# 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**
   1. Reflects our commitment to use vintage media in a modern creative way.
2. **Meaning and Interpretation**
   1. “Lost Media” represents forgotten and nostalgic media forms, Combining past aesthetics with modern solutions.’
3. **Playfulness**
   1. The name provised for curiosity, inviting users to rediscover old media in modern and fresh ways.
4. **Memorability**
   1. The name “Lost Media” stands out due to its connection to nostalgia being instantly recognizable
5. **Versatility**
   1. 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**
   1. Balancing retro with modern design trends, making it appealing for both vintage and modern generations.

### Brand Values

#### Primary

1. **Passion**
   1. Designs driven by our past, knowledge, heart and the love for the creation process.
2. **Curiosity**
   1. Diving deep into inspiration and potential ideas across the world and history of design.
3. **Leadership**
   1. The designs that will become icons and inspiration for the future generations.

#### Secondary

1. **Consistency**
   1. Giving 100% throughout the whole creation process, from the first draft to the final touches.
2. **Transparency**
   1. Inspiration is properly credited and there are no secrets in the design process.
3. **Boldness**
   1. 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

A sign on a building

Description automatically generated

### 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.