MINIO

Brand Guidelines

MINIO

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.

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

Fresh Raspberry (Preferred)

Black

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.

MINIO | 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.

Do not change the logo color.

Do not distort the logo.

Do not stylize with glows or filters.

Do not lock-up together the MinIO Stork and logo

Do not outline any part of the logo.

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 botton edge (a typographic baseline or 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.

Space out

Align centers

Adjust baselines as needed

MinIO Stork

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 redability and contrast.

The MinIO Stork and the MinIO wordmark should never be used as a lock-up. Both marks were designed and intended to be standalone figures.

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.

FRESH RASPBERRY

#CF163D
RGB 207, 22, 61
CMYK 0, 100, 59, 6
PANTONE 193 C
For logo

BLACK

#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

RED 1

#E91945
RGB 233, 25, 69
For headlines

RED 3

#B51335
RGB 181, 19, 53

RED 4

#9B102E
RGB 155, 16, 46

RED 5

#810D26
RGB 129, 13, 38

RED 6

#670B1E
RGB 103, 11, 30

RED 7

#4D0817
RGB 77, 8, 23

RED 8

#33050F
RGB 51, 5, 15

RED 9

#190206
RGB 25, 2, 6

GRAY 1

#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

AaaBbCcDdEeFfGGggHhIiJj KkLlMmNnOoPpQQqRrSsTtt 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.

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

Full color

Inverted

White

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.

MINIO AISTOR

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