

BASE6 has been around for the past 8 years. We are looking to reinvent our logo and branding to a more modern and effective brand that can market better to the retail market. We are open to the Logo having more than one form, a primary simplistic one that will work everywhere from Favicons to Socials to a Building is essential, with potentially other more expanded forms for website backgrounds, marketing etc.

[www.base6.com.au](http://www.base6.com.au)

The Name:

BASE6 is the formation of the owner's surname "Basevi" and the number 6. Our name "BASE6" came from significant thought and discussion. "BASE6" or just "BASE" conjures many thoughts and images that relate well to our business and mission. We are aware that many companies and products make use of the word Base, but none in a space that could be confused with our services.

Imagery and Ideas

- Confidence/Modern/Bold
- Our products are build on the foundation of ruggedness and durability.

Companies that do this well:

Brands such as STEDI or Sea to Summit are extremely recognisable by their logo! This is exactly the kind of impact that we want to make with BASE6.

