

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.



MinIO Messaging

When describing MinIO and its offerings, please use the following approved messaging verbatim.

Company Descriptor

MinIO is “The Data Foundation for Enterprise AI.”

Product Descriptor

MinIO AIStor is “the Exascale Data Store for the AI enterprise.”

Important:

- *Do not reference “MinIO Community Edition” or “Open Source” in any partner communications or promotional materials.*
- *Always use the approved MinIO descriptors above. Do not create derivative taglines or descriptions.*

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.

The MinIO logo is displayed in a vibrant red color, known as Fresh Raspberry, against a light blue background. The letters are bold and geometric, with the 'MIN' part being significantly heavier than the 'IO' part.

Fresh Raspberry (Preferred)

The MinIO logo is shown in black on a light gray background. The font is a clean, sans-serif typeface, with 'MIN' in a bold weight and 'IO' in a regular weight.

Black

The MinIO logo is presented in white on a solid red background. The design remains consistent with the other versions, featuring a bold 'MIN' and a lighter 'IO'.

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.



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 “l”. Separate the logos with a distance equal to at least two “l” 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.

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 readability 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.

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

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
KkLlMmNnOoPpQqQqRrSsTt
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, inspired by our iconic stork mascot.

The logo consists of two lines of text. The top line is 'MINIO' in a red, bold, sans-serif font. The bottom line is 'AIStor' in a black, bold, sans-serif font. A small red triangle is positioned between the 'AI' and 'Stor' parts of the bottom line, 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 Training Partner

MinIO employs a badge to formally recognize Authorized MinIO Training Partners.

The Badge is designed for use on Authorized MinIO Training Partners' collateral to visually indicate a relationship with MinIO's training and certification standards.

Ensure all visual assets and naming conventions follow the specifications outlined in this Brand Kit.

Important:

Do not modify this badge or create a new design. Please see the next page for examples of misuses.



MINIO TRAINING
PARTNER



MINIO TRAINING
PARTNER



MINIO TRAINING
PARTNER

Badge misuses

Avoid these and other misuses to always ensure the correct representation of the brand visuals and values.



Do not change the colors



Do not distort the logo



Do not add glows or shadows



Do not change the design



Do not remove the white background



Do not change orientation

Co-Branding with Partner Logos

To ensure a consistent and professional representation of both brands, please follow these guidelines when using the MinIO Training Partner badge and The Partner logos in partnership communications, digital assets, and social promotions.



Minimum digital width: 200px; minimum print width: 1.5 inches.



MINIO