

MiniMax

Intelligence
with  Everyone



MiniMax Brand
Guidelines

Introduction – MiniMax is a global AI foundation model company. Founded in early 2022, we are committed to advancing the frontiers of AI towards AGI via our mission Intelligence with Everyone.

Our proprietary multimodal models, led by MiniMax M2, Hailuo 2.3, Speech 2.6 and Music 2.0, have advanced coding capability and high agentic performance, as well as ultra-long context processing capability, and can understand, generate, and integrate a wide range of modalities, including text, audio, images, video, and music. These models power our major AI-native products — including MiniMax Agent, Hailuo AI, MiniMax Audio, Talkie, and our enterprise and developer-facing Open API Platform — which collectively deliver intelligent, dynamic experiences to enhance productivity and quality of life for users worldwide.

To date, our proprietary models and AI-native products have cumulatively served over 157 million individual users across over 200 countries and regions, and more than 50,000 enterprises and developers across over 90 countries and regions.

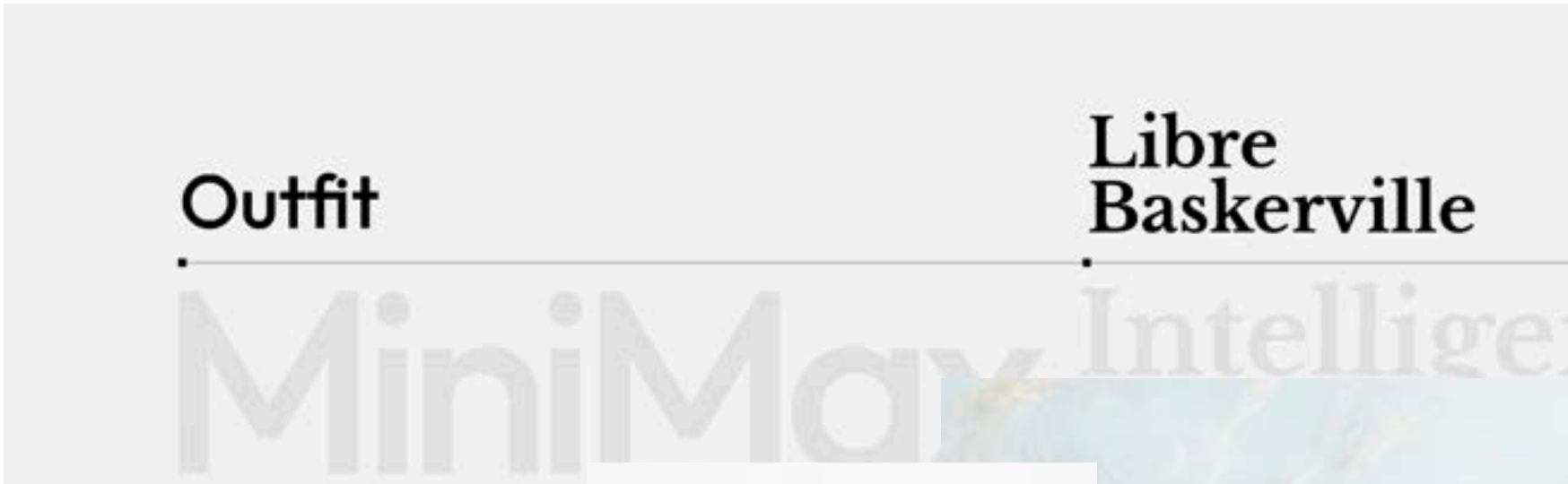
Values – we believe that only by adhering to core values can we create enduring excellence in a rapidly evolving world.

"No Shortcuts" is our pledge to quality and integrity—we refuse to compromise, refining every detail with a long-term vision; "User-in-the-Loop" is the foundation of our innovation, where real user needs and feedback steer product evolution; and "Technology-Driven" defines our DNA, pushing boundaries with cutting-edge solutions to tackle uncharted challenges.

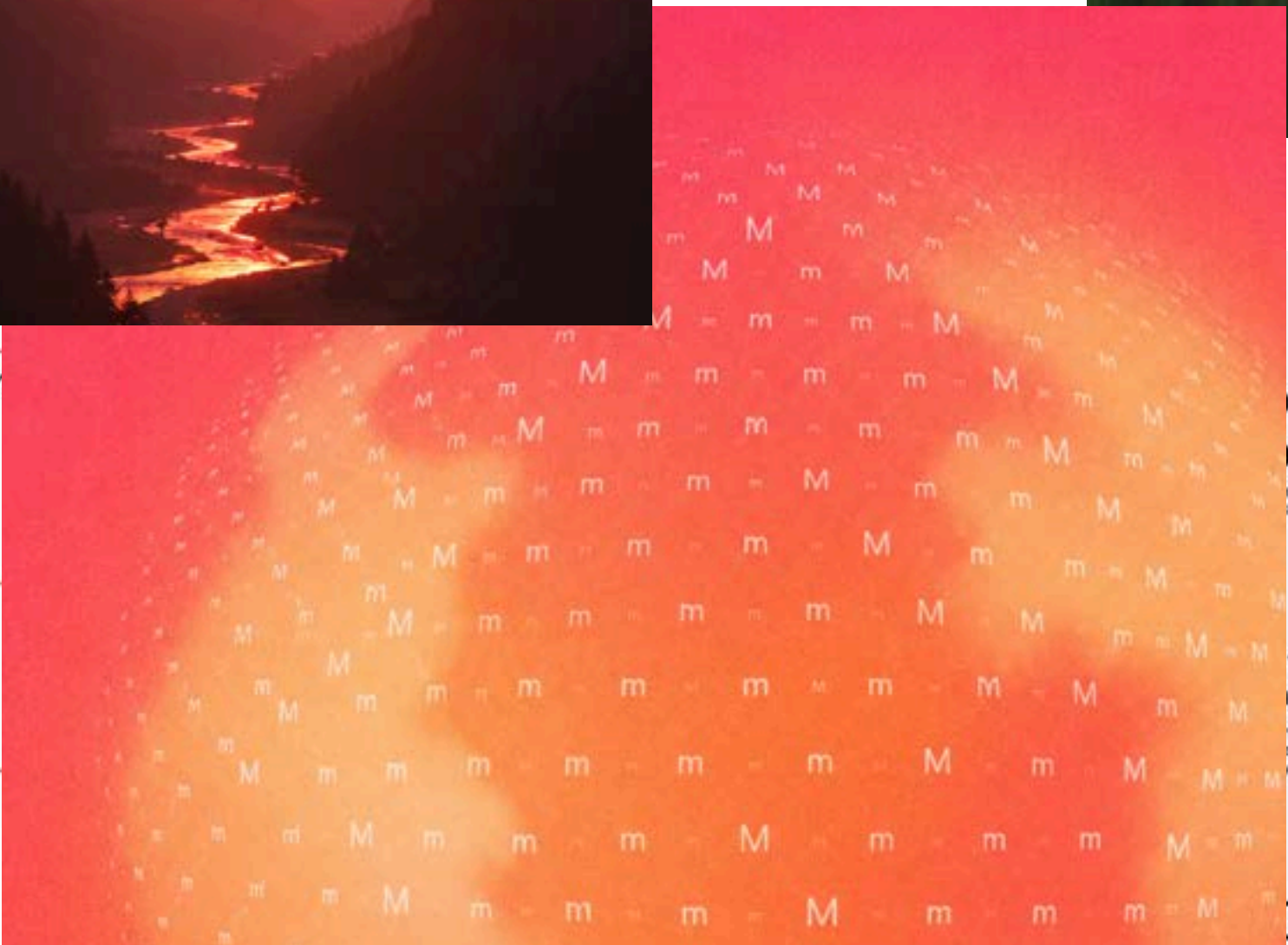
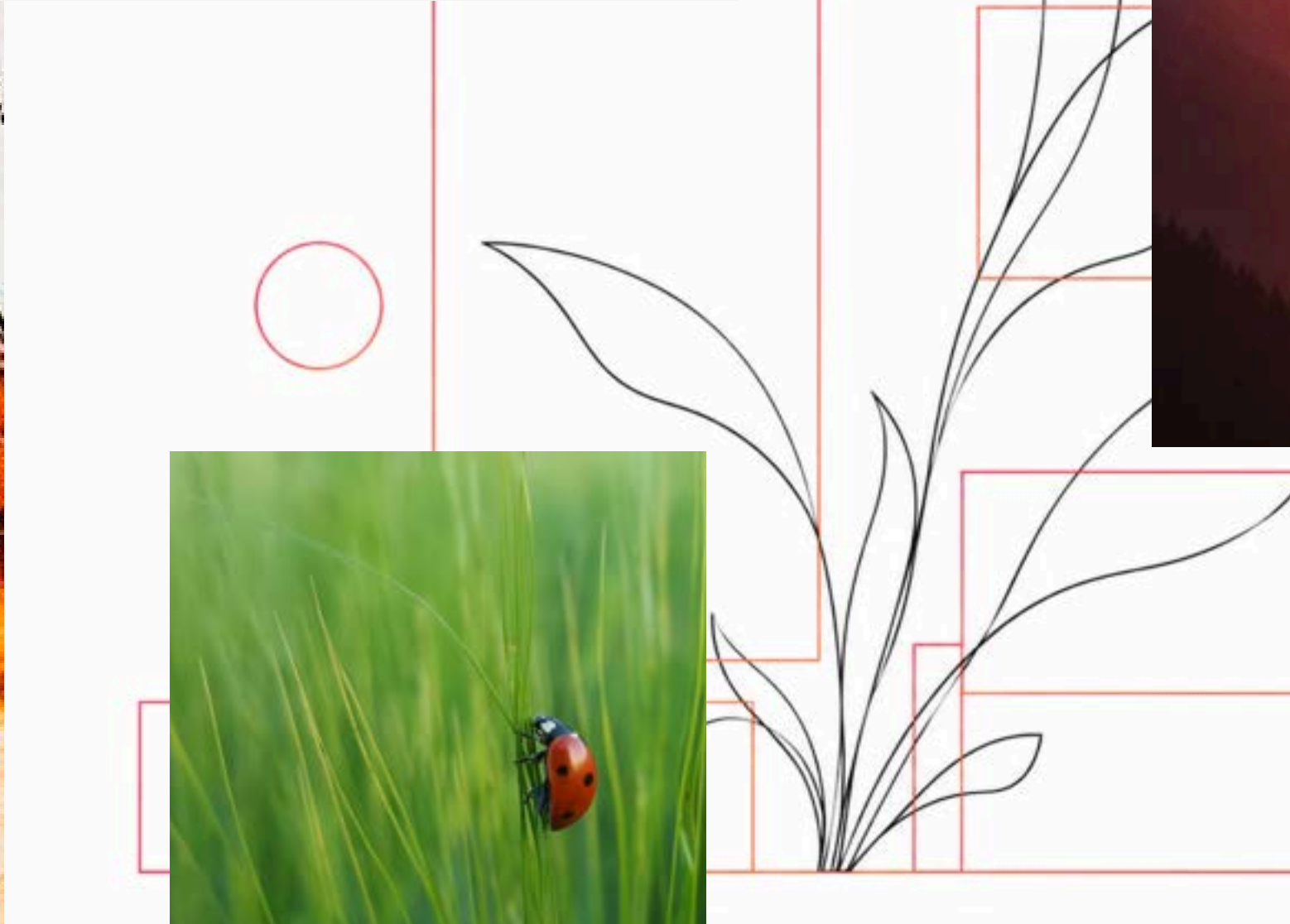


Intelligence
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MiniMax Morphic Presence
Intelligence with Everyone



Morphic Presence



Intelligence
with Everyone

AI for Everyone

A World-Leading General AI Technology Company

AI Productivity for Public Officers

MiniMax M3 is officially released today.

AI | New Model | Technology-driven | MiniMax | Global

Morphic Presence
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MiniMax Music

Intelligence with Everyone

Powered by the proprietary MiniMax Sparse Attention (MSA) architecture, MSA API supports up to 1M tokens context. On SWE-Bench Pro, which measures coding capability.

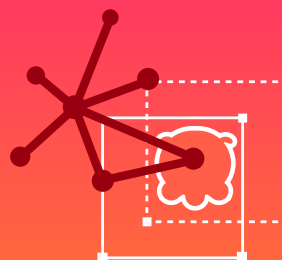
AI for Everyone

A World-Leading General AI Technology Company



A World-Leading General AI Technology Company

A global AI foundation model company



A global AI foundation model company

How it works

- To Invitees** Subscribe to CodingPlan using an exclusive invitation code to enjoy a 10% discount and gain Builder co-creator status.

 Download the poster

 Copy invitation link



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MiniMax

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A World-Leading General AI Technology Company

MiniMax Code

Founded in early 2022, MiniMax is driven by the mission to 'co-create intelligence with everyone,' dedicated to advancing the frontiers of AI and achieving Artificial General Intelligence (AGI).

MiniMax

Intelligence with Everyone

Intelligence with Everyone





Building on these proprietary models, MiniMax has launched a suite of AI-native products including: **MiniMax Code**, **MiniMax Music**, **MiniMax Audio**, **MiniMax Video**, and an open platform for enterprises and developers.

MiniMax Morphic Presence

IDENTITY ASSETS

MiniMax Intelligence 
with Everyone
Morphic Presence



“Vitality” serves as a core visual language,
continuously expressed across brand touchpoints to
create a distinctive and recognizable visual identity
for MiniMax.

将“生命力”作为视觉语言，长期持续使用，形成 MiniMax 的视觉记忆点
独属 MiniMax 的视觉意象：自然、生命、生长感、活力、动感
所以我们将视觉与自然结合，选取自然界里充满生命力的动植物融入视觉体系。

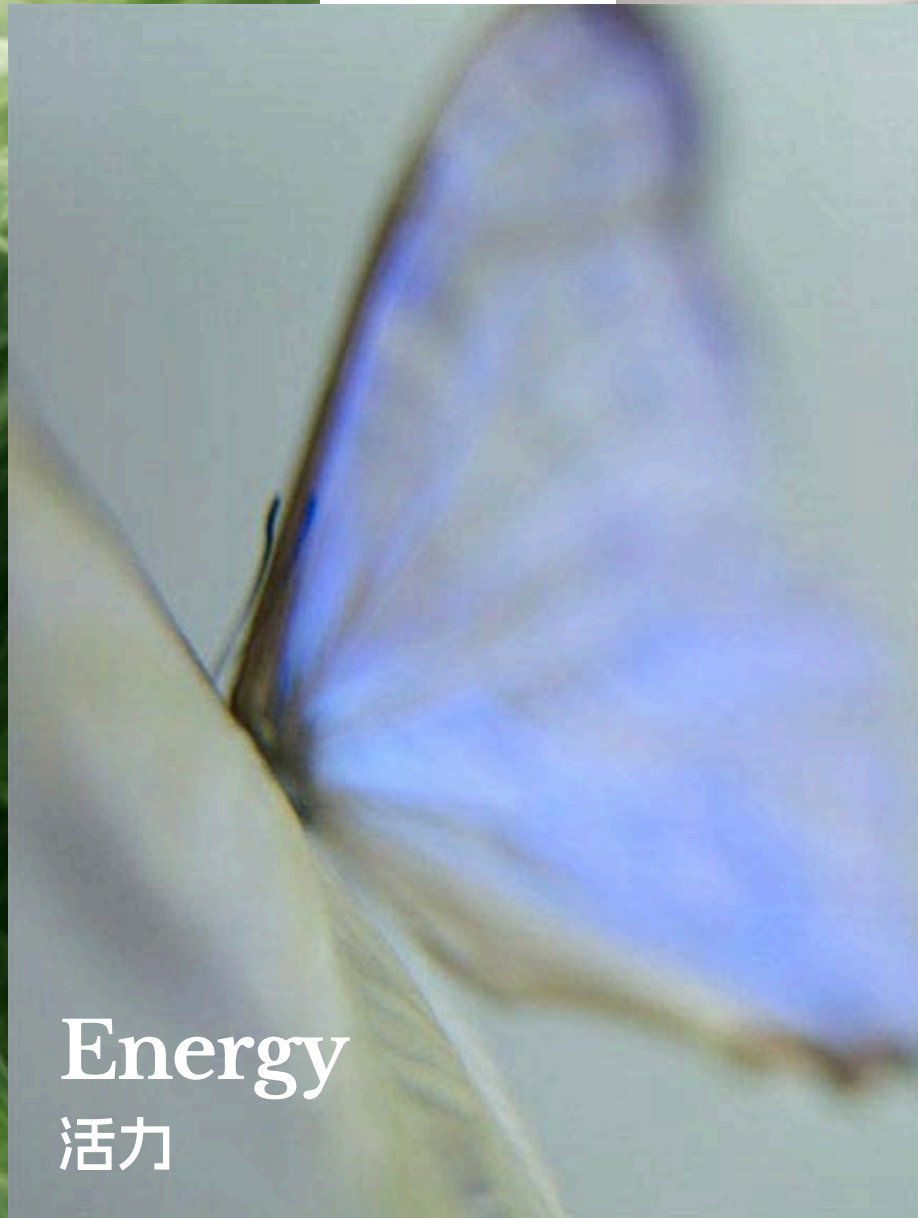
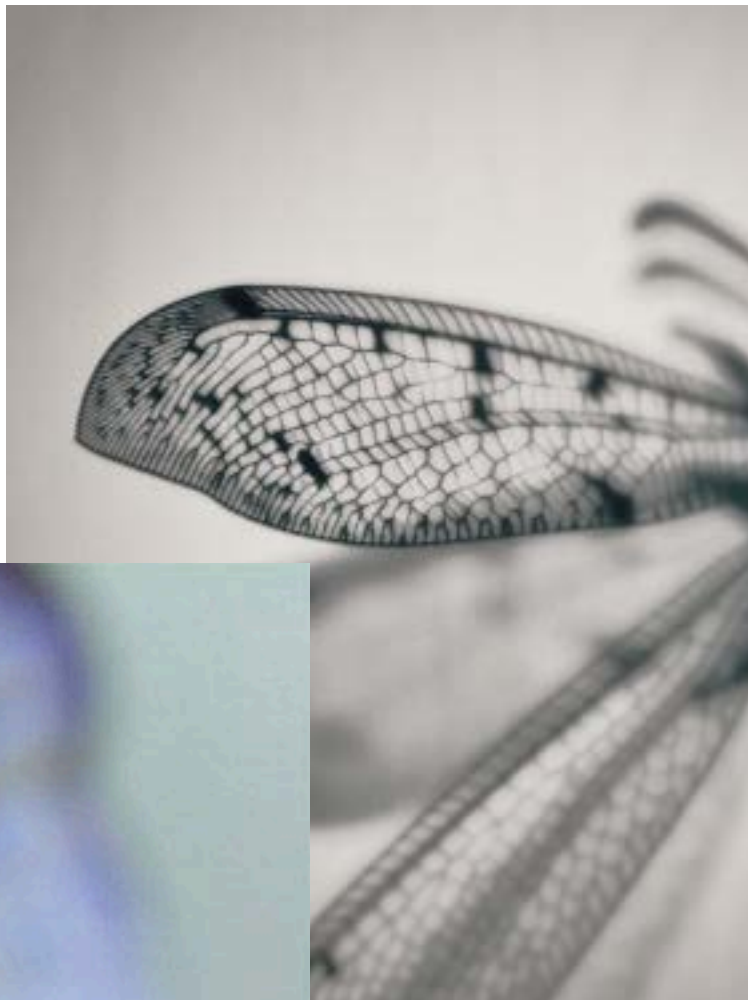
“Vitality” serves as a core visual language, continuously expressed across brand touchpoints to create a distinctive and recognizable visual identity for MiniMax. MM’s visual identity is inspired by five key attributes: Nature, Life, Growth, Vitality, and Motion. By connecting technology with the natural world, we incorporate dynamic organic forms found in nature into the visual system, expressing a sense of continuous growth and living intelligence.



Natural
自然



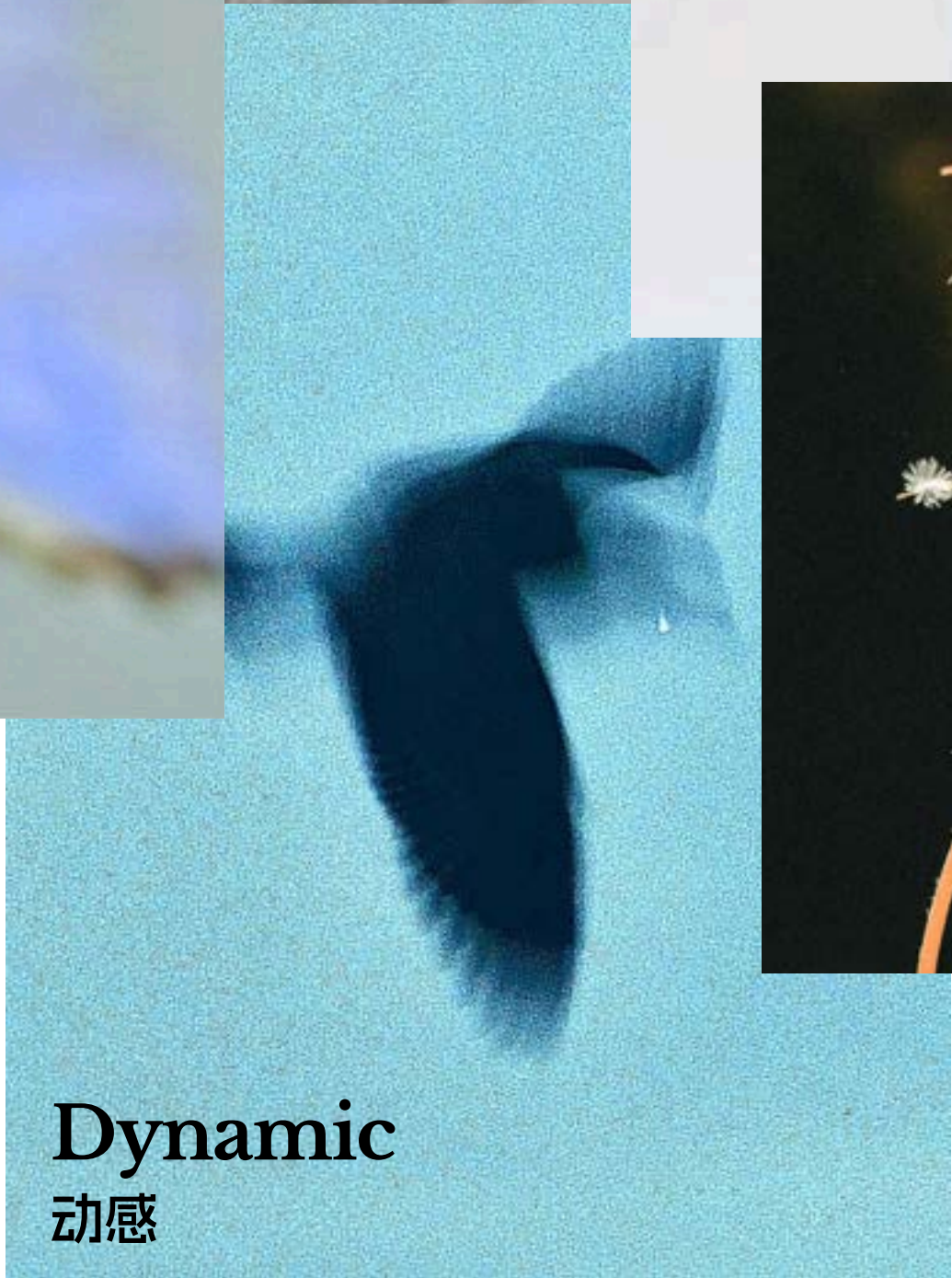
Growth
生长



Energy
活力



Vitality
生长感



Dynamic
动感



Our Identity Assets



Natural

自然



Life

生命



Growth

生长



Vitality

活力

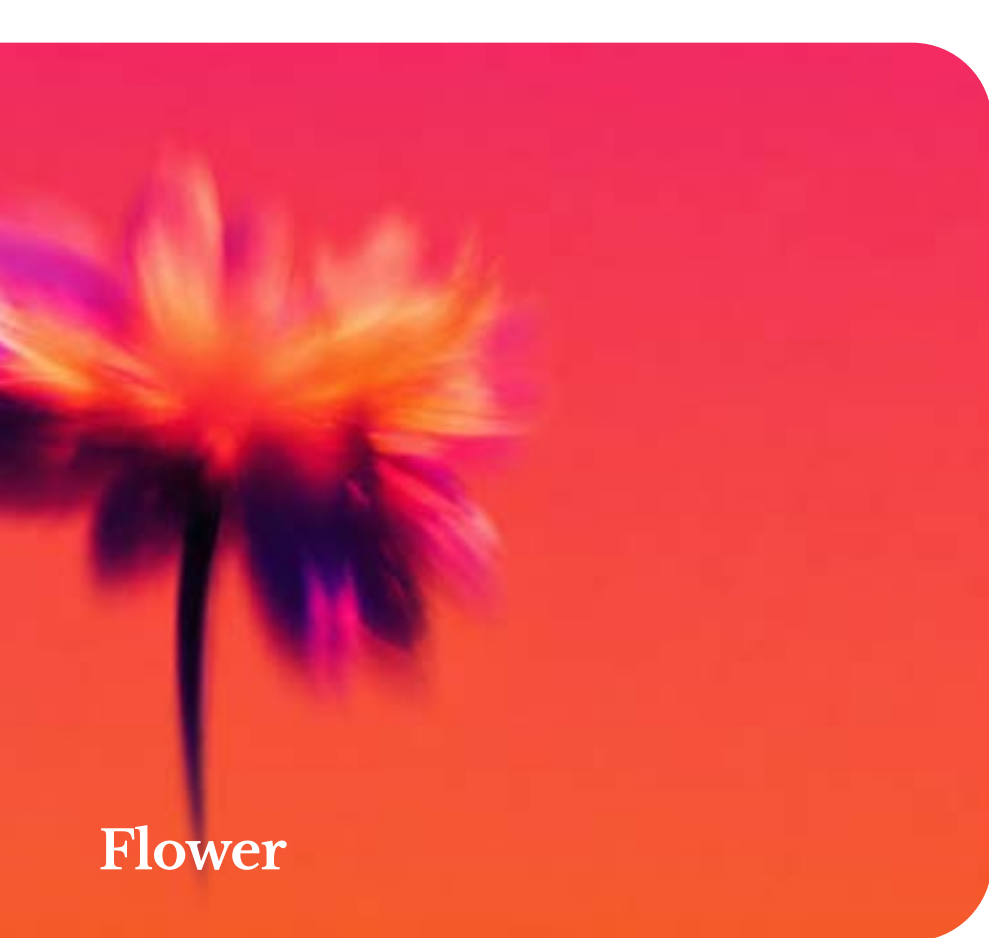


Dynamic

动感

Select vibrant plant and animal forms that embody vitality and energy. Transform them into highly dynamic expressions across both static and motion contexts — capturing moments of growth, blooming, movement, wind interaction, and active evolution.

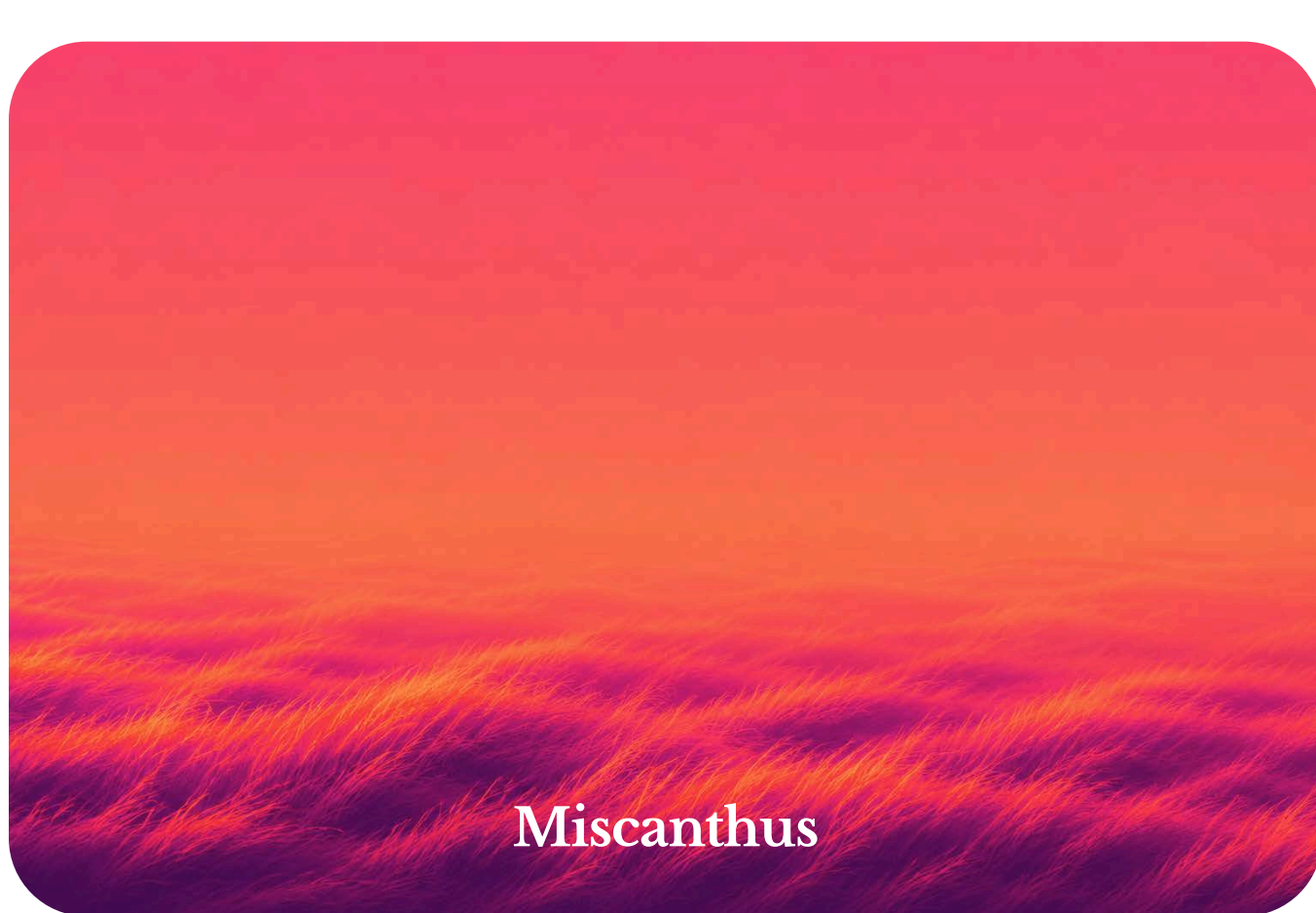
选取更有生命力活力的动植物形态+在静态和动态环境下都将对象处理成“活感很强的形态”（生长中/盛开中/运动中/被风吹过/努力中...）



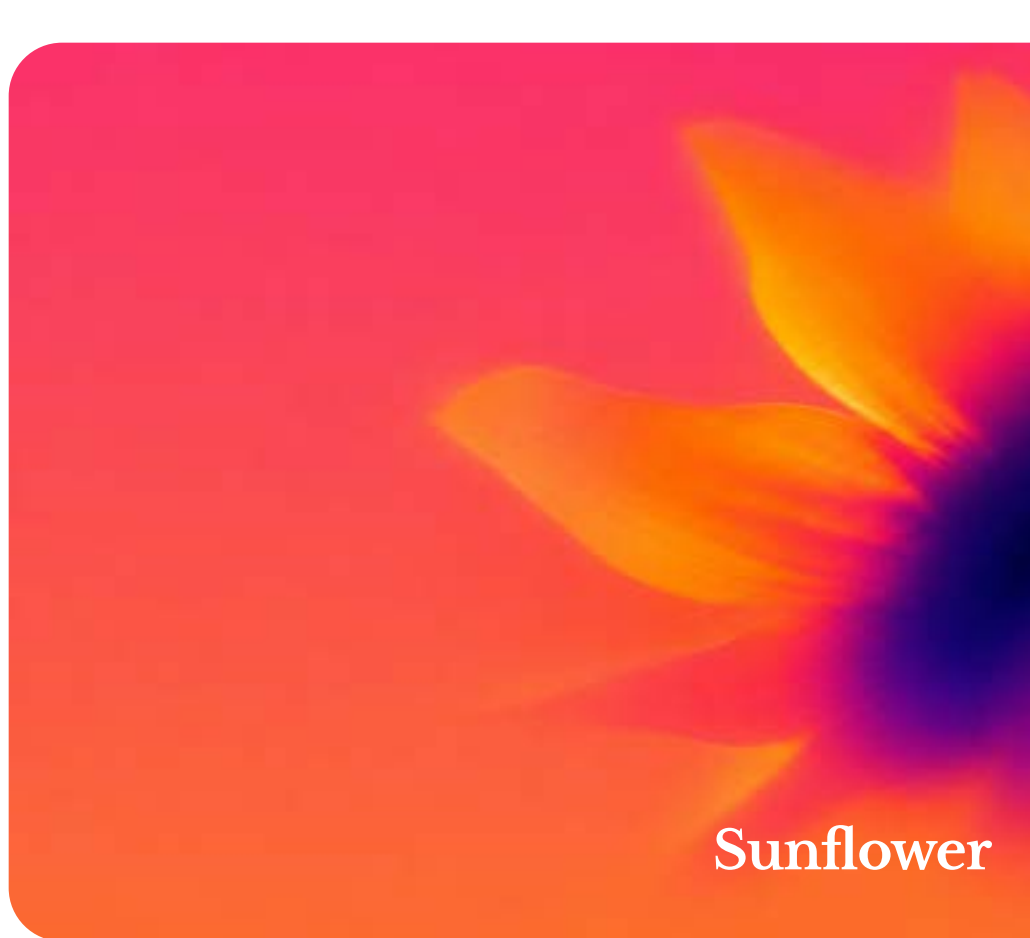
Flower



Fern



Miscanthus



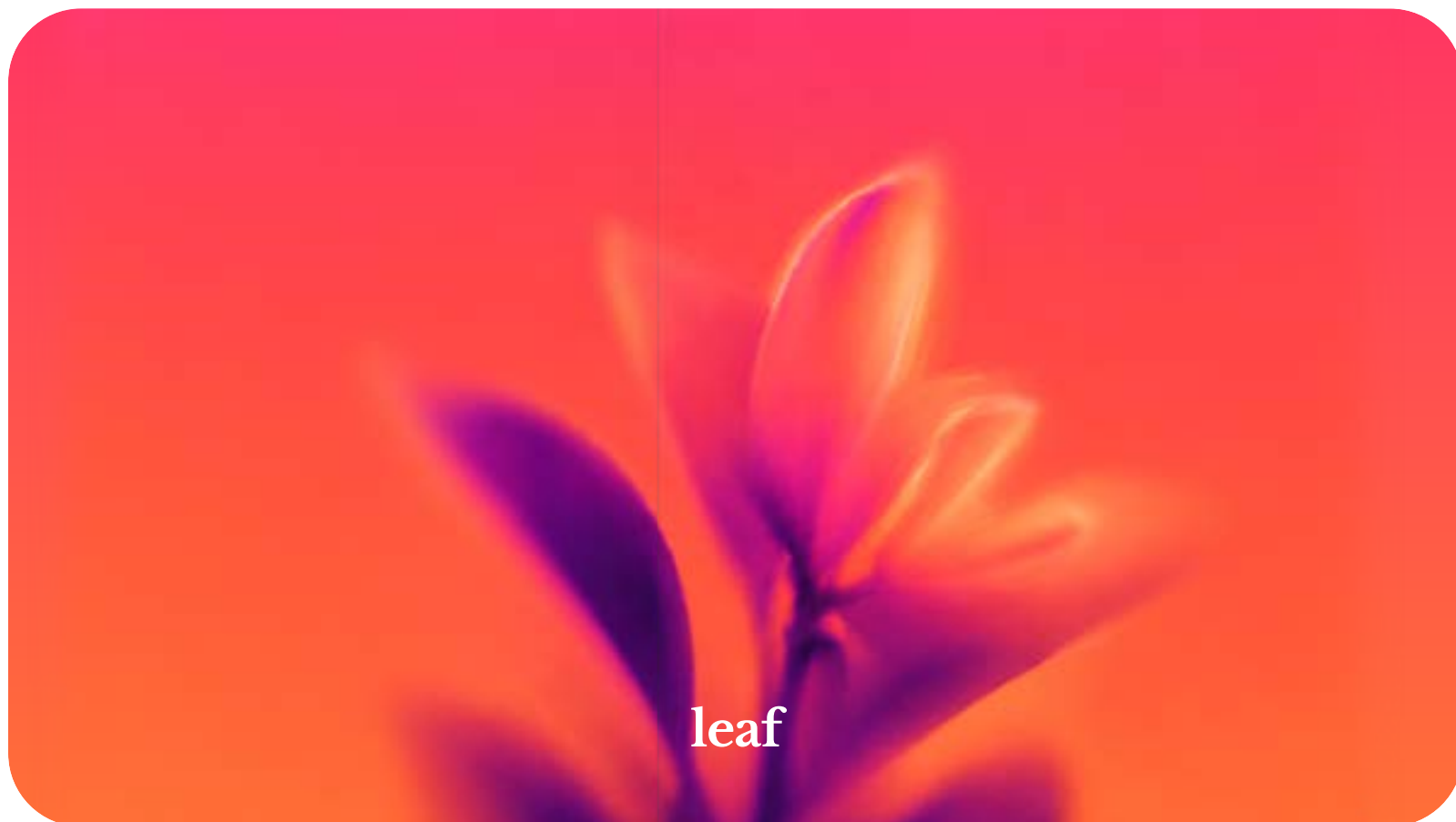
Sunflower



Wheat



Wheat



leaf



Life Form

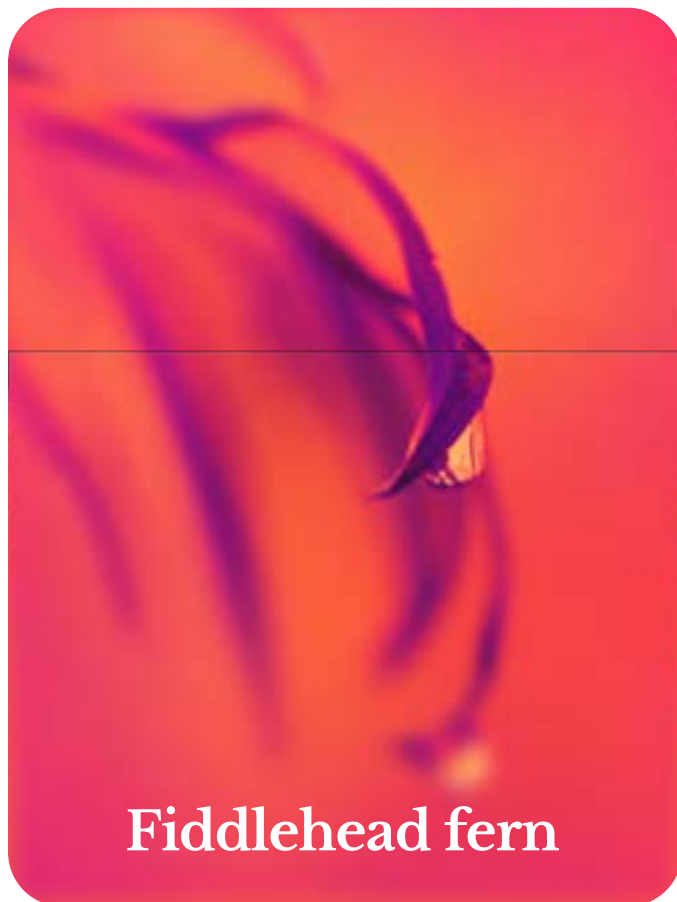
Plants For Text Model

Plants symbolize life and growth. Through absorption, connection, and evolution, they continuously develop — just like text models learn, understand, and create from data, expanding the boundaries of intelligence.

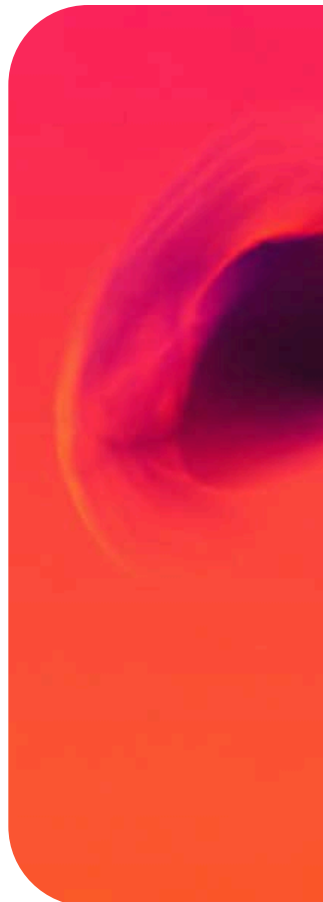
植物象征着生命与成长。它通过吸收、连接与演化不断生长，如同文本模型从数据中学习、理解并创造，持续拓展智能的边界。

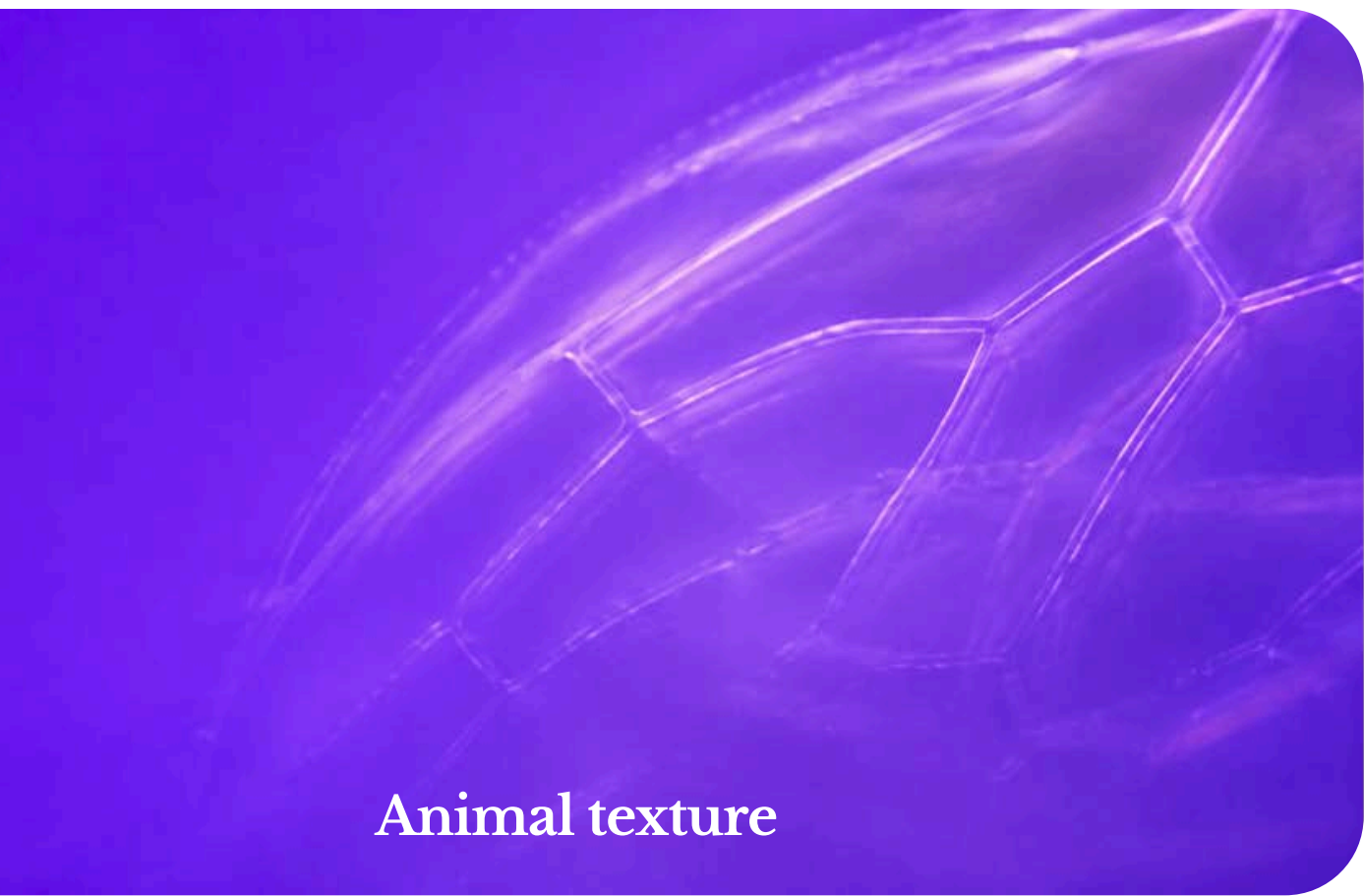


Oat

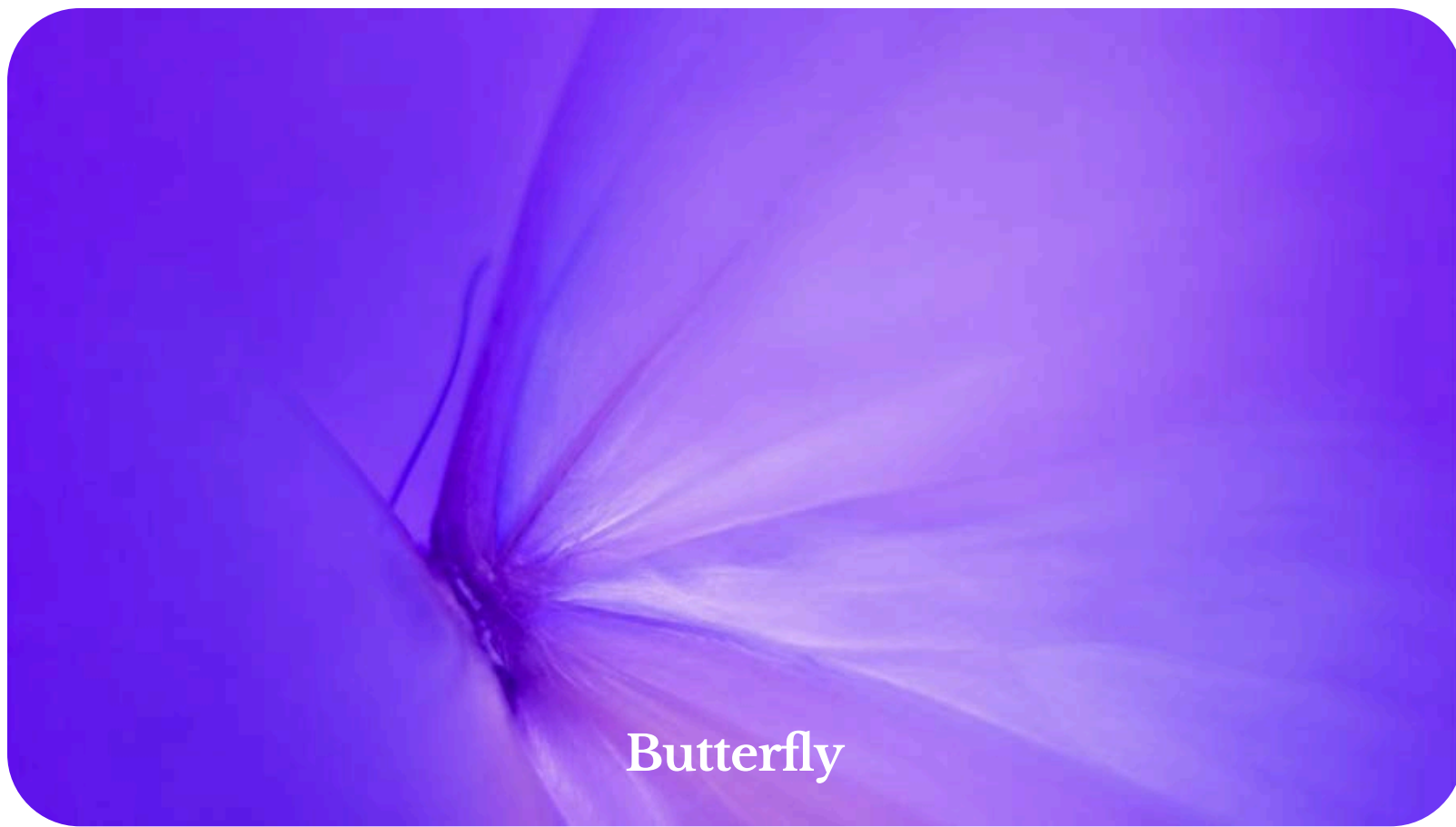


Fiddlehead fern





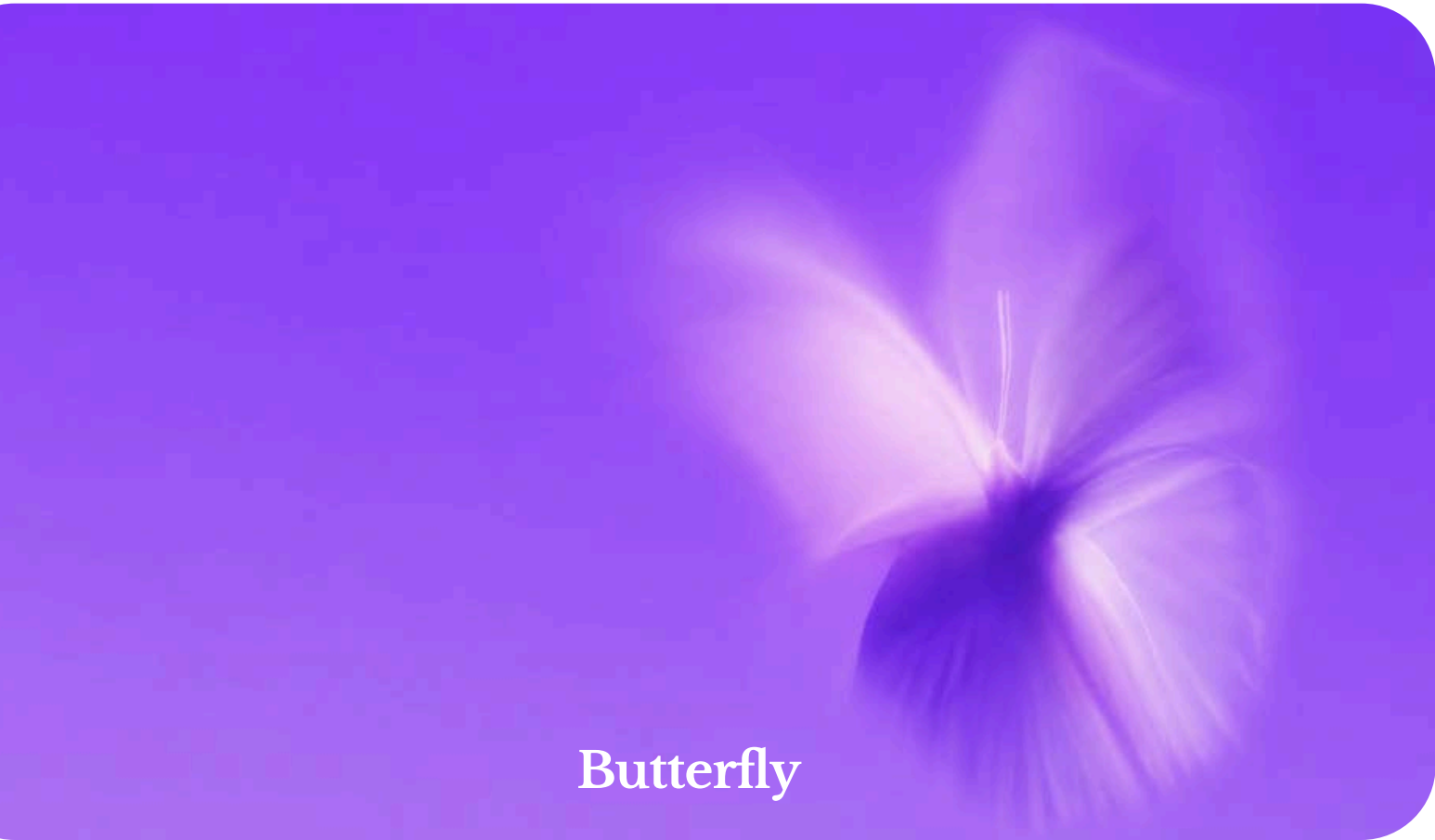
Animal texture



Butterfly



Jellyfish



Butterfly



bird



Dragonfly



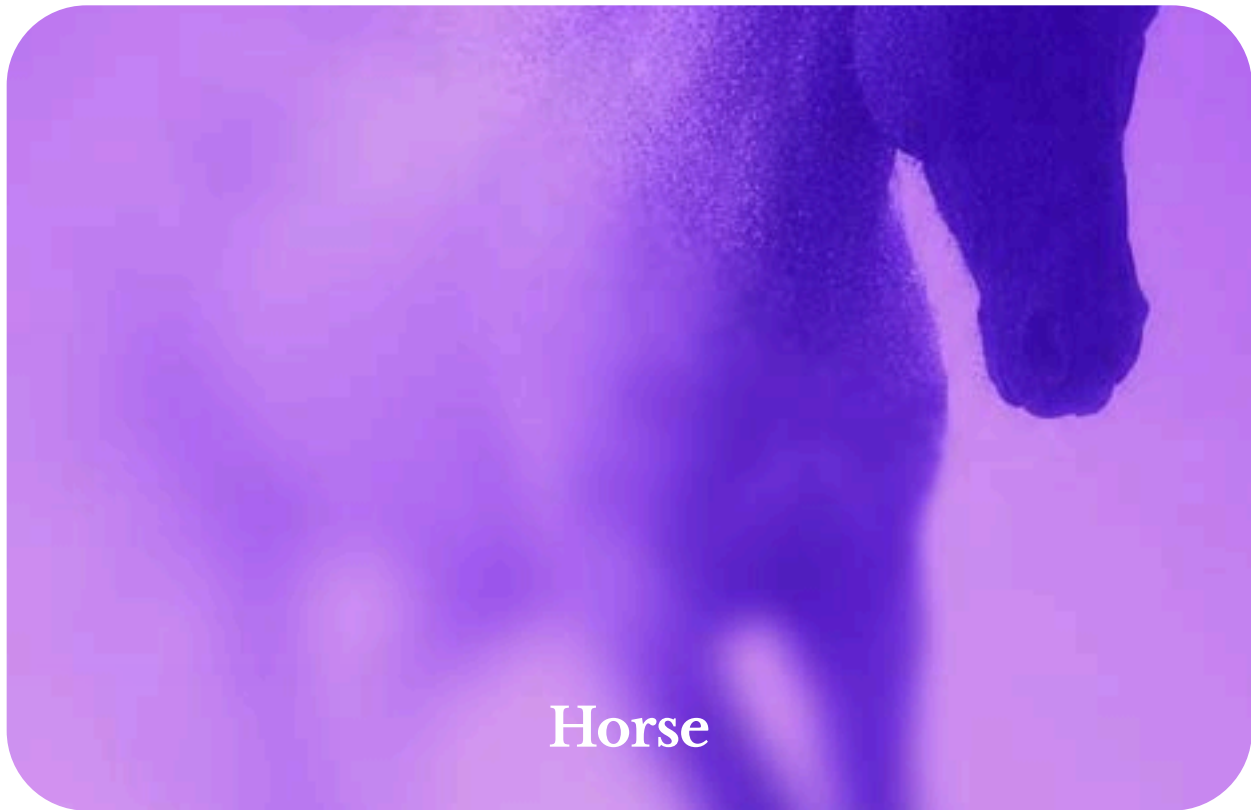
fish

Life Form

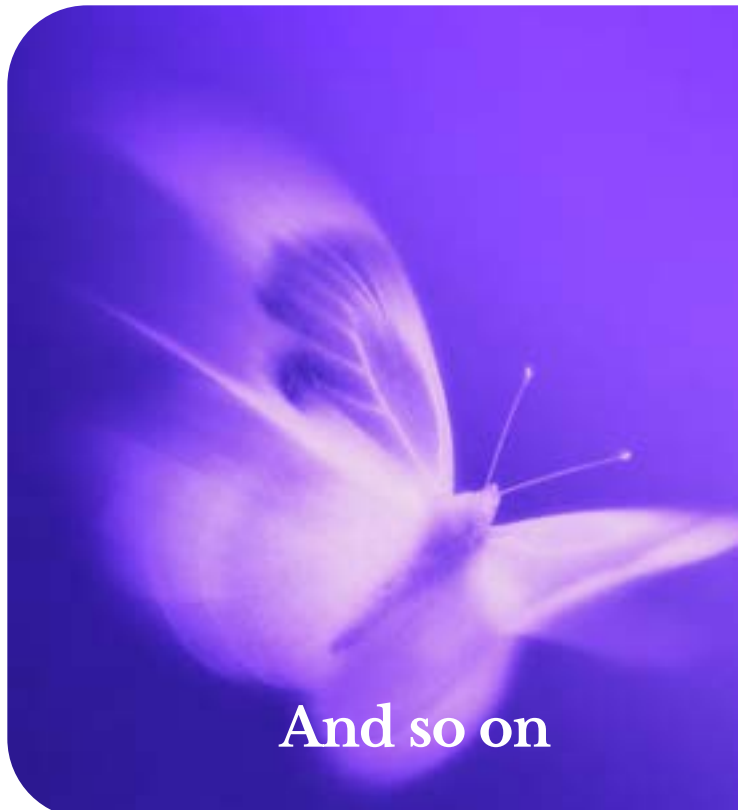
Animal For
Multimodal models

Animals symbolize perception and connection. They explore the world through multiple senses and adapt continuously, just like multimodal models integrate diverse information to understand and respond to complex environments.

动物象征着感知与连接。它们通过多种感官探索世界，并持续适应环境，如同多模态模型融合不同信息，实现对复杂世界的理解与回应。



Horse



And so on

Life Form

/Prompt

【Life Form】 , close-up soft focus macro photography, dreamy atmosphere, abstract natural aesthetics, delicate organic form, translucent texture, gentle movement, blurred edges, 【orange-red to purple gradient background】 , soft glowing light, soft diffusion, shallow depth of field, cinematic glow, ethereal background, minimal composition, poetic and elegant, high-resolution fine art photography, sense of vitality

Vitality Asset System

Living Motion

生命体动态捕捉

Life Form

个体生命张力

MiniMax's Color

高能量色彩视觉基底



Side



Close-up



Upward

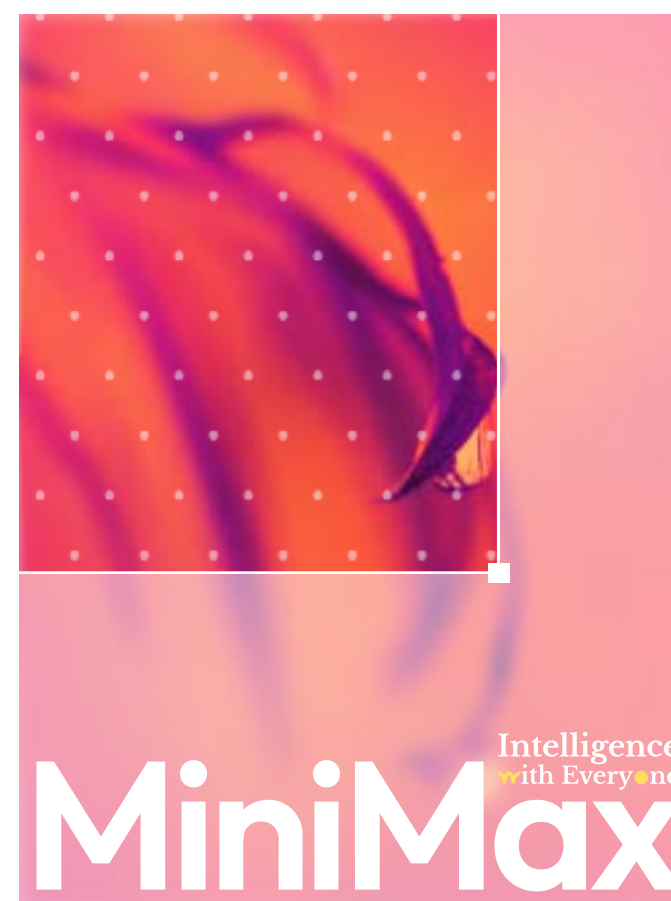


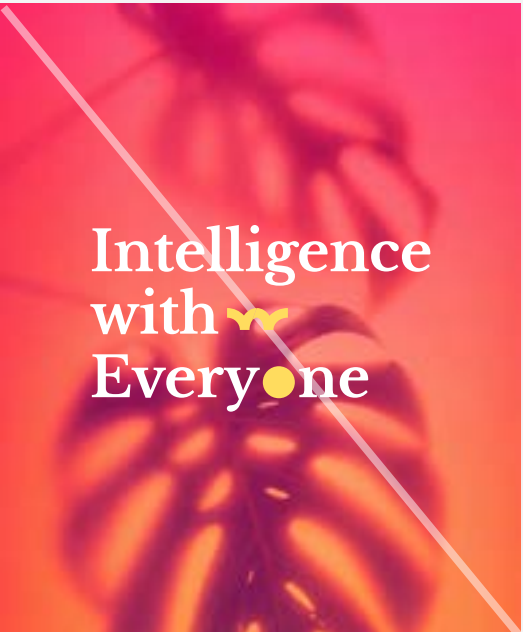
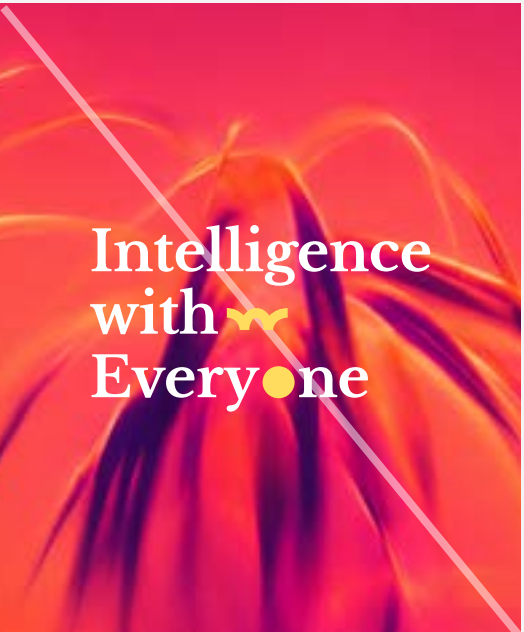
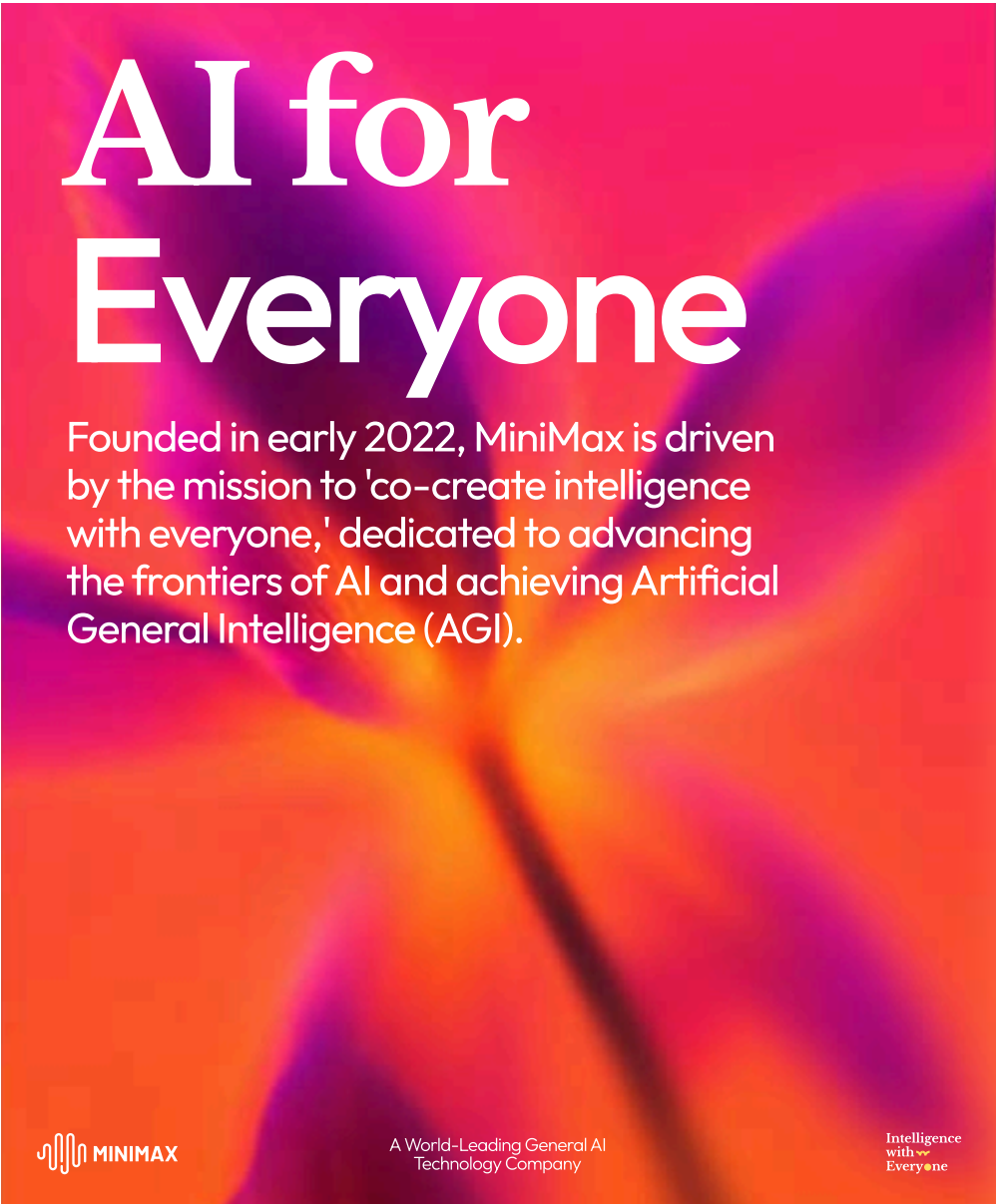
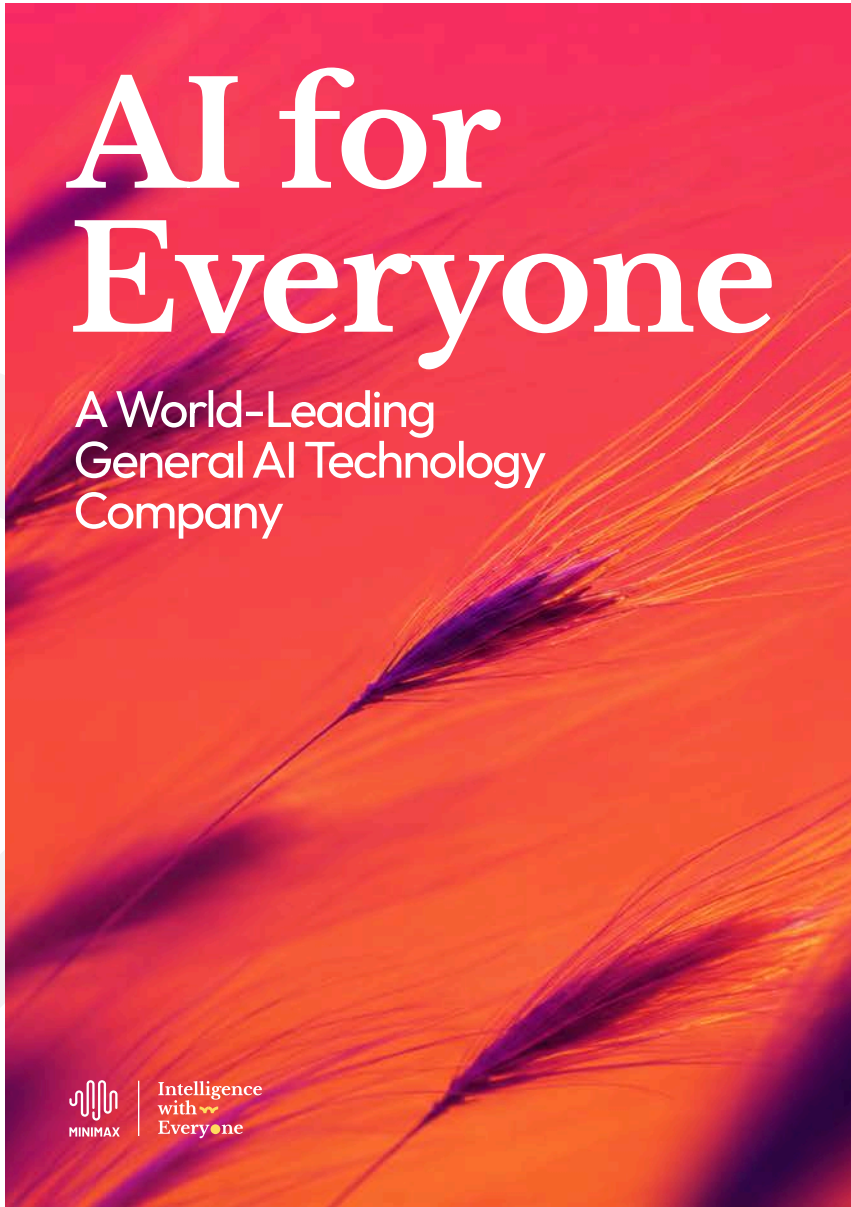
Plural

Life Form can be expressed through multiple dimensions, including individual and collective forms, diverse perspectives, and microscopic textures. From overall structures to intricate details, these elements collectively build a unified yet diverse visual language of vitality.

生命形态，均可通过单体与群体、不同观察角度以及微观纹理等多维方式进行表达，从整体形态到局部细节，构建统一而丰富的生命视觉语言。

MiniMax 🧠 Morphic Presence





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AI for Everyone A global AI foundation model company

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Intelligence with Everyone

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MINIMAX

MiniMax Brand Guidelines

MiniMax

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MiniMax  Morphic Presence

Intelligence with Everyone

Morphic Presence Identity

MiniMax Brand Guidelines

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AI

foundation model



company.



Intelligence with Everyone

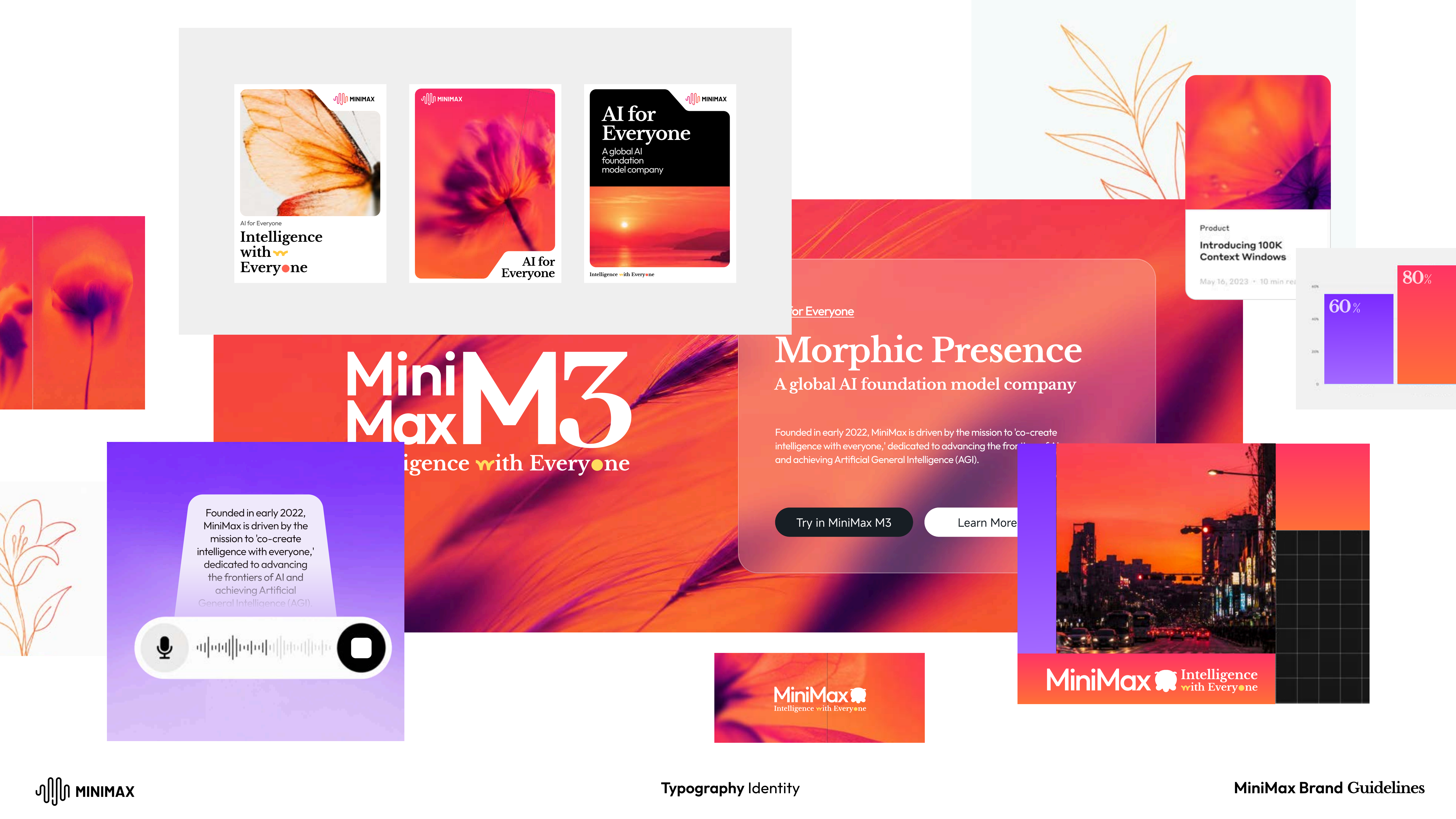
MiniMax



MINIMAX

Typography Identity

MiniMax Brand Guidelines



MiniMax Music

MiniMax H3



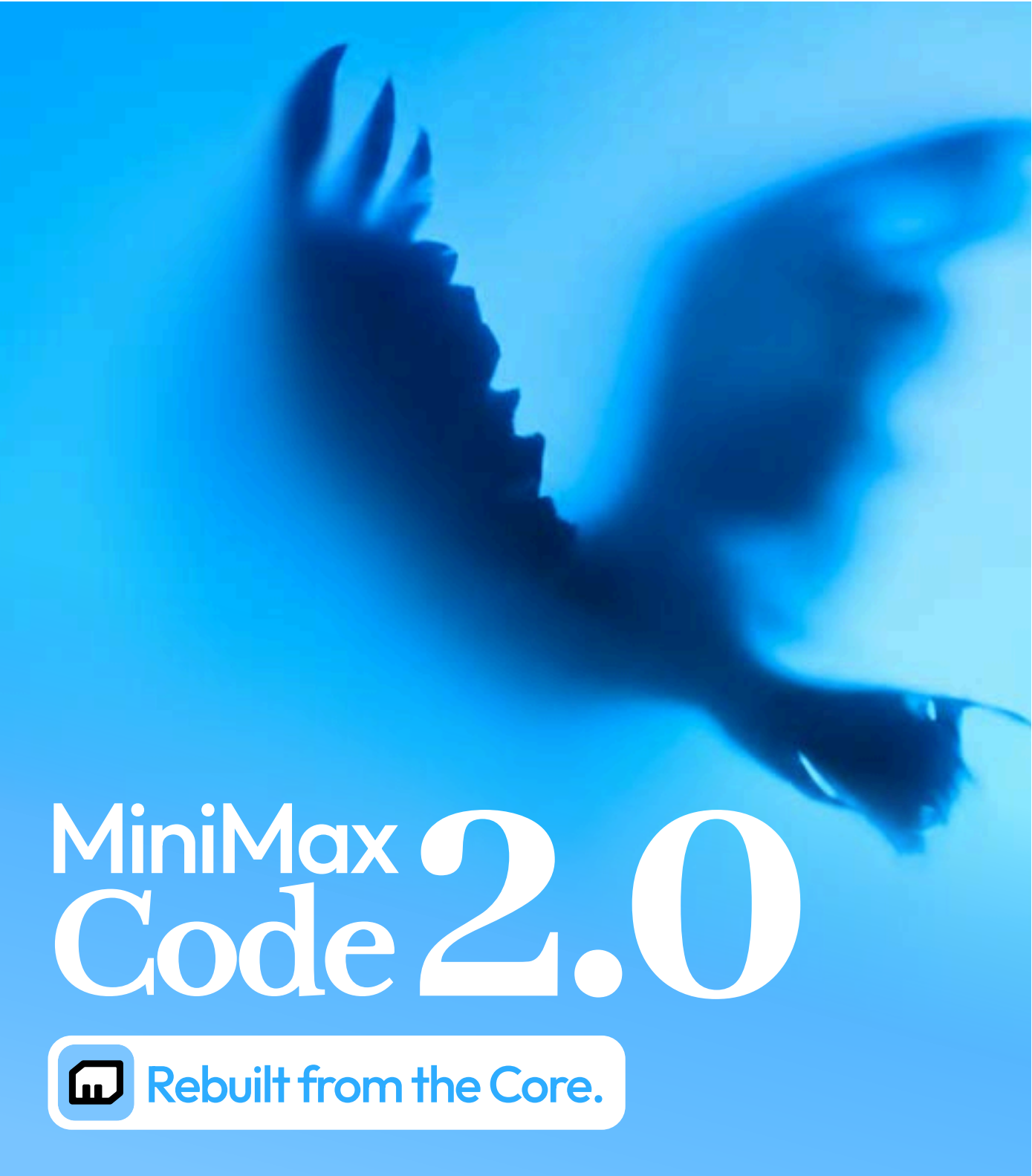
Intelligence
with 
Everyone●ne

The AI revolution in MiniMax

Powered by the proprietary MiniMax Sparse Attention (MSA) architecture, M3 API supports up to 1M tokens context. On SWE-Bench Pro, which measures coding capability, MiniMax M3 surpasses GPT-5.5 and Gemini 3.1 Pro and approaches

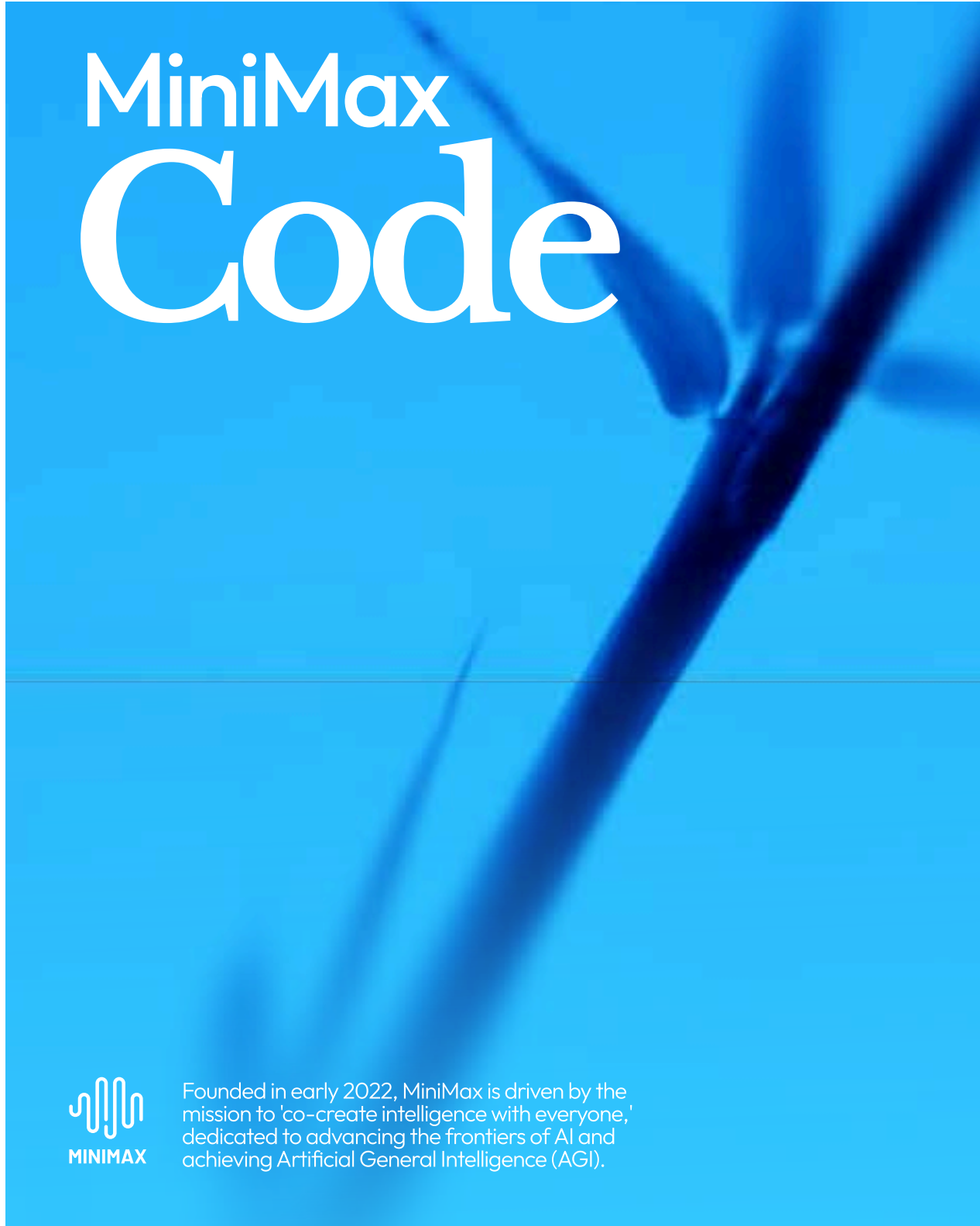
AI for Everyone

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MiniMax Code 2.0

 Rebuilt from the Core.



MiniMax Code

 MINIMAX

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 MiniMax Code



The AI revolution in MiniMax

The first open-weight model with frontier capabilities.

 MINIMAX

Intelligence with Everyone

MiniMax Code



 MINIMAX

Powered by the proprietary MiniMax Sparse Attention (MSA) architecture

Intelligence with Everyone

POWERED BY THE PROPRIETARY MINIMAX SPARSE ATTENTION (MSA) ARCHITECTURE

M3 API SUPPORTS UP TO 1M TOKENS CONTEXT .ON SWE-BENCH PRO, WHICH MEASURES CODING CAPABILITY, MINIMAX M3 SURPASSES GPT-5.5 AND GEMINI 3.1 PRO AND APPROACHES OPUS 4.7. N SVG-BENCH



MiniMax Code The AI revolution in MiniMax

 MINIMAX

Powered by the proprietary MiniMax Sparse Attention (MSA) architecture. M3 API supports up to 1M tokens context .ON SWE-Bench Pro, which measures coding capability

Intelligence with Everyone



AI Productivity for Public Officers

MiniMax Code is officially released today.

[AI](#) [New Model](#) [Technology-driven](#) [MiniMax](#) [Global](#)

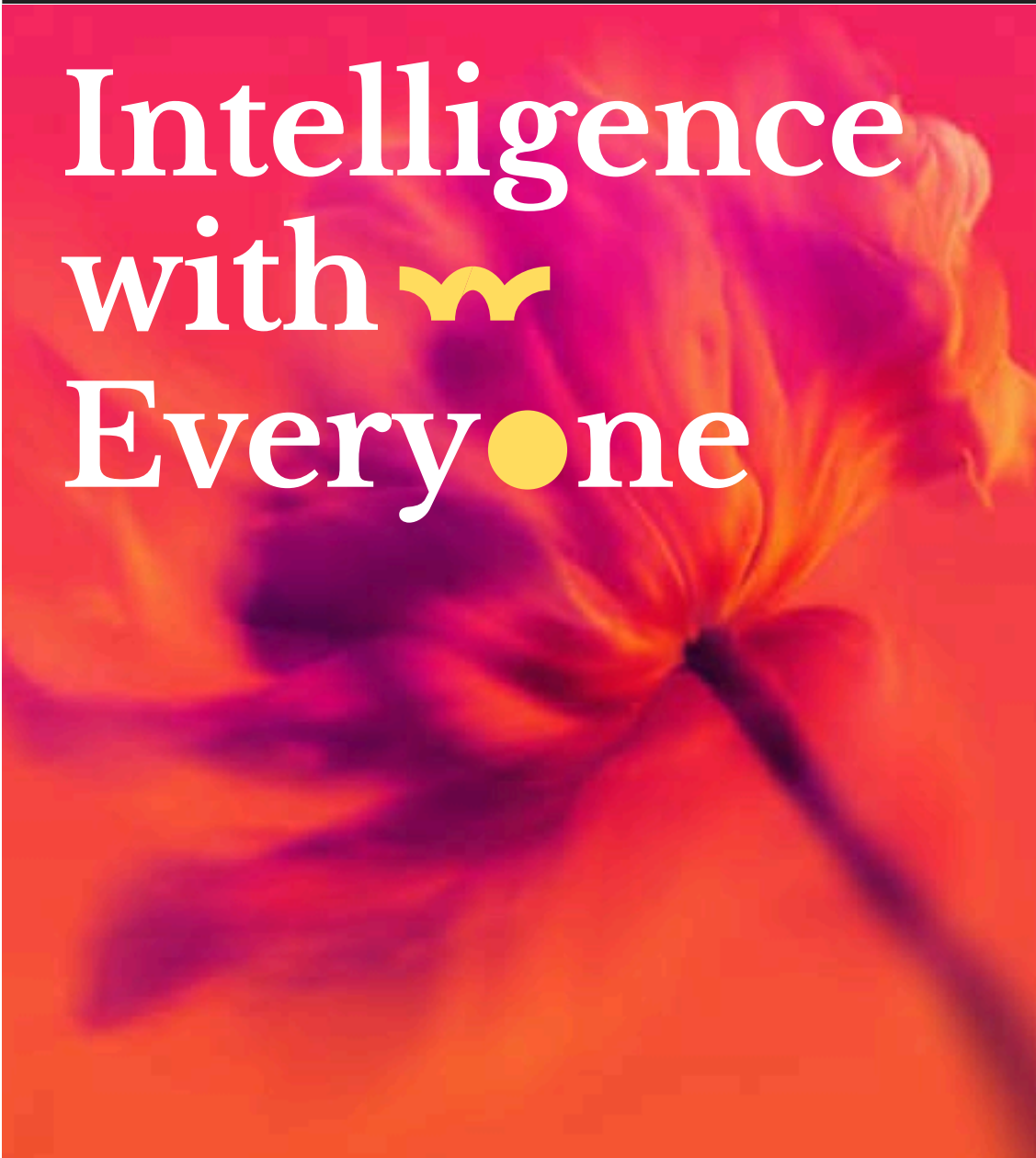
MiniMax Code

 MINIMAX

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Intelligence with Everyone

 **MiniMax**
Intelligence with Everyone

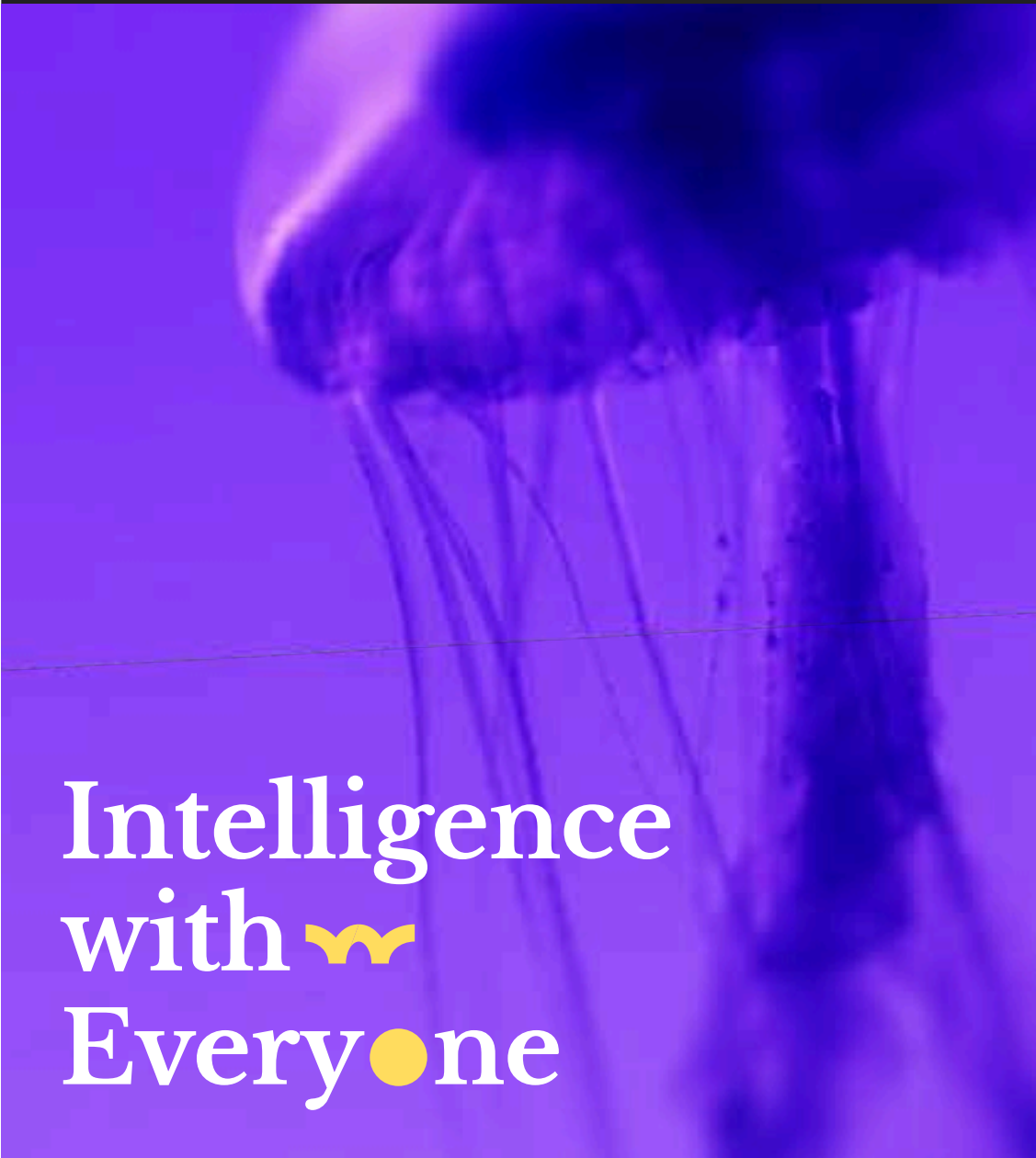


Intelligence with Everyone●ne

Our no contract plans give you the flexibility to design a package that's right for you and your ever-changi...[more](#)

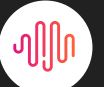
 **MiniMax**
Intelligence with Everyone



Intelligence with Everyone●ne

Our no contract plans give you the flexibility to design a package that's right for you and your ever-changi...[more](#)

 **MiniMax**
Intelligence with Everyone



Intelligence with Everyone●ne

Our no contract plans give you the flexibility to design a package that's right for you and your ever-changi...[more](#)

MiniMax 
Morphic
Presence
Intelligence  with Everyone 

LOGO



MiniMax

+



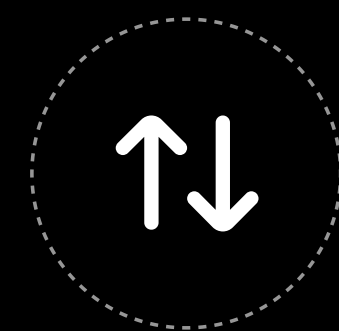
Heartbeat

+

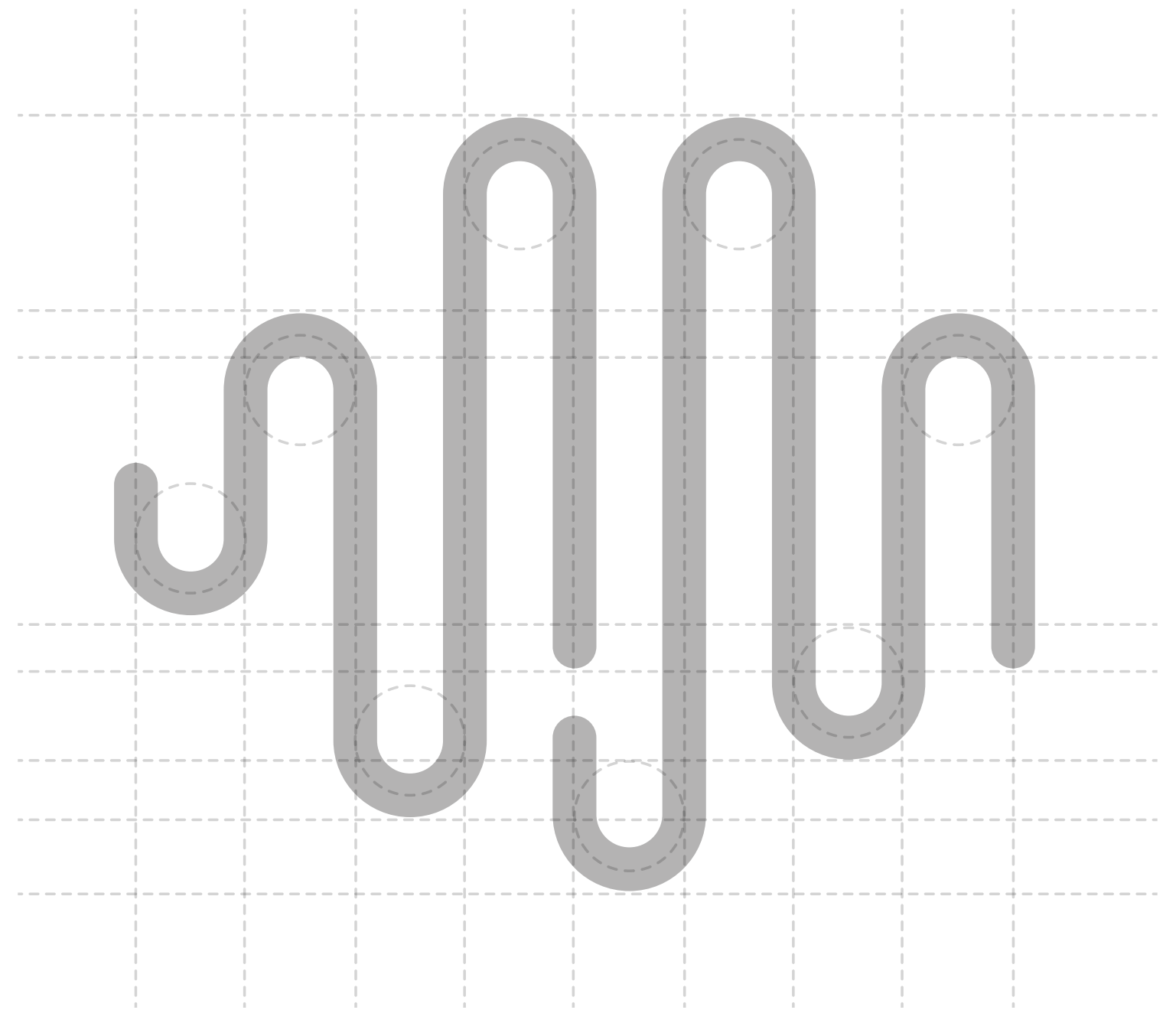


Brain

+



Mini To Max



Our Logo

The MiniMax 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 MiniMax 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.



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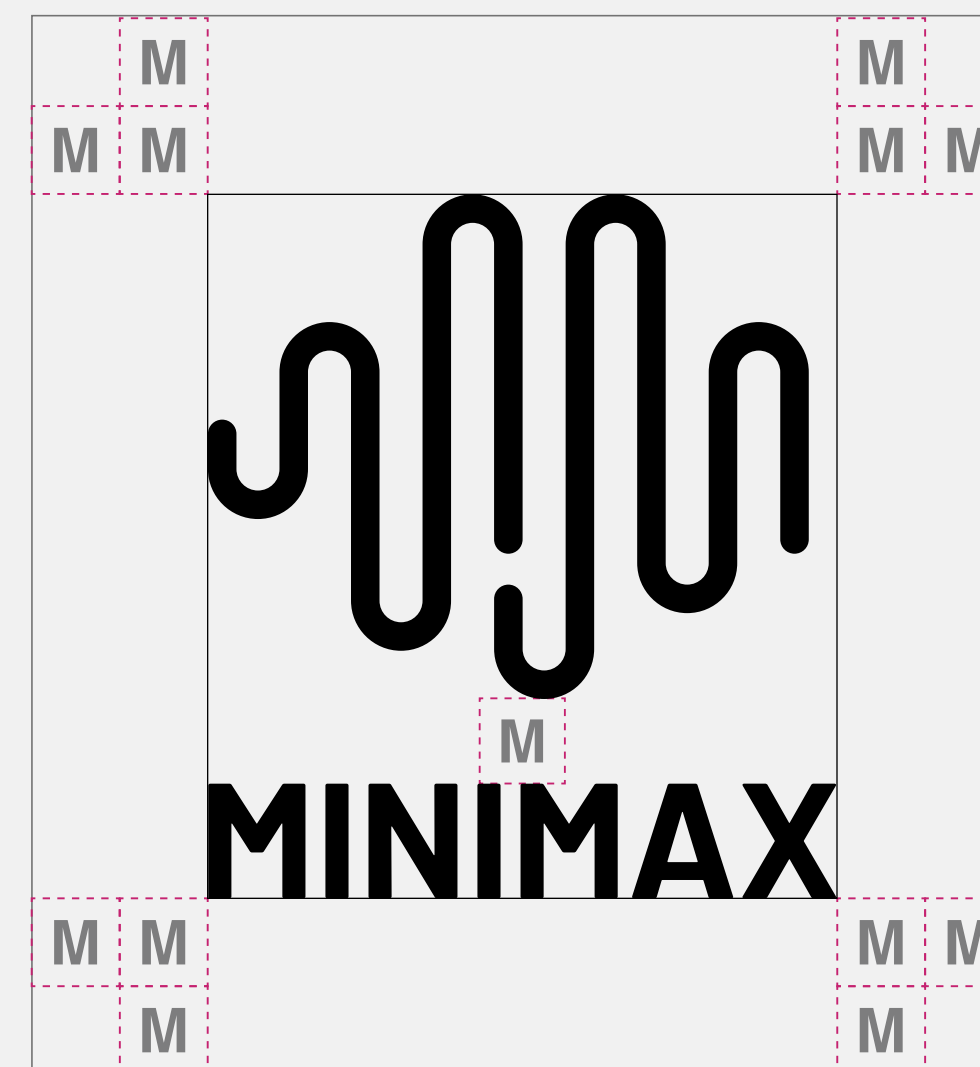


Clear space

The MiniMax 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.

Clear space equals 2M the height of letter "M" in the logotype (as illustrated)

Exceptions:
Web favicon: Minimum 1M clear space
Large outdoor ads: Extend to 3M for visibility.



Logo Donts

The logo should not be misinterpreted, modified, or added to. No attempt should be made to alter the Logo in any way. Its orientation, color and composition should remain as indicated in this document - there are no exceptions. To illustrate this point, some of the more likely mistakes are shown on this page.'

These rules apply to all elements of the logo including but not limited to the Wordmark and the Favicon.



Attempt to recreate or alter the orientation of the logo.



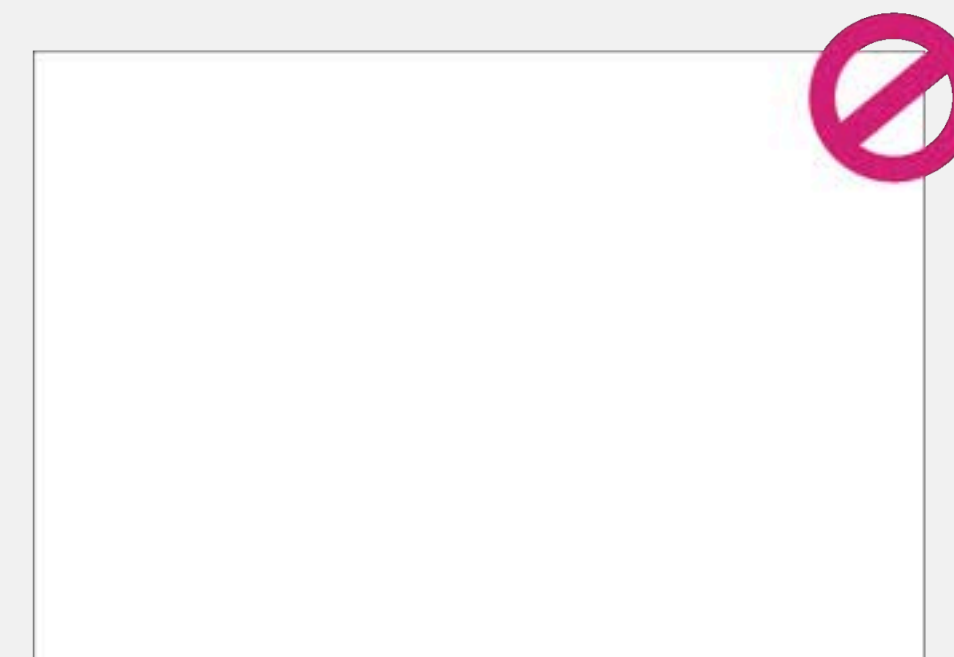
Change the orientation of the logo



Stretch, distort, or scale the logo disproportionately.



Add extraneous effects, like drop shadows, outlines, or bevels.



Place the logo on backgrounds that are too busy or have insufficient contrast.



Position wordmark over crucial photographic details such as faces or products.

Placement partner & Sponsors

When pairing the MINI-MAX brandmark with a partner logo, the logos should be made visually the same size. Note that this does not mean they should be equal in height or width - each combination should be considered separately as logos may appear larger or smaller in size depending on their aspect ratio.

Pairing with Partner Logos

Pairing with taller logo



Pairing with wider logo



Logo Colors

Official logo: The gradient color icon is used exclusively for the logo and can only be used when the official logo appears alone.

The gradient color cannot be used in corporate extension materials or appear in any of the company's products.

The official use of the brand color must strictly follow its specifications.



Logo Colors

The official logo's gradient color specification. The logo can be inverted against the gradient background.

The gradient color selection must strictly follow the colors in the illustration.





Research

Product

API

Company

News

A large, blurred image of a purple flower with yellow-orange center, set against a gradient background transitioning from pink at the top to orange at the bottom.

MiniMaxM3
Intelligence with Everyone

Official Slogan

Official slogan:

[Intelligence with Everyone].

Always use 112% character spacing with brand-approved typeface. Follow lockup rules when combined with logo.

The graphic letters in the slogan can be updated with different brand colors according to different scenes and festivals, which greatly increases the scope of application of the slogan.



Slogan be used

The official use of the slogan must strictly follow the diagram. Currently, only 4 layouts are allowed, of which 1 is the most official and most used. In special layouts, 2, 3, and 4 are allowed at discretion.

The slogan uses a consistent color treatment across **all gradient backgrounds**, as shown on the right, to maintain visual consistency. On solid black and solid white backgrounds, the yellow and orange versions are used respectively to ensure optimal visibility and legibility.

01

Intelligence
with  Every ne

02

Intelligence
with  Every ne

04

Intelligence
with  Every ne

05

Intelligence  with Every ne

01

Intelligence
with  Every ne

02

Intelligence
with  Every ne

04

Intelligence
with  Every ne

05

Intelligence  with Every ne

Logo Lockup

Logo lockup is only allowed in these four cases, which are the four in the illustration.

The slogan is unified on the right and left-aligned, and the distance between the logo and the slogan is 3M distance. Any other non-official combination is not allowed to be used and cannot represent MiniMax.

01



Intelligence
with 
Every●ne

02



Intelligence
with 
Every●ne

03



Intelligence
with 
Every●ne

04



Intelligence
with 
Every●ne

01



Intelligence
with 
Every●ne

02



Intelligence
with 
Every●ne

03



Intelligence
with 
Every●ne

04



Intelligence
with 
Every●ne

Signature Lockup System

When the logo is not used in a layout, the “MiniMax” and slogan lockup should follow the standardized configuration shown on the right.

This lockup serves as the primary brand signature system and may include the IP character depending on the context to enhance recognition and visual expression.

01

MiniMax
Intelligence
with Everyone

02

MiniMax
Intelligence with Everyone

03

MiniMax Intelligence
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04

MiniMax Intelligence
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05

MiniMax 
Intelligence
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06

MiniMax 
Intelligence with Everyone

07

MiniMax  Intelligence
with Everyone

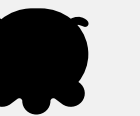
08

MiniMax  Intelligence
with Everyone

09

Mini Intelligence
with Everyone
Max

10

Intelligence
with Everyone
MiniMax 

11

Intelligence
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MiniMax 
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MiniMax 
Intelligence with Everyone

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MiniMax  Intelligence
with Everyone

08

MiniMax  Intelligence
with Everyone

09

Mini Intelligence
Max with Everyone

10

Intelligence
with Everyone
MiniMax 

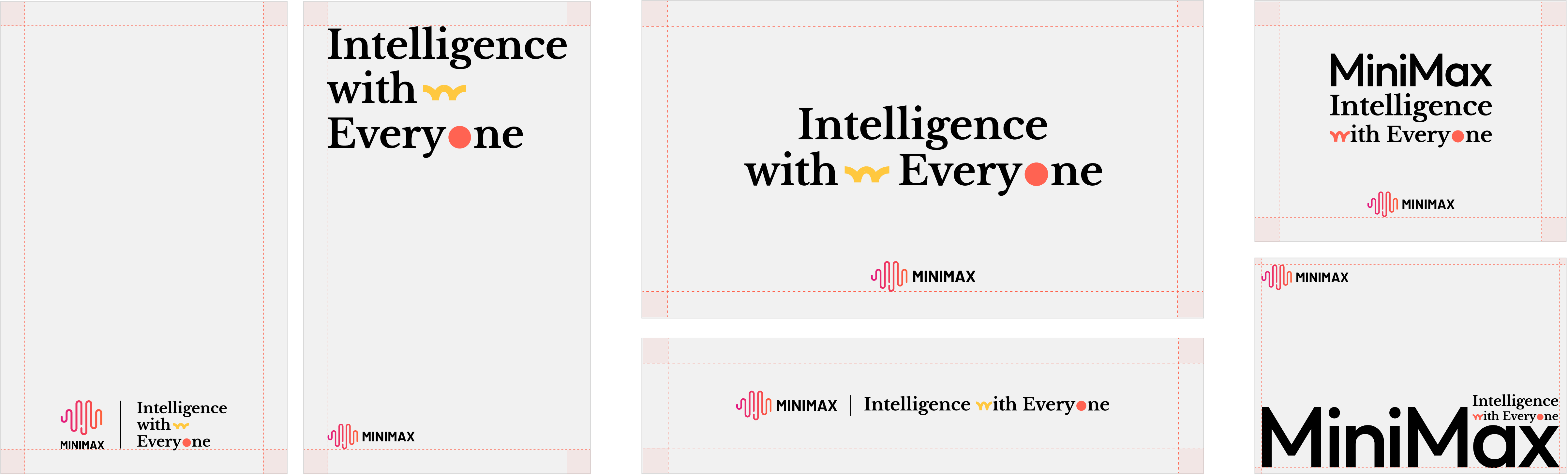
11

Intelligence
with Everyone
MiniMax

Slogan Positioning

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COLORS

MiniMax Intelligence
with Everyone  Morphic Presence

Little M



Creativity

MiniMax IP

Natural and Growth

Intelligence with Everyone



MINIMAX

Brand DNA

Logo Gradients

Vitality

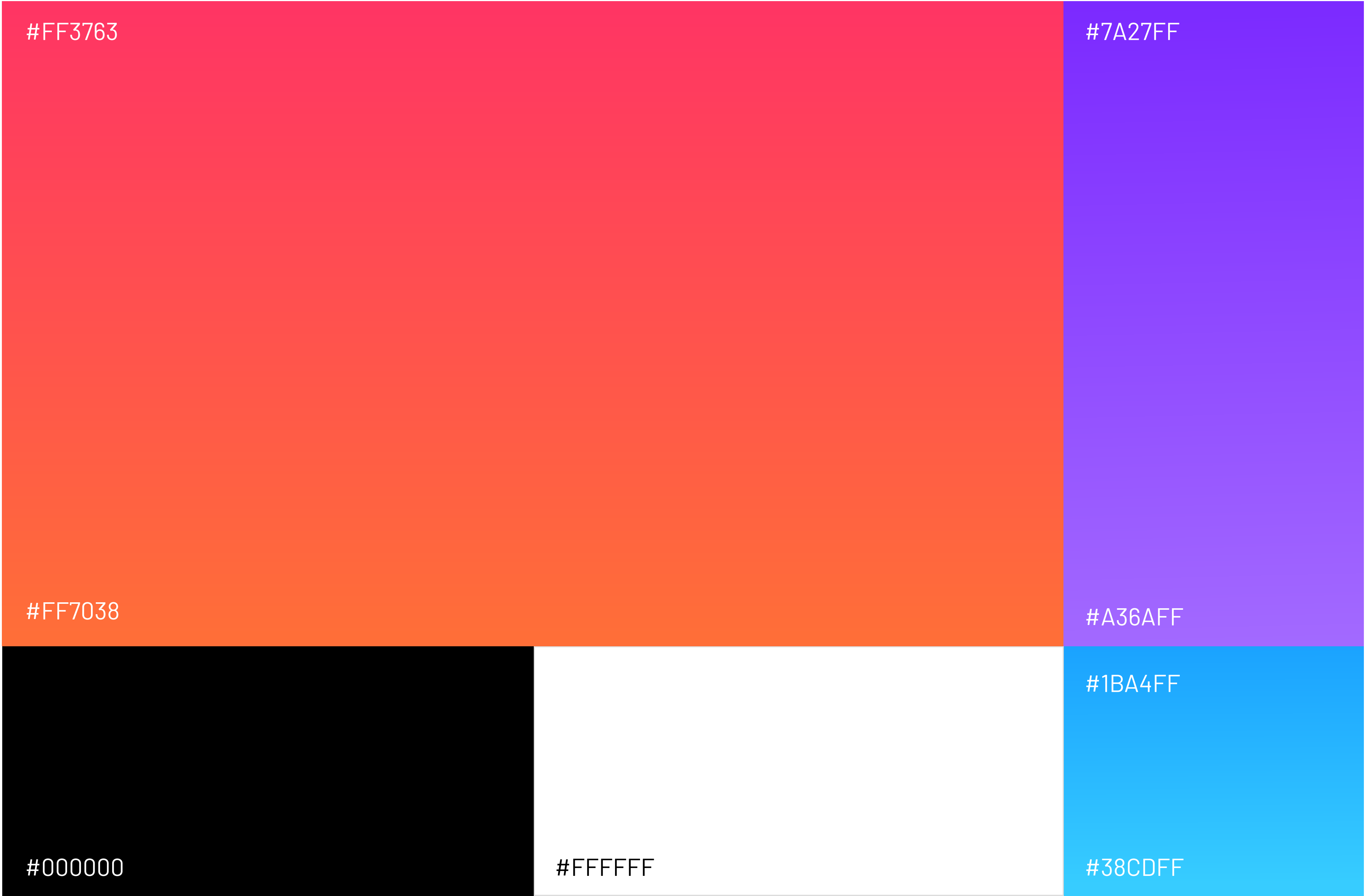
Sunrise

Intelligence
with Everyone

MiniMax

Gradients

The gradient system is a defining element of the brand identity. It reflects the balance between creativity and technology while adding depth, vibrancy, and consistency across every touchpoint. Use the official gradients exactly as specified in this guide. Do not modify the color combinations, gradient direction, or proportions.



Uccessful Gradients Color usage

The **orange-red gradient** is the primary brand gradient and represents the core identity of the company. It is primarily used for text model-related visuals and general brand communications.

The **purple and blue gradients** are secondary system colors used for multimodal models and specific product branding.

Do not alter gradient colors, direction, or proportions. Maintain consistent application across all touchpoints, and ensure sufficient contrast for readability.

01



Text Model

02



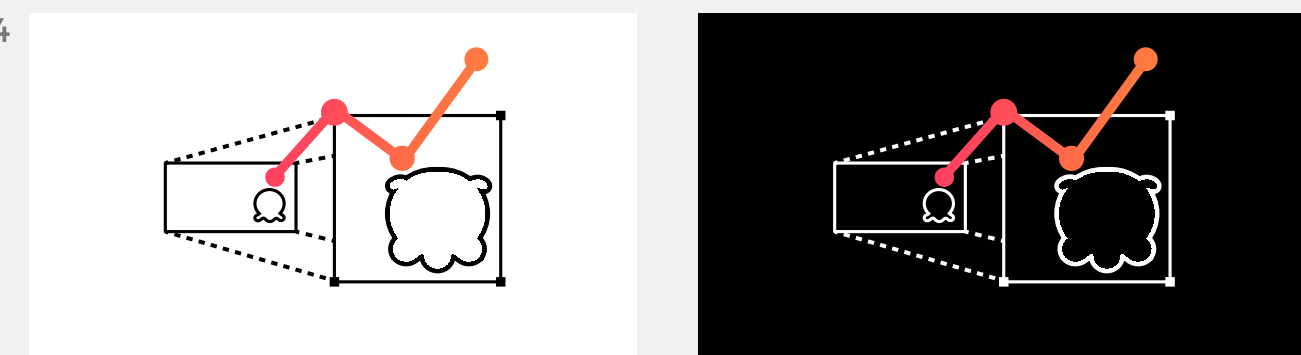
Multimodal models

03



Product branding

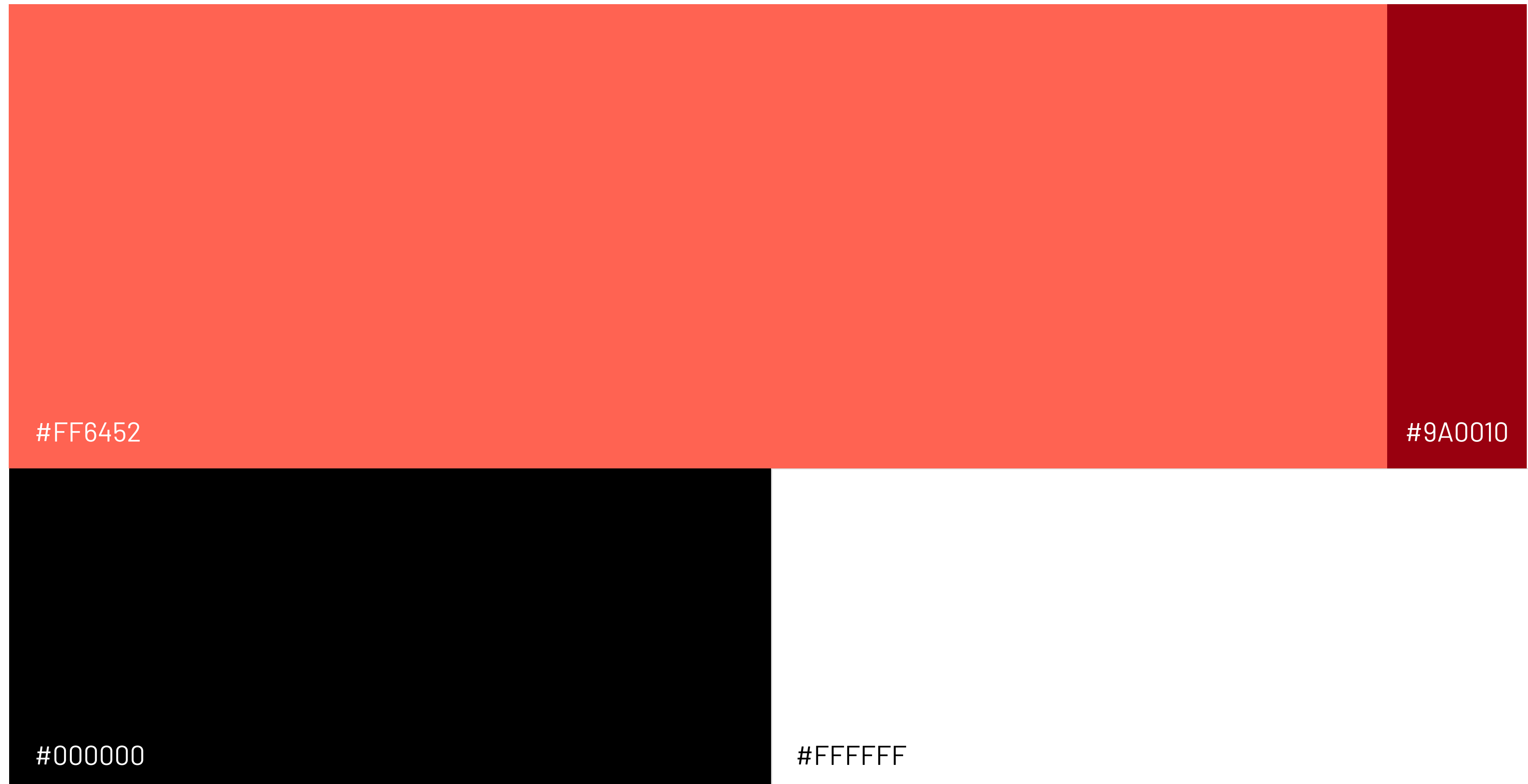
04



Brand Illustration System

Solid Color

When a gradient cannot be applied, use the approved solid brand colors to maintain a consistent visual experience. Always ensure sufficient contrast for clear and accessible communication.



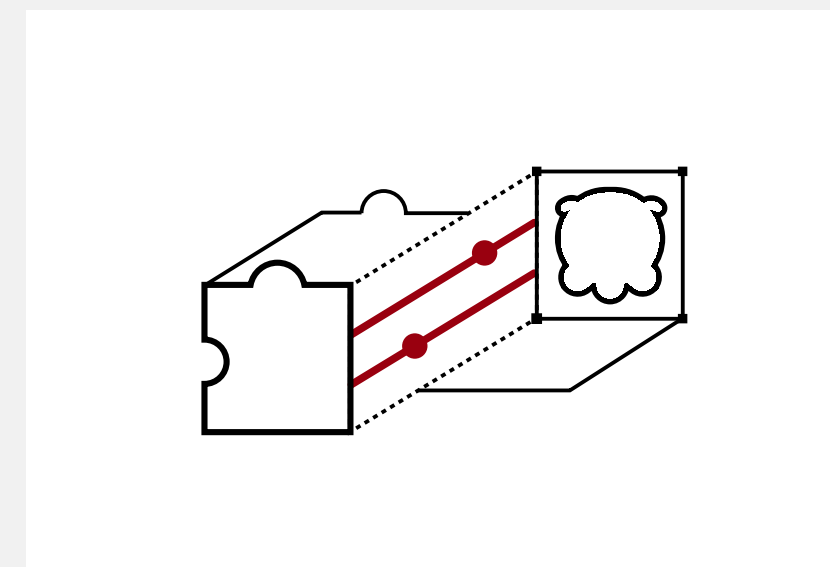
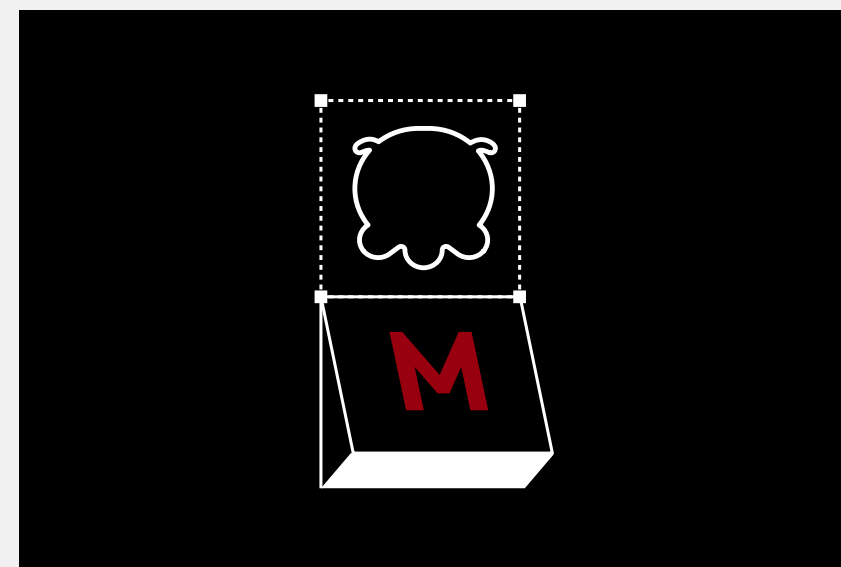
Uccessful Solid Color usage

The brand system includes **three solid colors** used across different levels of visual expression, with most applied as background foundations.

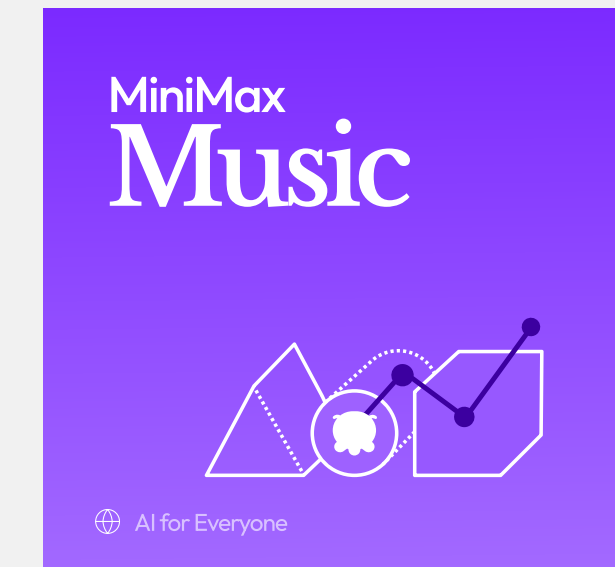
Dark tones is used as a supporting accent color in illustrations and graphic elements, helping enhance structure and visual hierarchy.

On gradient backgrounds, dark tones may also be used as supporting illustration or graphic colors to improve contrast and visual recognition.

01



02





Intelligence **with** Every**one**



MiniMax  **Morphic Presence**
Intelligence **with** Every**one**

AI for Everyone

A World-Leading General AI
Technology Company

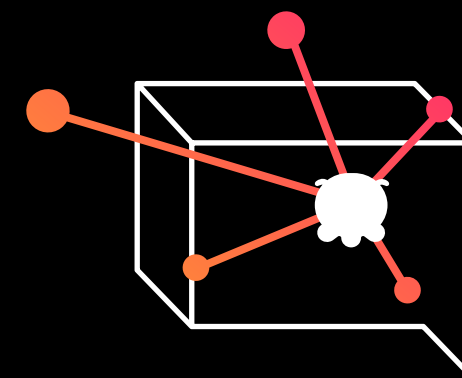
MiniMax Brand Guidelines

Morphic Presence Identity

Intelligence with Everyone

MiniMax 
Music

 MiniMax
Code



FOUNDED IN EARLY 2022, MINIMAX IS DRIVEN BY THE MISSION TO 'CO-CREATE INTELLIGENCE WITH EVERYONE,' DEDICATED TO ADVANCING THE FRONTIERS OF AI AND ACHIEVING ARTIFICIAL GENERAL INTELLIGENCE (AGI). MINIMAX HAS INDEPENDENTLY DEVELOPED A SERIES OF MULTIMODAL FOUNDATION MODELS WITH POWERFUL CODE AND AGENT CAPABILITIES, AS WELL AS ULTRA-LONG CONTEXT PROCESSING, CAPABLE OF UNDERSTANDING, GENERATING, AND INTEGRATING MULTIPLE MODALITIES INCLUDING TEXT, AUDIO, IMAGE, VIDEO, AND MUSIC.

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Morphic Presence
Intelligence with Everyone

New Version Available!

We've made some exciting improvements to enhance your Minimax Chat experience:

What's New

- Enhanced Credits Display: Clearer visualization of your credit usage and balance
- Improved Voice Filter Interface: Streamlined interaction for finding your perfect voice

Try M2

AI Productivity for Public Officers

MiniMax M3 is officially released today.

AI

New Model

Technology-driven

MiniMax

Global

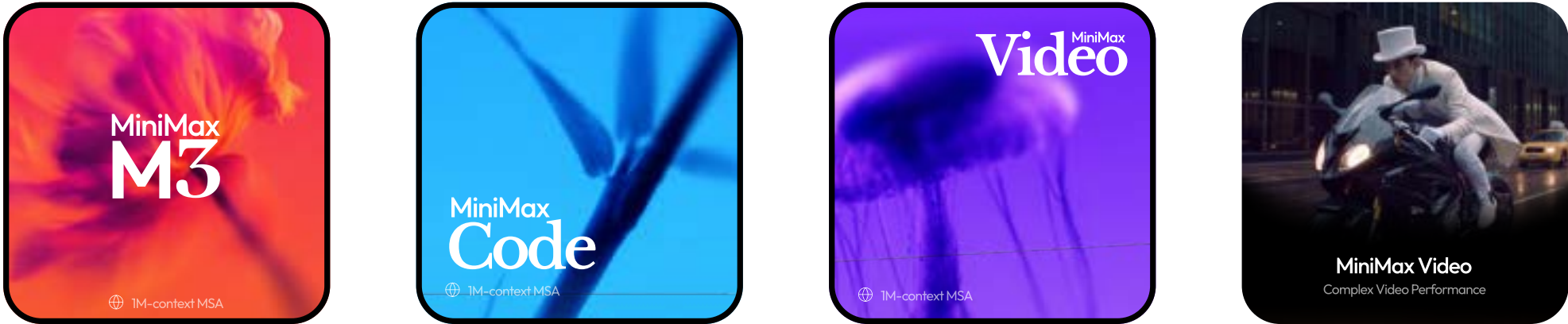
Morphic Presence

Intelligence with Everyone

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MiniMax Brand Guidelines

Powered by the proprietary MiniMax Sparse Attention (MSA) architecture, M3 API supports up to 1M tokens context .On SWE-Bench Pro, which measures coding capability

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AI for Everyone
MiniMax

Software... · 6k followers · 50-100 employees

AI for Everyone

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with  Everyone

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MiniMax Code



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MiniMax
Code

AI Productivity for Public Officers

**MiniMax Code is
officially released today.**

AI | New Model | Technology-driven | MiniMax | Global

MiniMax Code



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Intelligence
with  Everyone

TYPOGRAPHY

MiniMax Intelligence with Everyone  Morphic Presence

Outfit

Libre
Baskerville

NEW

MiniMax

Intelligence
with Everyone

Technological
科技感

Modern
摩登

academic
学术感

Creativity
创造力

Libre
Baskerville

阿里妈妈方圆体

NEW

Morphic
Presence
Intelligence with Everyone

多模态领导者

academic
学术感

Technological
科技感

Youthful
年轻生命力

Legible
简洁易读

Typefaces

The brand typography system is built around three type families: **Libre Baskerville**, **Outfit**, and **DM Sans**. Together, they establish a clear typographic hierarchy and a consistent visual identity system.

Libre Baskerville

Primary display typeface for headlines only, limited to two weights to maintain a stable and distinctive visual tone.

Outfit

Supporting display and hierarchy typeface, used in combination with Libre Baskerville. Available in three weights to enhance typographic structure and rhythm.

DM Sans

Primary body text typeface, restricted to Regular and Medium weights to ensure clarity and consistency across content.

Libre
Baskerville

Heading Typeface

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Intelligence with Everyone

A World-Leading General AI Technology Company

Regular

DM Sans-Regular

bold

DM Sans-Medium

Outfit

Heading Typeface

Intelligence with Everyone

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Intelligence with Everyone

A World-Leading General AI Technology Company

Regular

DM Sans-Regular

Medium

DM Sans-Medium

DM Sans

Body Typeface

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Semibold

DM Sans-Medium

Typefaces

Alimama FangYuanTi VF

For Chinese text, we use Alimama FangYuanTi VF -a free typeface developed by Alibaba Group's Alimama team.
Used for headlines only. **Only the square style is permitted**; rounded variants are strictly prohibited to maintain consistency and visual stability across the title system.

Misans

A system-level sans-serif typeface released by Xiaomi.
Used as the primary Chinese body typeface for all paragraph text, ensuring clarity and optimized readability in digital environments.

阿里妈妈
方圆体

标题

Misans

正文

与用户共创智能

全球领先的通用人工智能科技公司

Light

与用户共创智能

全球领先的通用人工智能科技公司

Regular

与用户共创智能

全球领先的通用人工智能科技公司

Medium

与用户共创智能

全球领先的通用人工智能科技公司

Demibold

与用户共创智能

全球领先的通用人工智能科技公司

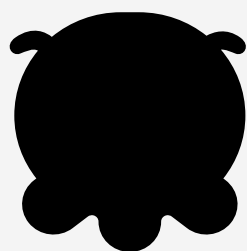
Bold

Model Identity System

Model names and numerals form a **unified identity system**. Numerals must use **Abhaya Libre ExtraBold** as the exclusive typeface and serve as a fixed visual constant that must not be altered. IP or graphic elements may be applied only to enhance differentiation, without affecting the integrity of the numerical structure.

MiniMax
M

MiniMax
H3

 MiniMax
M3

 MiniMax
M3

 MiniMax
M3

MiniMax
Music
2.6

MiniMax
Speech
2.8

MiniMax **2.8**
Speech
MiniMax **2.6**
Music

MiniMax 
M3

MiniMax
M3


MiniMax
Code

MiniMax
MCP

 MiniMax
M3

 MiniMax
M3

 MiniMax
M3

MiniMax  **M3**

MiniMax
H3

MiniMax
M3

Please use these numbers **1 2 3 4 5 6 7 8 9 0**

Identity System

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 **MINIMAX** Intelligence
with Everyone
Morphic Presence

 **Morphic Presence** **FONT**
MINIMAX Intelligence with Everyone

MiniMax **FONT**
Morphic Presence Intelligence with Everyone

Morphic Presence
Intelligence with Everyone

Morphic Presence 
Intelligence with Everyone

Morphic Presence **FONT**
Intelligence with Everyone

Mini Morphic Max Presence **FONT**
Intelligence with Everyone

 **Morphic Presence** 
MINIMAX Intelligence with Everyone

MiniMax  Intelligence
Morphic Presence with Everyone

Mini Morphic Max Presence **FONT**
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MiniMax  **Morphic Presence**
Intelligence with Everyone

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with Everyone

MiniMax 
Morphic Presence Intelligence with Everyone

MiniMax  **Morphic Presence**
Intelligence with Everyone

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Morphic Presence with Everyone

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Morphic Presence with Everyone

MiniMax  **FONT**
Morphic Presence Intelligence with Everyone

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01
A global AI foundation
model company

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A global AI
foundation
model
company

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AI for
Everyone

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model company

AI for
Everyone
MiniMax

MiniMax
Video

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AI for Everyone

全球领先的
通用人工智能

我们以"与所有人共创智能"为使命

Morphic Presence
为全球用户提供极致的
智能体验

MiniMax |

MiniMax
开发者见面会
来啦! Intelligence
with Everyone

Morphic Presence
Intelligence with Everyone

多模态领导者

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AI for Everyone

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MiniMax

Morphic Presence

MiniMax M3
现已开源

Intelligence with Everyone

Morphic Presence
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Morphic Presence
多模态领导者

Intelligence
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Typestyles

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Company



Intelligence with Everyone

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MiniMax  Intelligence
with Everyone
Morphic Presence



MiniMax

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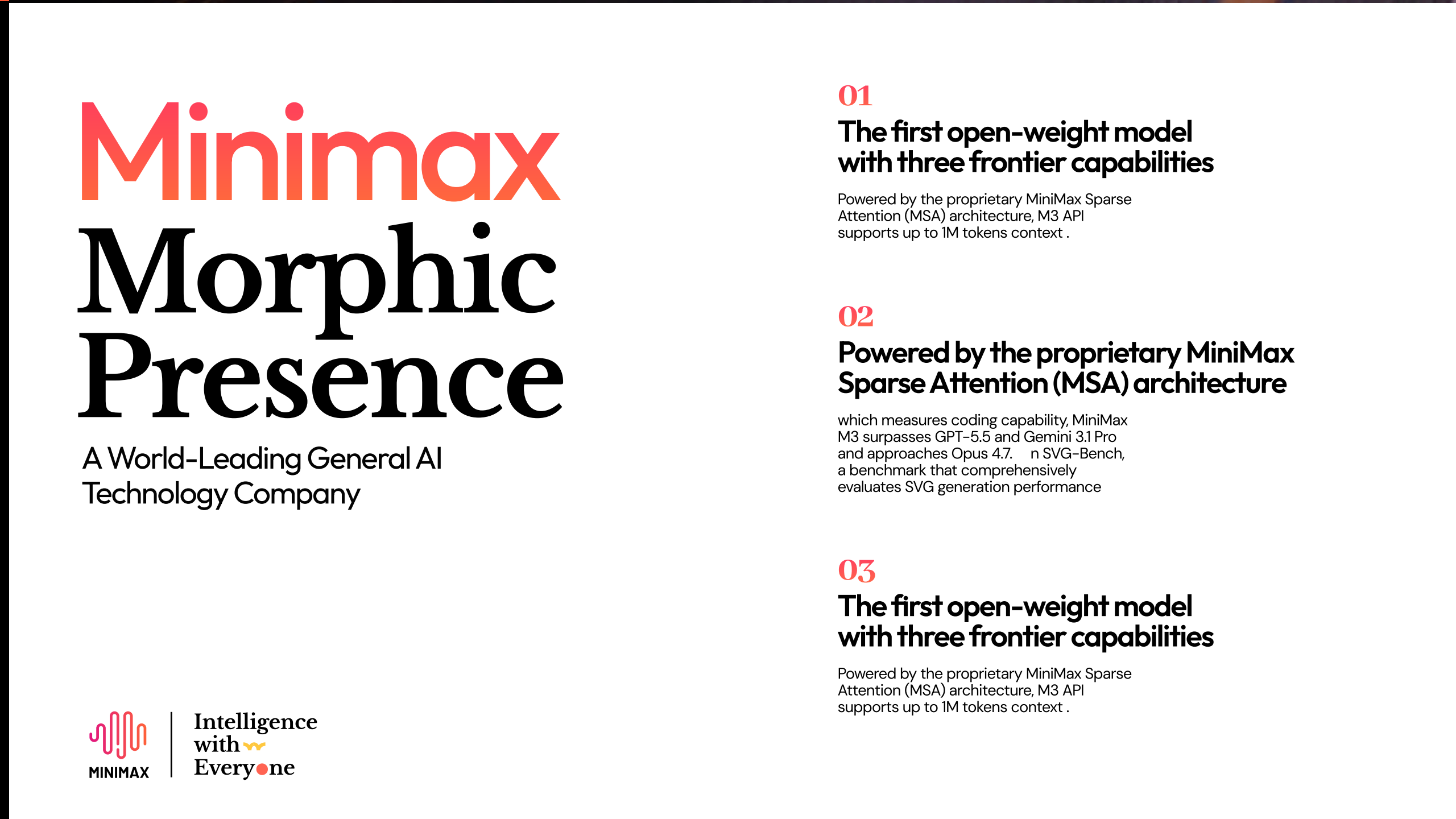
MiniMax H3

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Minimax Morphic Presence

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- 01

The first open-weight model with three frontier capabilities

Powered by the proprietary MiniMax Sparse Attention (MSA) architecture, M3 API supports up to 1M tokens context .
- 02

Powered by the proprietary MiniMax Sparse Attention (MSA) architecture

which measures coding capability, MiniMax M3 surpasses GPT-5.5 and Gemini 3.1 Pro and approaches Opus 4.7. in SVG-Bench, a benchmark that comprehensively evaluates SVG generation performance
- 03

The first open-weight model with three frontier capabilities

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Full-Stack Model Matrix

Covering five major areas: text, speech, video, image, and music. Helping developers efficiently build intelligent applications



MiniMax
Speech 2.8

Introducing MiniMax Music 2.8

Model 4 min read

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MiniMax **M3**

Coding & Agentic Frontier. 1M-context MSA. Native Multimodality

The first open-weight model with three frontier capabilities.

[API & Token Plan](#)

[Try in MiniMax Code](#)

[Read the Report](#)

MiniMax M3
Intelligence with Everyone

MiniMax has launched its Model Context Protocol (MCP) server, enhancing multimodal creative experiences. The server integrates features like text-to-speech, image, and video generation, streamlining creative workflows.

Key Features:

Multimodal Integration: Access voice cloning, text-to-speech, image, and video generation through text prompts.

Unified Workflow: Convert text into audio, images, and videos without switching between tools.

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Powered by [] the proprietary
MiniMax Sparse <  Intelligence with Everyone >
/  Attention architecture, M3 API
supports up to **1M tokens** context.

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model company <  MiniMax  Morphic Presence >
Founded in early 2022, MiniMax is
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AI for Everyone

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 MINIMAX

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Technology Company

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Company

 MINIMAX

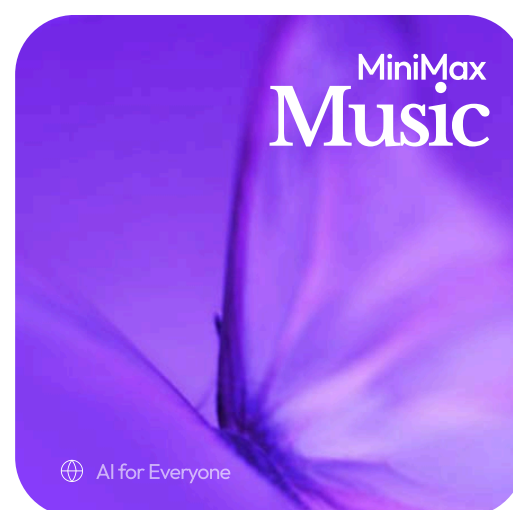
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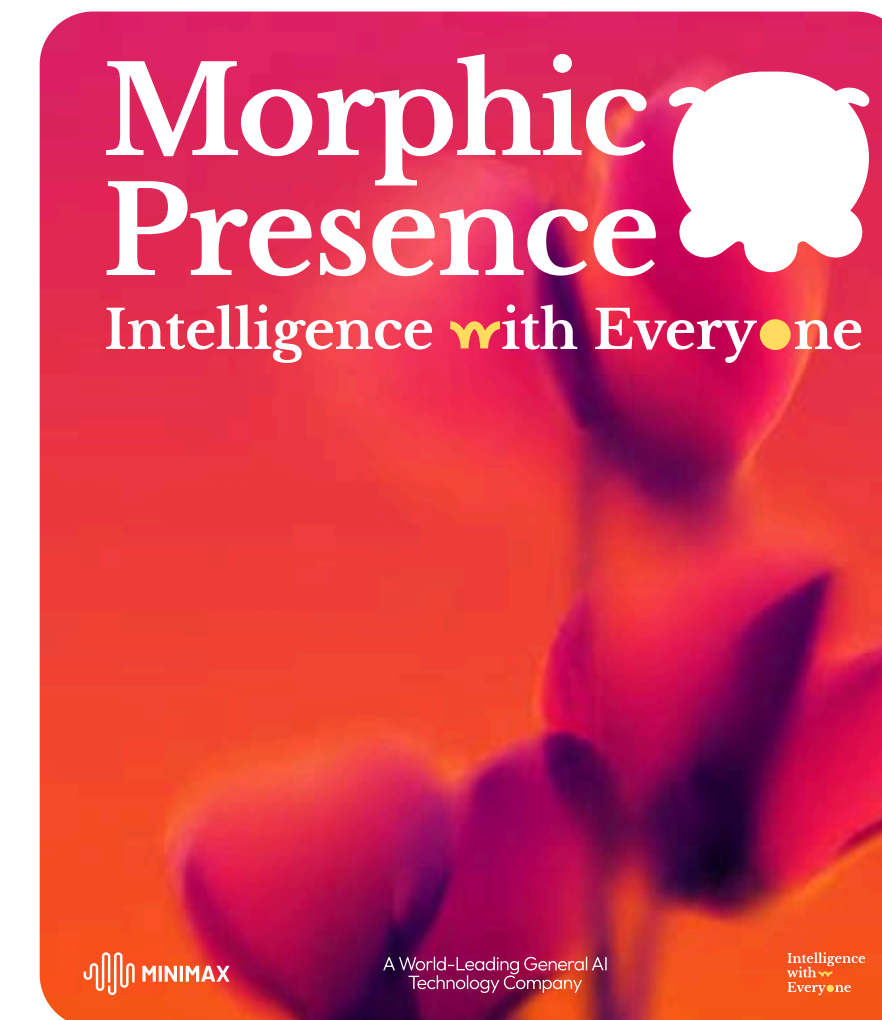
百万上下文 原生多模态 旗舰模型。



构建围绕 AI 实验 的创新文化

在这里填写正文内容。这是一段用于展示排版效果的占位文本，用以模拟真实文案的结构与层次。通过这段文字，可以更直观地感受到段落之间的间距、行距以及整体视觉节奏。

请根据项目需求在此处替换为正式内容，确保语言表达清晰、逻辑完整，并与整体视觉风格保持一致。



百万上下文 原生多模态 旗舰模型。



助力分析更高效，提升生产力。在这里填写主要内容。这是一段用于展示版面效果的占位文本，用于模拟实际文案在页面中的排版与阅读节奏。



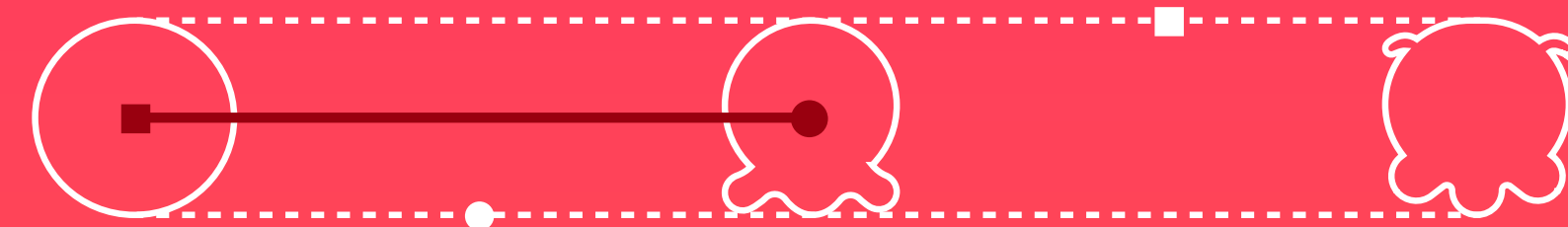
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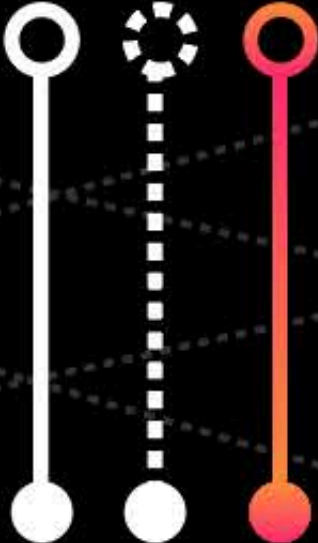
ILLUSTRATION

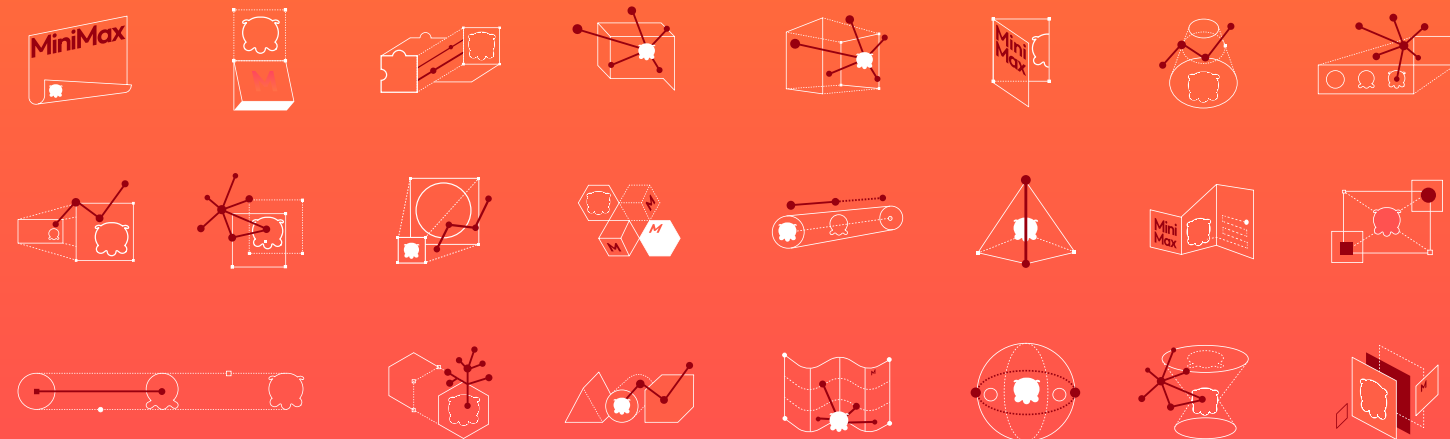
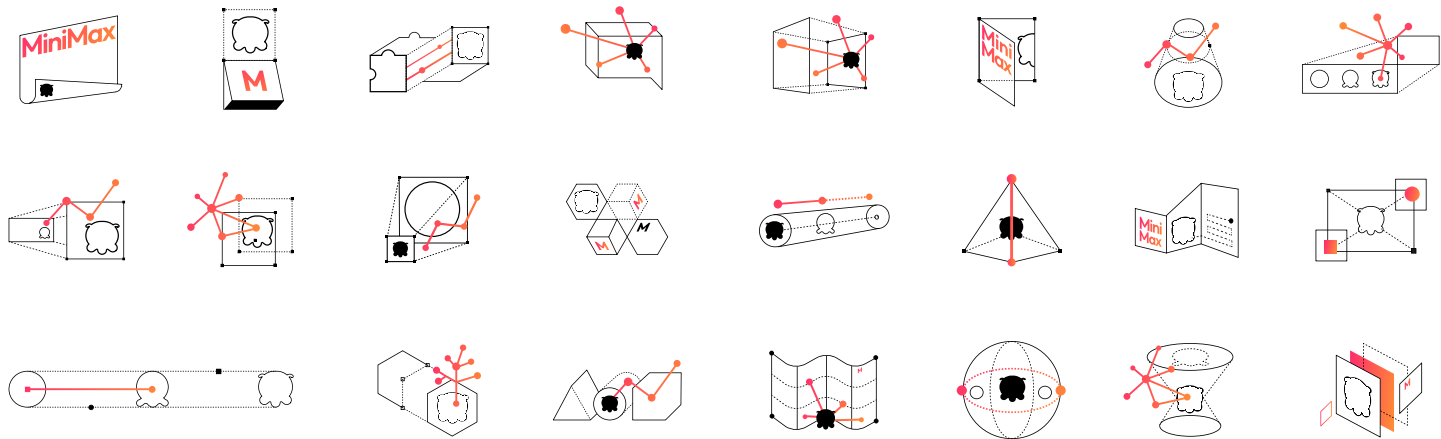
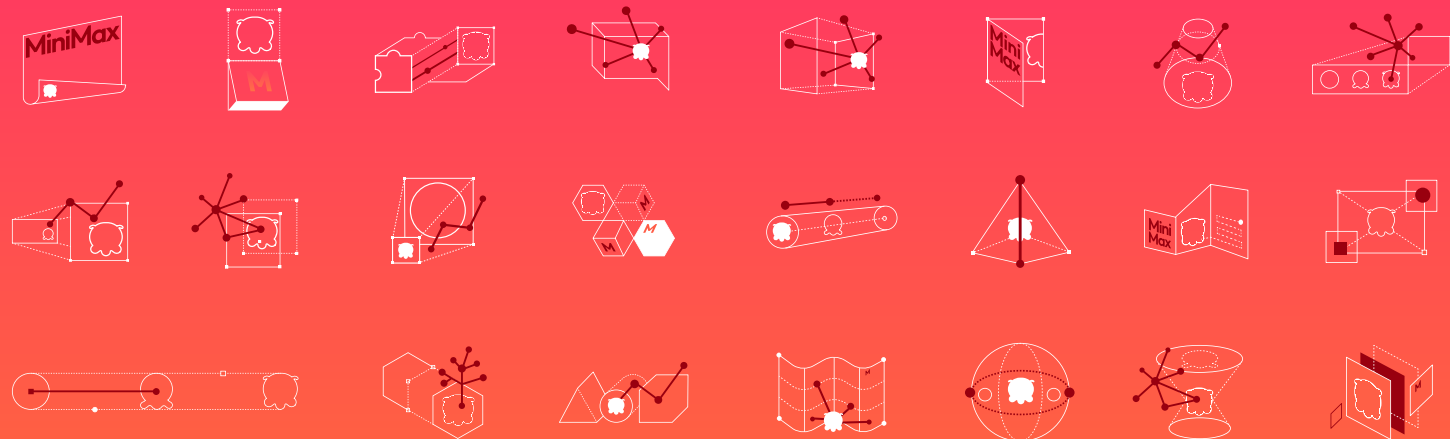
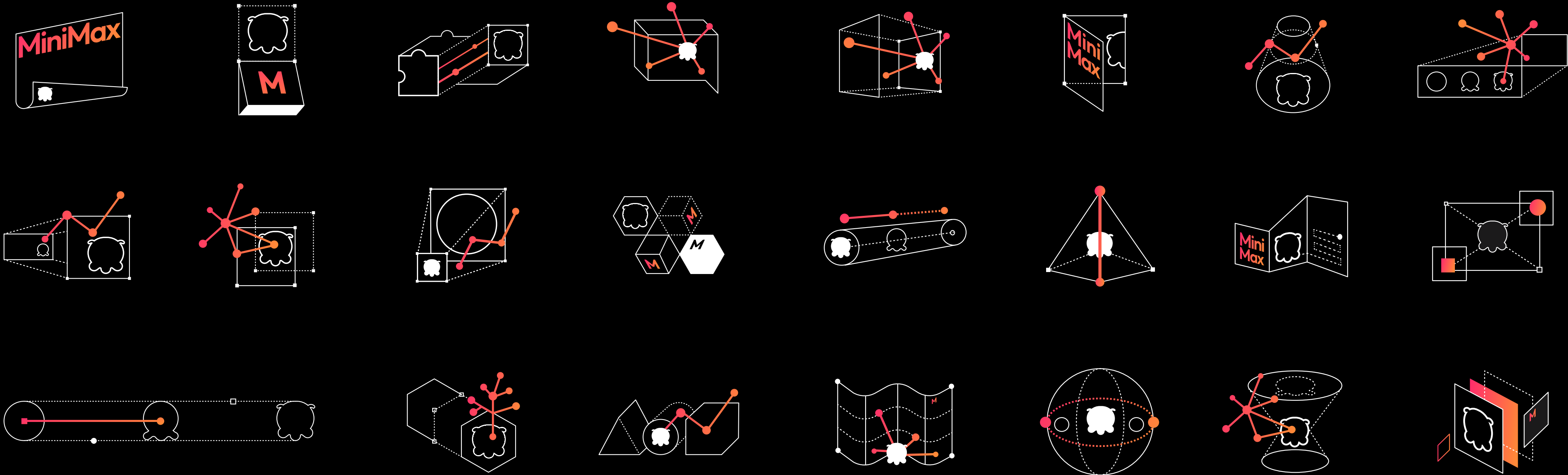
MiniMax Intelligence
with Everyone

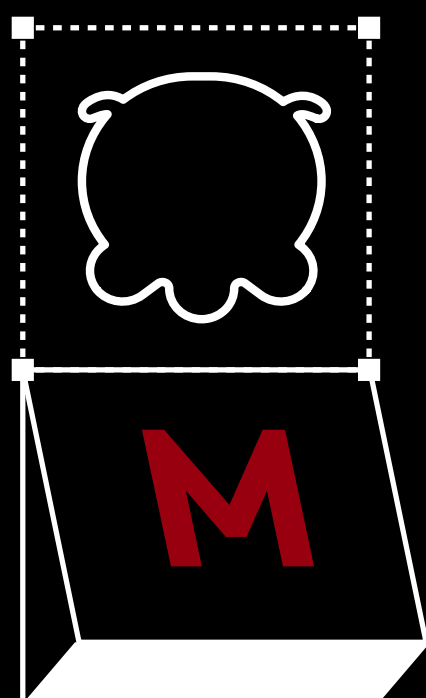


Morphic Presence





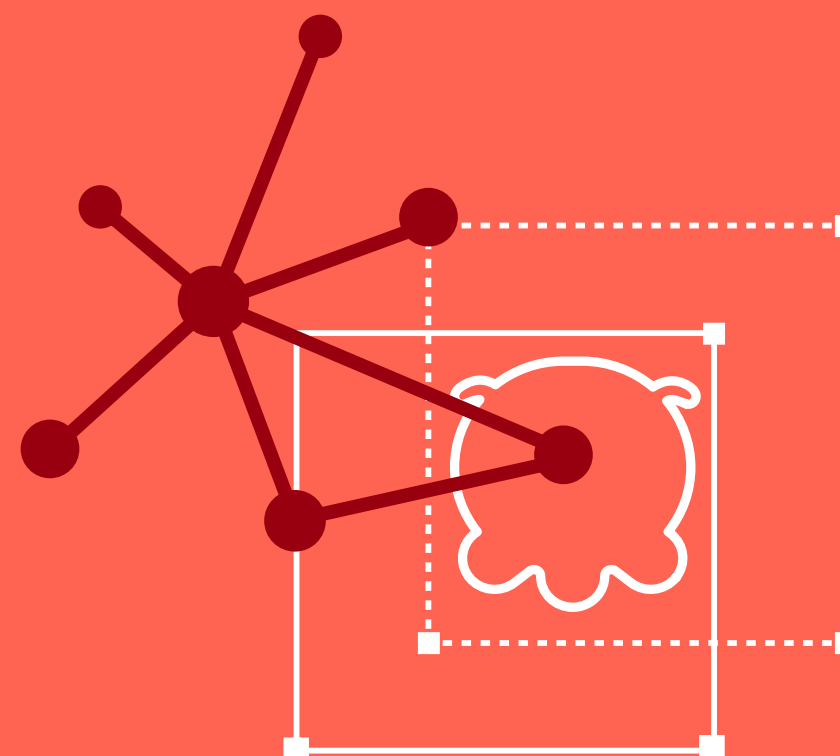




Product

Introducing 100K Context Windows

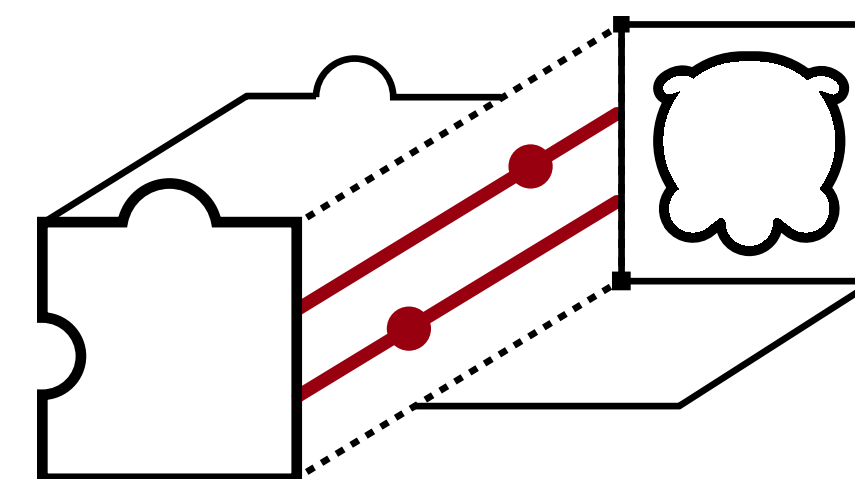
May 16, 2023 • 10 min read



Product

Introducing 100K Context Windows

May 16, 2023 • 10 min read



Product

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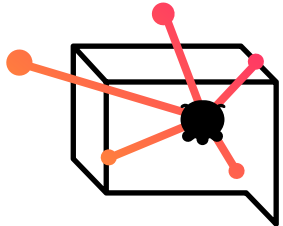


A global AI foundation model company



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Powered by the proprietary MiniMax Sparse Attention (MSA) architecture, M3 API supports up to 1M tokens context .



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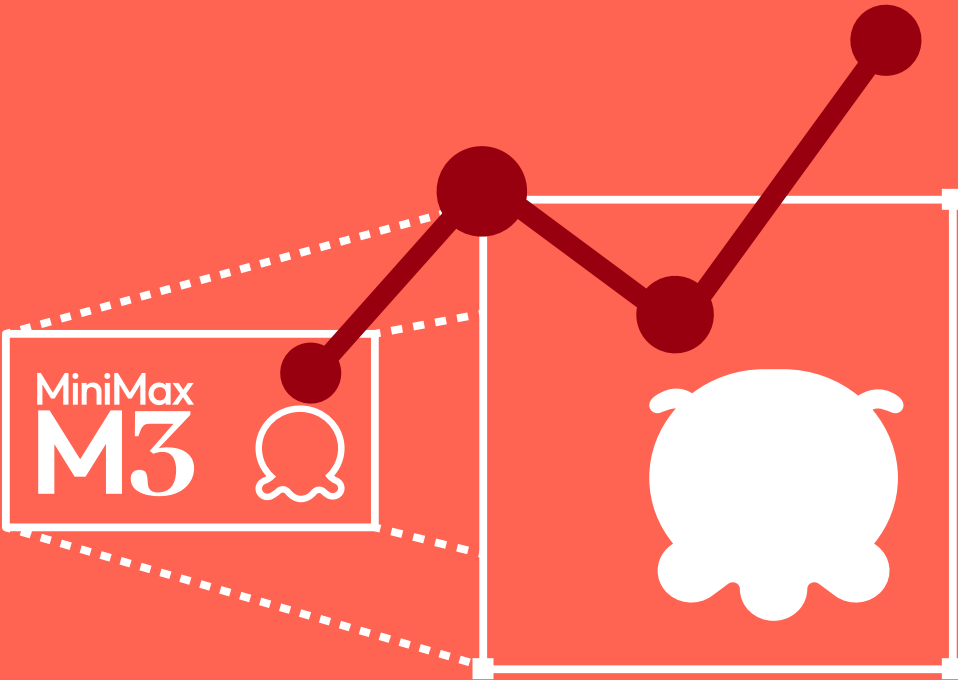
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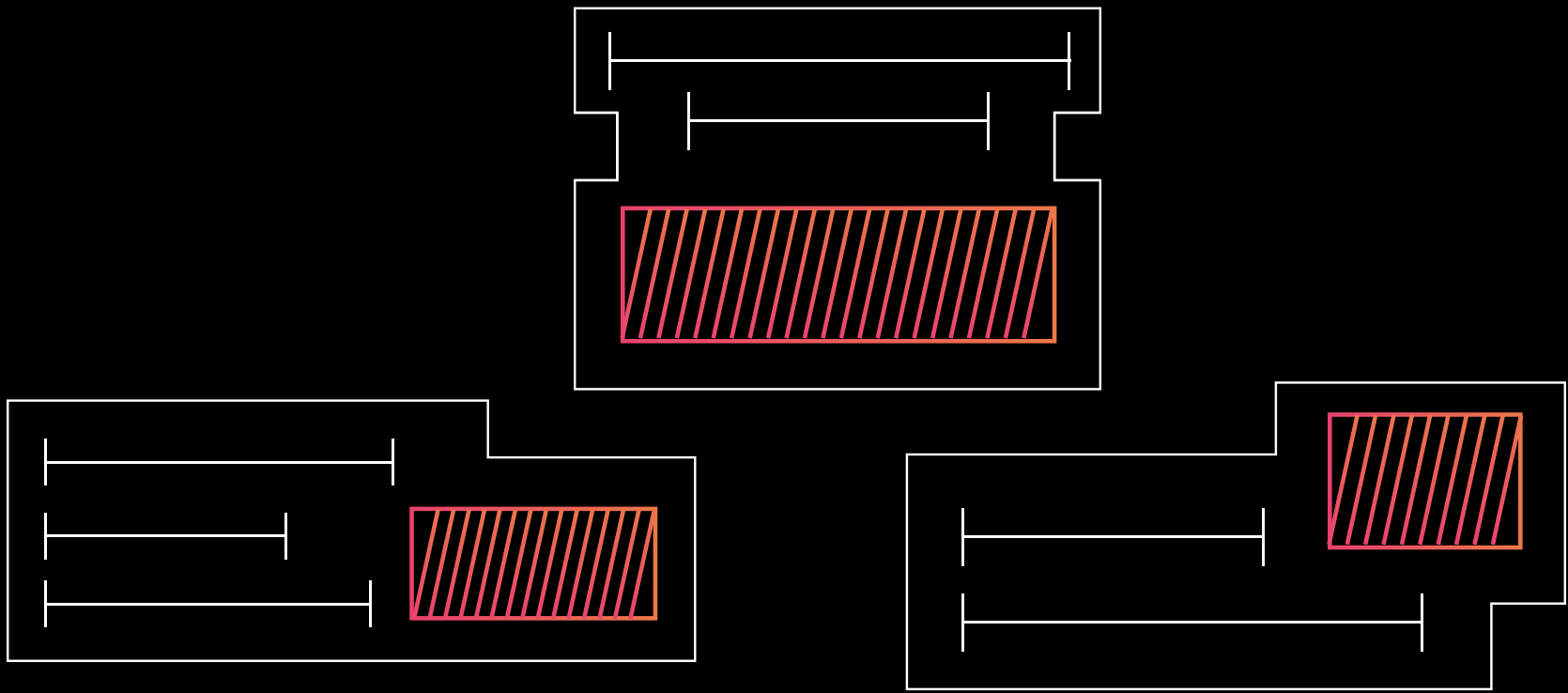
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MiniMax M3

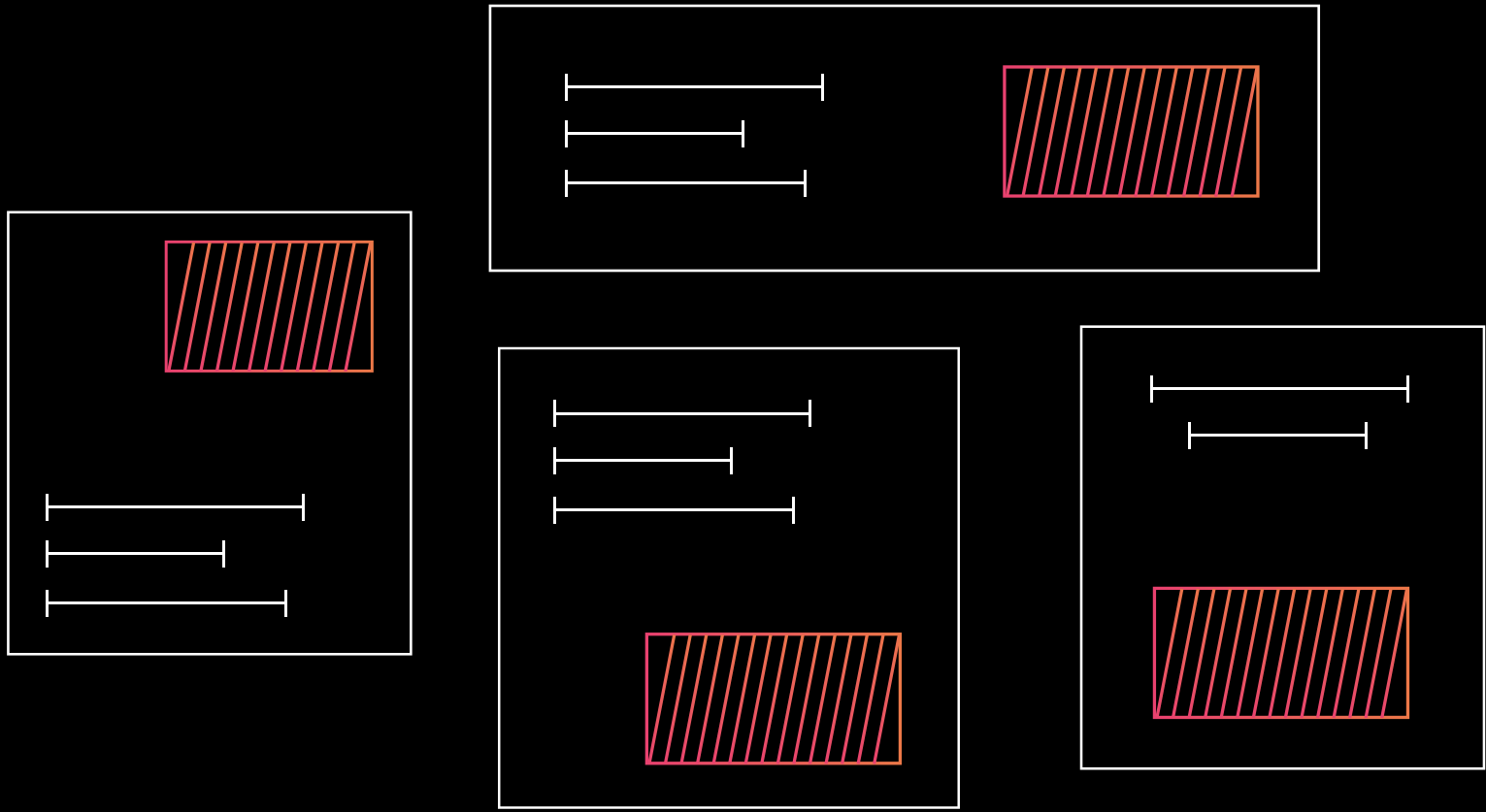
Coding & Agentic Frontier. 1M-context MSA. Native Multimodality

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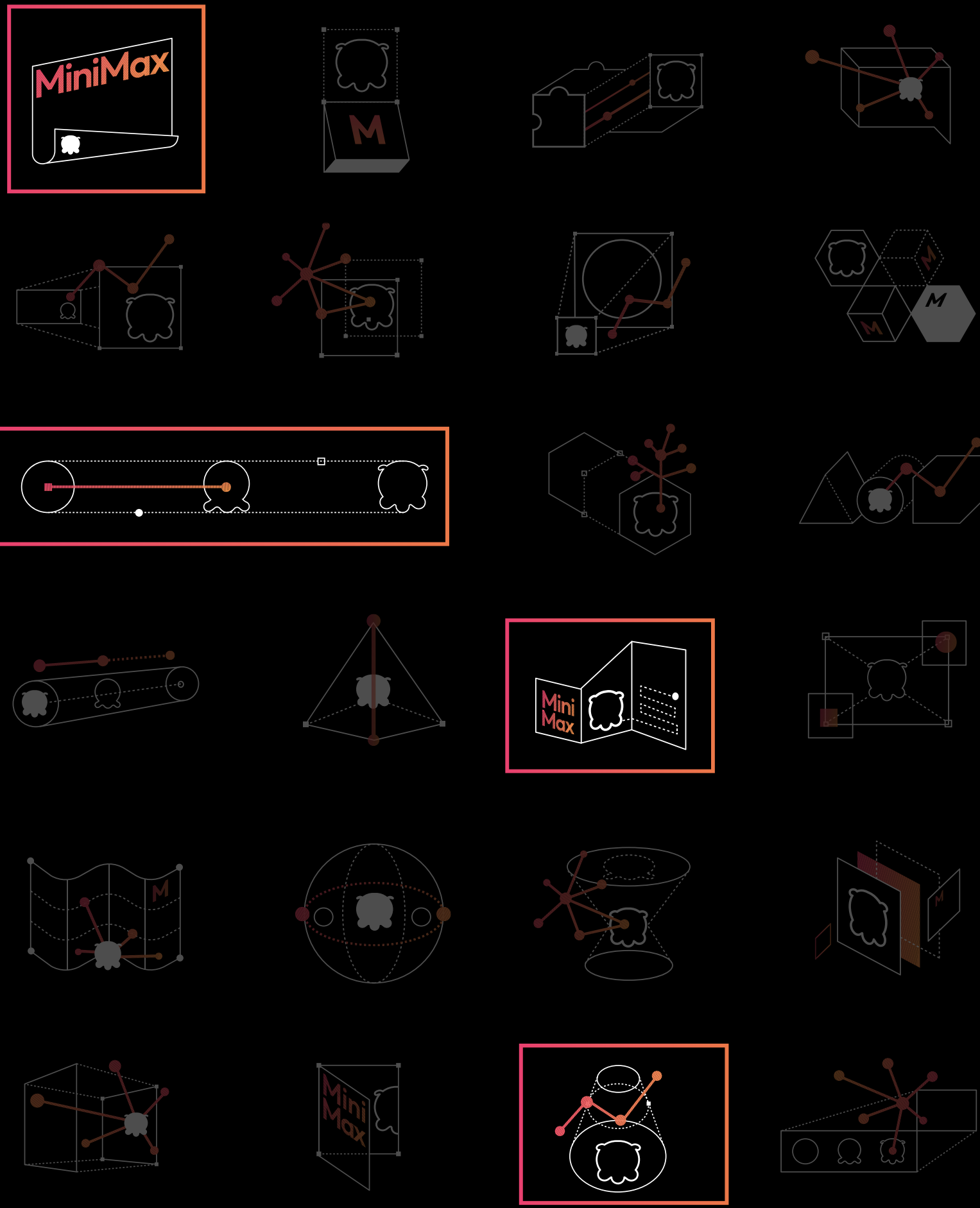




Graphic-Title Composition

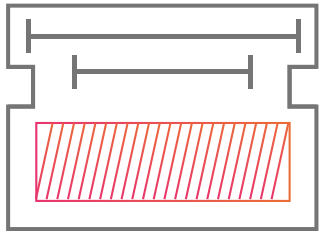
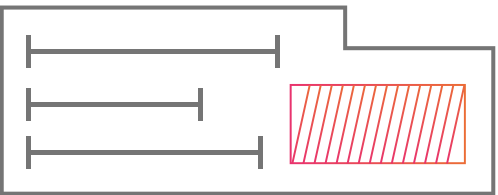
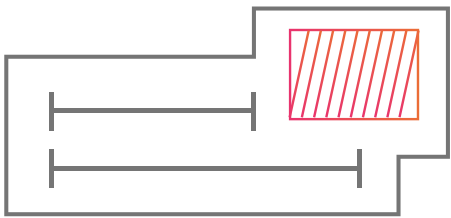
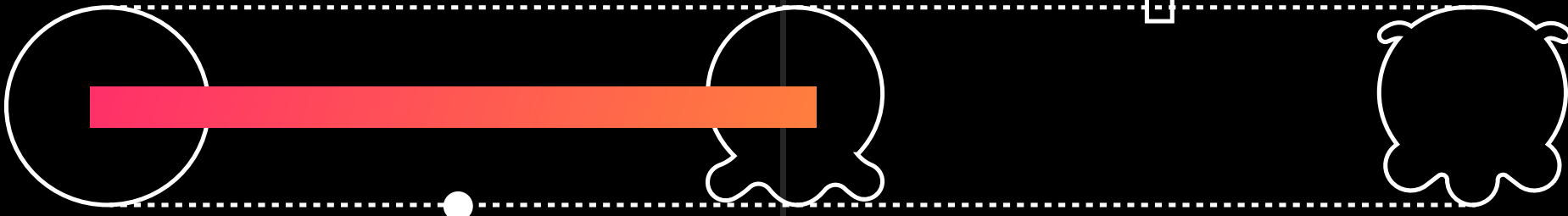


Graphic-Layout Relationship

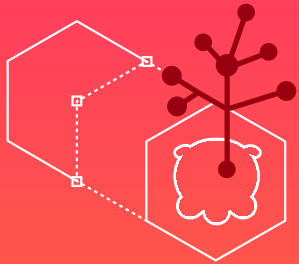


Free Selection of Graphics for Contour Composition

Intelligence with Everyone



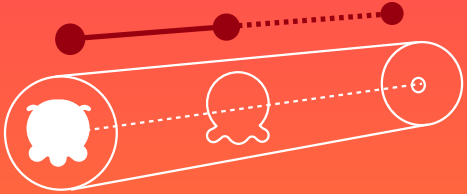
Intelligence
with with Everyone



Intelligence
with with Everyone

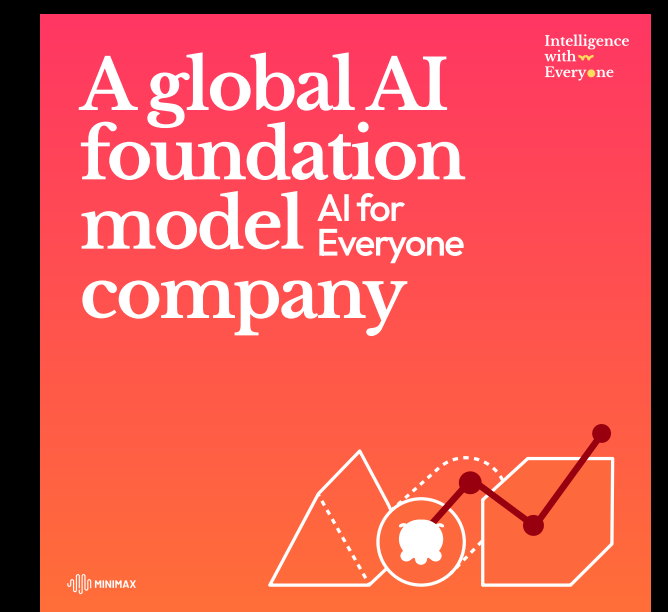
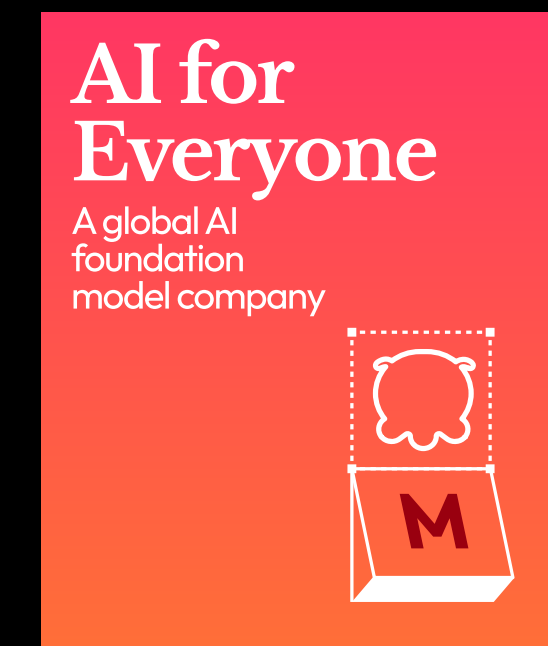
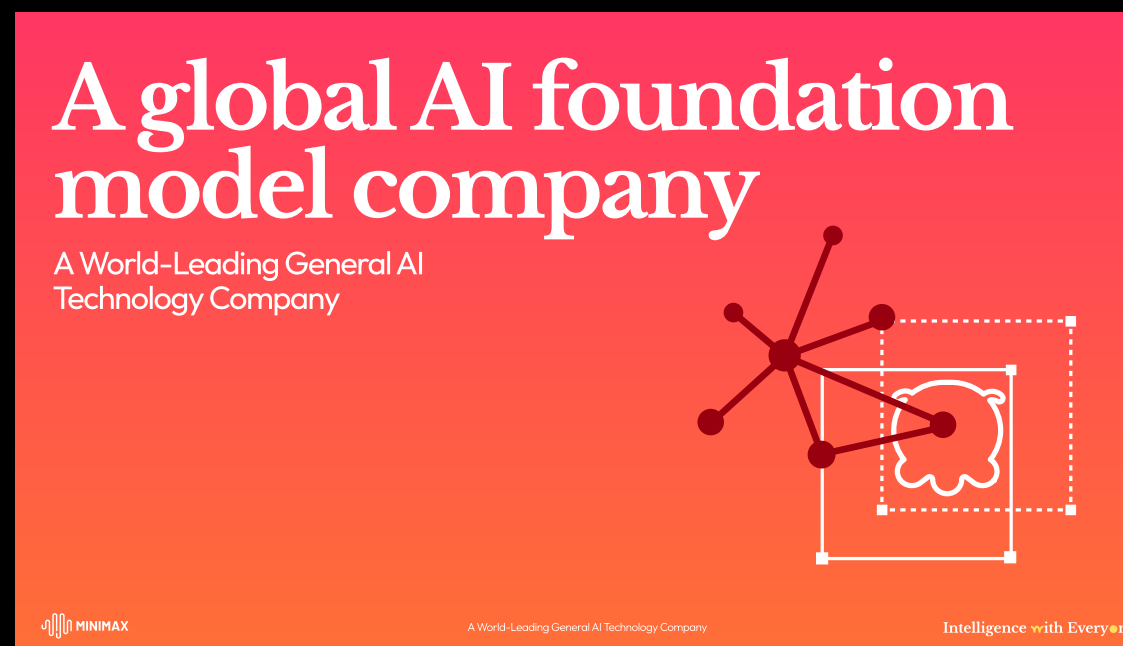
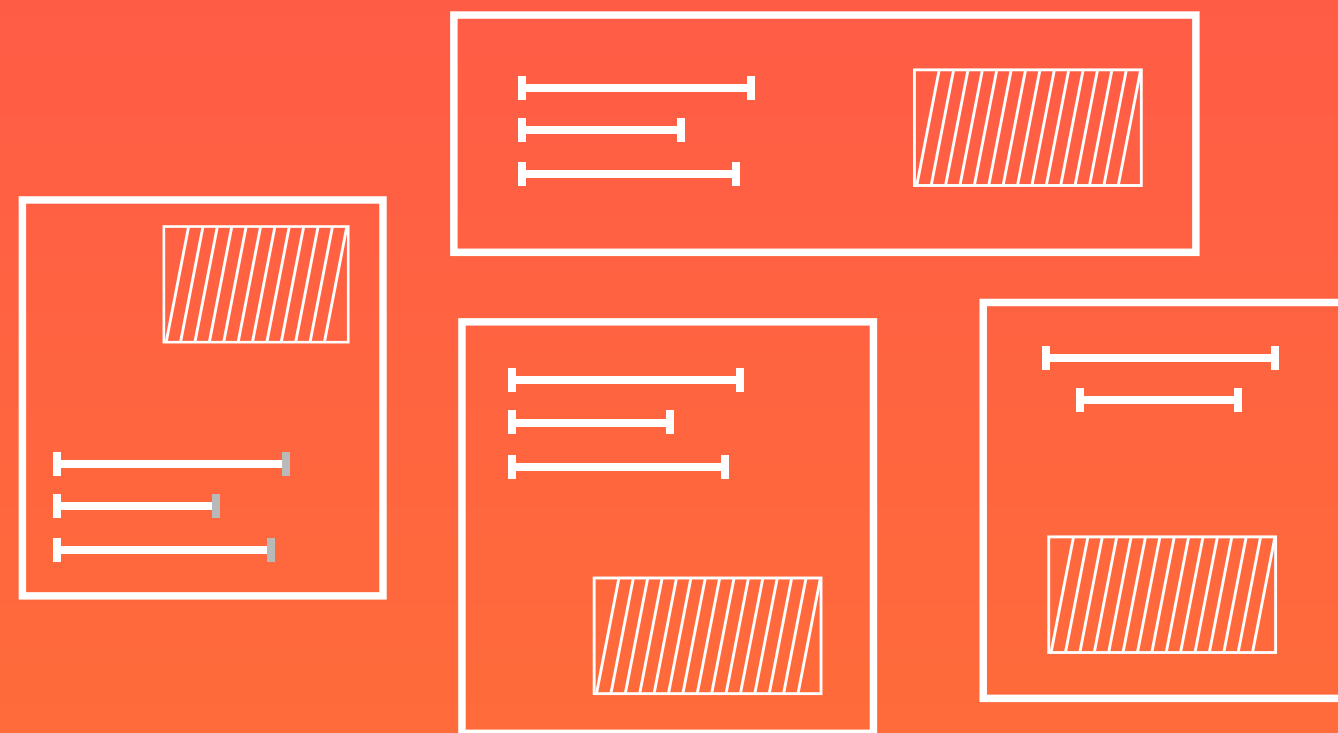


Intelligence
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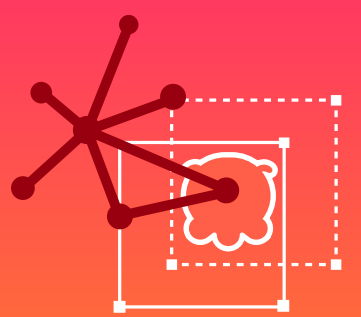
Morphic Presence

MINIMAX Intelligence  with Every  ne



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A global AI foundation model company

How it works

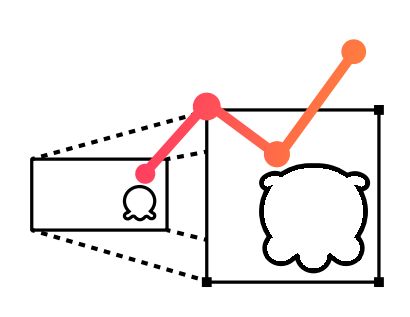
- To Invitees** Subscribe to CodingPlan using an exclusive invitation code to enjoy a 10% discount and gain Builder co-creator status.

Download the poster

Copy invitation link

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How it works

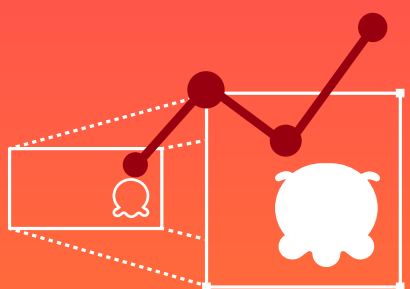
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MiniMax

Intelligence with Everyone

Morphic Presence



New Version Available!

We've made some exciting improvements to enhance your MiniMax Chat experience:

What's New

- Enhanced Credits Display:** Clearer visualization of your credit usage and balance
- Improved Voice Filter Interface:** Streamlined interaction for finding your perfect voice

Try M2

Lush and green

JAN 25

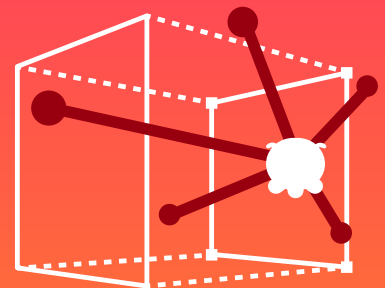
AI for Everyone

Founded in early 2022, MiniMax is driven by the mission to 'co-create intelligence with everyone.'

Intelligence with Everyone

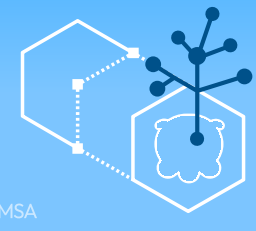
MiniMax

Morphic Presence



MiniMax

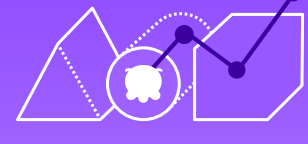
Code



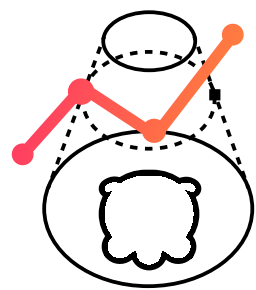
TM-context MSA

MiniMax

Speech



TM-context MSA

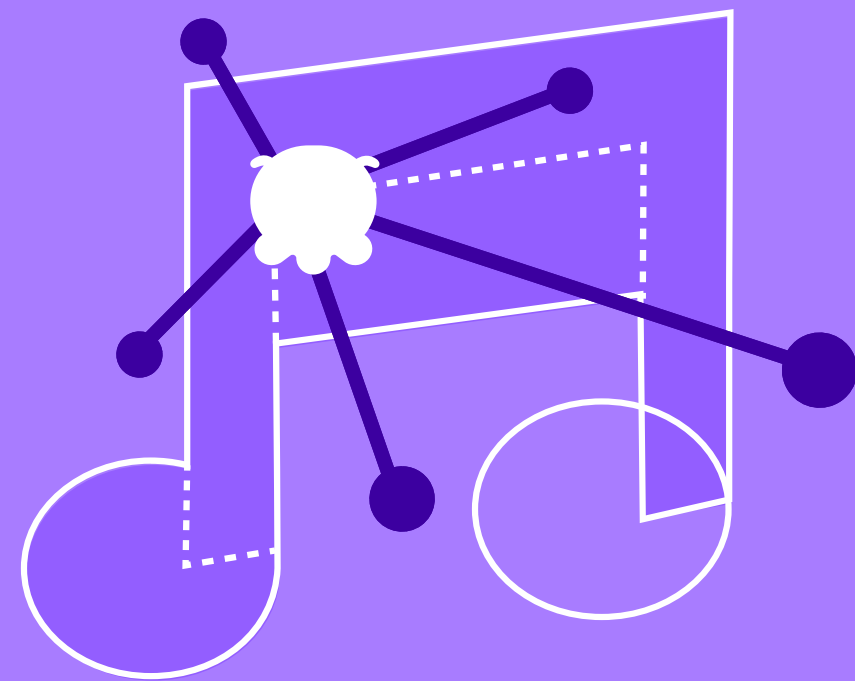


AI for Everyone

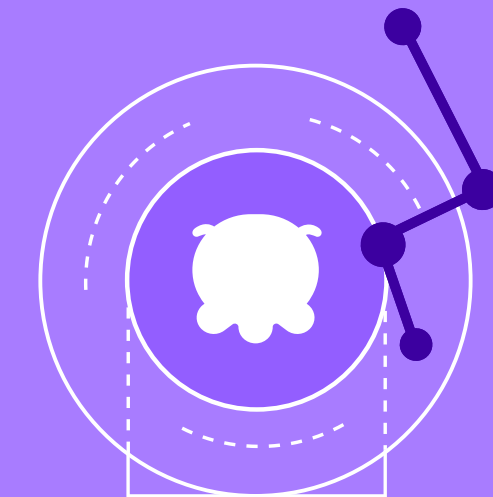
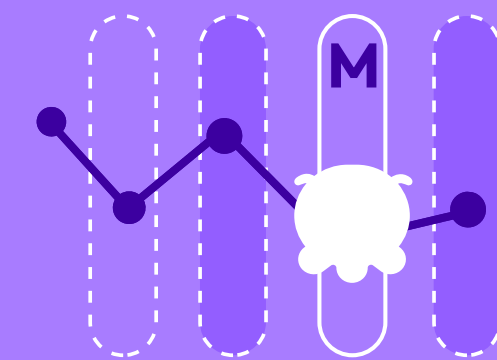
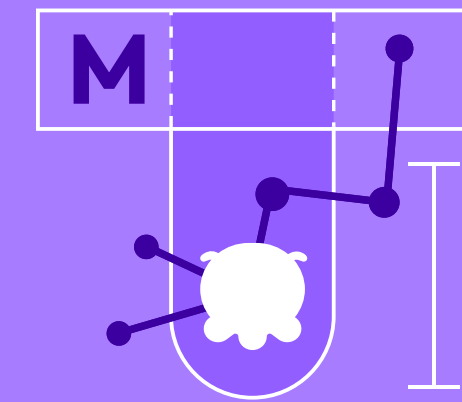
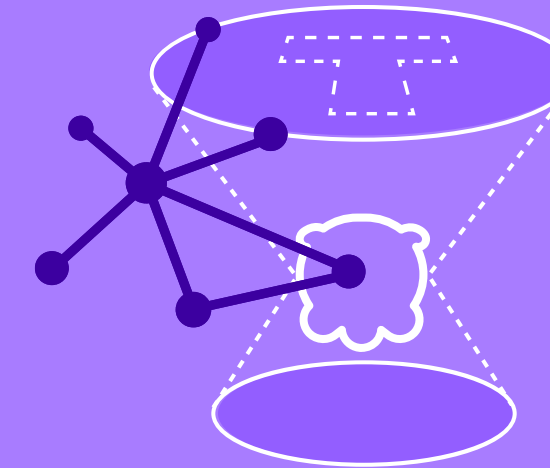
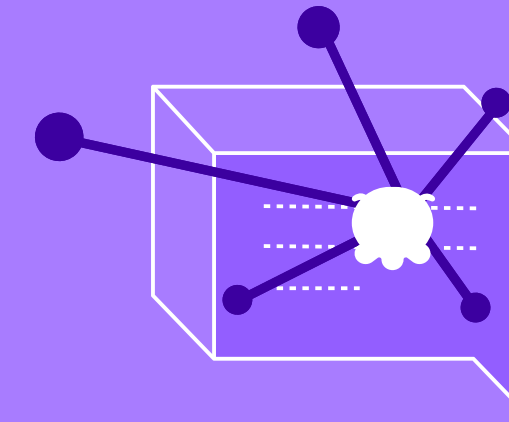
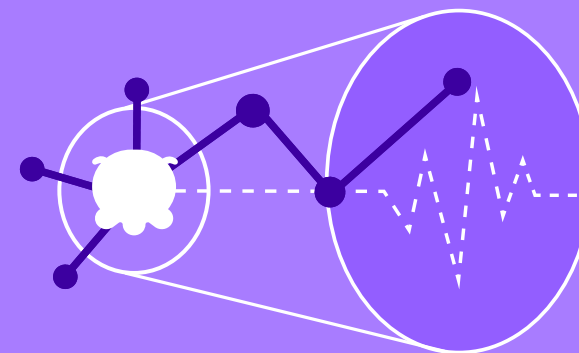
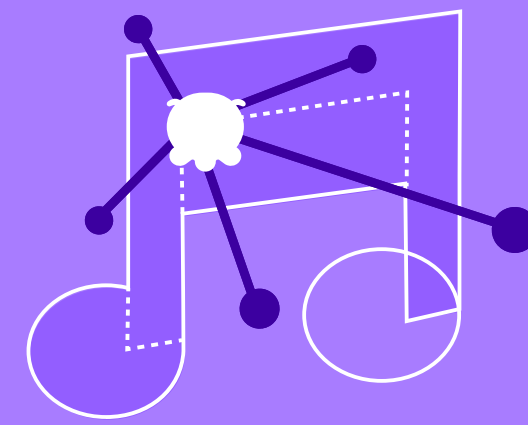
A global AI foundation model company

Founded in early 2022, MiniMax is driven by the mission to 'co-create intelligence with everyone,' dedicated to advancing the frontiers of AI and achieving Artificial General Intelligence (AGI).

MiniMax Music



🌐 1M-context MSA



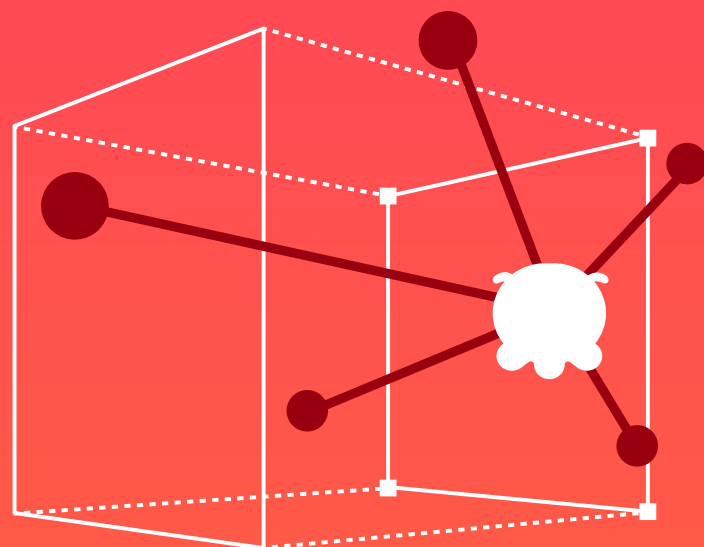
MiniMax 开发者见面会来啦!

📍 上海·漕河泾
📅 2026/06/13
🕒 14:00-18:00

Intelligence
with 
Everyone



Intelligence
with 
Everyone



本次活动以线下面对面交流为载体，
搭建 MiniMax 和开发者之间的沟通桥梁。

直面 MiniMax 技术专家、行业头部开发者，围绕 AI 行业趋势、
AI 编程开发最佳实践、AI 内容创作三大热门话题自由畅谈。

重磅嘉宾阵容

- 闫俊杰 □ MiniMax 创始人、CEO
- 阿岛 (Skyler) □ MiniMax 首席架构师
- 皓轩 □ MiniMax 海螺产品负责人
- 元鹤 □ MiniMax 开发者关系负责人



< 扫码报名 >

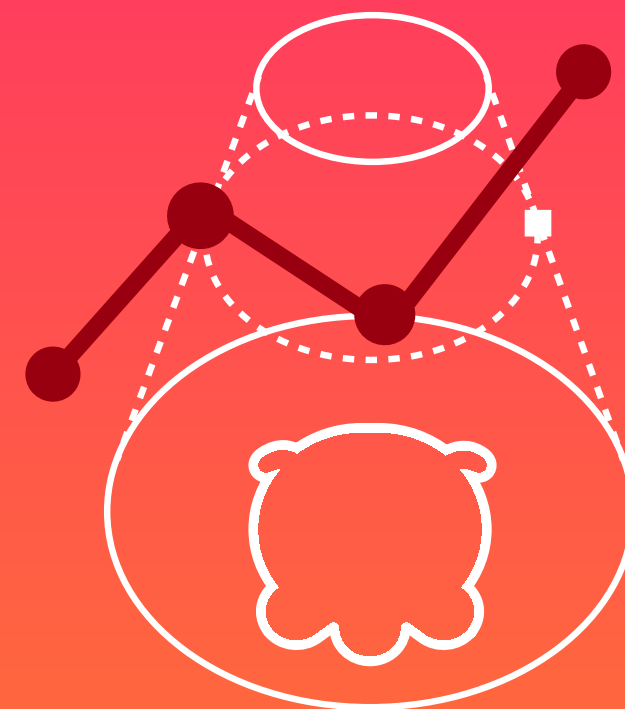
Morphic Presence

为全球用户提供极致的智能体验

🔍 MiniMax |



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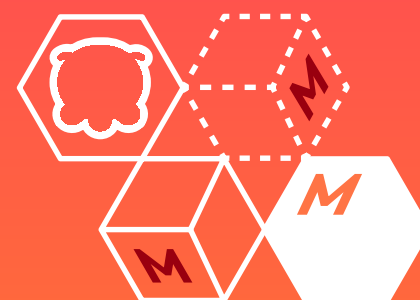


构建围绕 AI 实验 的创新文化

在这里填写正文内容。这是一段用于展示排版效果的占位文本，用以模拟真实文案的结构与层次。通过这段文字，可以更直观地感受到段落之间的间距、行距以及整体视觉节奏。

请根据项目需求在此处替换为正式内容，确保语言表达清晰、逻辑完整，并与整体视觉风格保持一致。

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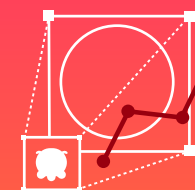


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百万上下文 原生多模态 旗舰模型。



助力分析更高效，提升生产力。在这里填写主要内容。这是一段用于展示版面效果的占位文本，用于模拟实际文案在页面中的排版与阅读节奏。



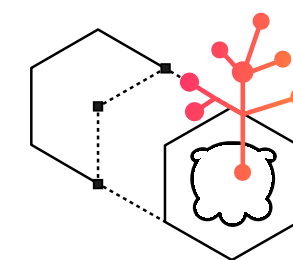
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MiniMax 多模态创作 生产力

🔍 MiniMax |

在这里填写正文内容。这是一段用于展示排版效果的占位文本，用以模拟真实文案的结构与层次。通过这段文字，可以更直观地感受到段落之间的间距、行距以及整体视觉节奏。



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BRAND

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Morphic Presence Identity

MiniMax Brand Guidelines

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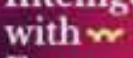
MiniMax

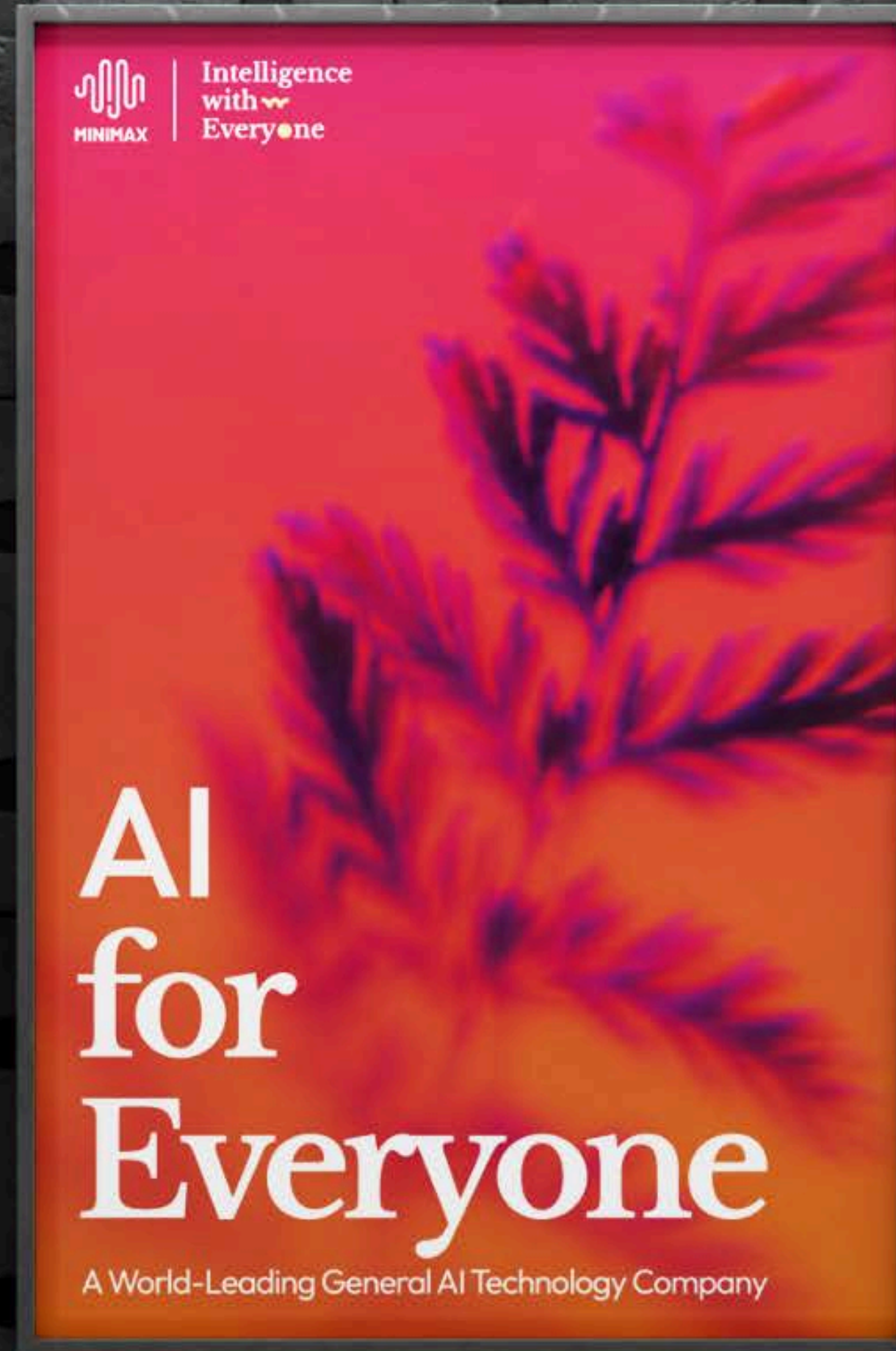


A poster with a vibrant orange-to-red gradient background featuring a close-up of wheat stalks. The text is white and positioned in the upper left and bottom left corners.

AI for Everyone

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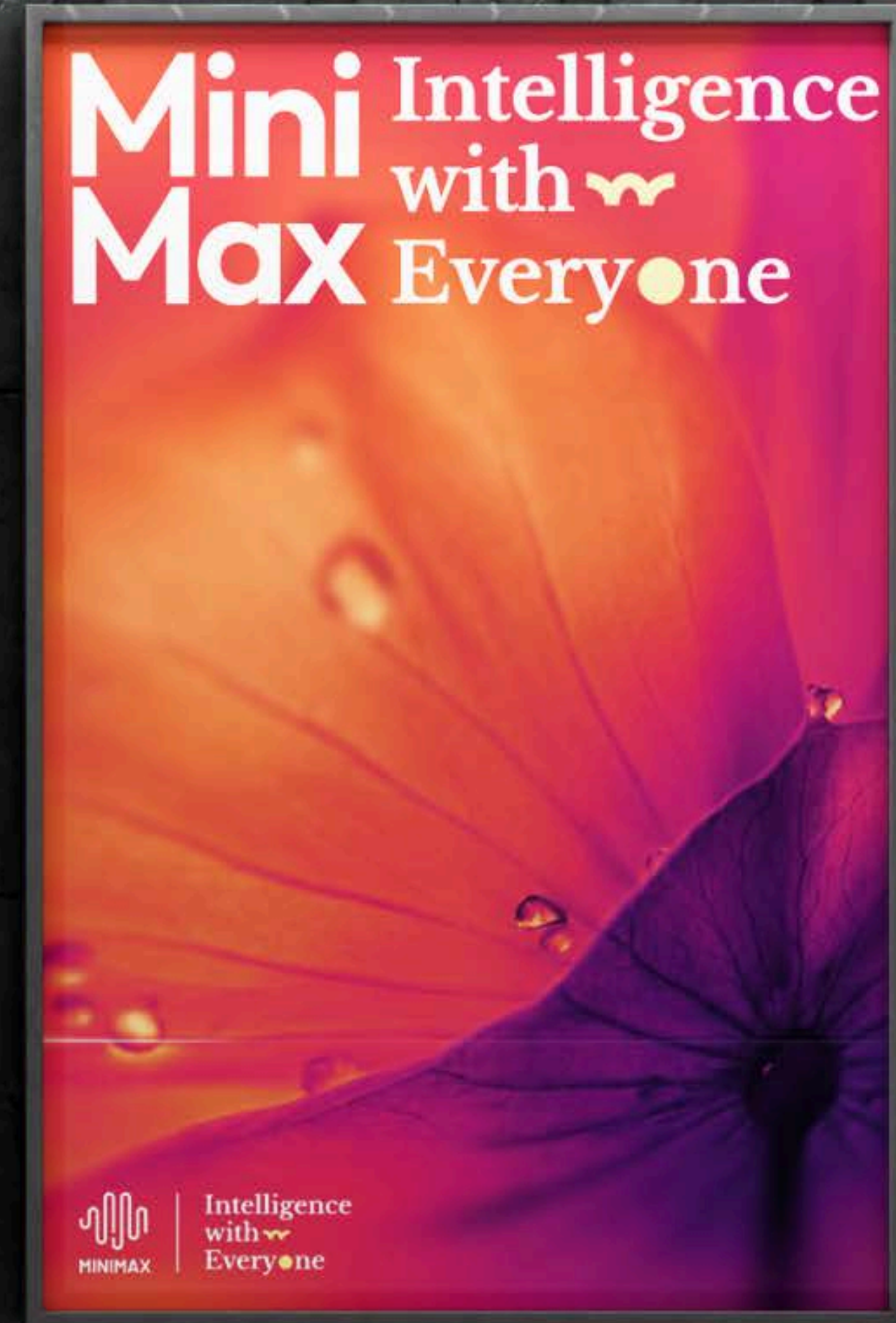
 **Intelligence with  Everyone**

A poster with a vibrant orange-to-red gradient background featuring a close-up of a fern frond. The text is white and positioned in the upper left and bottom left corners.

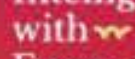
 **Intelligence with  Everyone**

AI for Everyone

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A poster with a vibrant orange-to-red gradient background featuring a close-up of a lotus flower. The text is white and positioned in the upper left and bottom left corners.

MiniMax **Intelligence with  Everyone**

 **Intelligence with  Everyone**

AI for Everyone

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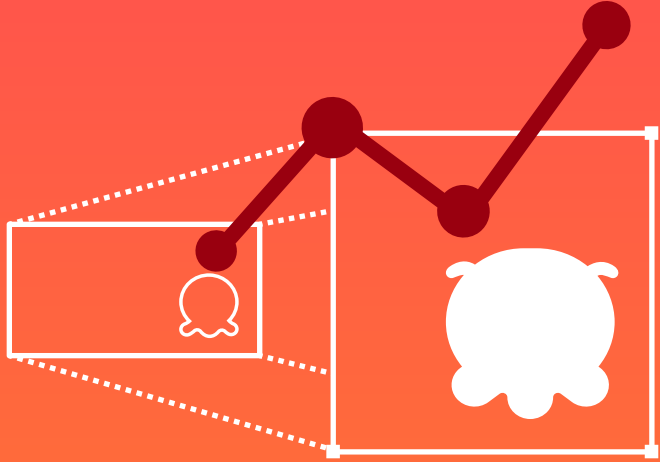


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with  Everyone



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Intelligence with Everyone

Intelligence with Everyone●ne

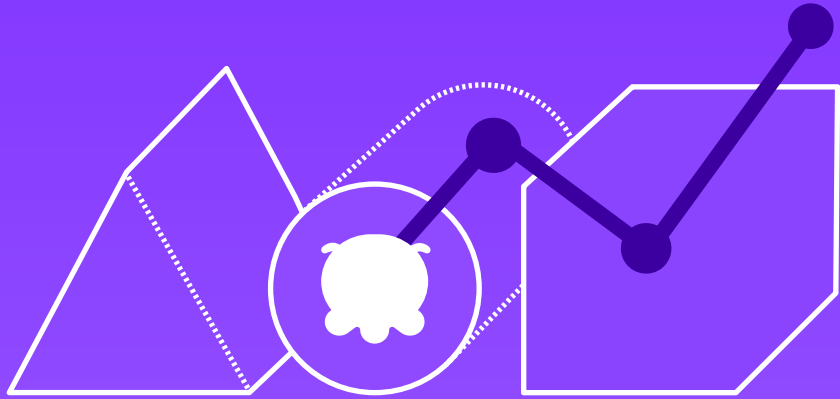




Our no contract plans give you the flexibility to design a package that's right for you and your ever-changi...[more](#)



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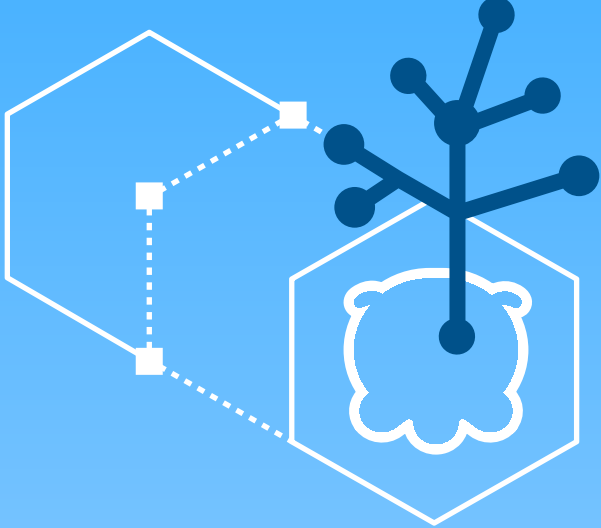


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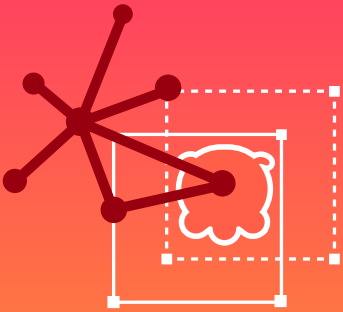
Intelligence with Everyone●ne



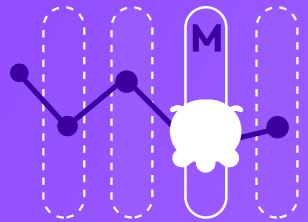


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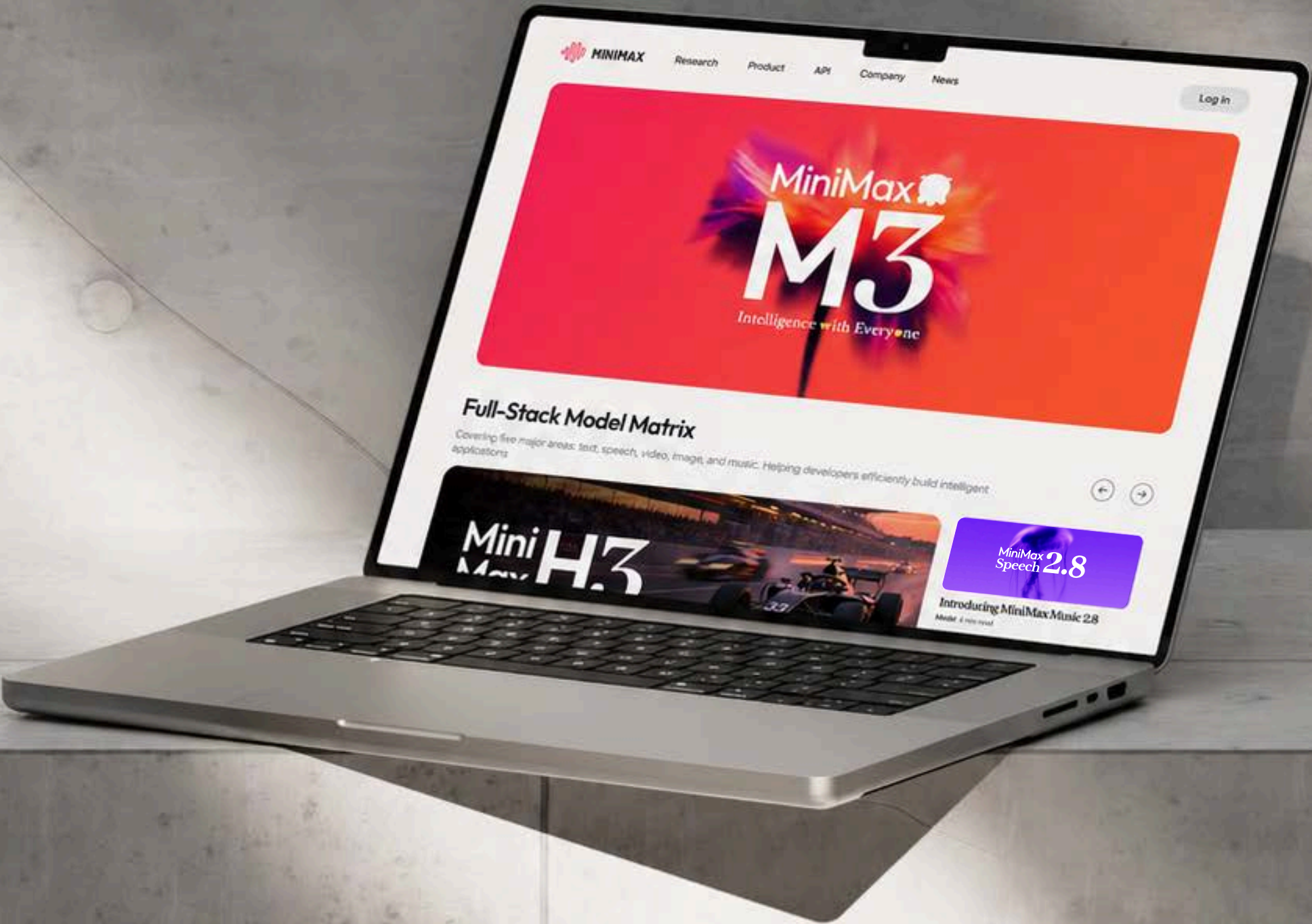
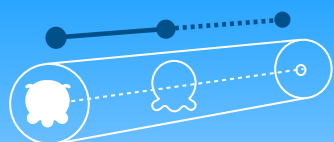
MiniMax Intelligence with Everyone



AI for Everyone



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Official T-shirt for 2026

