

LATE-NIGHT SOFTWARE

Brand guidelines

Basement Media, LLC builds late-night software for guitar players, movie nerds and self-hosters. Publicly the studio goes by **BASEMENT**, with the tagline `LATE-NIGHT SOFTWARE`. The legal name appears in text only: footers, contracts, store seller listings and press boilerplate.

Logo



Primary

Wordmark + tagline. Default everywhere.



Wordmark only

When the tagline would be under 10px tall.



Stacked

Square slots: social cards, press cover.



Icon

Favicon, avatars, studio app icon. The door belongs to the Basement app only.

One-colour versions



White: photos, dark scrims



Black: the only version on light backgrounds



Green: wordmark and icon only

Clear space and minimum size

- Keep clear space equal to the height of the wordmark's B on every side.
- Minimum width: primary logo 160px / 40mm, wordmark only 96px / 25mm, icon 16px.

Don't

- Stretch, rotate, outline or add effects other than the green glow.
- Recolour the drip outside the approved versions, or make the wordmark orange.
- Add the door, the word MEDIA, or any other lettering to the logo.
- Set the tagline in any font other than Space Mono Bold.

Colour

black
#050605

green
#39FF14

glow
#12260F

bone
#C8D6C4

orange
#FF7A45

slate
#1A1F1A

muted
#8FA08B

paper
#F4F6F1

ink
#0B0D0B

Approved text pairs

Text	Background	Contrast	Use
bone	black	13.4:1	body text on dark
muted	black	7.3:1	secondary text on dark
green	black	15.0:1	links and accents on dark
orange	black	7.8:1	CTA text on dark
black	orange	7.8:1	text on orange buttons
bone	slate	11.1:1	text on cards
ink	paper	17.9:1	text on light

Green is never used as text on light backgrounds. Orange is the secondary colour: at most one orange element per view.

Type

Space Grotesk Bold: headings

Space Grotesk Regular: body copy, 16–18px, line-height 1.5.

SPACE MONO: TAGLINE, LABELS, CODE

Both are free on Google Fonts (SIL Open Font License): Space Grotesk, Space Mono.

Voice

- Plain-spoken and a little funny; we sound like the person who built it.
- Short sentences. Real specifics over adjectives.
- B-movie and late-night references are welcome; never at the reader's expense.
- Never: "game-changer", "elevate", "unleash", "dive in", "revolutionize", "seamless", "cutting-edge".

Contact

Press and partnerships: hello@basement-media.com · © Basement Media, LLC