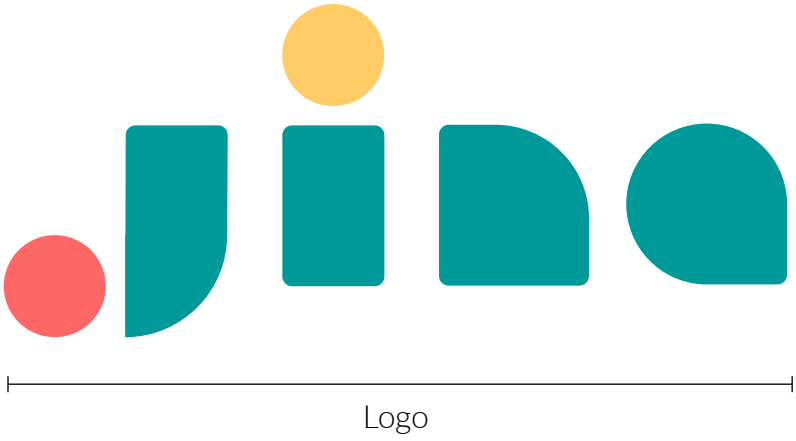
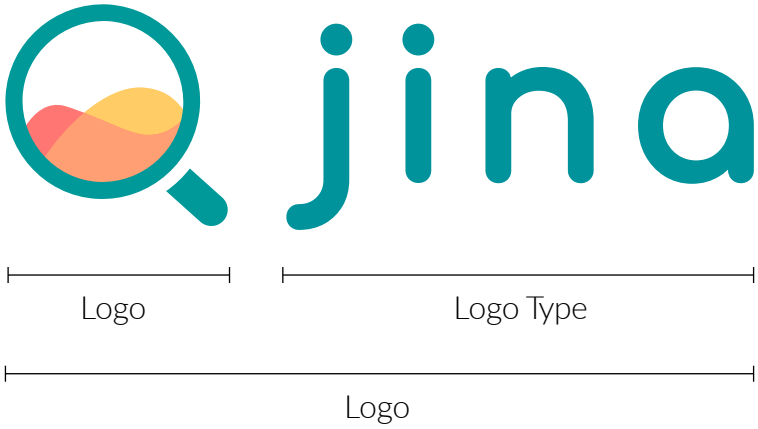
jina

LOGO 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 : #ff6666

RGB : R110 G114 B120

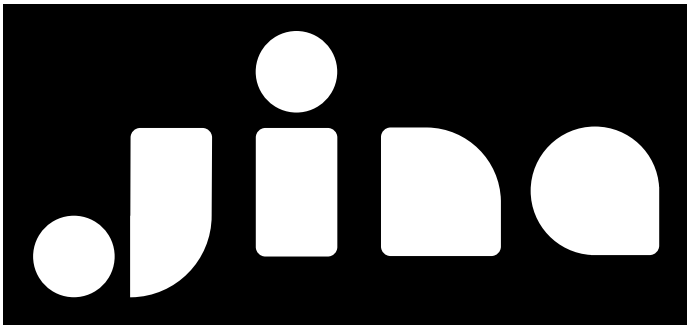
Web : #6E7278

Company Logo
使用场景

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
使用场景

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