

Color Palette

The color palette used for the PIVX brand is made primarily with different tones of purple. When applied correctly, the logo will be easily recognized and legible from a distance on both light and dark backgrounds. Always use the full color PIVX logo when displaying or representing the brand, unless there are print restrictions or other unavoidable scenarios.

Highlight

Used to Emphasize Content

Core Colors



HEX#: 662D91

CMYK: 75 98 1 0

HEX#: 4D3077

CMYK: 85 97 20 8

HEX#: 2a1b42

CMYK: 88 94 42 47

HEX#: 130d1e

CMYK: 80 77 56 76



Full Spectrum



Gradients



Primary Gradient



Secondary Gradient