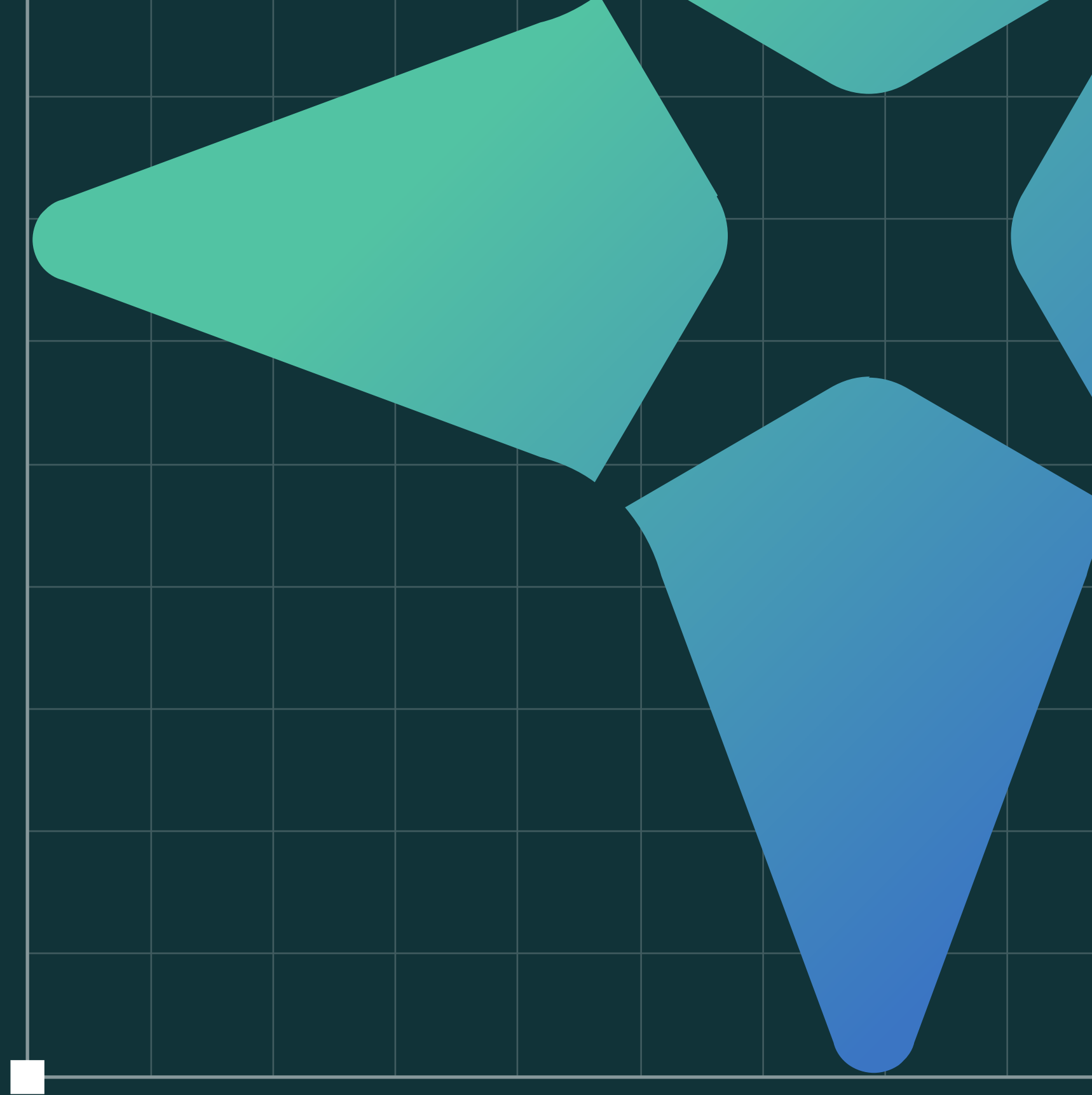




Logo Guidelines





Introduction

Jianai is grounded in a simple but powerful idea: that intelligence should serve with clarity, care, and impartiality.

The name comes from a Mohist philosophy meaning universal care for all, a principle that guides how we design, how we build, and how we show up in the world. It reflects a belief that technology should not overwhelm or exclude, but instead support people with fairness, transparency, and ease.

Our brand expresses this through balance.

Precision and structure sit alongside warmth and accessibility.

Complex capability is presented with calm clarity.

Every element, from language and interaction to typography and colour, is designed to reduce friction, build trust, and make intelligent systems feel genuinely human.

This guide exists to ensure that wherever Jianai appears, it feels consistent, considered, and quietly confident.

When applied well, Jianai should feel:

- **Clear**, not complex
- **Confident**, not loud
- **Intelligent**, not technical
- **Human**, not distant

Logo Design

The Jianai logo is a combination of a symbol and a wordmark, designed to work together as a cohesive and flexible identity.



Cross/Health



Star/Intelligence



Logo Mark

Logo Design

The Jianai logo is designed to be flexible across a range of formats while maintaining strong brand recognition and visual consistency.

Primary (Horizontal) Logo

The horizontal logo is the preferred and default version of the Jianai mark. It should be used in the majority of applications, particularly where there is sufficient horizontal space such as websites, presentations, signage, and documentation. This format ensures optimal legibility and brand presence.



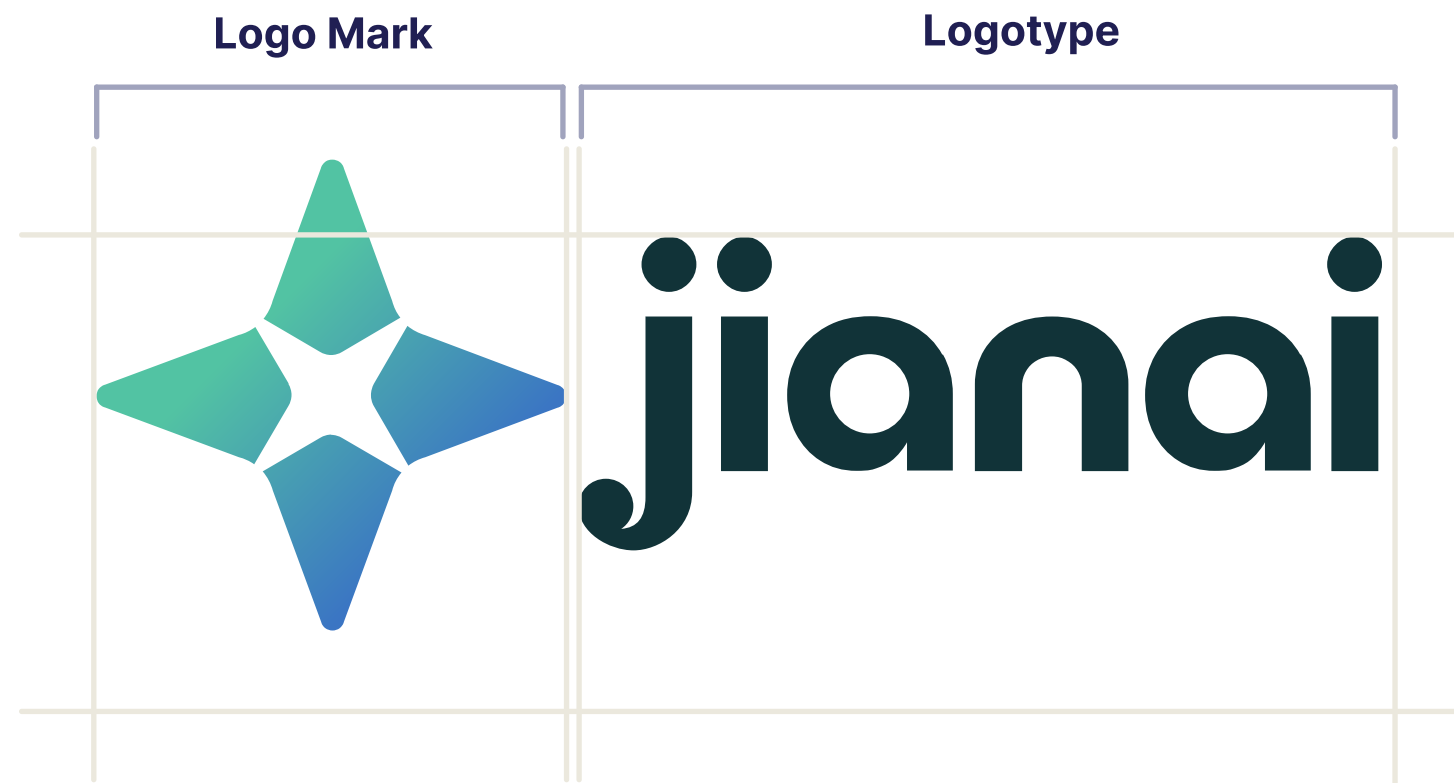
Secondary (Stacked) Logo

The stacked logo is a secondary variation designed for more constrained or centralised layouts. It should be used only where the horizontal format is not suitable, such as in narrow spaces, square formats, social avatars, or when a centred composition is required.



Logo Layout

The logotype is intentionally simple and modern, providing contrast to the more expressive symbol. Together, they create a brand that feels both technical and human, precise and approachable.



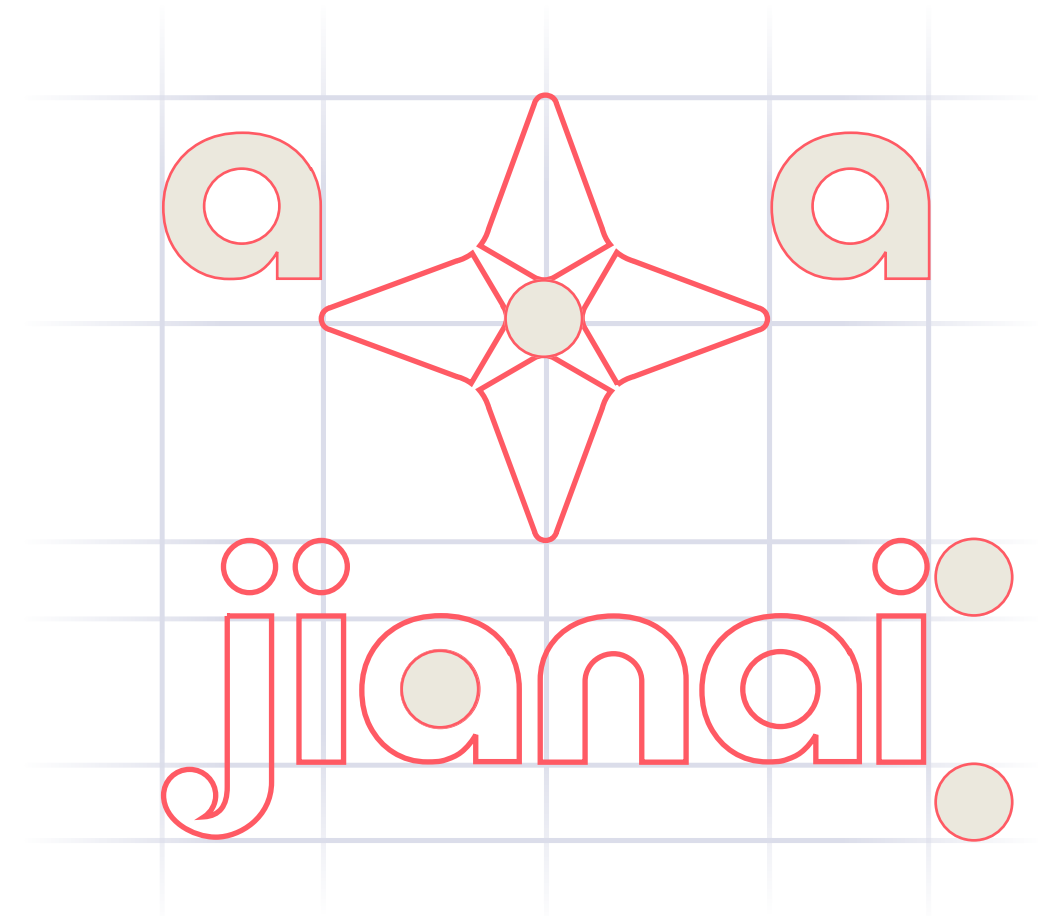
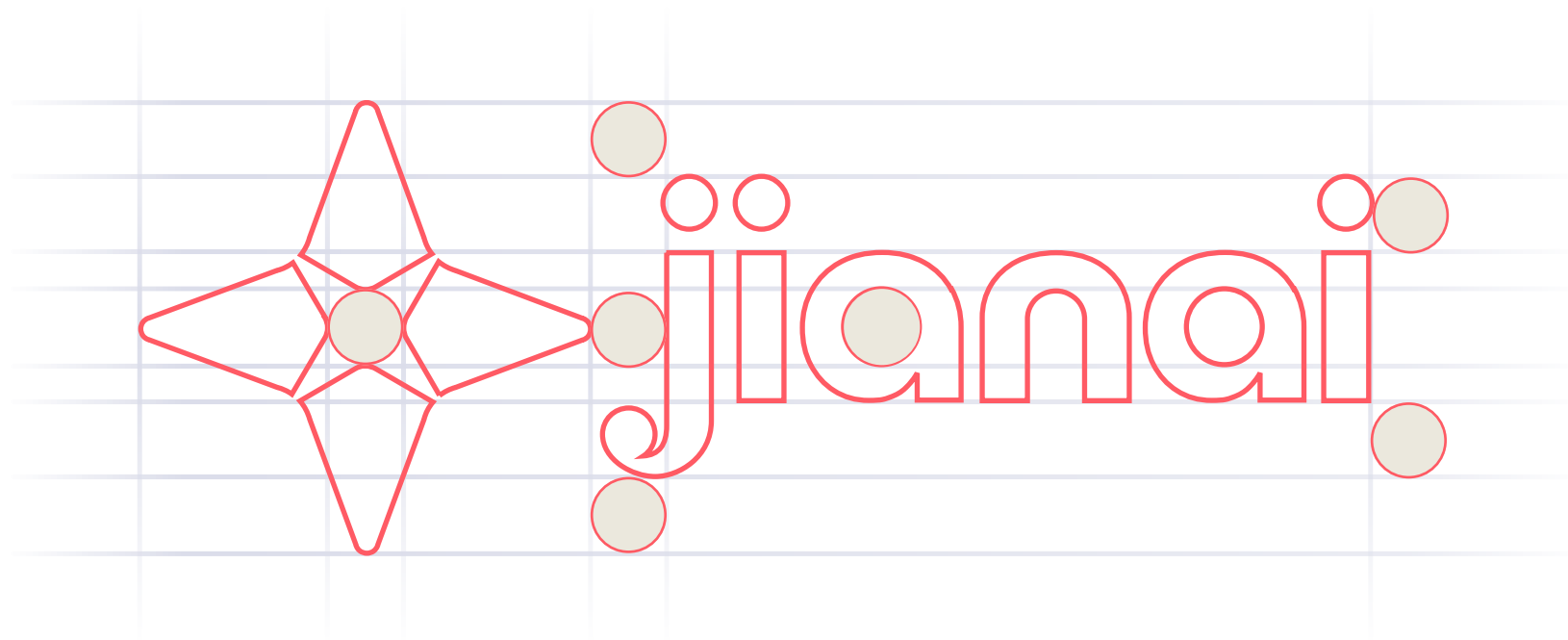
Logo Grid

The Jianai logo is built on a consistent geometric system to ensure balance and precision at all sizes.

The logo should always be reproduced from master artwork and never reconstructed manually.

The circular inside of the 'a' defines:

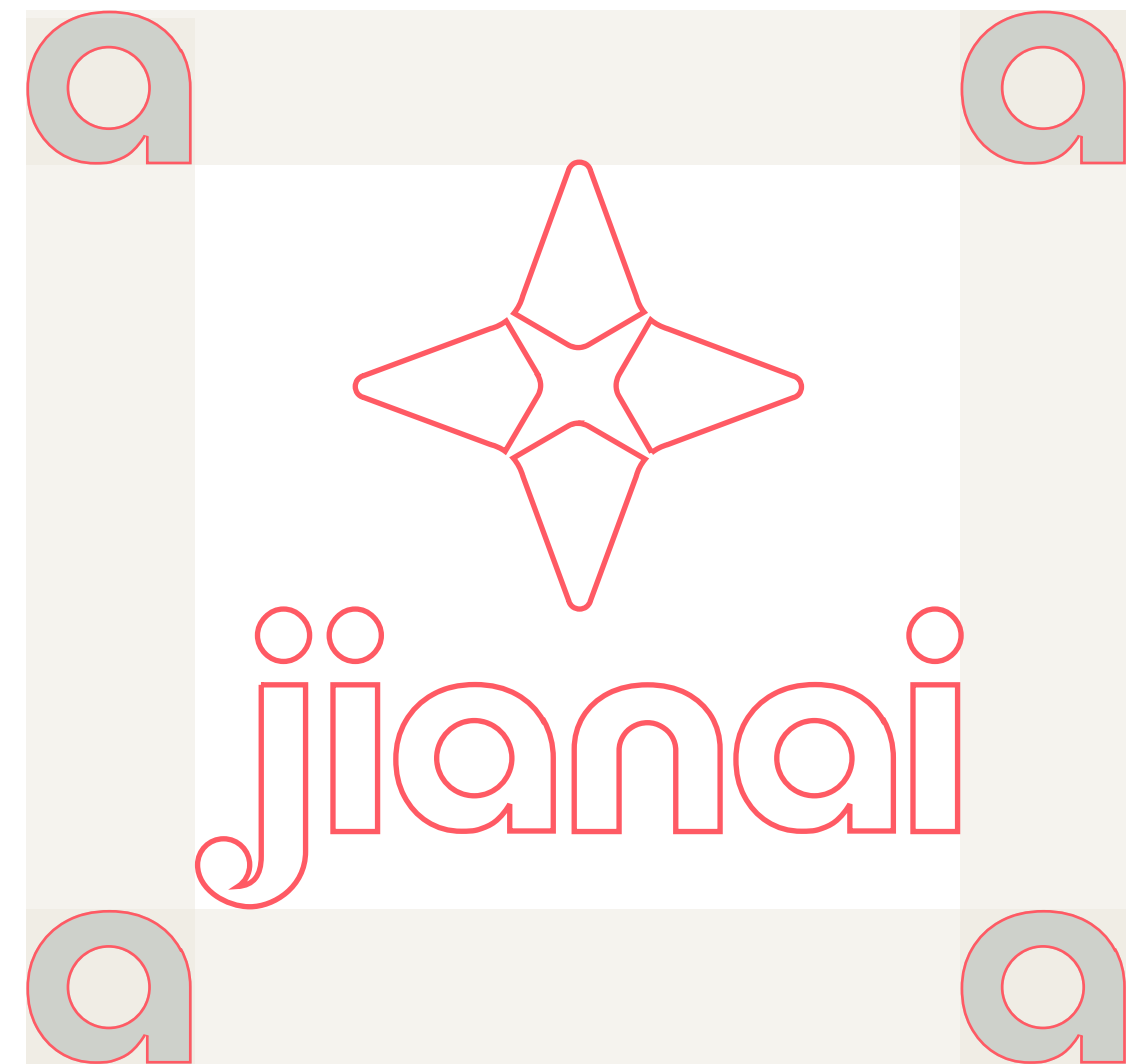
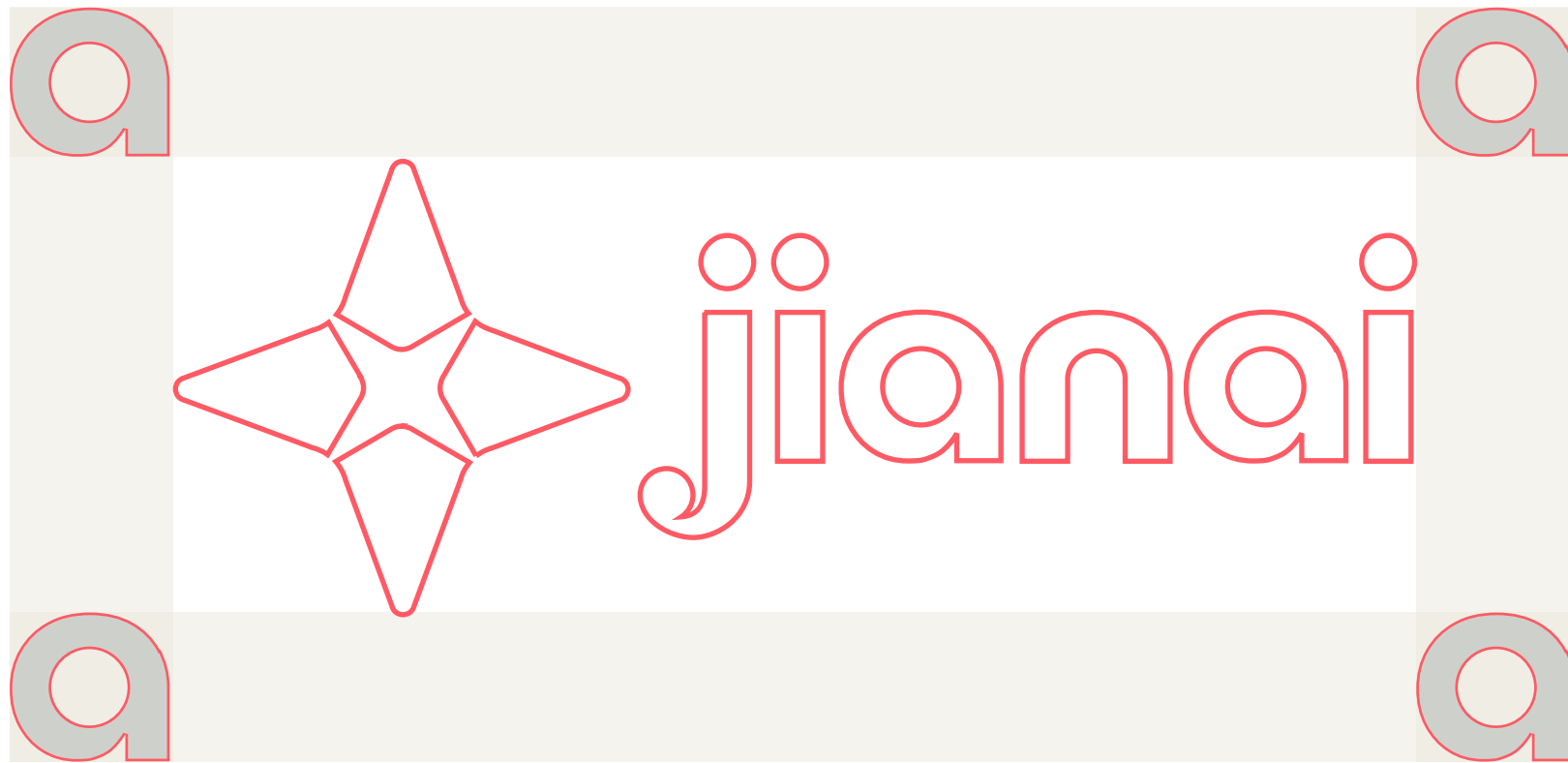
- Spacing between the mark and logotype
- Alignment of key elements
- Proportions within the symbol and typography



Safe Zone

To maintain clarity and visual impact, the Jianai logo must always be surrounded by sufficient clear space.

The minimum clear space is defined by the unit “a”.



Color Logo

The Jianai logo uses a combination of a solid logotype and a gradient symbol to create a distinctive and modern visual identity and should always be preferred when sitting on a high contrast light or dark background.

When the logo is used on Jianai's primary blue or green backgrounds, it should be displayed in a solid white version.



Logo Mono Color

In situations where colour is not available or appropriate, the Jianai logo can be used in a single colour.

This includes:

- Black and white print
- Embossing or engraving
- Low-contrast environments

Approved mono versions:

- Solid dark (for light backgrounds)
- Solid white (for dark backgrounds)



Logo Usage

Use the full-colour logo where possible to express the brand's warmth and intelligence, and the single-colour variants when simplicity or contrast is required.



Logo Misuse

The Jianai logo should never be altered or used in ways that compromise its clarity, integrity, or recognisability. Avoid changing colours, stretching or rotating the mark, applying effects such as shadows or outlines or rearranging its elements.

