



FortyTwo

INC.



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Our Story

The Answer Is Doing More.

It began with two founders and one clear idea: production could — and should — be better.

Like in *The Hitchhiker's Guide to the Galaxy*, where “42” is the answer to life, the universe, and everything; Forty Two Inc. became our answer — to every impossible event, every last-minute change, every creative what *if*.

Fueled by caffeine, curiosity, and a refusal to panic, we built a company that thrives on doing more.

What started as two people doing the work of four became a culture defined by relentless standards and bold execution.

We don't just produce.

We create.

We solve.

We deliver.

**BECAUSE AT FORTY TWO,
WE ALREADY KNOW THE ANSWER.**

WE DO MORE.





Four D's



Discover

We start by listening — to your goals, your story, your space.



Design

We create solutions that are scalable, practical, and inspired.



Develop

We transform design into performance — tested, refined, and ready.



Do

We execute with confidence and care, delivering seamless performance every time.



Core Services

Event Production

Vision. Design. Energy. Impact.
From live concerts and festivals to corporate productions and brand activations, our Crew handles every cue with precision and calm. Audio, lighting, video, and show control move as one system — designed, built, and operated by a crew that treats every show like it defines us. Excellence isn't optional — it's how we operate.

Systems Integration

Tech. Simplicity. Stability. Trust.
We design and integrate AV systems that are as intuitive as they are powerful. From boardrooms and classrooms to performance halls and houses of worship, we deliver clarity, reliability, and long-term support. Every connection is engineered to perform — and every system reflects our commitment to simplicity, strength, and trust.

Onsite Infrastructure

Power. Structure. Safety. Flow.
Before the lights come on, the foundation must hold. Our infrastructure crews manage the unseen essentials that keep every show moving — power distribution, rigging, networking, and site logistics. We plan, test, and document everything, so when the switch flips, everything works. Because reliability isn't luck — it's design.

Expertise

- Sound and Lighting for Entertainment
- Video Solutions for Hybrid, Streaming, and Live Events
- Enterprise AV Installation
- Studio Design, Installation, and Operations

Client Base

- Promoters and Producers
- Brands and Corporations
- Venues and Facilities
- Organizations and Campaigns

Our Products



At Forty Two, we don't just bring the talent—we bring the tools.

From sleek, high-performance AV gear to specialized event rigging and intelligent tech integrations, our product lineup is built to meet the demands of every stage. Whether you're renting for a single night, installing for the long haul, or entrusting us with the full production, we equip every experience with gear that performs as hard as we do.

Our products are available as stand-alone rentals, professional installations, or bundled within our full-service production packages—designed to keep your event seamless from start to final cue.

What We Offer

- ✓ **Audio & Sound Systems** – Crystal-clear sound and scalable setups that fill every space with impact.
- ✓ **Video, Cameras & Display Solutions** – High-definition video presentation, streaming, and display for immersive visual storytelling.
- ✓ **Stage Lighting, Followspots & Special Effects** – Lighting systems engineered to set the mood, highlight the action, and elevate every moment.
- ✓ **Risers, Hydraulic Stages & Custom Platforms** – From ground support to elevated views, we build the foundation that brings your event to life.
- ✓ **Entertainment & Convention Rigging** – Precision rigging for live shows, expos, and everything in between—safe, reliable, and ready to fly.
- ✓ **Temporary Electrical Equipment** – Power solutions that are flexible, safe, and designed for the fast pace of event production.
- ✓ **Smart Technology for Event Spaces** – Intelligent AV and automation tools that make your space more responsive, efficient, and impressive.
- ✓ **Theatrical Curtains & Pipe and Drape** – Custom draping to transform spaces, control environments, and create picture-perfect backdrops.

Positioning



Who We Are

We turn vision into reality — then go further. We're a full-service production and technology partner built to deliver more at every stage: discover, design, develop, and do. Our crews unite creative thinking with technical precision to transform spaces, elevate experiences, and make the impossible feel effortless. Because the difference is in the doing — We Do More.

What We Deliver

We create moments that move people. From massive outdoor concerts to hybrid conferences and immersive installations, every project is designed to connect, inspire, and perform. Our expertise spans event production, systems integration and onsite infrastructure — all powered by one crew and one process.

Differentiators

Others deliver equipment. We deliver outcomes. Where others see challenges, we see opportunities to design better systems, build smarter processes, and craft cleaner results. We combine the precision of engineering with the intuition of experience — balancing creativity and control to ensure every project runs smoother, sounds better, and looks sharper.

Audience

We partner with producers, promoters, venues, brands, organizations, schools, and public agencies who expect more — from their technology, from their events, and from the people behind them. Whether it's a one-night show or a long-term engagement, our clients value reliability, flexibility, and results. They choose us because they know every Forty Two project carries the same promise: We Do More.

Our Messaging

Milestone moments are built upon inches that move us.

Each piece, each detail, brings us closer to creating the unforgettable. At Forty Two, we know the power of getting every inch just right—starting with discovery and ending with execution. We're designed to do more.





Every stage is an invitation to engage.

From design to delivery, every stage we create invites connection and inspires engagement. It's not just about the setup; it's about the experience.

Vision is more than what you see; it's how you bring it to life.

We don't just discover possibilities; we design, develop, and do what it takes to bring transformative event experiences to life.

Success is experienced in our process.

Our proven process—discover, design, develop, do—turns ideas into impactful events. Every step is crafted to create unforgettable moments.

The difference is in the doing.

It's not just what we say; it's how we act. From the first conversation to the final applause, we deliver more and We Do More, every time.





Adaptation isn't a backup plan; it's how we move forward.

Flexibility fuels us. Whether we're refining a design or pivoting during development, we embrace every shift as an opportunity to elevate the outcome.

Engineered for impact.

We design and develop solutions that deliver lasting impressions. Every event is a chance to make a statement, and we never miss the mark.

Tagline



- ✓ We do Event Production.
- ✓ We do Systems Integration.
- ✓ We do Onsite Infrastructure.

We Do More

Corporate Logo

Horizontal Logo



Vertical Logo



Logo Icon

Marketing Logo

Horizontal Logo



Vertical Logo



Logo Icon

Marketing Logo

Horizontal Logo



Vertical Logo



Logo Icon

Logo

Logo Useage

These rules apply to all Forty Two Inc. logos (Main, Alternative, Icon & color Variations).

Do Not



Add a drop/inner shadow



Add a drop/inner glow



Stretch or compress

Change color



Change placement



Create your own



Font

Display

PT Serif

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

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Display

Larken (Adobe users)

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Body Copy

Mulish

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Color

The image displays a color palette grid with five color swatches. Each swatch is a vertical rectangle with a gradient of lighter shades on the right side. The swatches are arranged in two rows: the top row contains Primary (Blue) and Secondary (Red), and the bottom row contains Black, Light Grey, and White.

Color Name	Hex Code
Primary	#1469B2
Secondary	#F25636
Black	#000000
Light Grey	#CECECE01-CECECE08
White	#FFFFFF

Guideline Specs

Tagline

Context	Preferred Style	Font	Notes
Standalone Headline/Tagline	ALL CAPS — WE DO MORE	PT Serif/ Larken	Use in high-impact areas (e.g., tagline pages, Our Story, cover or closing slides). Should feel strong and declarative.
Within Body Copy	Title Case — We Do More	Mulish	Use when integrated in paragraphs or sentences (e.g., mission/vision statements, positioning). Avoid all caps unless emphasis is needed.
In Call-to-Actions or Campaign Messaging	ALL CAPS or Title Case depending on layout	Varies by treatment	Designer discretion based on layout. Use ALL CAPS for emphasis or bold moments.

Primary Tagline **WE DO MORE**

Punctuation Usage: In headlines, brand visuals, and most standalone applications (e.g., website headers, signage, social media graphics), the tagline should appear without a period: **Correct:** WE DO MORE **Incorrect:** WE DO MORE.

Reason: Omitting the period creates a clean, bold look and allows the phrase to feel open-ended and full of momentum—aligned with the spirit of the brand.

In narrative copy (e.g., Our Story page, body text, or when used as part of a sentence), a period may be used if grammatically appropriate:

Example: Because at Forty Two, we don't just produce events. We do more.

Reason: Within full sentences or narrative text, a period provides proper grammar and clarity.

Quick Rule of Thumb:

NO period = Headlines, bold statements, standalone usage

WITH period = In body copy or as part of full sentences

Guideline Specs

Naming Usage

Context	Preferred Style	Notes
Formal/ Professional Usage	Forty Two Inc.	This is the official business name and should be used in contracts, proposals, press releases, business cards, and formal documentation. Capitalize both “F” and “T” with a space between Forty and Two. Include “Inc.” when appropriate for formal contexts.
Brand Voice / Body Copy	Forty Two	When used conversationally in marketing copy or content (e.g., “At Forty Two, we believe...”), you can drop the “Inc.” unless formality is required. Maintain the space between Forty and Two.
Logo Context / Visual-Only Design	FortyTwo (no space)	When referencing the logo lockup only, the stylistic version FortyTwo with no space may be used. This is a visual treatment and should not be used in body copy or formal text.