Xiaomi’s Visual Identity Guidelines
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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.

Vertical logo combination

Recommended for materials used online. (Actual applications may vary.)
1 Brand logo guidelines

Horizontal logo combination

Recommended for offline materials, when it is difficult to see our logo from afar. (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.
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.
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.

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.

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.
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.
Co-branding guidelines: With other companies

Application

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.
Co-branding guidelines:
With other companies

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.
Co-branding guidelines: With Xiaomi’s subsidiaries

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
Brand colors guidelines
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 in black 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 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.
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.

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.
Brand font guidelines
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.
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.
Incorrect use cases
Incorrect logo usage

Vertical logo combination

Some incorrect examples

Do not use any colors other than the brand colors
Do not redesign the logo
Do not use other fonts in the logo
Do not place the cutout logo on a visually cluttered or patterned background
Resize the logo in proper proportions
Please do not add any special effects
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
Please do not place the Xiaomi logo on a background color that makes it difficult to recognize.
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.
Logo application
Logo placement

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

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

Vertical logo combination

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

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

Vertical logo combination

The logo placement varies based on the communication material.

In some promotional material (i.e., Instagram stories, Instagram posts), the Xiaomi logo is not needed.
Vertical logo combination

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

*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.

<table>
<thead>
<tr>
<th>Shelf and Promotion</th>
<th>Flyer, Leaflet, Price tag, Dummy, etc.</th>
<th>1CM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Near the shelf</td>
<td>Pile head, Display Rack, Hanging Flag, etc.</td>
<td>2.5CM</td>
</tr>
<tr>
<td>Outside the shelf</td>
<td>Light box, Ground paste, etc.</td>
<td>10CM</td>
</tr>
</tbody>
</table>
Special use cases
1 Logo pillar background color
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
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.
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
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”
END