

Kongmin ■■ Brand Guideline

1. Brand Position

Kongmin is an AI Agent orchestration console and coordination layer.

The visual identity represents clarity, order, trust and intelligent bridging.

2. Color System

Primary:

Deep Ink Blue

HEX: #1B2A3A

Secondary:

Graphite Black

HEX: #1F2328

Accent:

Autumn Sky Cyan

HEX: #4A90A4

Optional Warm Accent:

Dawn Orange

HEX: #E8843C

3. Clear Space

Maintain clear space around the logo equal to the height of the central node.

Do not place text, icons or visual elements inside this area.

4. Minimum Size

Digital:

Symbol minimum 24px.

Horizontal logo minimum height 32px.

Print:

Symbol minimum 8mm.

5. Background Usage

Preferred:

White background with dark logo.

Dark background with reverse white logo and cyan center node.

Avoid:

Low contrast backgrounds.

Busy photographs.

Gradients.

6. Prohibited Usage

Do not:

- Add shadows or 3D effects.
- Add gradients.
- Change brand colors.
- Stretch or distort proportions.
- Add robot, brain, circuit or neural network imagery.
- Separate the Chinese characters into unrelated visual symbols.

7. Logo Meaning

Three nodes represent multiple Agents.

The central node represents orchestration and coordination.

The connecting line represents a reliable bridge layer.