

BRAND GUIDELINES



INTRODUCTION

WELCOME TO MVIX



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.

OUR POSITION

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

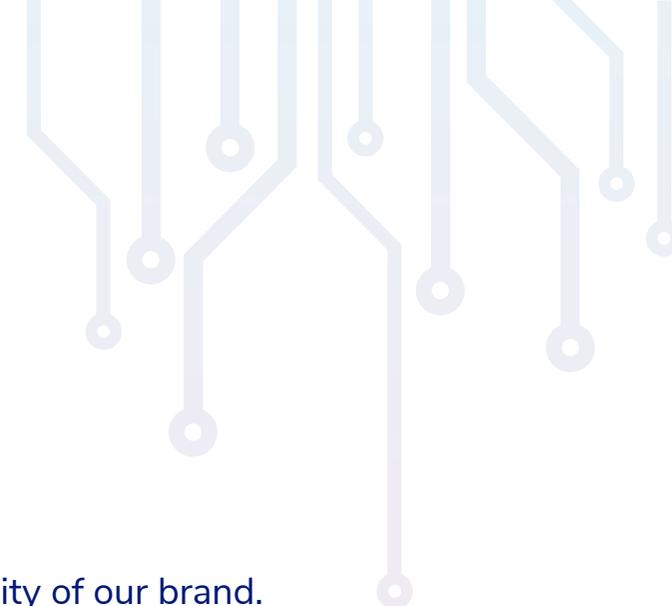
We have a culture of compassion.

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

01



02



03 Primary Logo with tagline
& Power Statement

04 Favicon

03



04



LOGOTYPE

ANIMATED

Logos to use

- 01 Angled Logo
- 02 Favicon
- 03 Straight Logo

01



02



03



LOGOTYPE

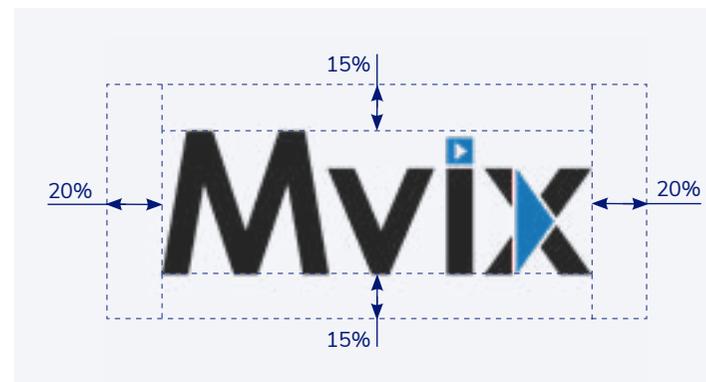
CLEAR SPACE

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	Printing
H: 20px	H: 0.23"
W: 60px	W: 0.7"

Printing on fabric
H: 1.5"
W: 4.5"

01



02



2. Logo with Tag Line

On-Screen Use	Printing
H: 27px	H: 0.32"
W: 60px	W: 0.7"

Printing on fabric
H: 3.5"
W: 7.5"

03



3. Logo with Tag Line and Power Statement

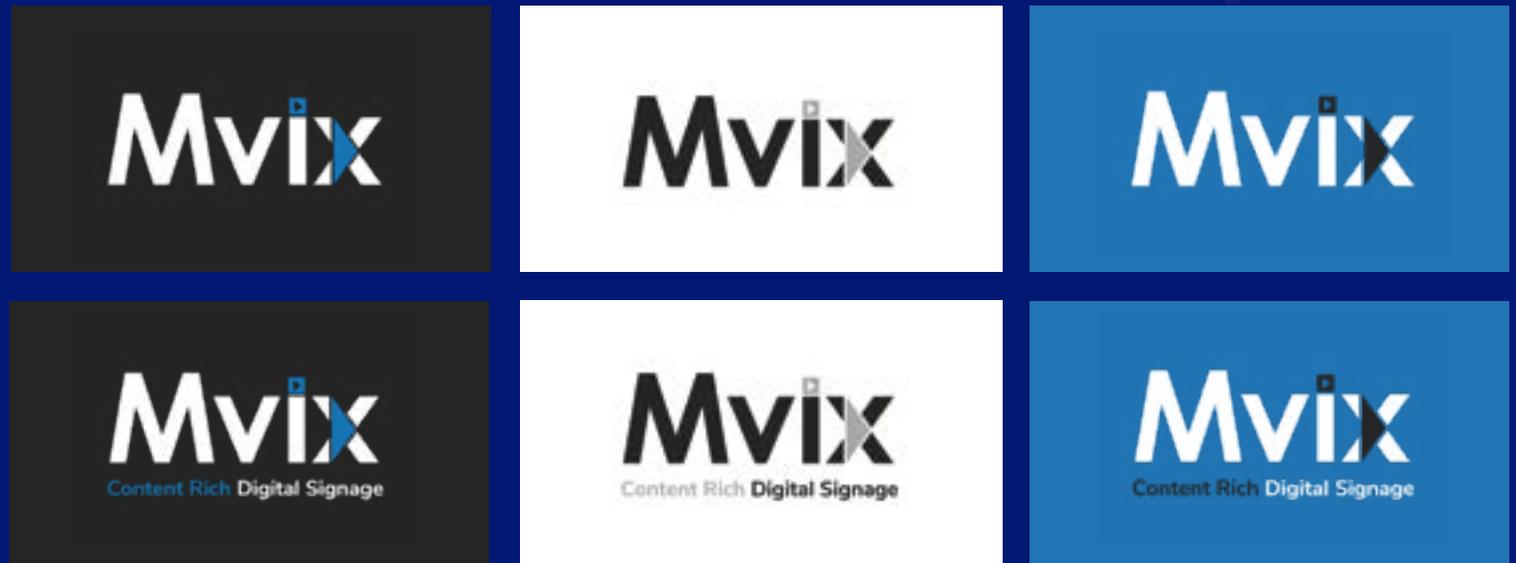
On-Screen Use	Printing
H: 27px	H: 0.32"
W: 175px	W: 2"

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

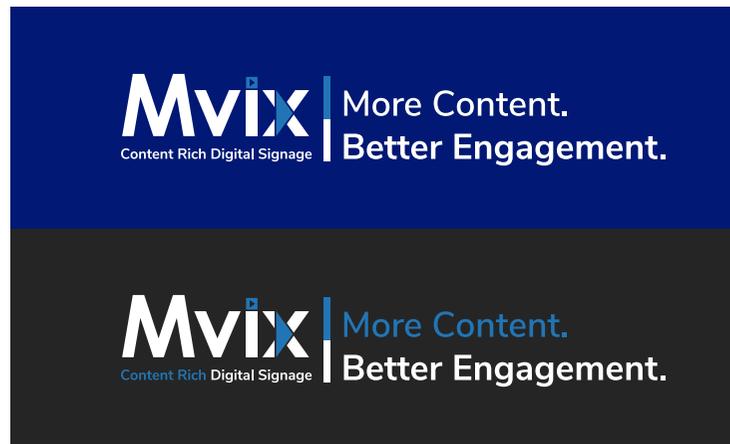
Logos to use

These are the acceptable logos to use to represent Mvix. The blue and black background can be overlaid 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.

RGB: R37 G37 B37 CMYK: C71 M65 Y64 K70 Pantone: 419 C HEX: #252525	
80%	60%

RGB: R1 G24 B117 CMYK: C100 M96 Y22 K18 Pantone: 2748 C HEX: #011875	
80%	60%

Brand Accent Colors

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

RGB: R234 G133 B55 CMYK: C5 M57 Y89 K0 Pantone: 1575 C HEX: #EA8537		
80%	60%	40%

RGB: R111 G207 B244 CMYK: C50 M0 Y1 K0 Pantone: 0821 C HEX: #6FCFF4		
80%	60%	40%

RGB: R96 G52 B141 CMYK: C77 M96 Y5 K0 Pantone: 268 C HEX: #60348D		
80%	60%	40%

RGB: R239 G192 B46 CMYK: C6 M23 Y93 K0 Pantone: 1235 C HEX: #EFC02E		
80%	60%	40%

RGB: R34 G117 B180 CMYK: C85 M50 Y5 K0 Pantone: 2383 C HEX: #2275B4		
80%	60%	40%

RGB: R237 G21 B128 CMYK: C1 M98 Y12 K0 Pantone: 213 C HEX: #ED1580		
80%	60%	40%

COLORS

ACCENT GRADIENTS

Gradients

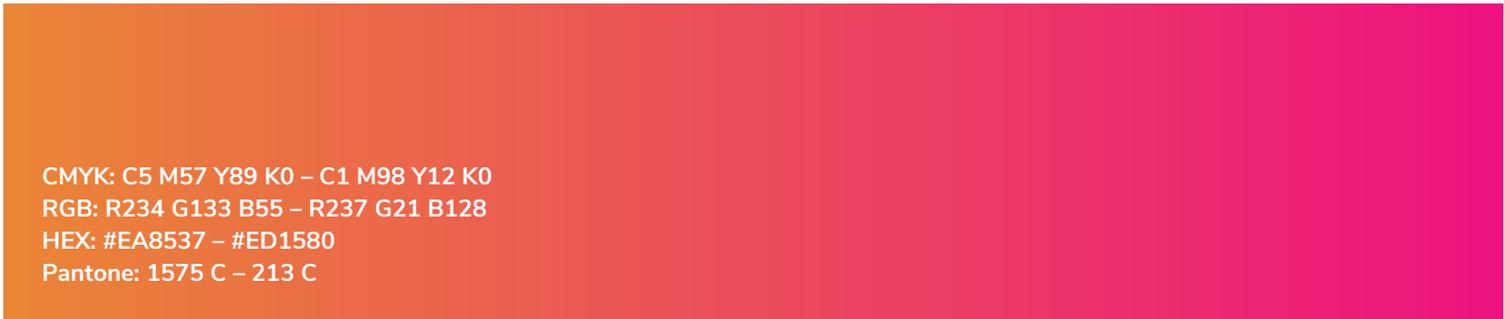
For use in accent elements only
and NOT as backgrounds.



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: R34 G117 B180 – R96 G52 B141
HEX: #2275B4 – #60348D
Pantone: 2383 C – 268 C

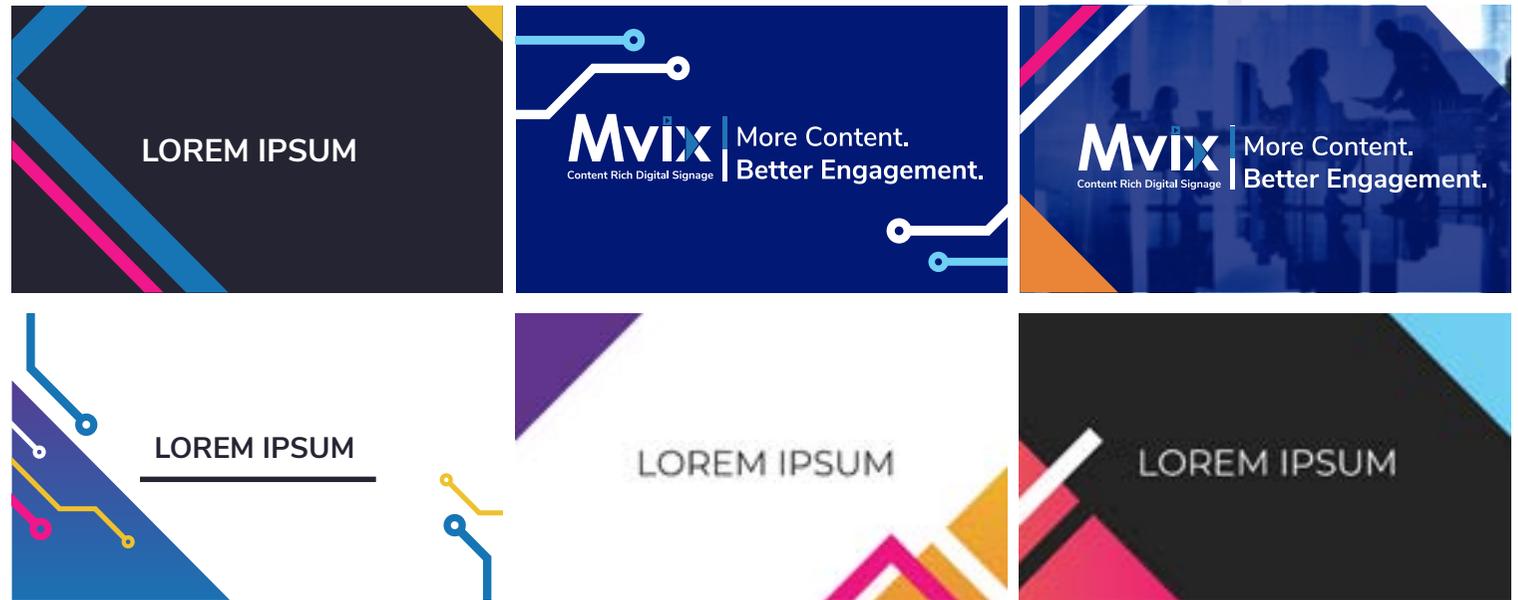


CMYK: C5 M57 Y89 K0 – C1 M98 Y12 K0
RGB: R234 G133 B55 – R237 G21 B128
HEX: #EA8537 – #ED1580
Pantone: 1575 C – 213 C

COLORS

EXAMPLES OF ACCENTS

The background color overlaid on photograph is 80% opacity.



PHOTOGRAPHY

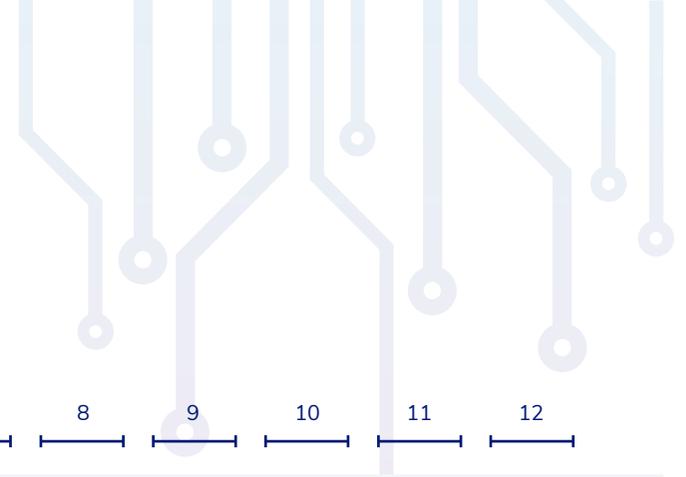
The photography and graphics that should accompany the Mvix brand must have either digital signage, technology in general, cities or environments related to our digital signage market (i.e healthcare, corporate, retail).

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](#)

12pt |

TYPOGRAPHY

TITLE TYPEFACE

MONTERRAT

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

MONTERRAT REGULAR

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@£\$%^&*()_+[]“”{}«\

MONTERRAT SEMIBOLD

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@£\$%^&*()_+[]“”{}«

MONTERRAT MEDIUM

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@£\$%^&*()_+[]“”{}«\

MONTERRAT BOLD

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@£\$%^&*()_+[]“”{}«

TYPOGRAPHY

SECONDARY TYPEFACE

NUNITO SANS

For body copy, Nunito Sans is our preferred typeface.

NUNITO SANS EXTRALIGHT

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@£\$%^&*()_+[]“”{}«\

NUNITO SANS REGULAR

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@£\$%^&*()_+[]“”{}«\

NUNITO SANS BOLD

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@£\$%^&*()_+[]“”{}«\

NUNITO SANS LIGHT

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@£\$%^&*()_+[]“”{}«\

NUNITO SANS SEMIBOLD

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@£\$%^&*()_+[]“”{}«\

NUNITO SANS EXTRABOLD

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@£\$%^&*()_+[]“”{}«\

TEXT HIERARCHY

HEADINGS

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

GET THEIR ATTENTION

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

GET THEIR ATTENTION

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

GET THEIR ATTENTION

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

Get their attention

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

GET THEIR ATTENTION

Heading 6 Montserrat Bold
Size: 12pt
Leading: 16pt
All Caps / Lowercase

GET THEIR ATTENTION

TEXT HIERARCHY

BODY COPY

Lead Paragraph

Nunito Sans ExtraLight
Size: 18pt
Leading: 23pt

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.

Body 1

Nunito Sans Light
Size: 11pt
Leading: 14pt

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.

Body 2

Nunito Sans Regular
Size: 11pt
Leading: 14pt

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.

Caption

Nunito Sans Regular
Size: 8pt
Leading: 11pt

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.

Lists

Nunito Sans Regular
Size: 11pt
Leading: 18pt

- List item 1
- List item 2
- List item 3

TEXT HIERARCHY

TYPESETTING FOR READABILITY

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

20px

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

Since inception, Mvix's commitment to delivering innovative solutions has put the company at the forefront of the digital signage industry.

15px

In 2016, the company was ranked as one of the Top 25 Content Delivery Network Solutions Transforming Business.

HEADING 2-6

15px

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.

50-70 characters

Alignment

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

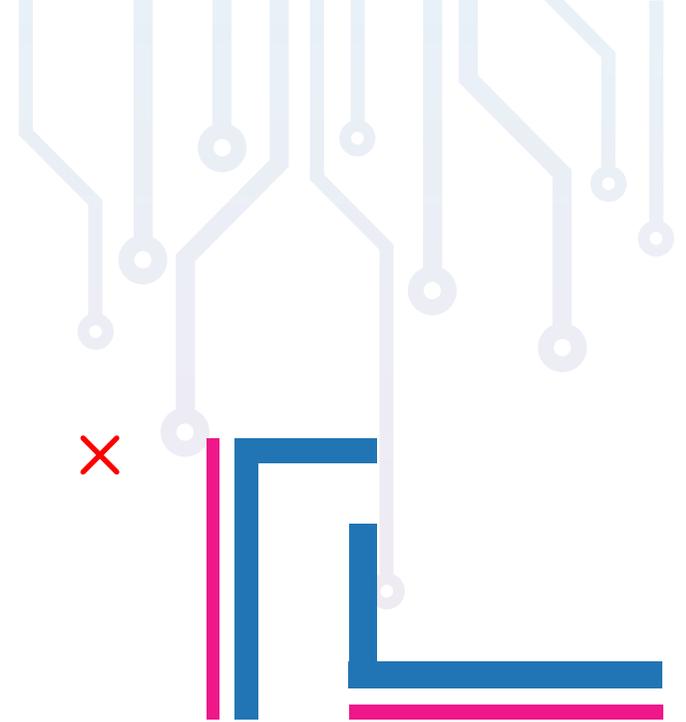
GET THEIR ATTENTION

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

PATTERNS

BRAND SHAPES

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"

Bleeds: 0.2"

Color Mode: CMYK



Back side

Properties

Dimensions: 3.5"x2"

Bleed: 0.2"

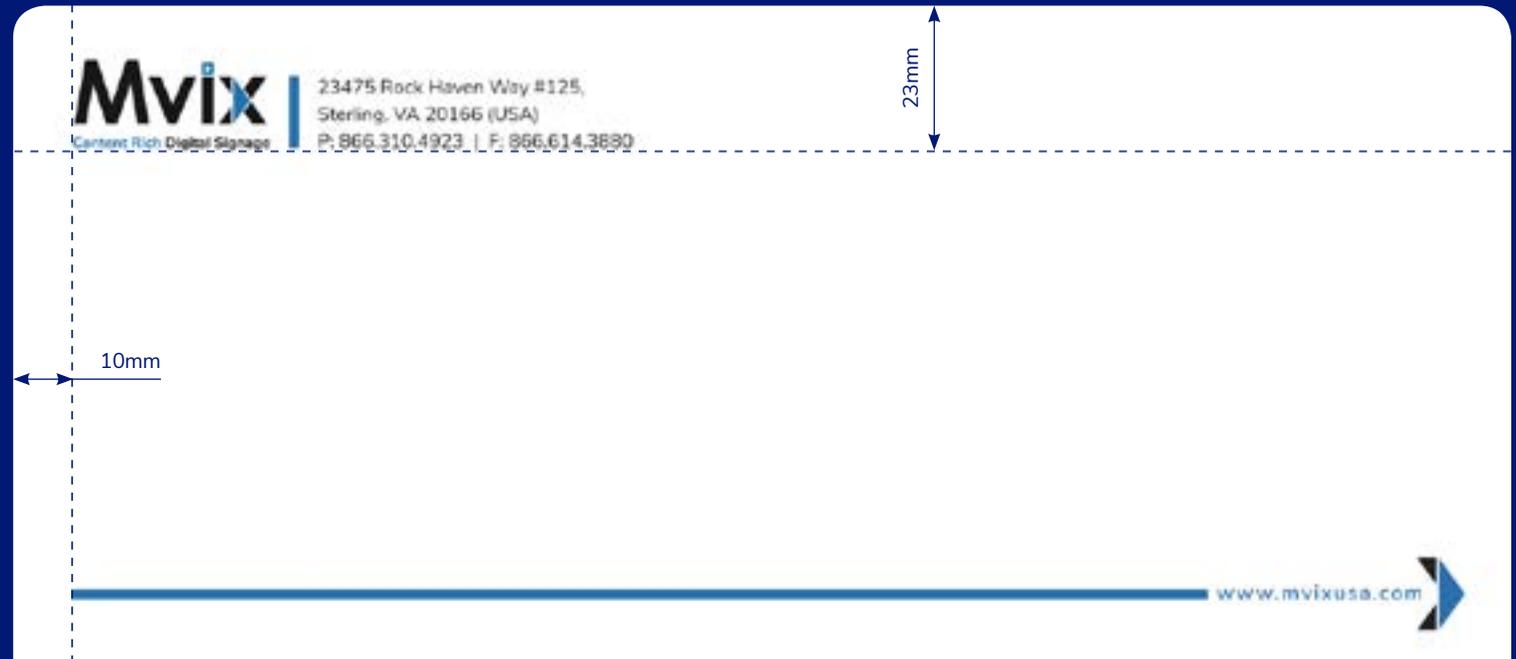
Color Mode: CMYK

Background Color: Pantone: 419 C



STATIONARY

ENVELOPES



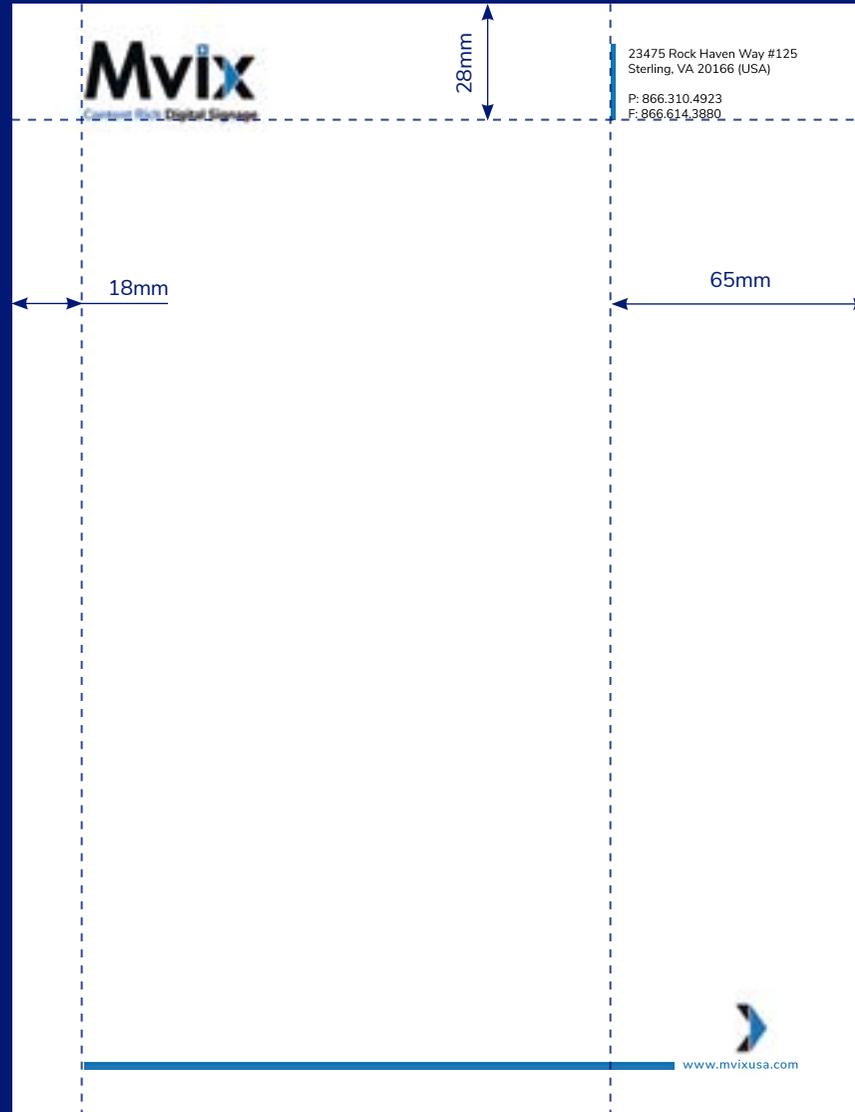
Properties

Dimensions: 4.125"x9.5"

Color Mode: CMYK

STATIONARY

LETTERHEAD



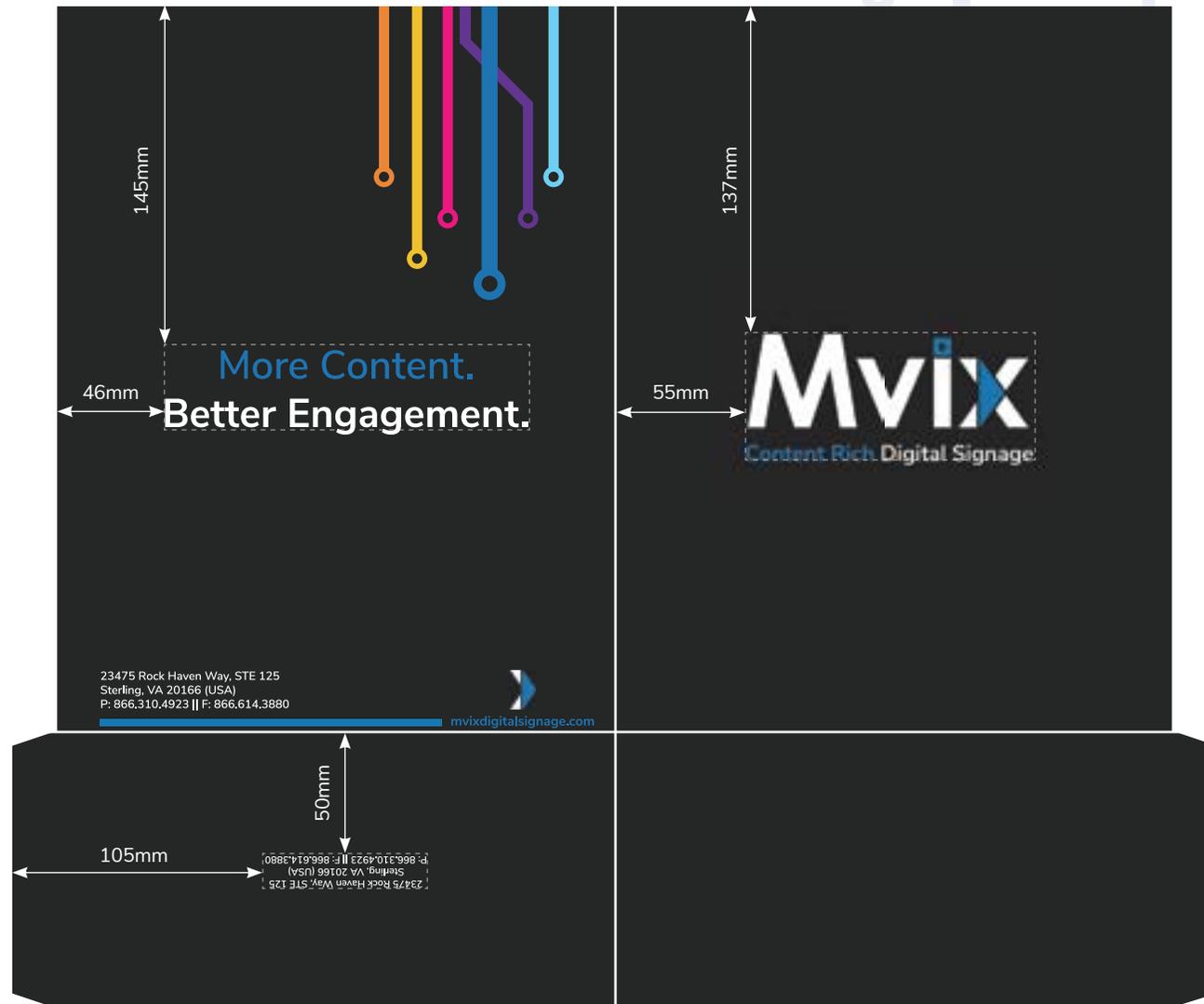
Properties

Dimensions: 8.5"x11"

Color Mode: CMYK

STATIONARY

FOLDER



Properties

Dimensions: 9"x12"

Color Mode: CMYK

Background Color: Pantone: 419 C

A decorative graphic on the left side of the page, consisting of a network of light blue lines and circles that resemble a circuit board or a digital network. The lines are of varying lengths and connect to small circles at various points, creating a complex, interconnected pattern.

BRAND GUIDELINES

866.310.4923

www.mvixdigitalsignage.com

Mvix
Content Rich Digital Signage