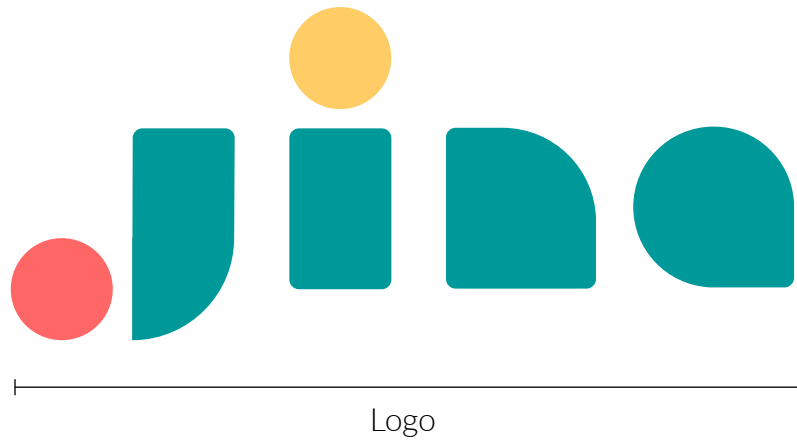




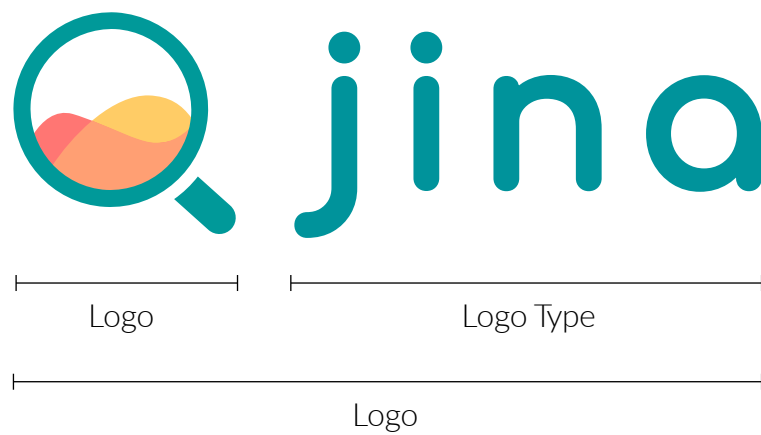
jina

VISUAL GUIDELINES

Company Logo



Product Logo



Logo Rules

1. Always use lower case "jina" when spelling out jina.
2. Do not alter the logo symbol.
3. Do not alter the logo type style.
4. Do not change the size relationship between the logo symbol and logo type.
5. Never change the proportions of the logo vertically or horizontally.

Primary Color



COLOR CODES

CMYK : C100 M000 Y000 K040

RGB : R000 G153 B153

Web : #009999



COLOR CODES

CMYK : C000 M020 Y060 K000

RGB : R255 G204 B102

Web : #FFCC66



COLOR CODES

CMYK : C000 M060 Y060 K000

RGB : R255 G102 B102

Web : #ff6666

Auxiliary color



RGB : R050 G200 B205

Web : #32C8CD



RGB : R030 G110 B115

Web : #1E6E73



RGB : R255 G190 B065

Web : #FFBE41



RGB : R255 G102 B102

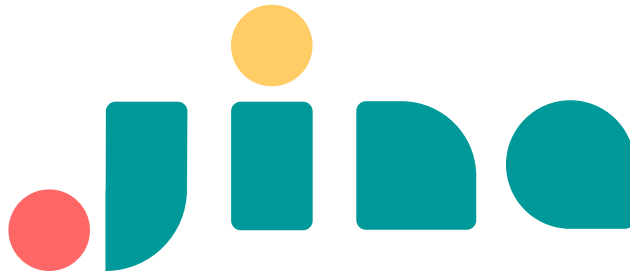
Web : #FF4640



RGB : R110 G114 B120

Web : #6E7278

Company Logo
Scenarios



Logo on Light Background



Logo on Dark Background

Always use full color logo on dark backgrounds



Logo on Dark Background

Only use monochromatic logo when specified by outside brand, otherwise always use full color logo



Logo with Company Info

Use when company with definition is suggested in public usage. (e.g. partnership logo offering on website)

Product Logo
Scenarios



Logo on Light Background



Logo on Dark Background

Always use full color logo on dark backgrounds



Logo on Dark Background

Only use monochromatic logo when specified by outside brand, otherwise always use full color logo



Monotone Logo



Profile Photo for Social



Horizontal Treatment



Vertical Treatment