



Brand Guidelines

Allow us to reintroduce ourselves

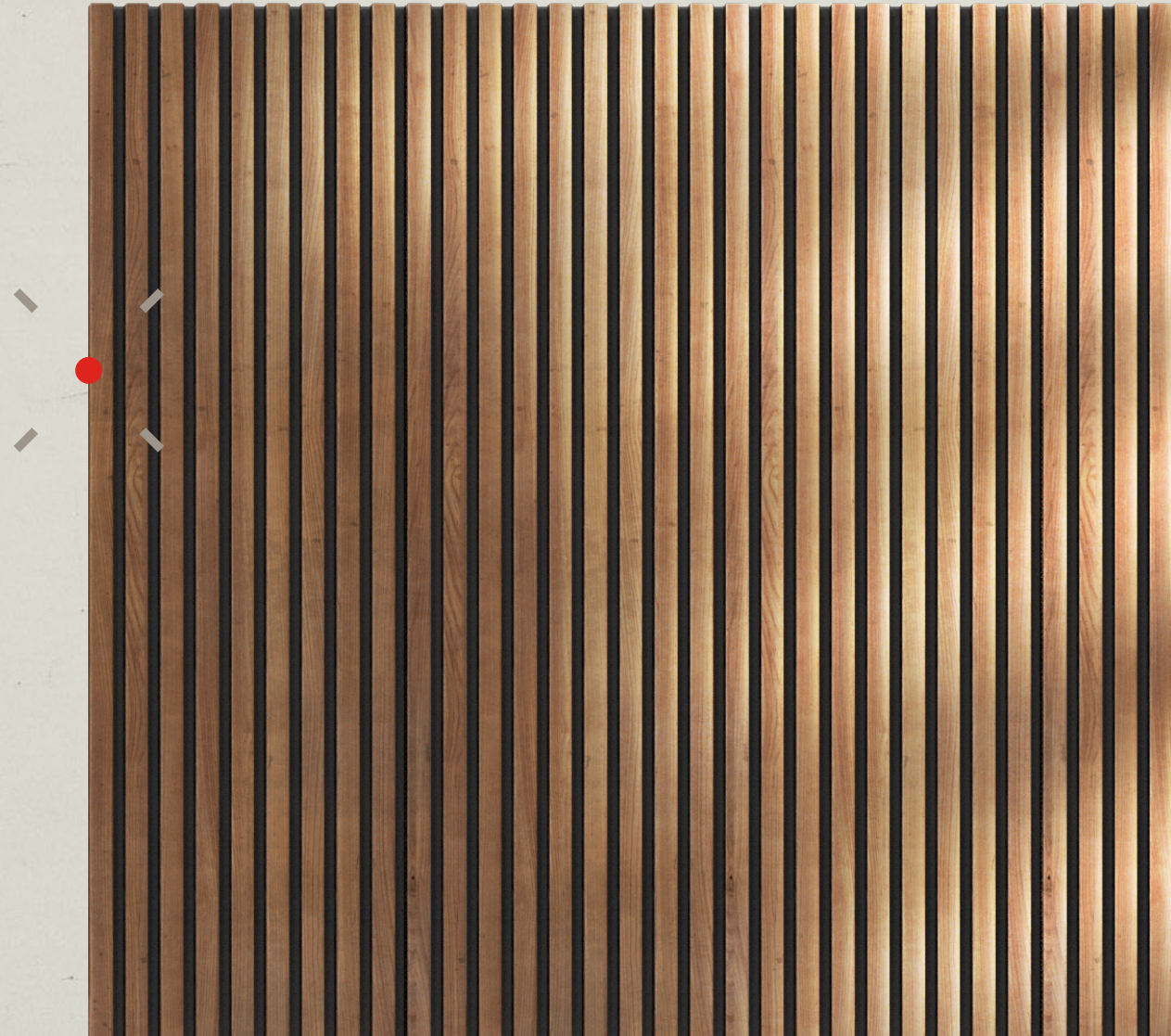
BASX Marketing Dept.
Cody Hathaway
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Caroline Götz

BASX Brand Guidelines

Version 26.05.14

May 2026

www.basx.com



Welcome

Welcome to the BASX Brand Guide. This isn't decoration. It's a blueprint.

The BASX brand exists to challenge what's been accepted for too long. Our visual identity is a direct reflection of that mindset—engineered with purpose, built to stand apart, and designed to say something before a single word is spoken. The BASX logo and graphic system aren't arbitrary choices; they're intentional signals of our history, our point of view, and our refusal to follow industry norms just because they're familiar.

Strong brands don't happen by accident. They're protected, applied with discipline, and carried with pride. When our visuals are used correctly and consistently, they reinforce what BASX stands for: clarity over clutter, function over flash, and progress over convenience. This guide sets the standard. It's here to make sure we show up the same way everywhere—bold, credible, and unmistakably BASX.

If you have questions or need direction, ask. Protecting this brand is a team effort—and getting it right is how we keep pushing the industry forward.

BASX Marketing Team | marketing@basx.com



01

Logo



PRIMARY

BASX

DARK APPLICATIONS

BASX

ONE COLOR

BASX

BASX

Outdated Logos

Some things earn retirement. Progress requires letting go.

BASX is NOT



✗ Do not use outdated versions of the logo



✗ Do not use outdated versions of the logo

Logo Violations

We're all about breaking the rules, but here's a few we'll never break.

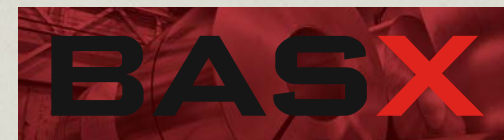
Logo Misuse

The BASX logo is displayed in a bright yellow color, which is not the approved brand color.

✗ Do not alter or use
unapproved color

The BASX logo is shown in a light gray color with a semi-transparent red 'X' overlaid on the 'X', representing an opacity or watermark violation.

✗ Do not alter opacity or
create watermark

The BASX logo is placed on a solid red background with a subtle, distracting texture, which is not an approved background.

✗ Do not use on distracting
background

The BASX logo is shown with a dark drop shadow effect behind the letters, which is not an approved styling.

✗ Do not add effects

The BASX logo is displayed with a red outline or stroke around the letters, which is not an approved styling.

✗ Do not stroke or outline

The BASX logo is shown tilted at an angle, which is a distortion or shear violation.

✗ Do not distort or shear

Clear Space

X marks the spot—everything else stays out of its way.

Give the logo room to breathe. A clear margin equal to the height of the “X” must surround it on all sides—no crowding, no compromises. This keeps the BASX mark unmistakable in every application.



02

Typography



Primary Typeface

This is Yankee. Strong lines, zero apologies.

Yankee is built to lead. Use it for headlines, presentation titles, and bold messaging that needs to hit first and hit hard. When something matters, Yankee carries the weight.

Yankee

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()\?

Anything but basic.

Secondary Typeface

Meet **TT Norms Pro**. It keeps things honest.

TT Norms Pro is where clarity lives. It handles body copy, captions, and supporting text with precision, keeping the message easy to read and hard to ignore.

TT Norms Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*() \?

BASX designs and builds **custom, modular thermal management solutions** tailored to your every need — now, and in the future.

03

Color

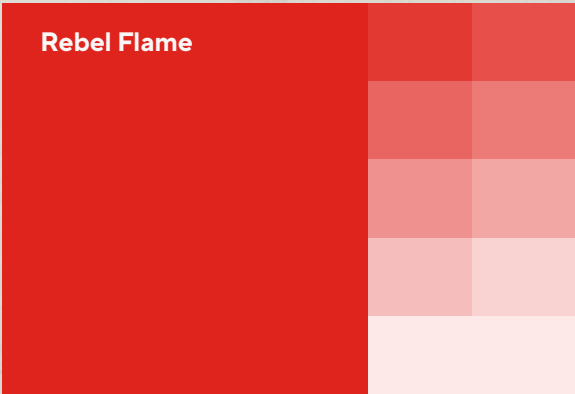


Primary Color Palette

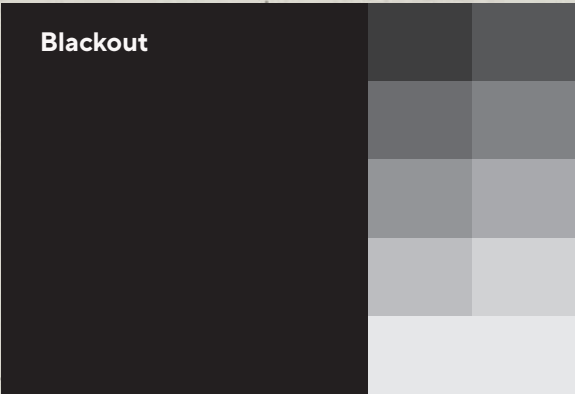
Color isn't decoration. It's direction.

Our colors don't exist to blend in. They exist to be recognized, remembered, and trusted. This palette sets the tone—and doesn't apologize for it.

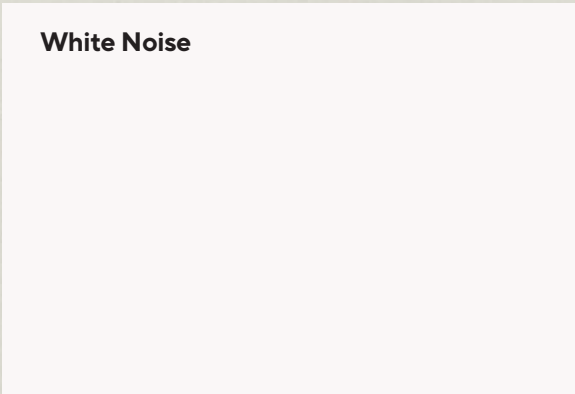
Primary Colors



CMYK: 0, 97, 100, 0 HEX #: DE2726
RGB: 222, 39, 38 Pantone: 485 C



CMYK: 0, 0, 0, 100 HEX #: 000000
RGB: 0, 0, 0 Pantone: N/A



CMYK: 0, 1, 1, 2 HEX #: FAF7F7
RGB: 248, 245, 243 Pantone: N/A

Accent Color Palette

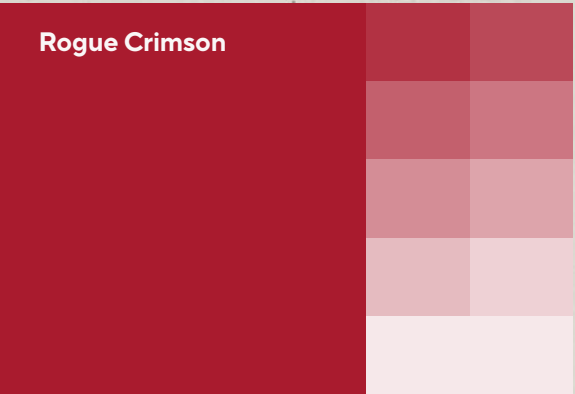
Small splash. Big statement.

Accent colors aren't filler. They highlight, they signal, they punch through the noise. Use them wisely, and they carry the BASX voice louder.

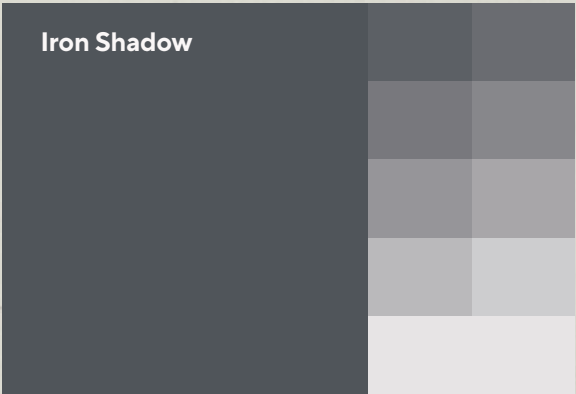
Accent Colors



CMYK: 29, 0, 100, 0 HEX #: C2D500
RGB: 192, 211, 48 Pantone: 382 C



CMYK: 0, 100, 79, 20 HEX #: A91B2D
RGB: 169, 27, 46 Pantone: 187 C



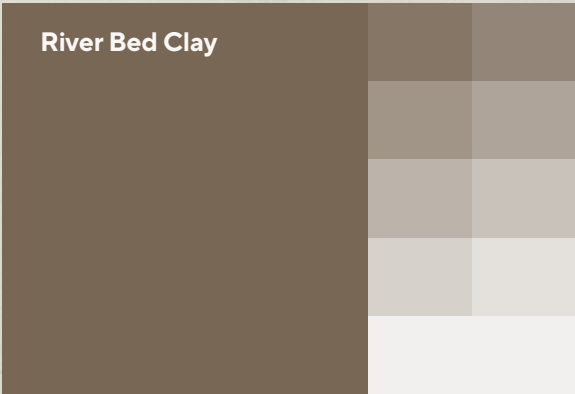
CMYK: 9, 4, 0, 78 HEX #: 55575A
RGB: 83, 86, 90 Pantone: Cool Gray 11 C

Neutral Accent Color Palette

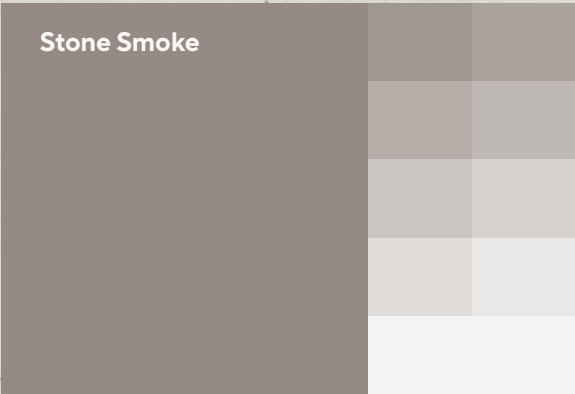
The calm that keeps the chaos sharp.

Quiet doesn't mean weak. These neutrals keep the brand grounded while letting the real punches land.

Neutral Accents



CMYK: 0,10, 27, 50 HEX #: 796755
RGB: 121,103, 85 Pantone: 7531 C



CMYK: 0, 8,14, 38 HEX #: 958A84
RGB: 149,139,132 Pantone: Warm Gray 7 C



CMYK: 0, 2, 6, 7 HEX #: D3D1C3
RGB: 211,209,195 Pantone: 7527 C

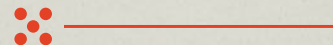
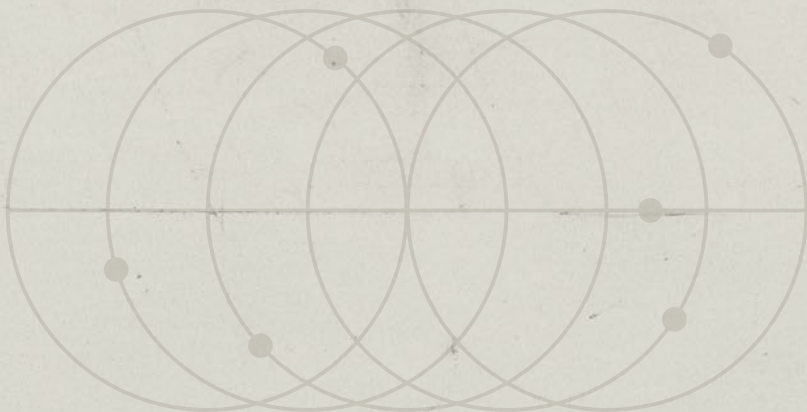
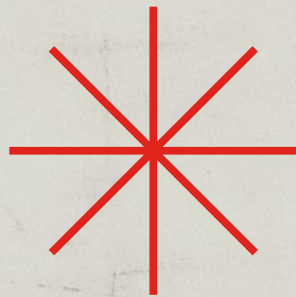
04

Design Elements



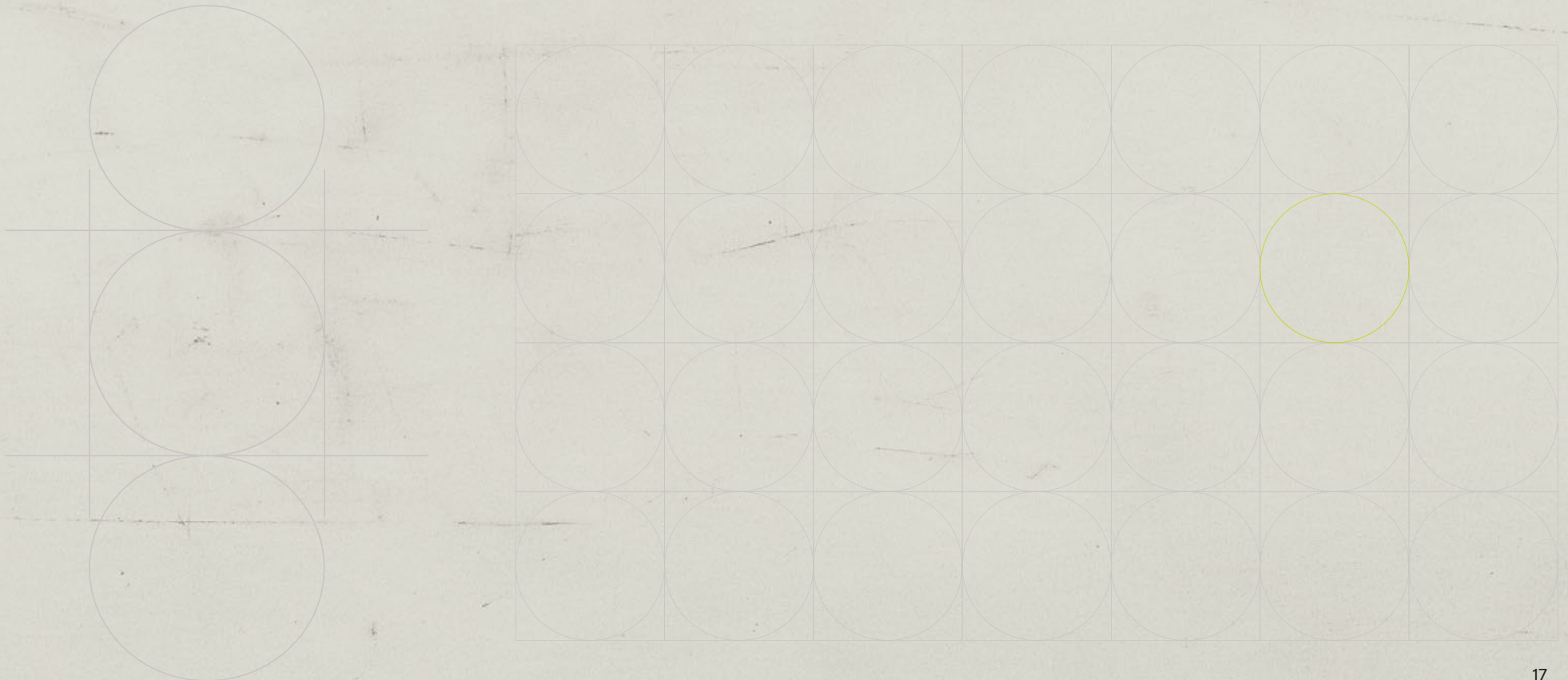
Line Work

These lines don't follow rules—they make them. Subtle, precise, and impossible to ignore when used right.



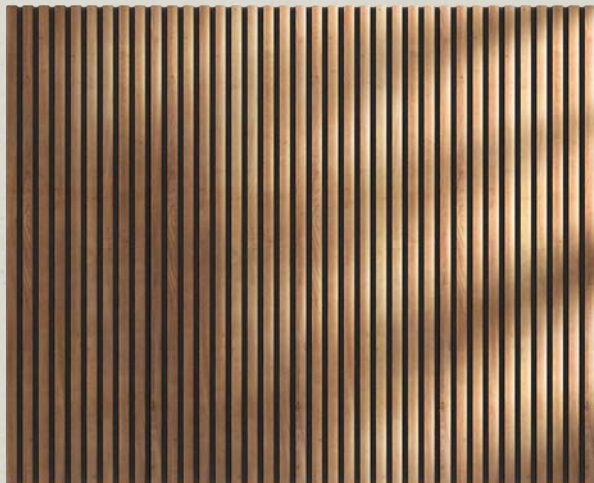
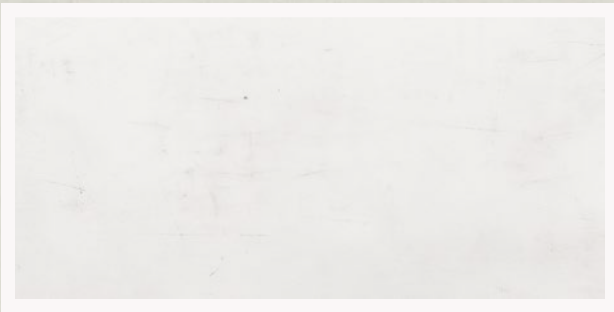
Grids & Patterns

Grids and patterns aren't background noise—they're visual fuel. They give our designs rhythm, energy, and an unmistakable **BASX** signature.



Textures

Textures add grit, depth, and dimension. They give our visuals a physical edge—something you can feel, not just see.



05

Renderings



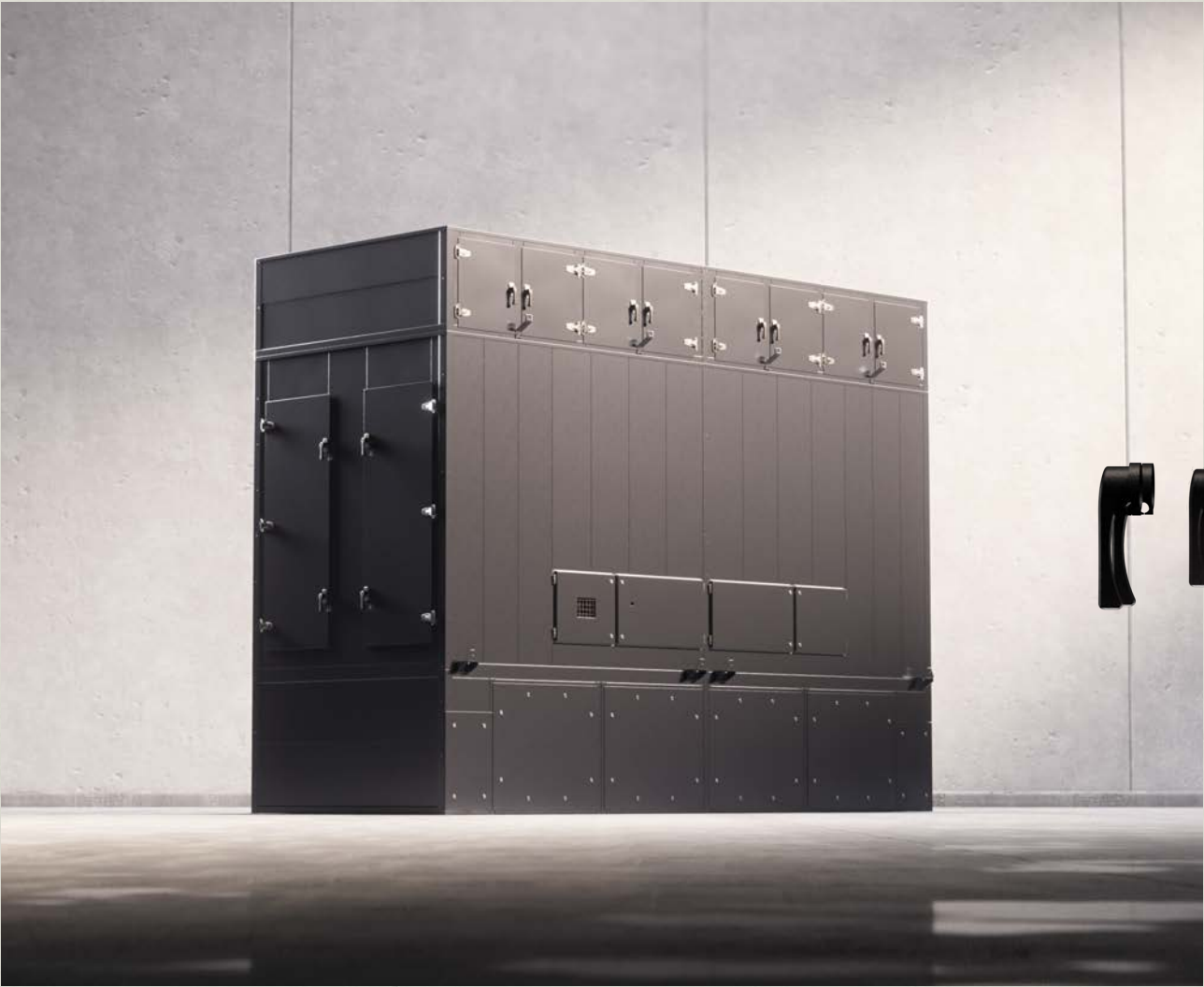
Unit Renderings

High impact. Sharp detail. Zero restraint.

These renderings don't whisper. They hit with hard with drama, precision, and presence—crafted to stop the scroll and command attention.

Dramatic lighting and cinematic detail are intentional choices, not stylistic extras. High-contrast light, deep shadows, and crisp highlights are used to create depth, tension, and presence—turning each rendering into an experience. This approach emphasizes form, material, and scale, allowing the product to feel powerful, tangible, and engineered with purpose. Every angle, reflection, and shadow is designed to elevate impact and make BASX products impossible to ignore.







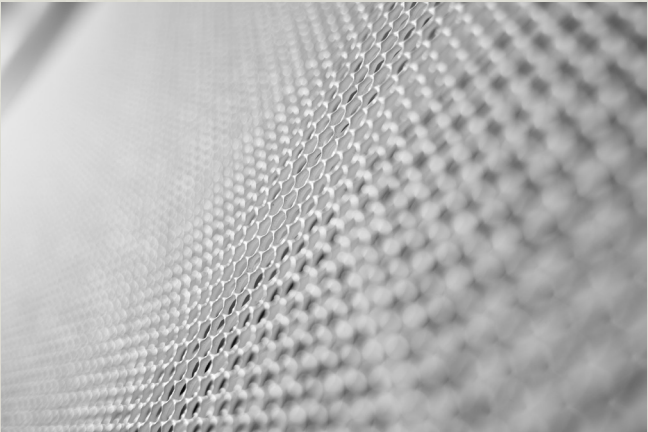
06

Photography









07

Brand Voice



Brand Personality

THE OUTLAW

Doesn't want to just challenge the status quo, but materially change it — breaking rules and disrupting norms if need be. Outlaws often appeal to those who feel stifled or locked into an existing set of options. They want to create change and spark innovation using methods that seem painfully obvious to them — but no one else either sees or has the cojones to pursue (let alone implement). Positioned as the alternative to the conventional and established, Outlaws address customer frustrations head-on and lead with concrete, bold ideas and actions rather than mere words. With a provocative, fearless attitude (without alienating audiences), Outlaws have clear core values and an allergy to convenience.

BRAND VOICE TYPES

ENERGIZER	PURPOSEFUL	FIRESTARTER	STRAIGHT-TALKER
Confident	Meticulous	Bold	Authentic
Positive	Professional	Provocative	Gritty
Exciting	Smart	Fearless	Real



The Name

BASX

BASX is always written in all caps and pronounced “BASICS”—like the word basics.

That pronunciation is intentional. It reflects our belief that doing the fundamentals right is what drives real innovation. No shortcuts. No confusion.

The name BASX stands on its own. Referring to the brand as “BASX Solutions” is outdated and should not be used. That chapter is closed. Using legacy versions of the name weakens recognition and pulls the brand backward instead of pushing it forward.

Likewise, the name should never be written as BasX, basx, or any mixed-case variation. Consistency matters. When the name is altered, the brand is diluted—and that’s not how BASX shows up.

When we say it clearly, and write it consistently, the brand moves forward.

✓ BASX

✗ BasX

✗ BASX Solutions



BASX



This is how BASX shows up.

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