



BASE360.AI

THE BASE360 BRAND

BRAND GUIDELINES.

Everything you need to sound, look, and feel like Base360.ai. Loud where it matters. Clear everywhere.



MISSION

WHY WE EXIST.

We unify every conversation, every channel, every lead — so growing B2C brands never miss a customer again.

Base360.ai turns the chaos of modern comms into a single, AI-powered pipeline — from a TikTok comment to a closed sale, without a human ever tab-switching.

AUDIENCE

WHO WE TALK TO.

FOUNDERS

Scrappy B2C founders doing \$1M–\$50M ARR. Lean, obsessed with ROI and speed.

GROWTH OPS

Heads of Growth juggling 12 tools, drowning in DMs, hungry for one system that works.

COMMUNITY & CX

Community managers who never sleep. Want AI to catch leads, keep the human touch.

PERSONALITY

HOW WE SHOW UP.

ENERGETIC
Punchy, kinetic, always leaning forward.

DIRECT
No jargon. No filler. Say the thing.

HUMAN
AI-first, but warm. Built by operators for operators.

CONFIDENT
We don't ask permission. We ship, we prove it.

VOICE

HOW WE SOUND.

✓ WE SAY

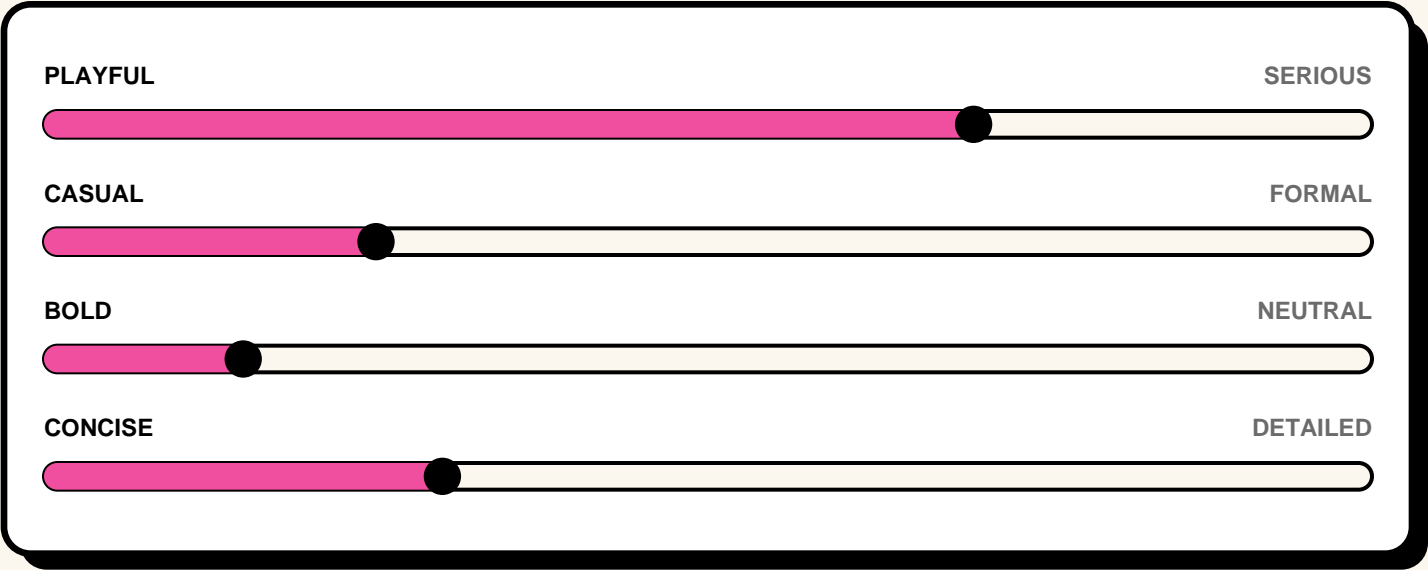
- "Turn comments into closed customers."
- "Live in a day. Learning forever."
- "Never miss a lead — even at 3am."
- "One inbox. Every channel. Zero chaos."

✗ WE DON'T SAY

- "Synergize your omnichannel touchpoints."
- "Leverage AI-powered solutions."
- "Revolutionary. Disruptive. Next-gen."
- Anything a chatbot would write.

TONE SLIDERS

THE DIALS.



WORD CHOICE

OUR VOCABULARY.

INSTEAD OF	WE SAY
Users	Brands / operators
Leverage	Use
Utilize	Use
Solution	Platform / product
Engage	Reply / talk to
Streamline	Fix / unify
Omnichannel	Every channel

DO & DON'T

WRITING RULES.

DO

- Start with the outcome.
- Use short, punchy sentences.
- Numbers over adjectives.
- Talk like a human, not a deck.
- Use em-dashes for rhythm — like this.

DON'T

- × Buzzwords or corporate speak.
- × Sentences over 25 words.
- × Exclamation marks in body copy!!
- × Emoji spray. One, tops.
- × Sounding like every other SaaS.

ONE LINE TO REMEMBER.

"Every conversation, every channel, every lead — unified."

BASE360.AI · BRAND GUIDELINES V1.0