

MINIO

# Brand Guidelines



These Branding Guidelines have been established to ensure proper usage and placement of MinIO's corporate and product brand elements.

It is important to follow these guidelines to ensure that the brand is being represented in an appropriate and consistent fashion.

Have questions? Contact [hello@min.io](mailto:hello@min.io).

# Corporate logo

The MinIO logo is a wordmark crafted with geometric simplicity. It conveys our spirit of minimalism. The "MIN" prefix is our brand's identifier, so these dominant letters are visually bold. The "IO" suffix is subordinate and a lighter weight

The preferred version of the logo is Fresh Raspberry. When background colors clash with Fresh Raspberry or make the logo difficult to read, choose the black or white version - whichever provides maximum readability and contrast.



MINIO

Fresh Raspberry (Preferred)



MINIO

Black



MINIO

White

# Clear space and minimum size

Clear space is the area around our logo that should be kept free of other text or graphic elements. By leaving space around the logo, we make sure it stands out on a page layout. The minimum required clear space is a distance equal to the height of the "I" surrounding each side of the logo.

The logo must also be sized to be easily read in every application. While minimum sizes are specified here, it is preferred that the logo appear larger than the minimum size when possible.



Minimum width: 0.5 inches in print / 70 pixels on screens

# Logo misuses

While we celebrate creativity, we also recognize that altering the MinIO logo in any way will make our brand less recognizable to others.

To preserve brand recognition, avoid these and other misuses of the logotype.



A light blue rectangular background containing the word "MINIO" in a blue, sans-serif font. A thin grey diagonal line crosses the logo from the bottom-left to the top-right.

Do not change the logo color.



A light blue rectangular background containing the word "MINIO" in a red, sans-serif font that has been horizontally stretched. A thin grey diagonal line crosses the logo from the bottom-left to the top-right.

Do not distort the logo.



A light blue rectangular background containing the word "MINIO" in a red, sans-serif font with a white glow effect. A thin grey diagonal line crosses the logo from the bottom-left to the top-right.

Do not stylize with glows or filters.



A light blue rectangular background containing the word "MINIO" in white, sans-serif font inside a red rounded rectangle. A thin grey diagonal line crosses the logo from the bottom-left to the top-right.

Do not place the logo in an enclosure.



A light blue rectangular background containing the word "MINIO" in a red, outlined, sans-serif font. A thin grey diagonal line crosses the logo from the bottom-left to the top-right.

Do not outline any part of the logo.



A light blue rectangular background containing the word "MINIO" in a red, sans-serif font, rotated counter-clockwise. A thin grey diagonal line crosses the logo from the bottom-left to the top-right.

Do not rotate the logo.

# Logo alignment

The following guidelines will help position the MinIO logo in a lineup with partner logos. First, optically scale all logos to appear the same size. Second, place distance between them referencing the height of a MinIO "I". Separate the logos with a distance equal to at least two "I" lengths.

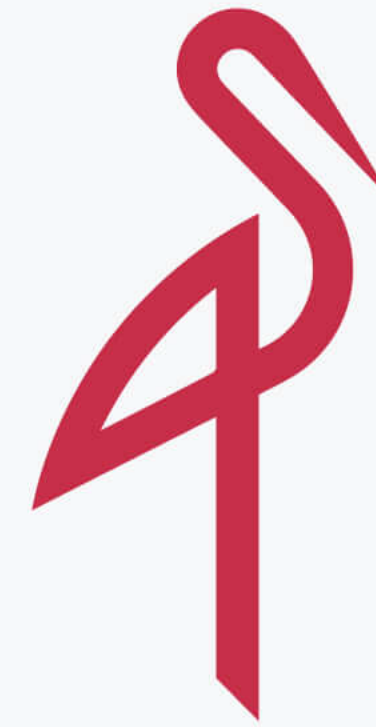
Third, align the vertical centers. Fourth, if any logos have a strong horizontal bottom edge (a typographic baseline or edge of an enclosure) and that edge lands very close to the MinIO baseline, shift the logo up or down to sit on the baseline.



# Mascot

MinIO employs a secondary mark, a stork, on collateral and merchandise. This mascot is rendered as a single, minimal stroke.

Use our stork mascot in our primary brand color, Fresh Raspberry, or in black or white. The stork should not be recolored in other hues. When background colors clash with Fresh Raspberry, choose either the black or white logo - whichever provides maximum readability and contrast.



Fresh Raspberry



Black



White

# Color palette

Our logo colors are Fresh Raspberry and black.

Fresh Raspberry is Red 2, one step darker than the headline color Red 1 on our value scale.

<b>FRESH RASPBERRY</b> #CF163D RGB 207, 22, 61 CMYK 0, 100, 59, 6 PANTONE 193 C For logo					<b>BLACK</b> #000000 RGB 0, 0, 0 CMYK 0, 0, 0, 100 (text) CMYK 30, 30, 30, 100 (Rich Black for fields or use your printer's mix) PANTONE Black 6 C			
<b>RED 1</b> #E91945 RGB 233, 25, 69 For headlines	<b>RED 3</b> #B51335 RGB 181, 19, 53	<b>RED 4</b> #9B102E RGB 155, 16, 46	<b>RED 5</b> #810D26 RGB 129, 13, 38	<b>RED 6</b> #670B1E RGB 103, 11, 30	<b>RED 7</b> #4D0817 RGB 77, 8, 23	<b>RED 8</b> #33050F RGB 51, 5, 15	<b>RED 9</b> #190206 RGB 25, 2, 6	<b>GRAY 1</b> #F8F8F8 RGB 248, 248, 248



# Typography

Satoshi is our Primary brand typeface. It is a clean, geometric sans serif type, released by Indian Type Foundry.

Geist is a new font family created by Vercel in collaboration with Basement Studio. Geist Sans is a sans-serif typeface designed for legibility and simplicity. All body copy should be set in Geist Sans.

PRIMARY HEADLINE

## **Satoshi**

AaBbCcDdEeFfGgGggHhIiJj  
KkLlMmNnOoPpQqRrSsTt  
UuVvWwXxYyZz1234567890

SECONDARY BODY

## **Geist Sans**

AaBbCcDdEeFfGgHhIiJj  
KkLlMmNnOoPpQqRrSsTt  
UuVvWwXxYyZz1234567890

# MinIO product logo

The AIStor logotype is crafted to look cohesive with the MinIO parent logo's wide lettering. The sharpest points are rounded off, retaining smart, crisp corners on blunt strokes.

A red triangle separates "AI" from "Stor" for readability. It can be imagined as a red beak, a minimal evolution of our legacy stork mascot.



The image displays the MinIO AIStor logo. The word "MINIO" is positioned at the top in a red, wide, sans-serif font. Below it, the word "AIStor" is written in a large, bold, black, sans-serif font. A small red triangle is placed between the "AI" and "Stor" parts of the word, acting as a visual separator.

# Product logo lockup

The AIStor logo exists in two versions: in a lockup with the MinIO logo, and as a stand-alone logo.

Use the MinIO AIStor lockup when the product logo appears outside of a MinIO context.

Never use the stand-alone AIStor logo without an accompanying MinIO stand-alone logo on the same field of view. For example, if the MinIO logo appears in the header or footer of a document, the AIStor stand-alone logo may appear within to represent the product. However, if the document is not MinIO branded, the product logo used must be the full MinIO AIStor lockup logo.



MinIO AIStor lockup



AIStor stand-alone logo

# Product logo colors

Logo versions exist in full color, inverted, white, and black. Choose the logo file with the correct color profile for your application: print or digital.

**Full color or black versions** — for use on light backgrounds

**Inverted version** — for use on dark backgrounds

**White version** — for use when dark background colors clash or make the logo difficult to read

MINIO  
AI'STOR

AI'STOR

Full color

MINIO  
AI'STOR

AI'STOR

Inverted

MINIO  
AI'STOR

AI'STOR

White

MINIO  
AI'STOR

AI'STOR

Black

# Product logo: clear space and minimum size

Clear space is the area around our logo that should be kept free of other text or graphic elements. By leaving space around the logo, we make sure it stands out in a layout.

The minimum clear space is the width of the letter “A” in our product logo.



Minimum width: 0.70 inches in print/ 100 pixels on screens

MINIO