



LuckyFin

Press kit

Everything here is free to use, unchanged, to write about us, link to us, or list us. You do not need to ask first. Take what you need and if the thing you need is not on this page, write and we will send it.

The mark

There are two, and which one to use depends on size and surface rather than taste.

FULL MARK



The form and the shadow it throws. Use this wherever it has room and a light ground.

[mark.svg](#)

REDUCED MARK



The form alone. Use it small, printed, or on a coloured ground. Below about 32 pixels the shadow stops being a shadow and becomes three pixels of grey.

[mark-reduced.svg](#)

REVERSED



White on #0067B8. The reversed version sits on the deep value, not on the bright one, because white on the bright value fails to separate.

Colour

Three values of one hue. The third exists because a colour that looks right as a mark usually fails as text.



logo

#0084E8

the mark · 3.84:1 on white



primary

#0084E8

buttons, active states · 3.84:1 on white



deep

#0067B8

secondary, hover, reversed grounds · 5.78:1 on white



safe

#0067B8

links and text under 24px · 5.78:1 on white

Clear space and smallest size

Leave a quarter of the mark's width clear on every side, and nothing enters it, including our own name. The smallest we would like to see it is 16 pixels on screen and 8 mm in print. If it has to go smaller than that, use the reduced mark.

What you can do, and the two things we would rather you did not

PLEASE DO

- Use either mark, unchanged, in an article, a listing, a directory or a talk.
- Put it on a dark ground using the reversed version.
- Print it in one colour, in ink or in a single filament.
- Crop a photograph of the product however suits your layout.
- Shorten the name to **LuckyFin** in running text. It is one word.

PLEASE DO NOT

- Redraw it, outline it, add a gradient to it, or set it at an angle. If you need a different version, ask and we will draw it.
- Use it in a way that suggests we endorse or supply something we do not.

That is the whole list. We are pleased when the mark turns up somewhere and we are not going to send anybody a letter about a slightly wrong blue.

The facts, if you need them in a sentence

- **LuckyFin.** Drawn for your layout, not adapted to it.
- Driftwood mounts, moss ledges, shrimp caves, substrate terraces. Drawn for your layout, not adapted to it. Printed in Yerevan. DM your glass.
- Designed, printed, finished and packed in one building in Yerevan.
- Online at luckyfin.studio and on Instagram as [@luckyfin.studio](https://www.instagram.com/luckyfin.studio).

Typeface

The name is set in a heavy uppercase grotesque, spaced out, because that is what survives being printed small or extruded in plastic. The family itself is not settled yet: it has to cover Latin, Armenian and Cyrillic. Until it is, the name is set in whatever heavy grotesque is to hand, and you should feel free to do the same.