

PROPHIX

PROPHIX
by **onvi**



Brand Identity Guidelines

Logo Usage

Please note that proper use of logos depends on context. PROPHIX brand is connected only with PROPHIX device, whereas ONVI is an “umbrella” brand for the whole ONVI Company.

PROPHIX

To be used for all PROPHIX only materials where PROPHIX is only talked about. No mention of ONVI.

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Only to be talked when both the PROPHIX and ONVI are being talked about along with the ONVI and PROPHIX ecosystem.



To be used for all ONVI only materials and when ONVI is only talked about.

Logo Variations

All logo elements are intended to be used only as shown.

None of the elements should be used separately, rearranged, recolored, rotated or deformed.

PRIMARY FULL COLOR LOGO

PROPHIX

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GRAYSCALE LOGO

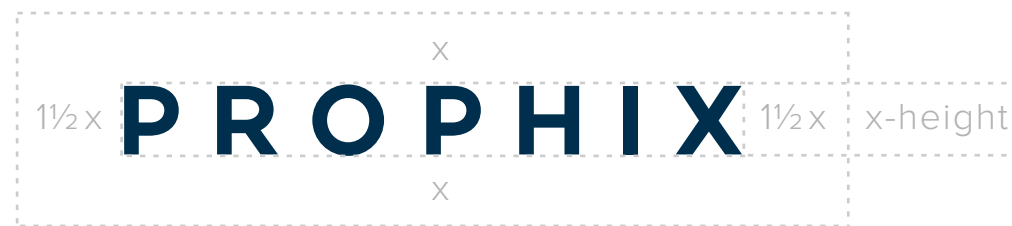
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Clearspace

The minimum clearspace depends on the wordmark height.
More clearspace is always desirable as white is a primary brand color.
Logos should be placed on white background where possible.
Possibly bright-coloured plain backgrounds may also be used.



Color

Please note that white is a basic color of both PROPHIX and ONVI brands. It should be used as a background color whenever possible.

COLOR PALETTE



RGB 0, 47, 77
HEX #002F4D
CMYK 100, 78, 43, 42



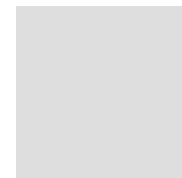
RGB 46, 116, 164
HEX #2E74A4
CMYK 82, 46, 17, 0



RGB 0, 181, 226
HEX #00B5E2
CMYK 72, 0, 6, 0



RGB 26, 26, 26
HEX #1A1A1A
CMYK 0, 0, 0, 90




RGB 222, 222, 222
HEX #DEDEDE
CMYK 0, 0, 0, 13



RGB 255, 255, 255
HEX #FFFFFF
CMYK 0, 0, 0, 0

GRADIENTS

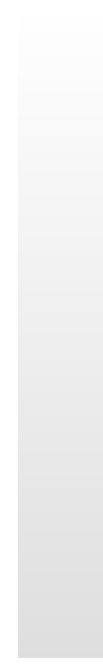


RGB 46, 116, 164
HEX #2E74A4
CMYK 82, 46, 17, 0

RGB 0, 181, 226
HEX #00B5E2
CMYK 72, 0, 6, 0

RGB 212, 237, 252
HEX #D4EDFC
CMYK 20, 0, 0, 0

Colors of this gradient refer directly to the ONVI Moebius symbol. It shouldn't be overused.



RGB 255, 255, 255
HEX #FFFFFF
CMYK 0, 0, 0, 0

RGB 212, 237, 252
HEX #D4EDFC
CMYK 20, 0, 0, 0

This gradient is intended to be used on backgrounds where needed. Lightness of a gray color may vary depending on design, but it always should be as bright as possible.

Typography

FONT SIZES

large scale headlines

Proxima Nova Thin

subheads, body copy

Proxima Nova Light & *Light Italic*

small scale body copy

Proxima Nova Regular & *Italic*

emphasis
please use rarely

Proxima Nova Bold

TYPE COLORS



Grayscale should be used primarily.



RGB 0, 181, 226
HEX #00B5E2
CMYK 72, 0, 6, 0

Bright blue should only be used for headlines, subheads and emphasis.