

## 4th Main

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

4th Main      4th Main      4th Main      **4th Main**      **4th Main**

Weights

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

Compund weights

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

Truncated

4thmain.com      4thmain.com      4thmn.com      4mn.com

Expanded

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

# form explorations

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4 th mn main .com

Groups

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Crossroads, directions

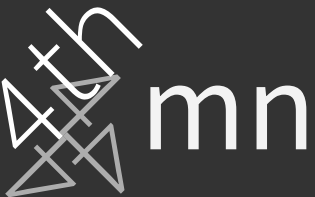
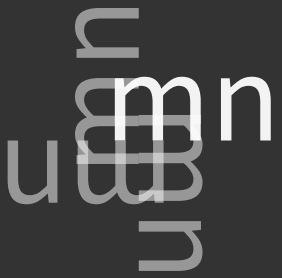
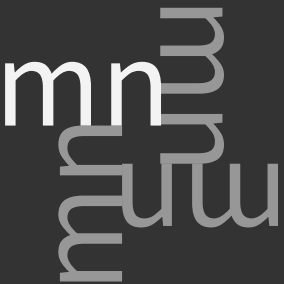
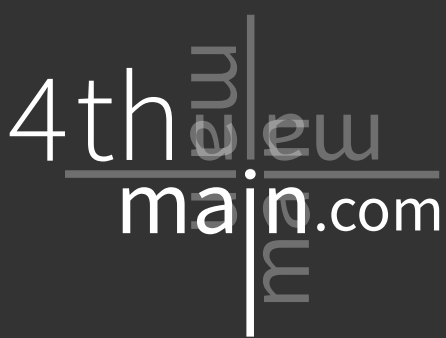
4<sup>th</sup>main.com  
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# form explorations

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