

vix

Brand Guidelines

Logotype



Flat color logo
Our default version



Gradient color logo version
Preferred 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 preferred. (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 **ViX** Premium ya!

Download the **ViX** App now!

ViX Presenta

¡Descarga **vix** ya!

vix ((música))

viX

Thank You!