Xiaomi’s Visual Identity Guidelines

A | Brand logo guidelines

B | Brand colors guidelines

C | Brand font guideliness

D | Incorrect use cases

E | Logo application

F | Special use cases

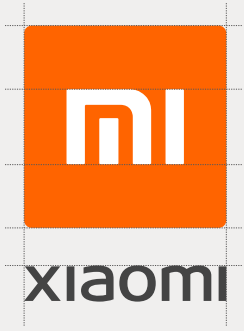
Brand logo guidelines

Vertical logo combination

Recommended for materials used online.
(Actual applications may vary.)

The Xiaomi logo is an important visual identifier of our brand. It communicates our company's core values and sets the stage for all messaging and communication that follows.

The Xiaomi logo should be used to identify the company in external communication materials to maximize our visibility and to maintain the singular, iconic look with which our audiences identify. Hence, it should not be used as a secondary image in all collaterals and must be treated with utmost respect.



Standard

Black

Cutout

Horizontal logo combination

Recommended for offline materials, when it is difficult to see our logo from afar. (Actual applications may vary.)

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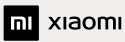
Standard

Black



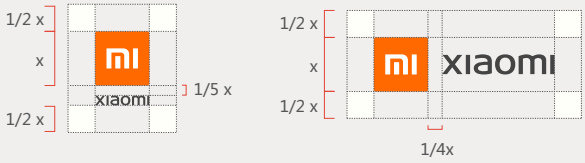
Cutout

Minimum clear space

The Xiaomi logo must have sufficient space around it, so that it is recognizable in all situations and stands out as it should. To ensure this is possible, a protected area should be provided around the logo. Do not allow photos, typography, or other graphic elements to enter the minimum protected area.

Protected area

If height of logo is X, then protected area should be 1/2X.



3 Minimum size

The minimum size should be used only when the layout space is extremely limited. Use the Xiaomi brand logo at a larger size whenever possible.

Special attention should be given to the legibility of the logo when it is applied across all mediums of communication.

The small-sized logo should only be used for smaller size promotional materials, such as pamphlets, single page flyers, etc. Other uses of the logo should be based on the actual size of the promotional material.

For use online

Note:
In the event where the online collateral is extremely small and width of logo is smaller than 53px, please use the logo without the “Xiaomi” characters.

For use offline

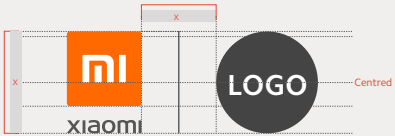
Note:
In the event where the offline collateral is extremely small and width of logo is smaller than 6mm, please use the logo without the “Xiaomi” characters.

4 Co-branding guidelines: With other companies

Ratio

When both companies' logos are placed side-by-side:
1:The Xiaomi logo should be placed on the left.
2:Both logos should be aligned.

When both companies' logos are placed together:



Application

When both companies' logos are placed side-by-side:
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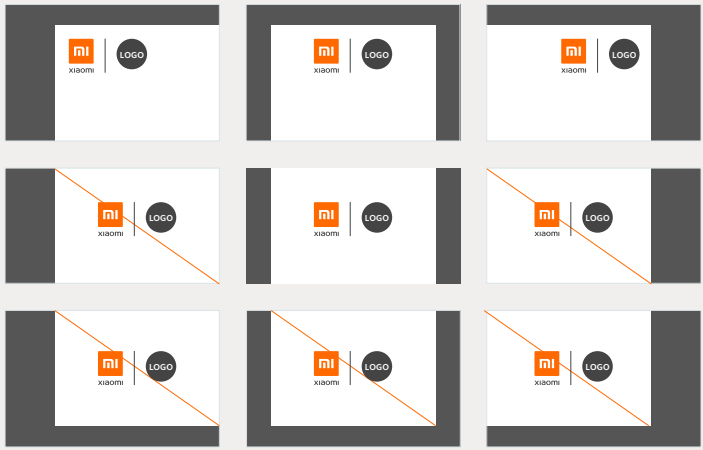
2:Both logos should be aligned.

Logo positioning



Combination 2: Ratio

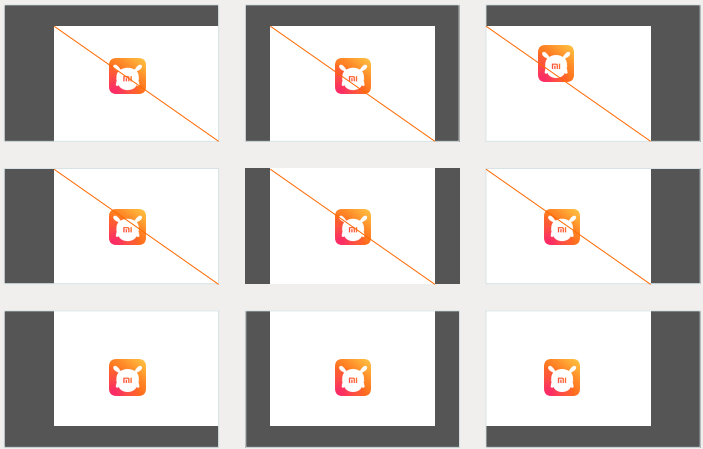
For Xiaomi community platforms and subsidiaries:
1:The Xiaomi logo should be placed in the top right corner of the visual.
2:Subsidiaries' logo placement should be lower than Xiaomi's logo placement.

For Xiaomi community platforms and subsidiaries only

Application

For Xiaomi community platforms and subsidiaries:
1:The Xiaomi logo should be placed in the top right corner of the visual.
2:Subsidiaries' logo placement should be lower than Xiaomi's logo placement.

Logo positioning



B | Brand colors guidelines

1 Standard brand colors

The Xiaomi logo is an important visual identifier of our brand. In order to protect and grow the Xiaomi brand, please follow the guidelines provided in this document.

We have also provided additional guidelines to ensure that our corporate colors are accurately reflected on different backgrounds:

Orange and grey logo combination (preferred combination)
For use on light backgrounds (Most preferred application)

The "Xiaomi" word should be reversed to white for legibility.
For use on dark backgrounds

The "Xiaomi" word should be reversed to white for legibility.

Sometimes, often due to production costs, only one color of ink is available. Hence, the Xiaomi logo must be reproduced only using one color. In this scenario, the logo, logotype, and Xiaomi logo must be used following the convention of using a light color on a dark background or a dark color on a light background.
Keep the logo area clean and without obstructions to make sure that the logo is clearly visible.

The "Xiaomi" word should be in black for legibility.

2 Standard brand colors

The use of accurate and precise brand colors help tie our communication materials closer to our Xiaomi brand.

1: The signature Xiaomi orange is the most distinctive color, and separates us from the rest of the competition. It is widely used in many of our communication materials.

2: The black and white combination provides a sharp contrast and reflects modern day sophistication.

3: The deep grey color represents cutting edge technology vibe.

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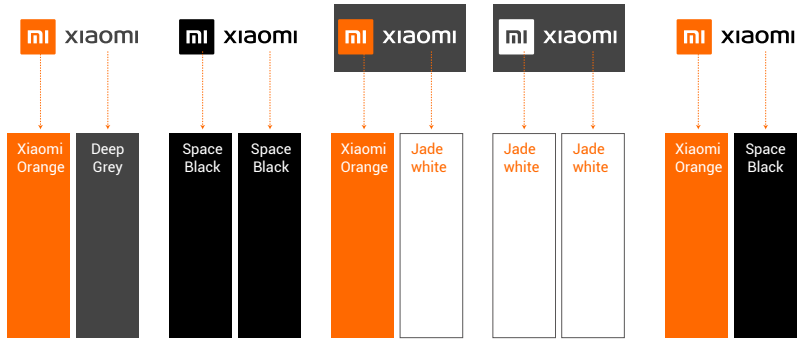


The Xiaomi text written under the Xiaomi logo on large outdoor billboards should be written in "space black" (100% black) in order to ensure the visibility of the logo in large public spaces as well as from far viewing distances.

C | Brand font guidelines

2 Brand font (English)

Brand font pack (English)

Camphor Pro

The use of accurate and precise brand fonts and brand logo help tie our communication materials closer to our Xiaomi brand.

Please ensure that all communication materials bear the correct brand font and brand logo.

Thin

Xiaomi Mix Max Note 1234567890
abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
~!@#$€%^*()_+{}[]|\:";<>,.?/¥

Medium

Xiaomi Mix Max Note 1234567890
abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
~!@#$€%^*()_+{}[]|\:";<>,.?/¥

Light

Xiaomi Mix Max Note 1234567890
abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
~!@#$€%^*()_+{}[]|\:";<>,.?/¥

Bold

Xiaomi Mix Max Note 1234567890
abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
~!@#$€%^*()_+{}[]|\:";<>,.?/¥

Regular

Xiaomi Mix Max Note 1234567890
abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
~!@#$€%^*()_+{}[]|\:";<>,.?/¥

Heavy

Xiaomi Mix Max Note 1234567890
abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
~!@#$€%^*()_+{}[]|\:";<>,.?/¥

2 Brand font (English)

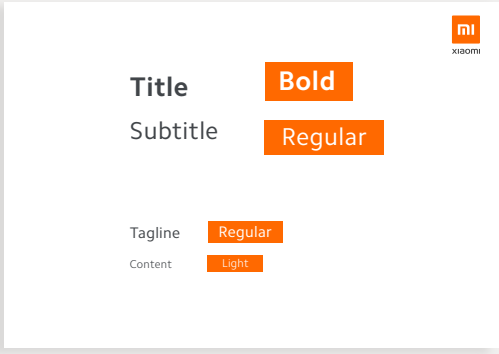
Font weight selection

For online use: Please use different front weights (Bold/regular/light) to add emphasis and differentiate content hierarchy.

For offline use: Recommended to use the bold weight, since audience might be far away from the visual.

Use of font weight and size is dependent on the purpose and content of the marketing materials.

Do not exceed 3 weight on the same page。



It is extremely important to have unified corporate communications for our Xiaomi brand. Hence, we need to put in conscientious effort ensuring that there is consistency in both domestic and international communications.

Please ensure that you adhere to all guidelines listed in this document, and unify all brand fonts, colors, and wording in all communication materials.

Xiaomi

Xiaomi Inc.

Innovation for everyone

mi.com

D | Incorrect use cases

1 Incorrect logo usage

Vertical logo combination

Some incorrect examples

Do not use any colors other than the brand colors

Resize the logo in proper proportions

Do not place the cutout logo on a visually cluttered or patterned background

Do not redesign the logo

Please do not add any special effects

Do not use other fonts in the logo

1 Incorrect logo usage

Horizontal logo combination

Some incorrect examples

Do not use any colors other than the brand colors

Resize the logo in proper proportions

Do not place the cutout logo on a visually cluttered or patterned background

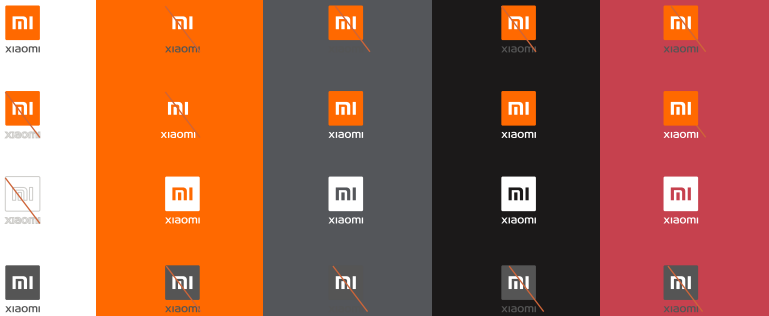
Do not redesign the logo

Please do not add any special effects

Do not use other fonts in the logo

2 Logo and background color

Please do not place the Xiaomi logo on a background color that makes it difficult to recognize.



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~~MI~~
~~Mi~~
~~mi~~

~~XIAOMI~~
~~XIAO MI~~
~~XiaoMI~~
~~xiaomi~~
~~Xiao Mi~~
~~Xiao mi~~
~~xiao mi~~

~~innovation for everyone~~
~~Innovation For Everyone~~
~~INNOVATION FOR EVERYONE~~

Logo application

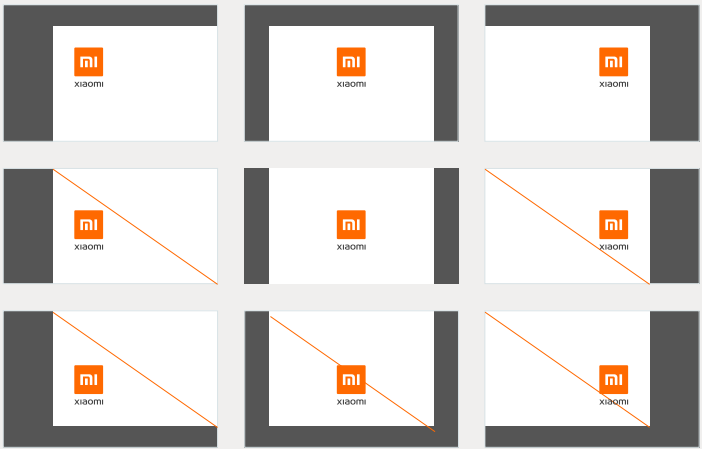
1 Logo placement

Vertical logo combination

Recommended for online marketing materials. (Actual applications may vary.)

The logo placement may vary based on the design of the communication material.

It is recommended to have the the logo placement in the upper half of marketing materials to achieve the best impact.



1 Logo positioning

Horizontal logo combination

Recommended for offline marketing materials, when it is difficult to read the logo from afar. (Actual applications may vary.)

The logo placement may vary based on the design of the communication material.

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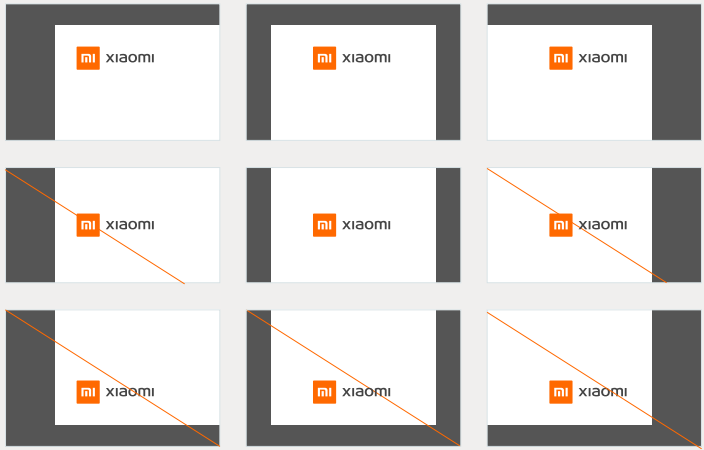


2 For social media marketing collaterals

Vertical logo combination

The logo placement varies based on the communication material.

: In some promotional material (ie. Instagram stories, Instagram posts), the Xiaomi logo is not needed.

face book

1000X1000
post

1200X444
cover photo

Twitter

1024X512
post

1500X500
cover photo

ins

1920X1080
IG story

1000X1000
post

Youtube

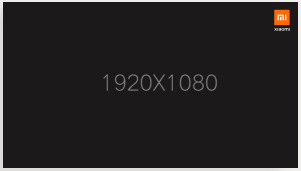
2560X1440
cover photo

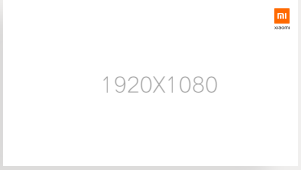
3 For video collaterals

Vertical logo combination

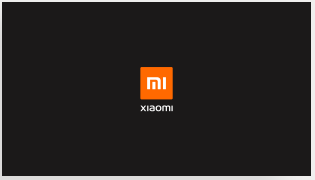
The “Xiaomi” word should be reversed to white for legibility on dark backgrounds.

For use in videos





For ending scene



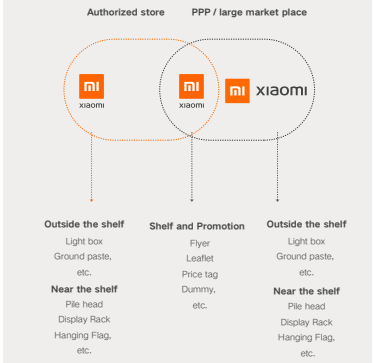
4 For offline collaterals

This part is used to distinguish when to use Vertical logo combination and Horizontal logo combination identifiers.

Note: When the visual is placed further away from the audience, such as outdoor billboards or mobile advertisements, please make sure that the logos are big enough to be read.

Applications of the Horizontal and vertical logos in different scenarios

Mi Store



Outdoor billboards

Bus ads
Platform
Airport
Outdoor billboard
Building,
etc.

Branding

poster
Display Rack
Leaflet
Flyer,
etc.

*PPP: Preferred partner program

Other marketing collaterals

The logo placement varies based on the communication material.

Note: When the visual is placed further away from the audience, such as outdoor billboards or mobile advertisements, please make sure that the logos are big enough to be read.

In order to unify the in-store visual aesthetic, promotional material of the same kind within a specific space should have the same logo size.

Shelf and Promotion	Flyer Leaflet Price tag Dummy, etc.	 1CM (Minimum size)
Near the shelf	Pile head Display Rack Hanging Flag, etc.	 2.5CM (Minimum size)
Outside the shelf	Light box Ground paste, etc.	 10CM (Minimum size)

F | Special use cases

1 Logo pillar

1 Logo pillar background color

1 Incorrect logo pillar usage

Do not change the proportion ratio to Xiaomi logo

Do not capitalize the URL

Please use the standard URL format

Do not change the typeface of the URL

Do not change the standard colors used in the logo pillar

Please do not use non brand colors for the URL

2 Channel exceptions: mi.com

Standard logo combination

This logo should only be used for e-commerce sales channel purposes. Can't replace Xiaomi brand logo.

2 Special channel- mi.com

Incorrect usage

Do not delete the orange Mi logo

Do not shorten the URL

Please use the brand font for the URL

Do not change the proportion of URL to the Mi logo

Do not use non standard brand colors for the URL

Do not italicize the URL

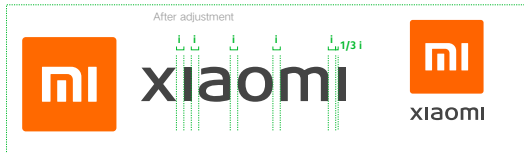
3 Channel exceptions: Mi Store signboard

***For Mi Store signboards only.**

To achieve an optically balanced logo, Please use the new spacing logo,Width is letter “i”

Before adjustment

After adjustment



END