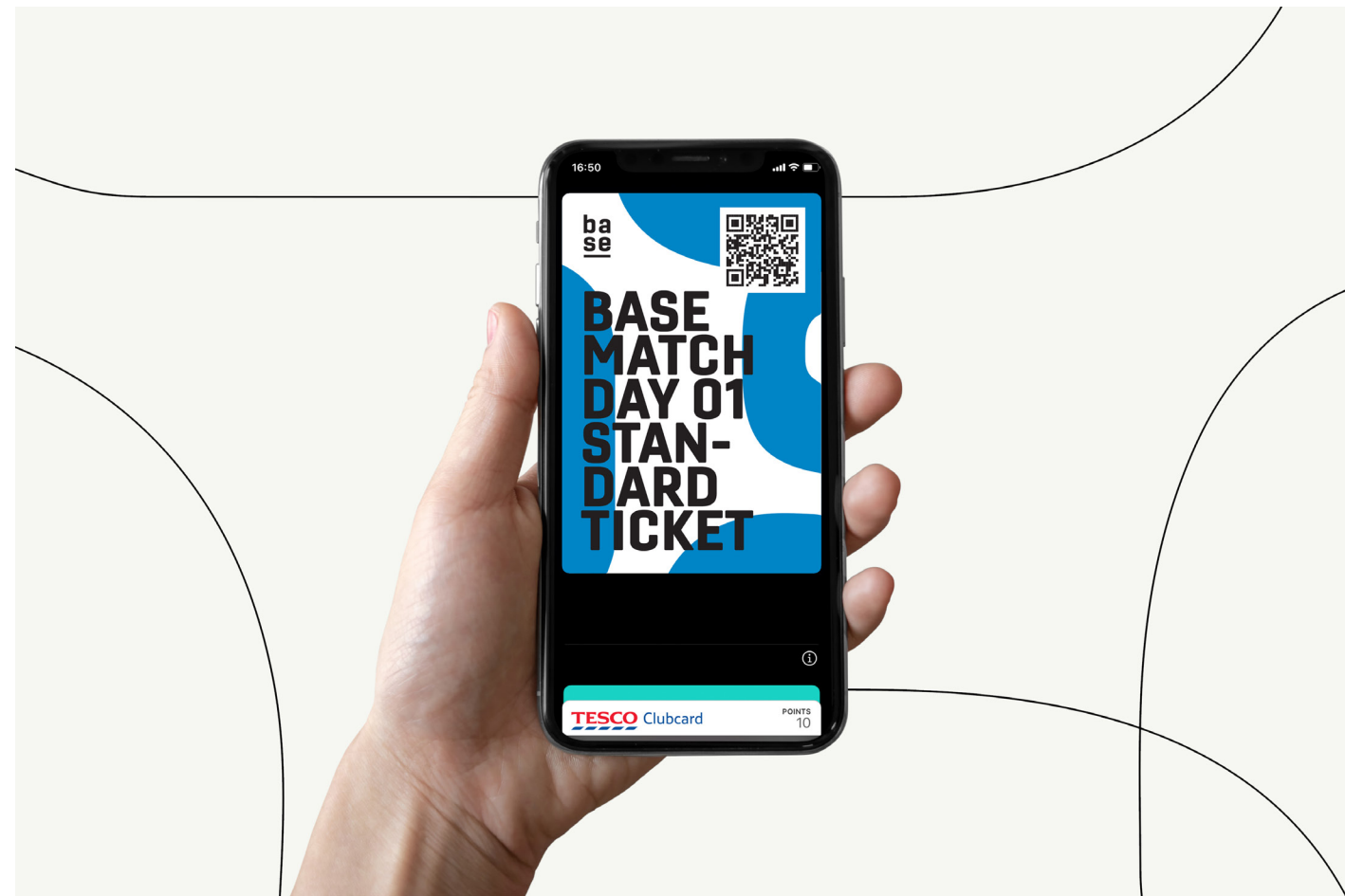
# STATE OF PLAY

**5** **BEATRIZ GONZÁLEZ FERNÁNDEZ**   
PLAYED | 287  
WON | 185  
LOST | 102  
**8,809**  
POINTS









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