LOGO

TAG LINE

24.7**mIXX**

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.
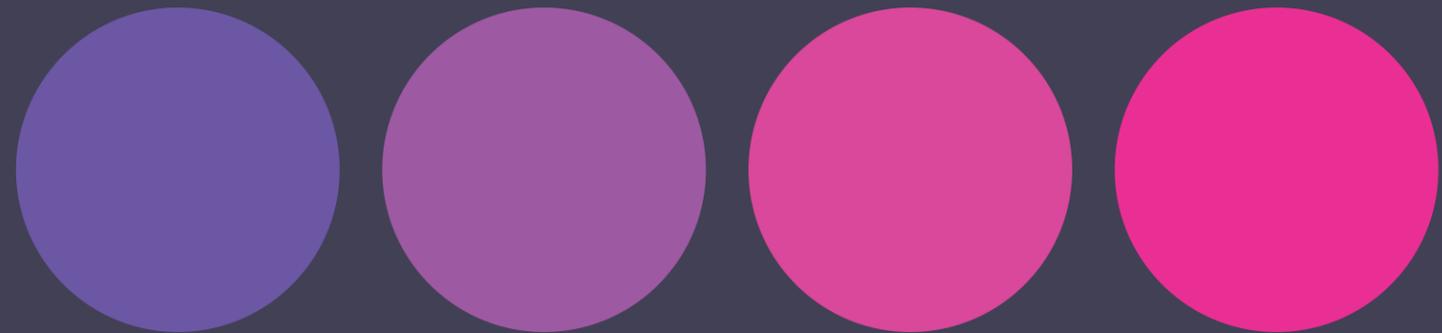
24/7 Mixx

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

Mixx

TYP USE

SYSTEM

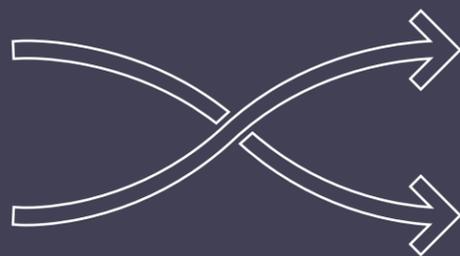Gotham is a pretty flexible typeface for collaborate color and hierarchy at the same time and it is also readable.
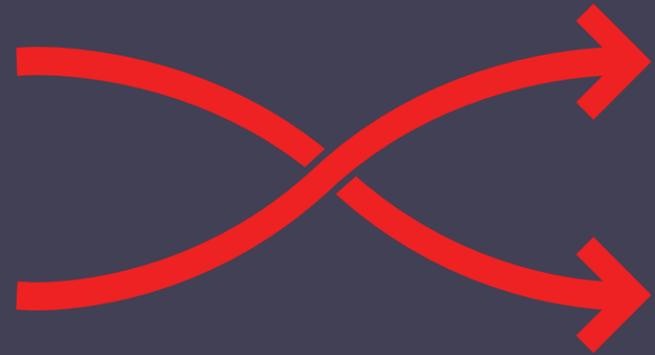
BADGE

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.
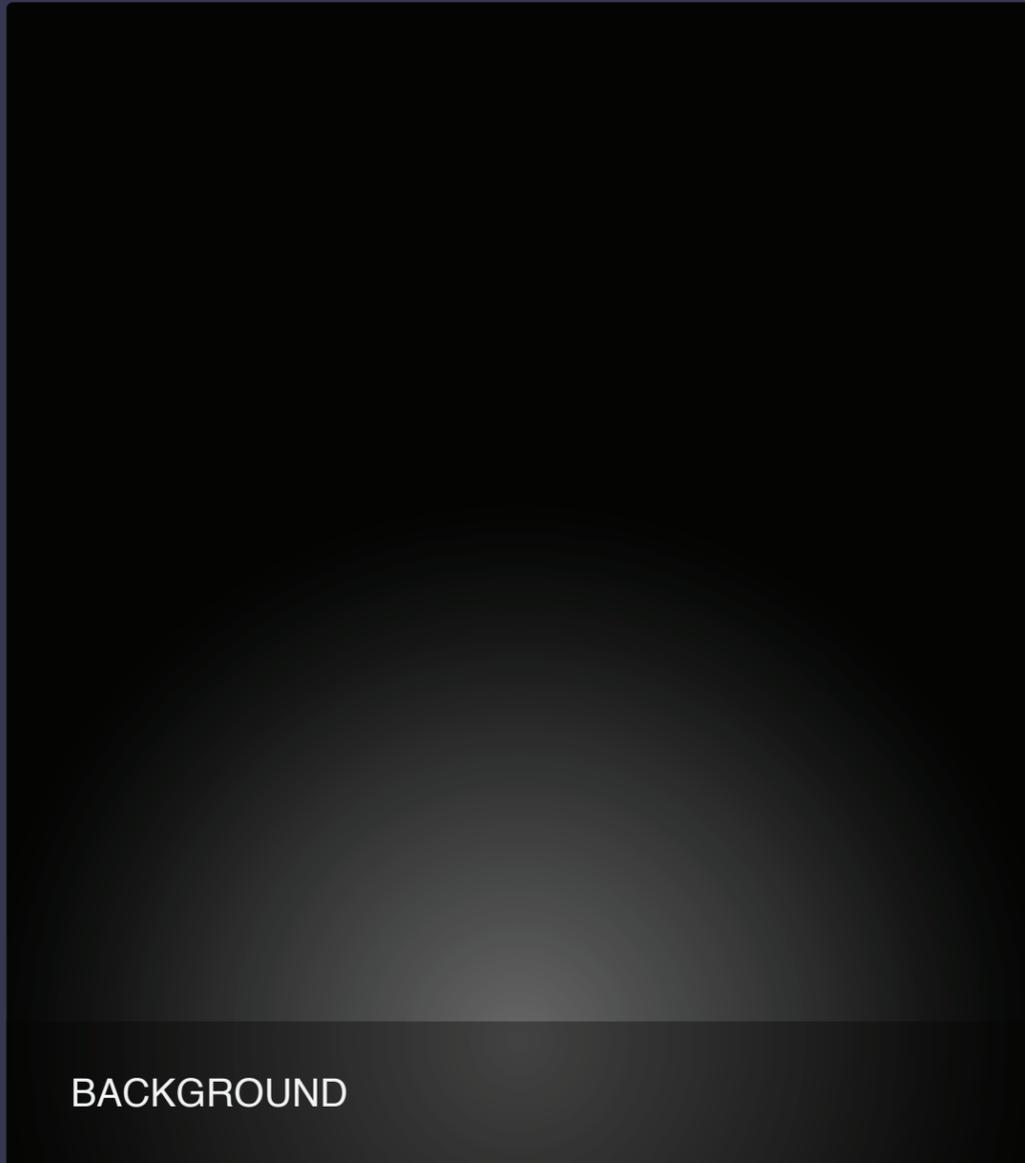
MIXX

VIRGIN PRODUCT

COOPERATE

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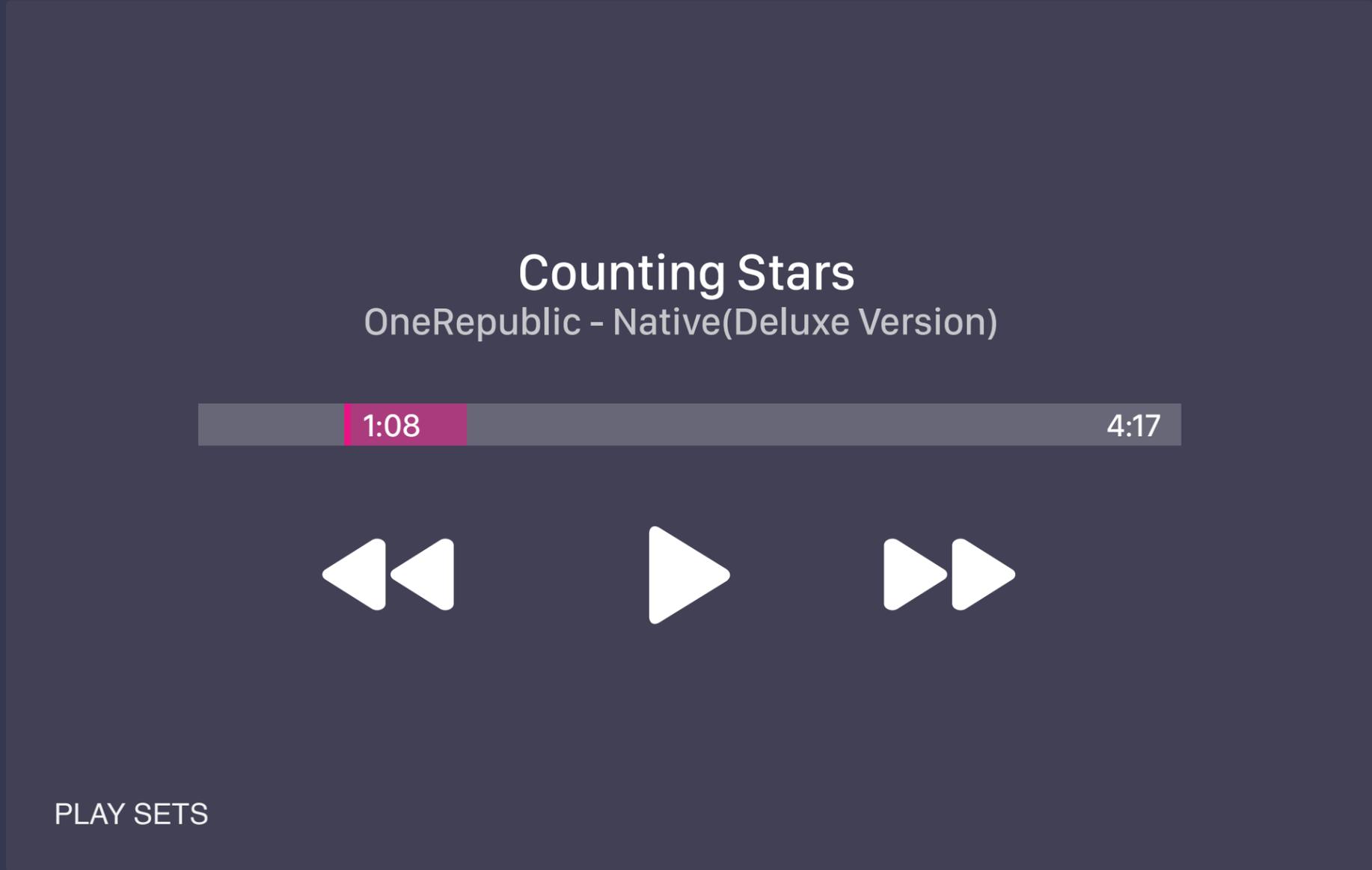
Put it back to the big family of virgin to see if it stands out and also lives in the virgin family.
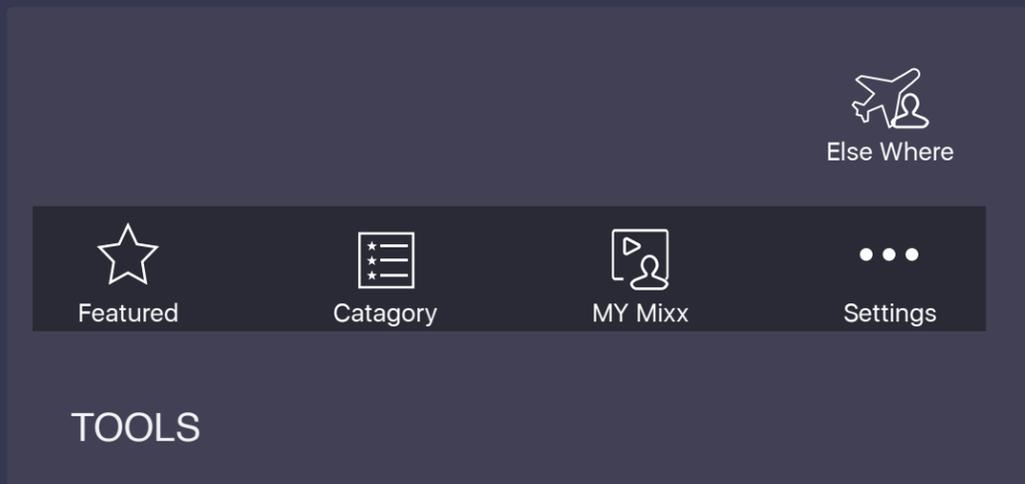
BACKGROUND

Counting Stars
OneRepublic - Native(Deluxe Version)

1:08   4:17

PLAY SETS

Else Where

Featured   Catagory   MY Mixx   Settings

TOOLS

APP SETS

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