BRAND GUIDELINES
Mvix has been established for over 13 years as a leading provider of content-rich digital signage software and solutions.

The Mvix story started in September 2005 in the Dulles Technology Corridor in the Washington D.C. metro. Our business has successfully evolved over time while keeping the same values and believes – our focus on working with our customers to achieve their communication goals and the importance we place on our culture of community and innovation.

This guide has been created for those who create or manage the production of Mvix communication materials. This document is a toolkit for the Mvix visual identity. It contains the basic elements of the identity, do's and don’ts, as well as practical examples to follow.

We hope you’ll find it helpful!
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BRAND PLATFORM

OUR BELIEFS

MISSION: To provide content-rich digital signage solutions

VISION: To help our clients tell stories, share knowledge and inspire their audiences through visual communication

INTEGRITY
We are honest and transparent in all of our communication. We own any issues or mistakes and we will stick to our word.

COMMUNITY
We hope to create a sense of belonging with our customers and partners. Sharing knowledge with these two groups creates a viable community that benefits all participants.

CHOICE
Clients should have choices. We’re going to give you the tools and insight you need to help your organization communicate better. That may not always be through our product.

INNOVATION
We are focused on always learning. We want to drive the growth of digital signage by implementing new ways of meeting the communication needs of customers. We’re okay with making mistakes as long as we learn from them and try not to repeat them.
Mvix Brand Guidelines

MORE CONTENT. BETTER ENGAGEMENT.

Our Value Statement

The core belief of the Mvix brand, as reflected in our value statement, is the underlying reason for what any organization seeks when implementing a digital signage project.

While organizations may have vastly varying contexts for achieving ROI, the common objective that binds them all is driving audience engagement. We, at Mvix, unanimously believe that more content, timely content and relevant content is the central thesis of enhanced viewer engagement and thereby providing higher ROI.

Mvix products, implementation services, support programs are all built around our belief that Content is the foundational essence that drives the ROI of any digital signage project.
OUR PERSONALITY

Sincere

Mvix is a Genuine brand. It’s down-to-earth, with a hope to serve the basic requirements of its clients and adapting to their constantly changing needs.

Mvix is customer focused, informing its customers and partners, and offering several choices on products, services, and support options. Solution Consultants weigh in on pros and cons of all options and assist clients to narrow them down based on their requirements.

Mvix is unafraid of failure. New product updates are introduced to the market every quarter (faster than any other digital signage provider in the market). Not all updates are successful, but we learn from our failure.

Curious

Mvix is a Curious brand. We value intellectual pursuits. We are always seeking knowledge from our users, clients, partners and even competitors. We are curious to learn new use cases of our products, new technologies that could help us make better products, new processes (both internal and external) and above all, new markets to explore.

Competent

Mvix is a technology company with cutting-edge products backed by a strong and growing, R&D team. With a long-standing experience in the industry, Mvix leads the industry with its core belief that content drives engagement and hence the ROI of any digital signage project.

Mvix solutions aim to be robust and reliable. The Mvix brand should offer a sense of comfort to our clients and partners.

Our robust solutions, client-centric solutions consultants, and an ongoing innovativeness makes the Mvix brand stands tall against its fiercest competitors.

Friendly & Helpful

We have a culture of compassion.

Our clients often choose us not because of sales pressures but based on the quality of our solutions and the personalized approach our consultants bring to each new project.

With a 98% satisfaction rating from our clients, our post-sale customer service experience is one of the most critical aspects of our operations.

We accomplish this by offering service-level agreement options that are tailored to the specific needs of the projects.
BRAND VOICE

Our Voice

Our brand voice conveys the overarching personality of our brand. It remains consistent throughout all the content that we produce.

The brand voice directly reflects our brand personality, while messages convey information and feelings that connect our positioning to our audiences. Our voice is straightforward, semi-formal, empathetic and positive-leaning, but not blunt or too cheery.

The preferred communication is to use a short headline followed by similarly short body copy, and include imagery that carries most of the weight of the messaging.

Tone of Voice

Tone is how we use our voice in various situations. Unlike Voice, Tone can change depending on the situation.

Our buyer personas and where they’re at in the buyer’s journey will dictate the tone to be used in the content produced. The personas include marketing decision makers, IT influencers, gatekeepers (e.g. interns and secretaries) and facilities/operations influencers.

We adopt different tones to convey different attitudes to the buyer personas at different stages e.g. informational, friendly and trustworthy when targeting gatekeepers, technical/subdued when targeting IT influencers etc.
LOGOTYPE

PRIMARY

Logos to use

01  Primary Logo without tagline
02  Primary Logo with tagline

03  Primary Logo with tagline & Power Statement
04  Favicon
LOGOTYPE

ANIMATED

Logos to use

01. Angled Logo
02. Favicon
03. Straight Logo
1. Clear Space

If there are design elements or text around the logo, there must be enough padding so that the design does not look crowded.

Horizontally, there should be at least 15% padding. Vertically, there should be at least 20% padding.
LOGOTYPE

MINIMUM SIZE

1. Primary Logo
On-Screen Use: H: 20px, W: 60px
Printing: H: 0.23", W: 0.7"
Printing on fabric: H: 1.5", W: 4.5"

2. Logo with Tag Line
On-Screen Use: H: 27px, W: 60px
Printing: H: 0.32", W: 0.7"
Printing on fabric: H: 3.5", W: 7.5"

3. Logo with Tag Line and Power Statement
On-Screen Use: H: 27px, W: 175px
Printing: H: 0.32", W: 2"
Printing on fabric: H: 3.5", W: 21"
LOGOTYPE

USAGE

Backgrounds

01  Black Version
02  White Version
BRAND COLLATERAL

Download the complete set with source files.

- Logo Animations & Videos
- Our Beliefs
- Primary Logos
- Secondary Logo
- Brand Guidelines
- Fonts

DOWNLOAD
**LOGOTYPE**

**USAGE**

Logos to use

These are the acceptable logos to use to represent Mvix. The blue and black background can be overlayed on images but must have a minimum of 80% opacity.

Power Statement

Please note that the all-white power statement is to be used with the blue backgrounds only.
LOGOTYPE
PARTNER LOGOS

Strategic
LOGOTYPE

PARTNER LOGOS

Certified
COLORS

BACKGROUND & ACCENT

Brand Background Colors

The purpose of transparent colors is for overlaying on photographs or other similar graphic components. Use solid colors if there are no other background elements.

Background colors can be used for large areas in the design where a large portion of text and image content is to be inserted.

Brand Accent Colors

Brand accent colors can used for shapes, patterns, titles, and text.

RGB: R37 G37 B37
CMYK: C71 M65 Y64 K70
Pantone: 419 C
HEX: #252525

RGB: R111 G207 B244
CMYK: C50 M0 Y1 K0
Pantone: 0821 C
HEX: #6FCFF4

RGB: R234 G133 B55
CMYK: C5 M57 Y89 K0
Pantone: 1575 C
HEX: #EA8537

RGB: R34 G117 B180
CMYK: C85 M50 Y5 K0
Pantone: 2383 C
HEX: #2275B4

RGB: R1 G24 B117
CMYK: C100 M96 Y22 K18
Pantone: 2748 C
HEX: #011875

RGB: R96 G52 B141
CMYK: C77 M96 Y5 K0
Pantone: 268 C
HEX: #60348D

RGB: R237 G21 B128
CMYK: C1 M98 Y12 K0
Pantone: 213 C
HEX: #ED1580
COLORS

ACCENT GRADIENTS

Gradients
For use in accent elements only and NOT as backgrounds.

CMYK: C5 M57 Y89 K0 – C6 M23 Y93 K0
RGB: R234 G133 B55 – R239 G192 B46
HEX: #EA8537 – #EFC02E
Pantone: 1575 C – 1235 C

CMYK: C85 M50 Y5 K0 – C77 M96 Y5 K0
RGB: R234 G133 B55 – R237 G21 B128
HEX: #EA8537 – #ED1580
Pantone: 1575 C – 213 C

CMYK: C5 M57 Y89 K0 – C1 M98 Y12 K0
RGB: R234 G133 B55 – R237 G21 B128
HEX: #EA8537 – #ED1580
Pantone: 1575 C – 213 C
COLORS

EXAMPLES OF ACCENTS

The background color overlayed on photograph is 80% opacity.
PHOTOGRAPHY

The photography and graphics that should accompany the Mvix brand must have either digital signage, technology in general, cities or environments related to our digital signage market (i.e healthcare, corporate, retail).

Blue hues and tints work best with our branding colors, but is not a hard requirement.

Examples of acceptable photography:
GRID SYSTEM

Columns
Use 2, 4, 6, 8, 10 and 12 columns for layout

Download Template
## TYPOGRAPHY

### TITLE TYPEFACE

**MONTSERRAT**

Montserrat is the preferred typeface for most major brand touch points. It is appropriate for all headlines and copy that is short in length.

<table>
<thead>
<tr>
<th>Font Style</th>
<th>Font Example</th>
</tr>
</thead>
</table>
| **MONTSERRAT REGULAR** | abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789!@£$%^&*()_+[]"
| **MONTSERRAT SEMIBOLD** | abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789!@£$%^&*()_+[]"
| **MONTSERRAT MEDIUM** | abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789!@£$%^&*()_+[]"
| **MONTSERRAT BOLD**   | abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789!@£$%^&*()_+[]" |
TYPOGRAPHY
SECONDARY TYPEFACE

NUNITO SANS
For body copy, Nunito Sans is our preferred typeface.

NUNITO SANS EXTRALIGHT

abcdefgijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!£$%^&*()-_+'{}«

NUNITO SANS LIGHT

abcdefgijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!£$%^&*()-_+'{}«

NUNITO SANS REGULAR

abcdefgijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!£$%^&*()-_+'{}«

NUNITO SANS SEMIBOLD

abcdefgijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!£$%^&*()-_+'{}«

NUNITO SANS BOLD

abcdefgijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!£$%^&*()-_+'{}«

NUNITO SANS EXTRABOLD

abcdefgijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!£$%^&*()-_+'{}«
GET THEIR ATTENTION

GET THEIR ATTENTION

GET THEIR ATTENTION

Get their attention

GET THEIR ATTENTION

GET THEIR ATTENTION

GET THEIR ATTENTION

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**Heading 1**
- Montserrat Bold
- Size: 44pt
- Leading: 53pt
- Preferably All Caps

**Heading 2**
- Montserrat Bold
- Size: 30pt
- Leading: 38pt
- Preferably All Caps

**Heading 3**
- Montserrat Regular
- Size: 26pt
- Leading: 33pt
- All Caps / Lowercase

**Heading 4**
- Montserrat SemiBold
- Size: 18pt
- Leading: 22pt

**Heading 5**
- Montserrat Bold
- Size: 14pt
- Leading: 18pt
- All Caps / Lowercase

**Heading 6**
- Montserrat Bold
- Size: 12pt
- Leading: 16pt
- All Caps / Lowercase
Mvix, a leading digital signage software company in the Dulles Technology Corridor. We have creative freedom to experiment with different colors, shapes, lines, and patterns.

The core belief of the Mvix brand, as reflected in our value statement, is the underlying reason for what any organization seeks when implementing a digital signage project.

If you have received financial aid offers, use this tool to compare school data and relevant financial factors to make a more informed decision for your future.

- List item 1
- List item 2
- List item 3
Spacing
White space affects how the user focuses their attention on the content. It makes it easier to know what to read and where to begin.

HEADING 1
Our focus is on cost-effective, feature-rich, cloud-hosted solutions that, coupled with our professional team, will make your digital signage a success.

HEADING 2-6
We have been a leader in turnkey digital signage for over a decade.

Line length
Comfortable line length allows the user’s eyes to flow easily from the end of one line to the beginning of the next.

Smart solutions optimized with multiple content apps to enable users to create a large variety of content.

Alignment
Typography should be set flush left. This provides the eye a constant starting point for each line, making text easier to read.

GET THEIR ATTENTION
Robust solutions with feature-rich software that includes smart playlists, scheduling, multi-user & more.

Since inception, Mvix’s commitment to delivering innovative solutions has put the company at the forefront of the digital signage industry. In 2016, the company was ranked as one of the Top 25 Content Delivery Network Solutions Transforming Business.
The angled lines and straight lines can be used as decor in accent colors & gradients. They can be paired together or separate.

Branching lines can be used as decor in accent colors & gradients.

These lines can be elongated or shortened, but the angles and the circular end must be preserved.

Triangles can be used as decor in accent colors.

Trapezoids can be used as decor in background colors.
STATIONARY
BUSINESS CARDS

Front side

Properties
Dimensions: 3.5"x2"
Bleed: 0.2"
Color Mode: CMYK

Back side

Properties
Dimensions: 3.5"x2"
Bleed: 0.2"
Color Mode: CMYK
Background Color: Pantone: 419 C
STATIONARY

ENVELOPES

Properties
Dimensions: 4.125"x9.5"
Color Mode: CMYK
STATIONARY
LETTERHEAD

Properties
Dimensions: 8.5"x11"
Color Mode: CMYK

Dimensions: 8.5"x11"
STATIONARY

FOLDER

Properties
Dimensions: 9"x12"
Color Mode: CMYK
Background Color: Pantone: 419 C