What I am designing for

4th Main

legible, learnable, informative, open, positive, design
“I want to visually communicate our core values in the most simple way”
Arun Ganesh / 4th Main

4th Main

type explorations

4th Main

Weights

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Typeface: Source Sans Pro, because its specially designed for the print and web by Adobe, plus its open source

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Weights

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Positive

Compund weights

4M 4MN 4mn 4TH 4th

Main part

Truncated

4th**main**.com 4th**main**.com 4th**mn**.com 4**mn**.com

Expanded

4th Main Branding / **Logo**

type explorations

form explorations

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Groups

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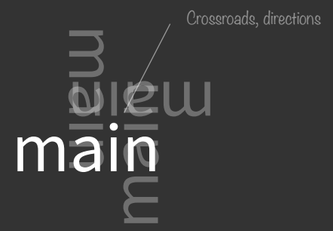

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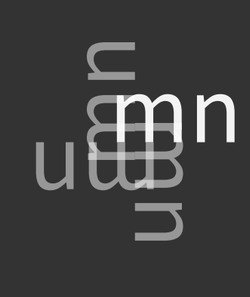

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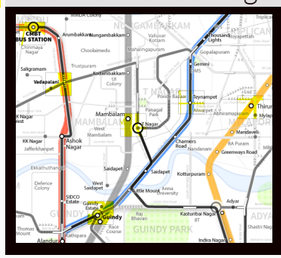
4thmain Chennai Transit Diagram



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