BRAND GUIDELINES

Last Updated – 05.31.2024

The "M" trademark based on the key to "AI", "Parellel" and "Distributed" Processing

The keyword for understanding the Mujin logo is Artificial Intelligence (AI). Parellel and distributed processing is the key to AI, and the "M" trademark is based on their processesing methods.

In addition, electrical engineering, hardware engineering, database compiling, computer science engineering, and mechanical engineering are included in the robotics field that Mujin handles. The trademark also shows, with the saturated lines, that various types of technology are integrated into Mujin's robot applications.

There is no lower right side of the "M" trademark. This implies that Mujin's technology is incomplete, and it has infinite possibilities.

Origin of the MUJIN Logotype

There are multiple meanings to Mujin, and one is "mujin-ka (automation)" by utilizing robots.

The reason that only the "dot" part of the letter "i" is left in the logo is because it shows that Mujin's technology virtualizes the hardware "body" and is responsible for the robot control "brain".

The red dot also stands for the Japanese flag due to Mujin being established in Japan, where there were various conditions that supported Mujin's success.

Primary Logo

Horizontal Logo

Logo Mark

2-Tone Primary Grey

2-Tone Primary
True White

Primary True
White

Primary
Charcoal

2-Tone Horizontal
Grey

2-Tone Horizontal
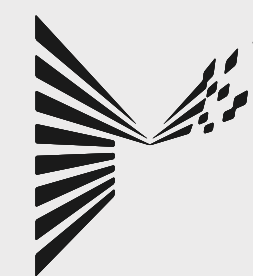True White

Horizontal True
White

Horizontal
Charcoal

Gradient Mark

True White
Mark

Charcoal Mark

Brand Logo – Relationship with Background

White or brighter backgrounds

Black or darker backgrounds

Color backgrounds

White or brighter backgrounds

Black or darker backgrounds

Color backgrounds

MUJIN BRAND GUIDELINES

Brand Logo – Relationship with Background

Low-contrast gradient

Two-tone

Complicated / patterned

Adjust gradient for visibility


Ensure high-contrast with logo

Ensure high-contrast with logo

DO NOT outline

DO NOT add a shadow

DO NOT change the ratio

DO NOT add a boarder

DO NOT recolor

DO NOT remove mark

DO NOT change the angle

DO NOT use in a sentence

DO NOT slant

DO NOT reposition mark

DO NOT merge mark and type

DO NOT overlay text

MUJIN BRAND GUIDELINES

Brand Logo – Protection Area

- When using Mujin brand logos, create a minimum area as shown below.

- DO NOT put any other designs or letters in this area unless absolutely necessary.
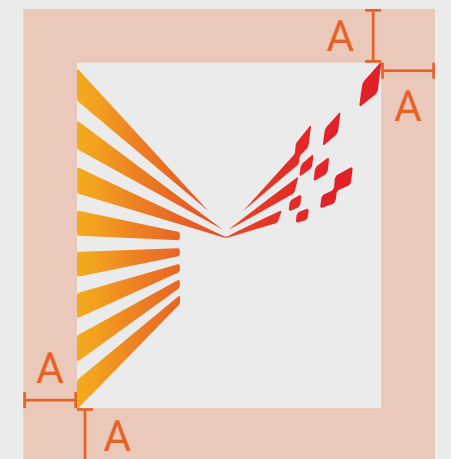
Minimum Size for Print

16mm

16mm

7mm

Minimum Size for Web and Mobile
(excluding favicons)

100px

100px

45px
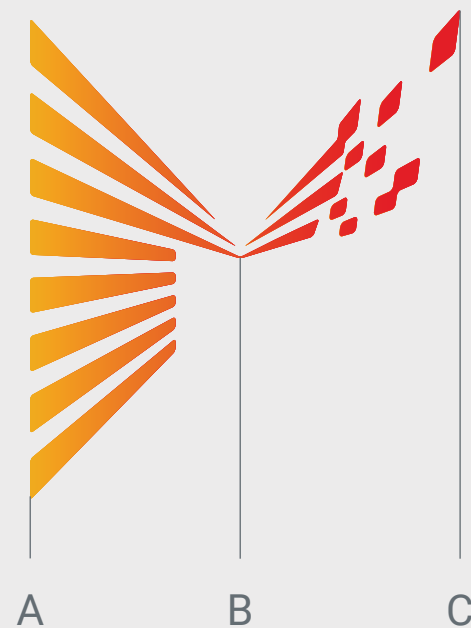
A

HEX: **#f0aa1e**
RBG: **240 – 17 – 30**
CMYK: **5 – 36 – 100 – 0**

B

HEX: **#dc4614**
RBG: **220 – 70 – 20**
CMYK: **8 – 87 – 100 – 1**

C

HEX: **#d21419**
RBG: **210 – 20 – 25**
CMYK: **11 – 100 – 100 – 2**

A   B   C

Mujin Gray

This is Mujin's dark brand color.

HEX: #646d72
RGB: 100 – 109 – 114
CMYK: 5 – 2 – 0 –55
RAL: 7024 Graphite Gray

Mujin Orange

This is Mujin's primary brand color.

HEX: #e76125
RGB: 231 – 97 – 38
CMYK: 0 – 53 – 76 – 9
RAL: 2008 Bright Red Orange

Mujin Ice

This is Mujin's light brand color.

HEX: #ececec
RGB: 236 – 236 – 236
CMYK: 0 – 0 – 0 –7
RAL: 9003 Signal White

Industrial Gray

This is an alternative gray for marketing and design use.

HEX:	**#c9c9c9**
RGB:	**201 – 201 – 201**
CMYK:	**18 – 13 – 14 – 0**
RAL:	**7047 Telegrey 4**

Charcoal

This is Mujin's approved "black" tone.

HEX:	**#1a1a1a**
RGB:	**26 – 26 – 26**
CMYK:	**72 – 66 – 65 – 77**
RAL:	**9005 Jet Black**

True White
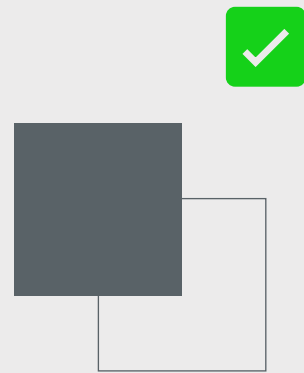
This is an alternative white for marketing and design use.

HEX:	**#ffffff**
RGB:	**255 – 255 – 255**
CMYK:	**0 – 0 – 0 – 0**
RAL:	**9003 Signal White**

Colors – Brand Color Usage

■ Ensure high-contrast with Mujin's brand colors by adhereing to the below color combinations.
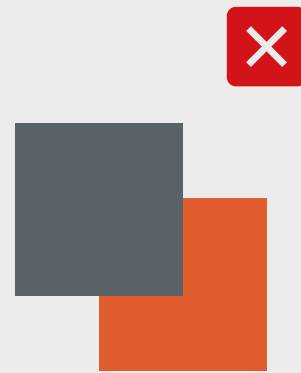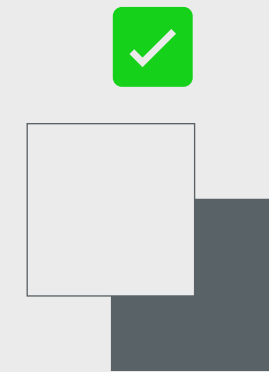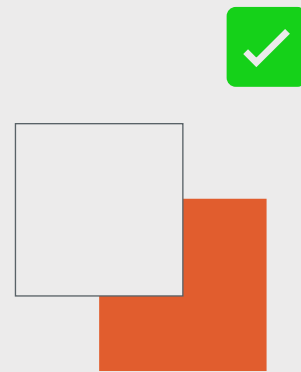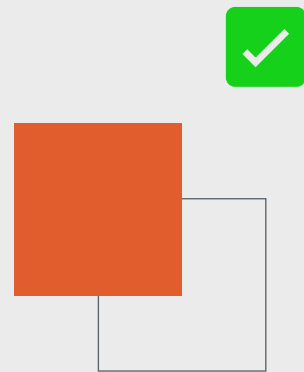
- Unless being used as directional markers, Mujin Arrows should always point from left to right.

- Mujin Arrows must be a Mujin brand color above 5% opacity.

- Mujin Arrows should be displayed in groups of 3 when possible.

- Mujin Arrows should be used to highlight CTAs, denote location or movement, or provide background texture.

10%   100%

minimum spacing

maximum spacing

2

5

size ratio

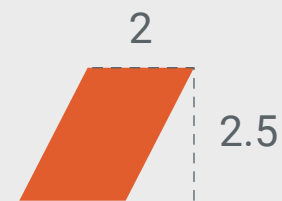Points may be flattened to accomodate entering and leaving a canvas

- Mujin Safety Lines should always be displayed leaning from left to right.

- Mujin Safety Lines must be a Mujin brand color above 5% opacity.

- Mujin Safety Lines should be displayed in groups of 5 when possible.

- Mujin Safety Lines should be used to underscore callouts, seperate content sections, or provide background texture.
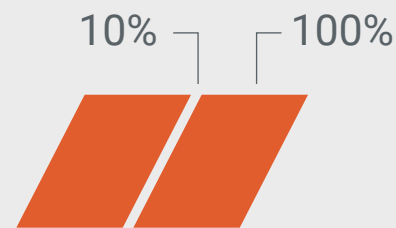
10% 100%

minimum spacing

maximum spacing

2

2.5

size ratio

Points may be flattened to accomodate entering and leaving a canvas

Header	**Roboto Black**
Paragraph callout	**Roboto Bold**
Paragraph	Roboto Regular
Paragraph	*Roboto Regular Italic*
Header or Sub-Header	Roboto Light

A modified version of Lustra is Mujin's offical logotype font.
Lustra should only be used when creating logos for Mujin products or subsidiaries.

Get approval from marketing@mujin-corp.com before using Lustra as a font.

Lustra

For any questions or further information,
please email – marketing@mujin-corp.com

mujin