

BRAND EXPLORATION

LOSTCITY

LOGO CONCEPTS

33.7490° N, 84.3880° W

Off the screen, into the world



01

# NEON PORTAL WORDMARK

Classic neon signage aesthetic. "LOST" in coral, "CITY" in cyan. The O contains a pulsing portal.



LOST CITY

The wordmark "LOST CITY" is displayed in a bold, sans-serif font. "LOST" is in coral and "CITY" is in cyan. The letter 'O' in "LOST" features a glowing, pulsing portal effect. Both words are underlined with a horizontal line of the same color.

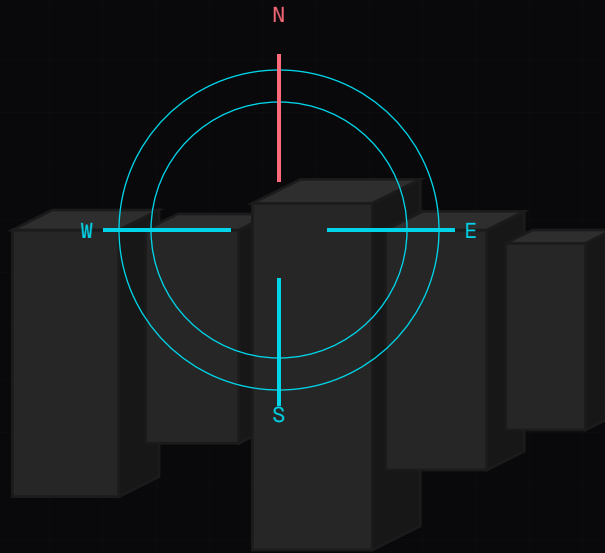
USE CASES: Signage, app splash, merchandise

ANIMATION: Portal pulses, tubes flicker subtly



# DIGITAL CARTOGRAPHY

Isometric city buildings with compass rose overlay.  
Geographic precision meets urban exploration.



## LOST CITY

33.7490° N, 84.3880° W

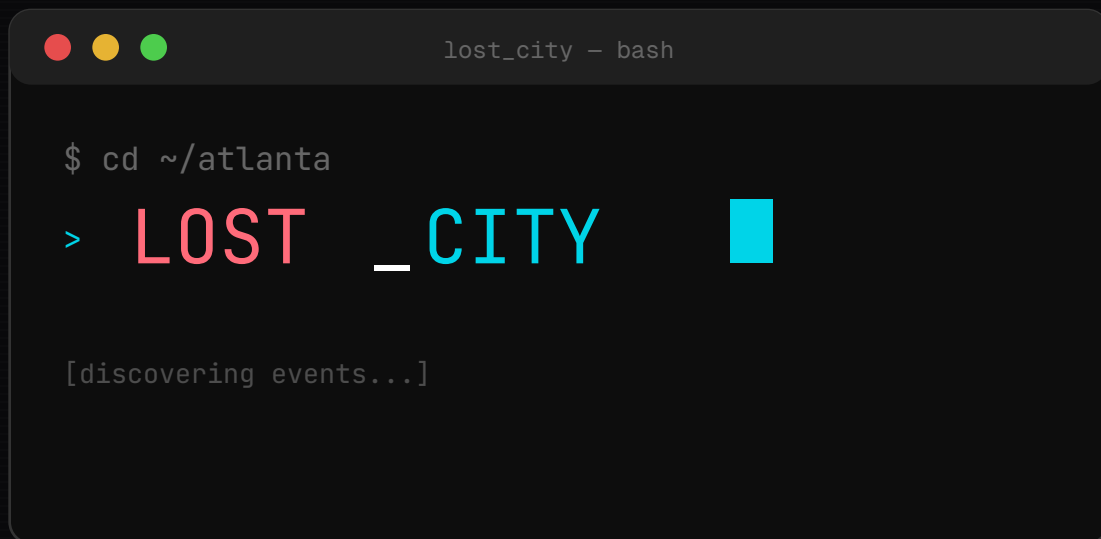
USE CASES: App icon, maps integration, wayfinding

VARIATION: Compass rotates to point to nearest event



# TERMINAL INTERFACE

Command-line aesthetic. Hacker culture meets urban exploration. Blinking cursor invites input.



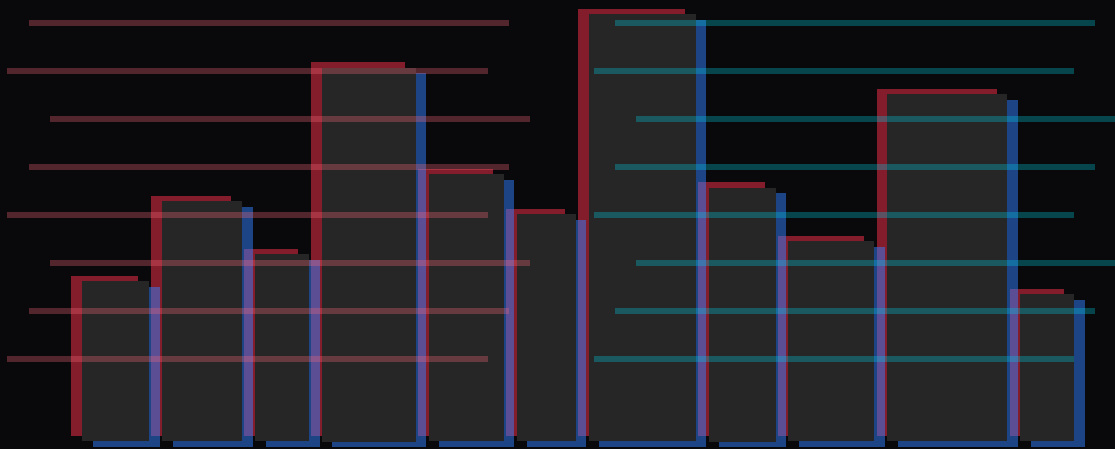
USE CASES: Developer audience, tech events, loading states

ANIMATION: Cursor blinks, text types out character by character



# GLITCH CITY SILHOUETTE

Atlanta skyline with RGB channel separation.  
Digital artifacts reveal the hidden city beneath.



# LOST CITY

USE CASES: Social media, video intros, merch

VARIATION: Each portal gets its own city skyline silhouette



# NEGATIVE SPACE DISCOVERY

Night cityscape where lit windows spell "LOST".  
Mystery revealed only to those who look closely.



Find what's hidden

LOST CITY

USE CASES: Hero images, about pages, brand storytelling

VARIATION: Different cities, different word patterns in windows