



LOGO



TAG LINE

24.7mixxx

LOGOTYPE

## LOGO

For Virgin America's new product 24/7 Mixx, a music stream service that cross platforms, we design this logo with a shuffle button shape to indicate music service and personality of Virgin.

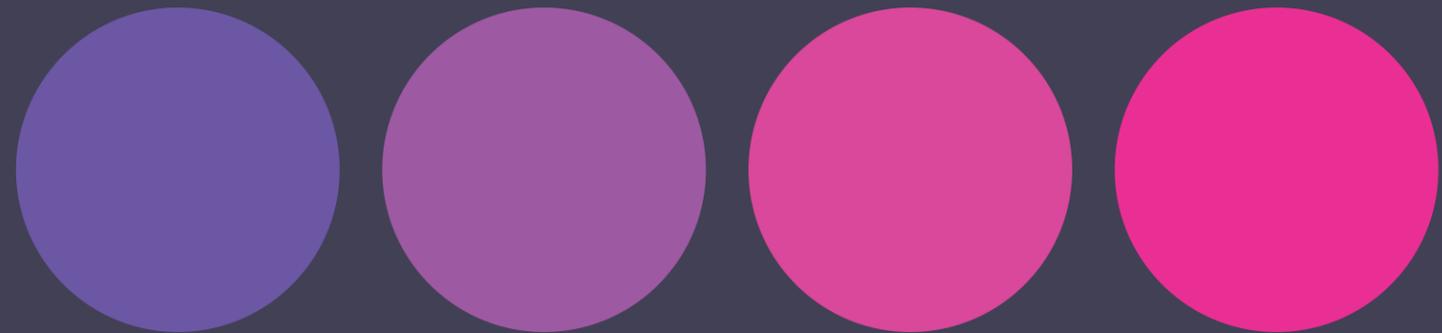
# 24/7 Mixx

Music not only in pocket.

Virgin mobile is going to offer a brand new music service. From now on, we can even stream your music online on airplane for totally free.

**WELCOM ON BOARD**

HIERARCHY



COLOR

## SYSTEM

Gotham is a pretty flexible typeface for collaborate color and hierarchy at the same time and it is also readable.

The word 'Mixx' is rendered in a stylized, outlined font. The letters are filled with a color gradient that matches the circles in the 'COLOR' section, transitioning from purple on the left to red on the right. The logo is positioned between two horizontal lines, with a dotted line in the middle, suggesting a typographic grid.

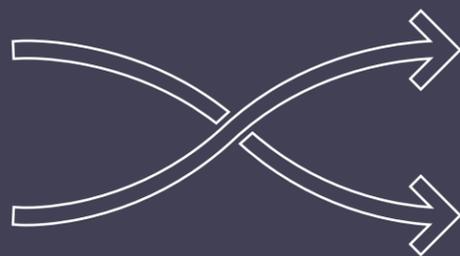
TYP USE



BADGE



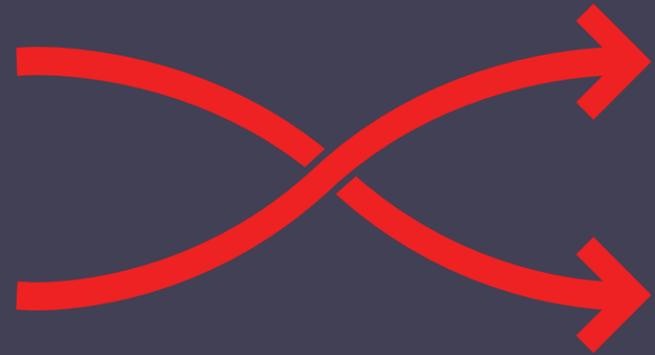
VARIATION



OUTLINE

## VARIATION

Fitting the logo in a badge and different color is important because logo needs to be used in different places for different purposes.



24.7mixx

MIXX



VIRGIN PRODUCT

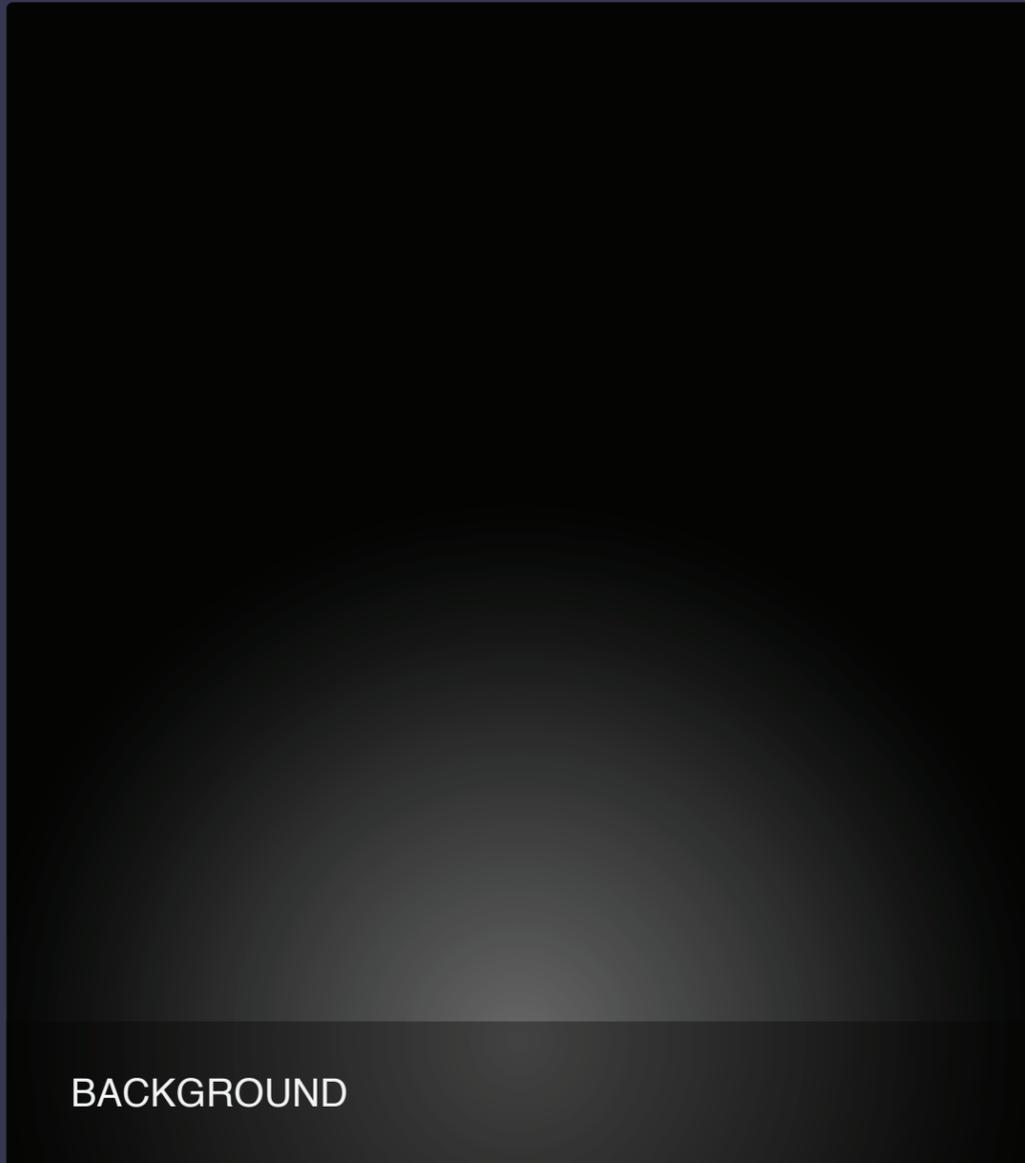


## COOPERATION

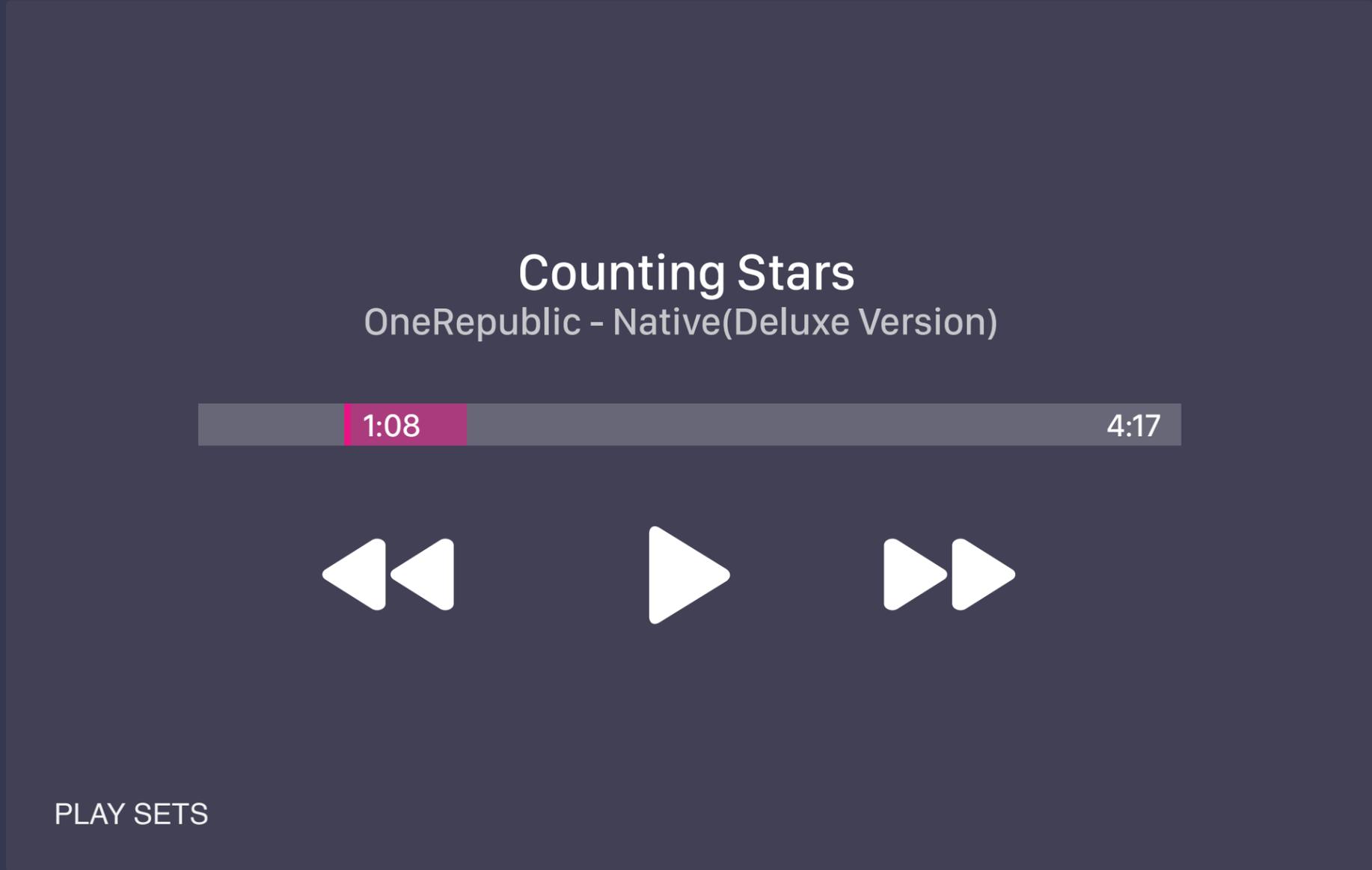
Put it back to the big family of virgin to see if it stands out and also lives in the virgin family.



COOPERATE



BACKGROUND



## Counting Stars

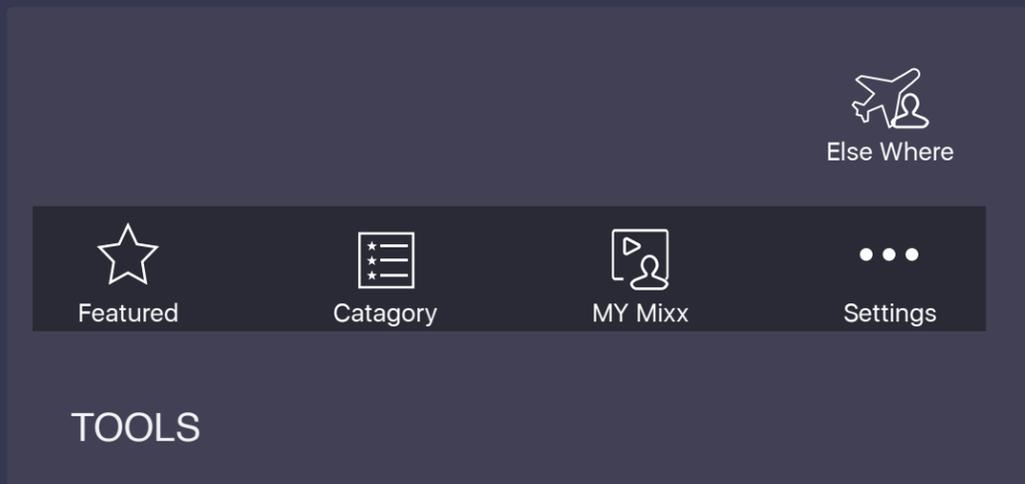
OneRepublic - Native(Deluxe Version)

1:08

4:17



PLAY SETS



Featured

Catagory

MY Mixx

Settings

TOOLS

## APP SETS

This is assets for mobile first designs. In order to keep visual consistence, the balance between tools and play sets are required. A background img for app need fit in too.