

Style Guide

Consider this Style Guide a tool to refer to when using the Third brand.

On the following pages, each element is presented individually to showcase the brand's detail and depth. When applied systematically, these elements create the sum of Third's identity.

This document provides explicit instructions and rules for application, placement, and usage of the brand. Wherever possible, visual examples are shown to illustrate these rules.

In order to maintain a consistent voice and aesthetic, we invite you to review these guidelines when adapting the brand to new concepts, contexts, and applications.

Brand Program, 2.0
Updated 2024-05-15

Designed by Lovably
in New York City

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THIRD WEALTH
THIRD EXECUTOR

The Third wordmarks are custom typographic logos, designed specially for this brand. It should not be altered in use nor used alongside any other mark. Type placed next the logo should be distinct from the mark itself.

Included in your Brand Program are color, black, and white variants, organized for digital and print applications.

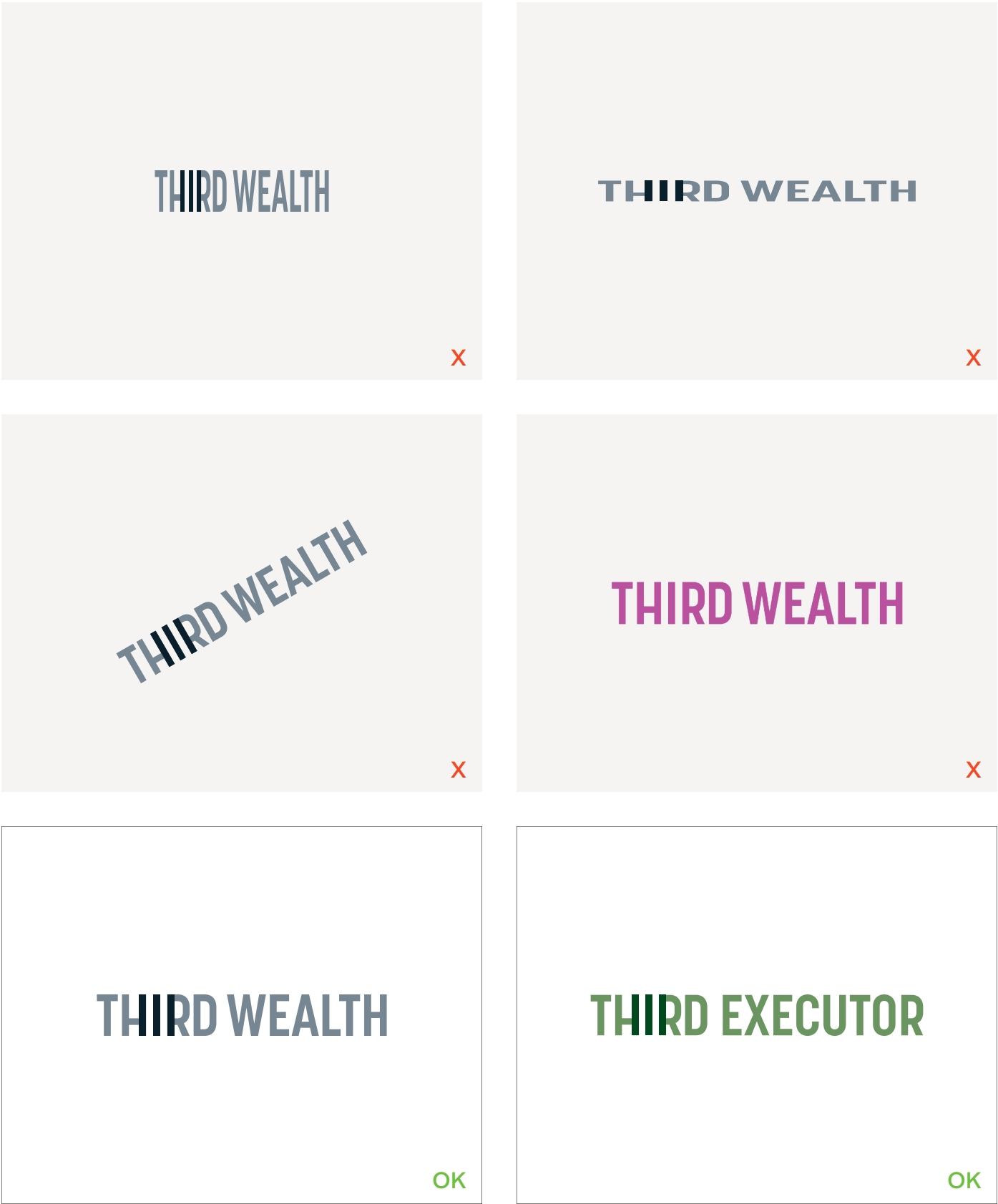
The assets labeled *RGB* may be used for any digital application, such as a website or other online graphics.

The assets labeled *CMYK* may be used for any print application, such as stationery, business cards, or print advertisements.

Each variant is set in three file formats: *PDF*, *PNG*, and *SVG*.

PDF and *SVG* are vector formats which are well-suited for print and digital applications at any size or resolution.

PNG is a raster-graphics format best suited for digital images, especially those intended to be shared online. The *PNG* mark should never be used for print applications as doing so may cause distortion and other inconsistencies.



We encourage you to become familiar with the proper placement of your logo, as displayed in the various examples provided.

Never distort, stretch, or rotate the logo. Never fill with off-brand colors.

White

CMYK 0, 0, 0, 0
RGB 255, 255, 255
HEX #FFFFFF

PANTONE 642 C

CMYK 16, 7, 5, 0
RGB 209, 221, 230
HEX #D1DDE6

PANTONE 7544 C

CMYK 57, 41, 35, 4
RGB 118, 134, 146
HEX #768692

PANTONE 5395 C

CMYK 87, 73, 56, 68
RGB 9, 31, 44
HEX #091F2C

Black

CMYK 72, 68, 67, 88
RGB 0, 0, 0
HEX #000000

White

CMYK 0, 0, 0, 0
RGB 256, 256, 256
HEX #FFFFFF

PANTONE 2260 C

CMYK 29, 7, 37, 0
RGB 182, 207, 174
HEX #B6CFAE

PANTONE 2264 C

CMYK 62, 24, 76, 6
RGB 107, 149, 96
HEX #6B9560

PANTONE 3537 C

CMYK 88, 42, 100, 49
RGB 0, 73, 30
HEX #00491E

Black

CMYK 72, 68, 67, 88
RGB 0, 0, 0
HEX #000000



The color swatches illustrated form Third’s exclusive brand palette.

For use in digital applications, use the specified RGB or HEX color codes.

For print applications, use CMYK or PANTONE for spot-printing.

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890**

Headings

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890

Body

Your brand is a primary point of connection with your clients and the world, making it one of your most valuable assets.

We design our brands to last a lifetime, but consistency of usage and execution is essential in making this goal a reality.

It is with great pride and care that we hand this brand off to you. We trust your judgement and we're confident that you will handle your identity with the utmost care and attention to detail. Thank you.

With love from New York City,
Lovably

For questions pertaining to branding and usage, please contact Lovably.

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