

Lost Media Brand Document

Introduction

In this document we will address the core elements that represent Lost Media's identity. From retro-inspired visuals to our nostalgic tone, we will address different design choices we made to make Lost Media unique. This guide will show our values, mission and vision.

About the brand name: Lost Media

1. Brand Name: Lost Media

- a. Reflects our commitment to use vintage media in a modern creative way.

2. Meaning and Interpretation

- a. "Lost Media" represents forgotten and nostalgic media forms, Combining past aesthetics with modern solutions.'

3. Playfulness

- a. The name provided for curiosity, inviting users to rediscover old media in modern and fresh ways.

4. Memorability

- a. The name "Lost Media" stands out due to its connection to nostalgia being instantly recognizable

5. Versatility

- a. The concept of "Lost Media" can be easily used across a wide range of designs, allow flexibility in branding and storytelling.

6. Modern infused with Retro

- a. Balancing retro with modern design trends, making it appealing for both vintage and modern generations.

Brand Values

Primary

1. **Passion**

- a. Designs driven by our past, knowledge, heart and the love for the creation process.

2. **Curiosity**

- a. Diving deep into inspiration and potential ideas across the world and history of design.

3. **Leadership**

- a. The designs that will become icons and inspiration for the future generations.

Secondary

1. **Consistency**

- a. Giving 100% throughout the whole creation process, from the first draft to the final touches.

2. **Transparency**

- a. Inspiration is properly credited and there are no secrets in the design process.

3. **Boldness**

- a. Not afraid of blending decades old designs with modern age requirements.

Mission Statement

Our mission is to make our clients “Become the classic of the future”, by implementing memorable and nostalgic elements.

Vision Statement

To be a creative studio that bridges the gap between past and present, redefining how we experience and interact with media.

Brand Voice and Tone

- Classic
- Timeless
- Retro
- Daring
- Assertive



Logo and Visual Elements

Typography

Conclusion

Lost Media is more than a brand. It's a movement to bring the aesthetics of the past into the future. By using creativity and nostalgia, we redefine what media can be.