

4th Main

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Weights

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

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

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Weights

4th Main 4th Main 4thMain 4thMain 4thMain  Positive

Word spacing

4M 4MN  4mn 4TH 4th
Main part

Truncated

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Expanded

4th Main Branding / **Logo** type explorations

form explorations

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