



LOGO



TAG LINE



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.

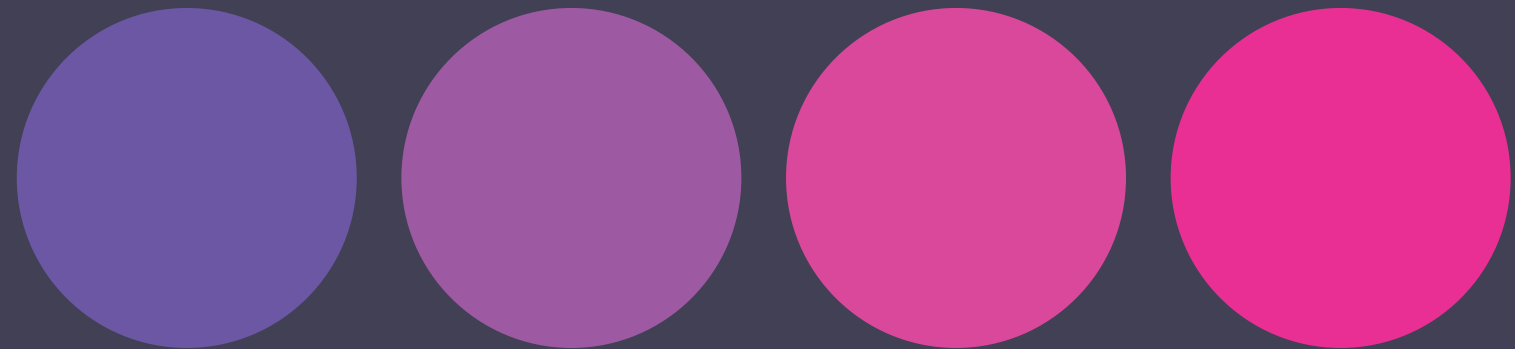
24/7 Mixx

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.

WELCOME ON BOARD

HIERARCHY



COLOR

SYSTEM

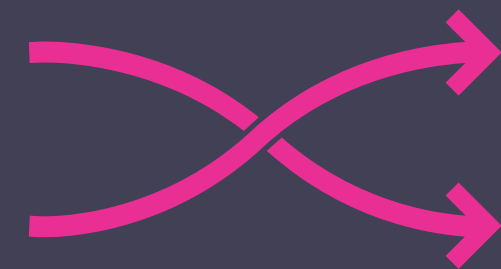
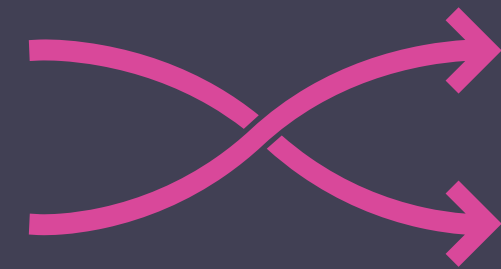
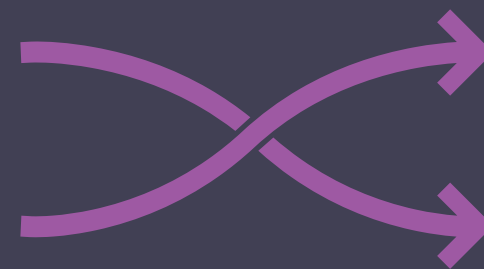
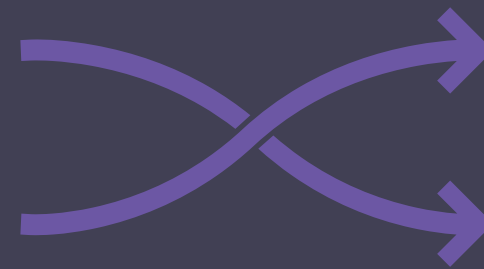
Proxima nova is a pretty flexible typeface for collaborate color and hierarchy at the same time and it is also readable.

Mixxx

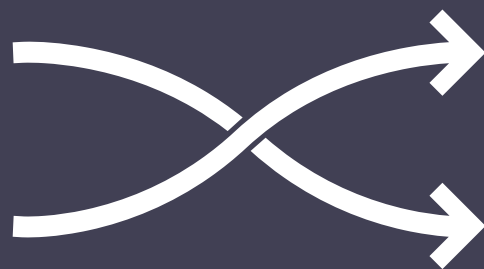
TYP USE



BADGE



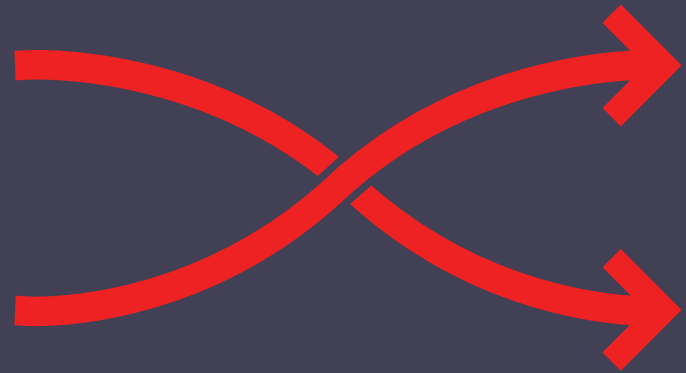
VARIATION



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.



24/7 MIXX

MIXX



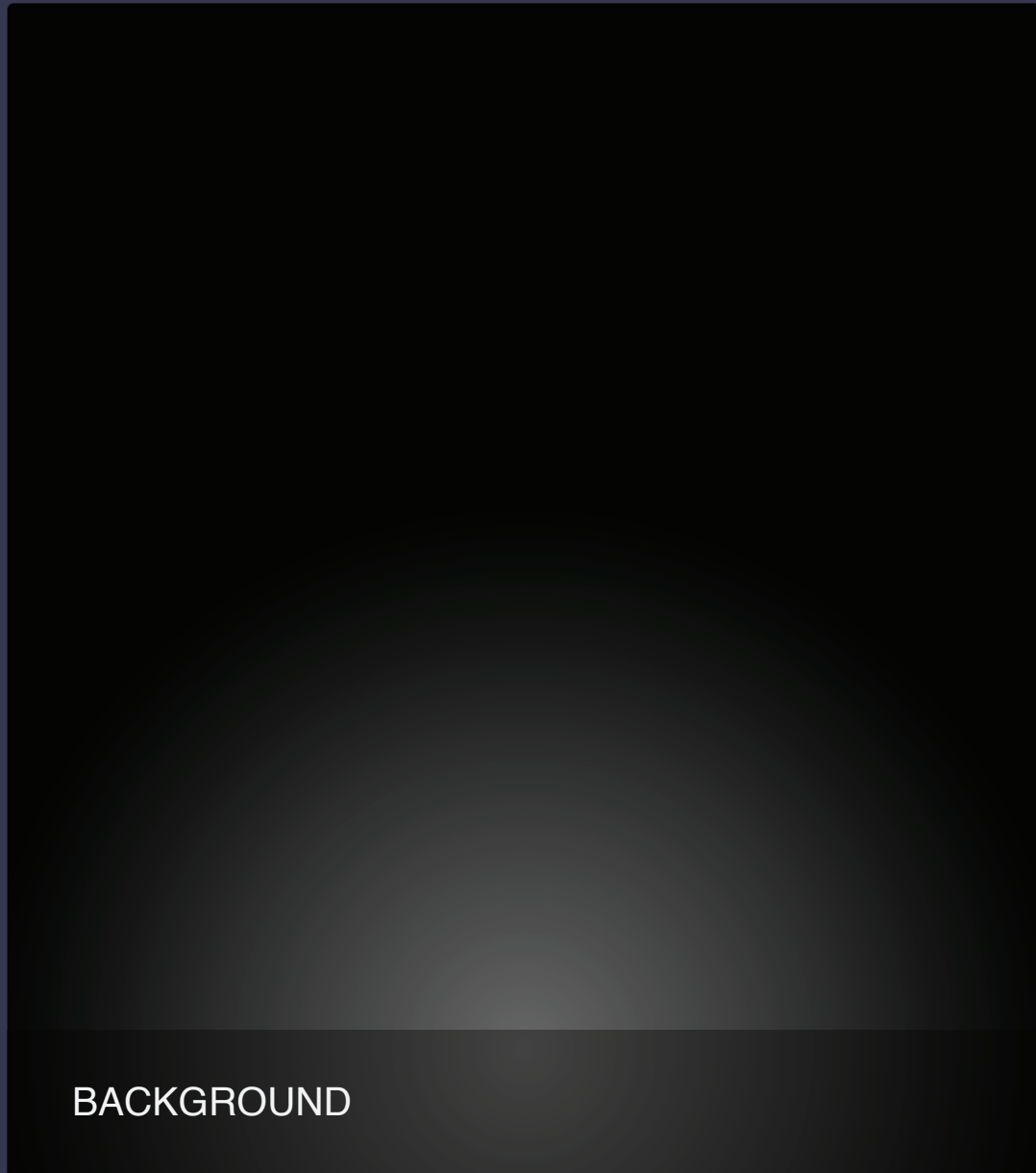
VIRGIN PRODUCT

COOPERATION

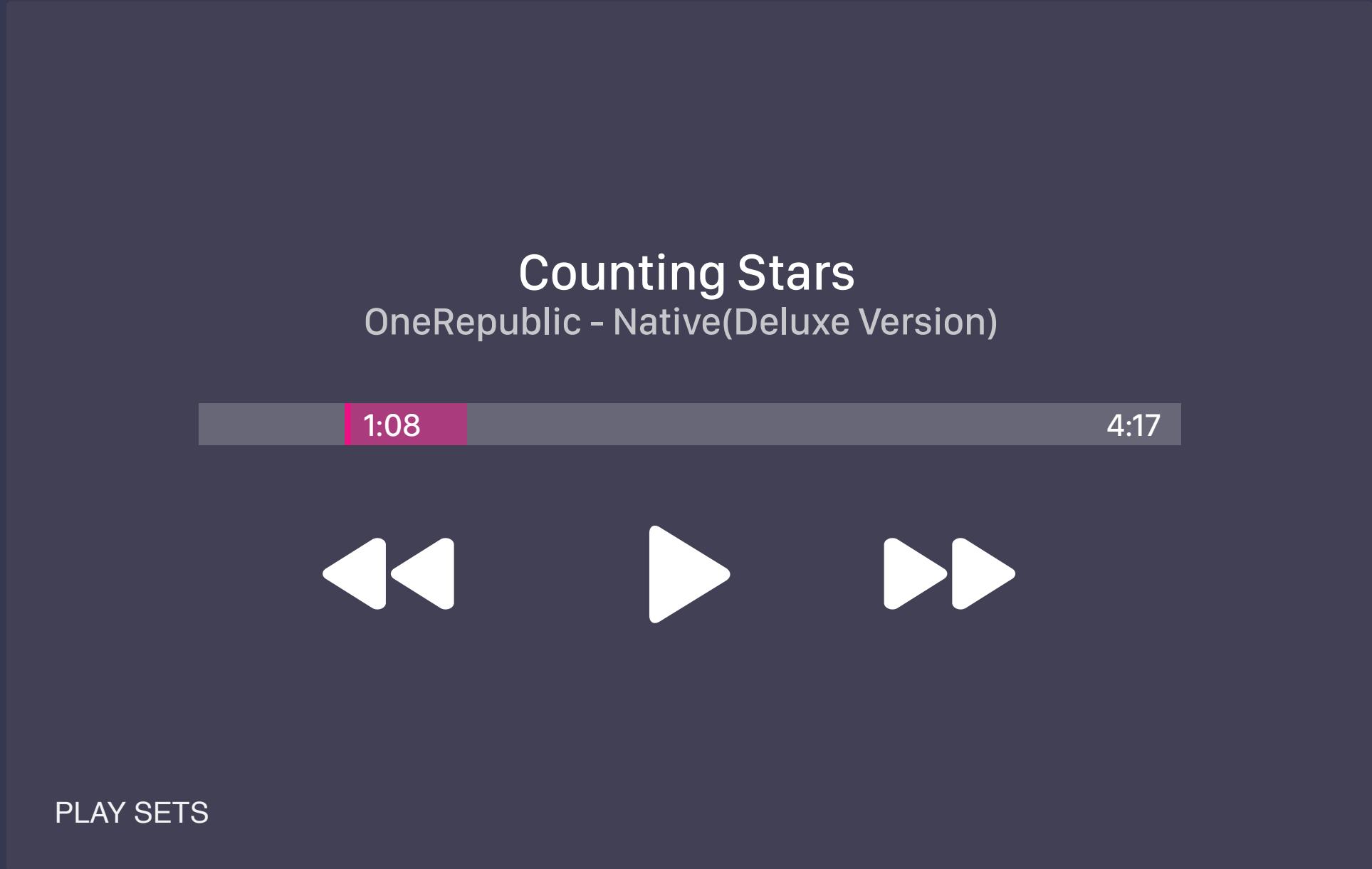
Put it back to the big family of virgin to see if it stands out and also lives in the virgin family.



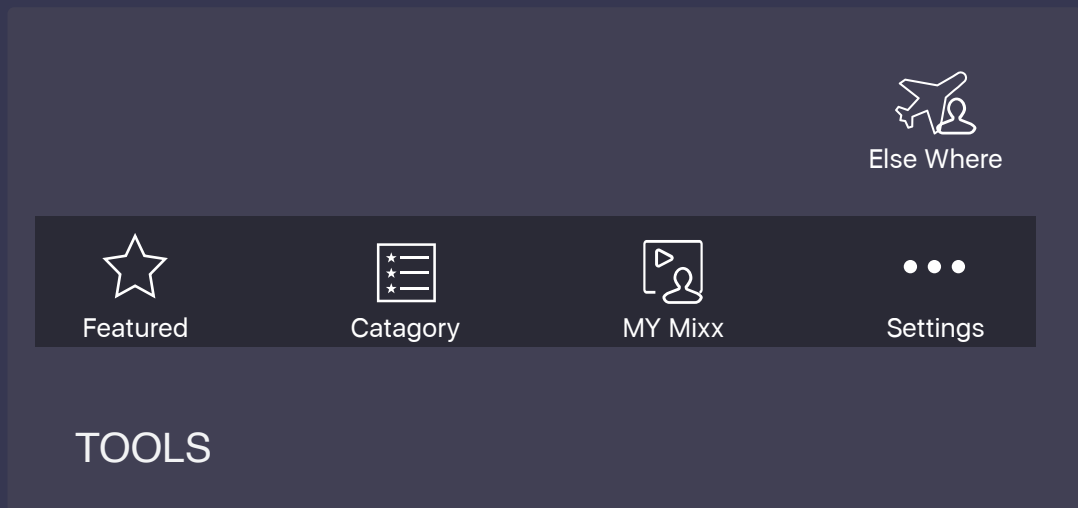
COOPERATE



BACKGROUND



PLAY SETS



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.