## **GUIDELINES**

Logo





### **Small Logo**

Use the small logo asset for applications smaller than 30 pixels, 10 mm, or 0.4 inches.



Minimum clearspace.

FiftyThree

### FiftyThree, Inc.

Official company name, to be used in legal and official communications.

### **FiftyThree**

Company name used in copy.

## **Noun by FiftyThree**

Naming architecture for products. (ex. Pencil by FiftyThree)

#### **DO NOT USE:**

53 Fifty-Three fiftythree fifty three Fifty three fifty-three 5 three

Legal

For the first occurrence of FiftyThree in copy, please add the  $^{\circledR}$  symbol after our name.

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Typeface

Avenir Next LT Pro:

Medium:

abcdefghijlmnopqrstuvwxyz ABCDEFGHIJLMNOPQRSTUVWXYZ

Bolo

abcdefghijlmnopqrstuvwxyz ABCDEFGHIJLMNOPQRSTUVWXYZ

# PENCIL THINK WITH YOUR HANDS.







CCC5B9



66625B



**EB5E28** 

**Images** 









