Brand Guidelines



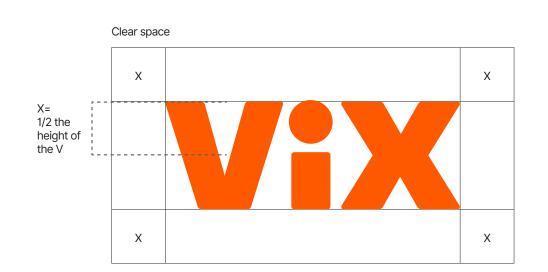
Logotype



Flat color logoOur default version



Gradient color logo versionPreferred for On-Air and digital media





Clear space & minimum size

Logo Color Combinations

Orange logo over rich dark blue background



Orange logo over off-white background



Off-white logo over orange background



Rich dark blue logo over off-white background





Color Palette

Main Color Palette



ViX Rich Black:

A unique black to pair with orange. It is an excellent color to use in product and as a background to display our content.

PMS: 296 C CMYK: 96/84/56/83 RGB: 9/13/25 HEX: 090D18

ViX Orange:

Orange is our main squeeze.

PMS: 2018 C CMYK: 0/70/100/0 RGB: 255/89/0 HEX: FF5900

ViX Off White:

This color adds a sense of sophistication and can soften the intensity of our orange color.

PMS: N/A CMYK: 6/4/5/0 RGB: 242/242/242 HEX: F2F2F2

ViX Red:

Impactfull and vibrant plays great when combined against the dark blue and paired with orange.

PMS: N/A CMYK: 0/93/98/0 RGB: 245/45/31 HEX: F52D1F

Gradient Backgrounds

This gradients must be used mainly as backgrounds to provide depth and interest



Rich Dark Blue Background

Orange Background



Typography

ViX speaks using **Inter** combined in 3 different weights: Regular, Bold & Extra Bold. Its sans serif letterforms are legible, versatile and impactful in any media or situation.

***** IN ALL CASES, THE KERNING MUST BE ADJUSTED TO -50.

Title Case use is prefered. (Capitalizing the first letter of each significant word in a phrase) ALL CAPS must be avoided.

Inter Extra Bold Inter Bold

Inter Regular

Inter Extra Bold

abcdefghijklmnopqrstuvwxyz 0123456789

Inter Bold

abcdefghijklmnopqrstuvwxyz 0123456789

Inter Regular

abcdefghijklmnopqrstuvwxyz 0123456789

Typography Usage Samples:



Proper and consistent kerning.
Mix of light and Bold font weights.







Outline text can be used with proper stroke weight for full readability.

Brand Overview

Here a current state of the brand, showing proper use of the guidelines and **consistency** with all the graphic elements through different logos and CTA's across the ViX platform.

Vix Gratis

Vix Premium

Canal Vix

Prueba Premium ya!

Download the App now!

VixPresenta

iDescarga vix ya! Vix(musica)

ViX Thank You!