

BRAND EXPLORATION

LOSTCITY

LOGO CONCEPTS

33.7490° N, 84.3880° W

Off the screen, into the world

01

NEON PORTAL WORDMARK

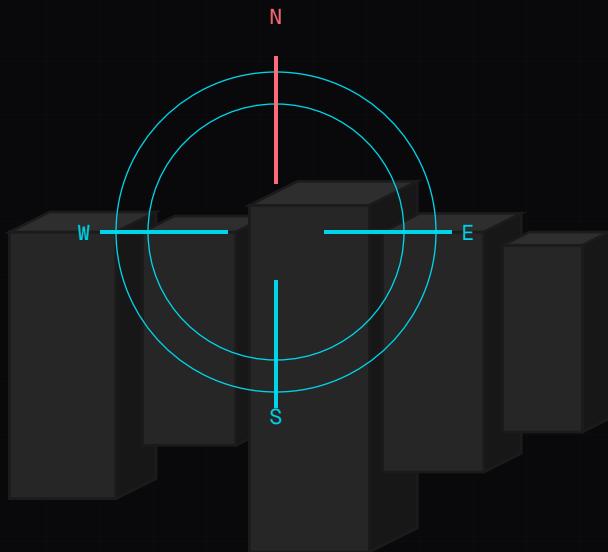
Classic neon signage aesthetic. "LOST" in coral,
"CITY" in cyan. The O contains a pulsing portal.

LOST CITY

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

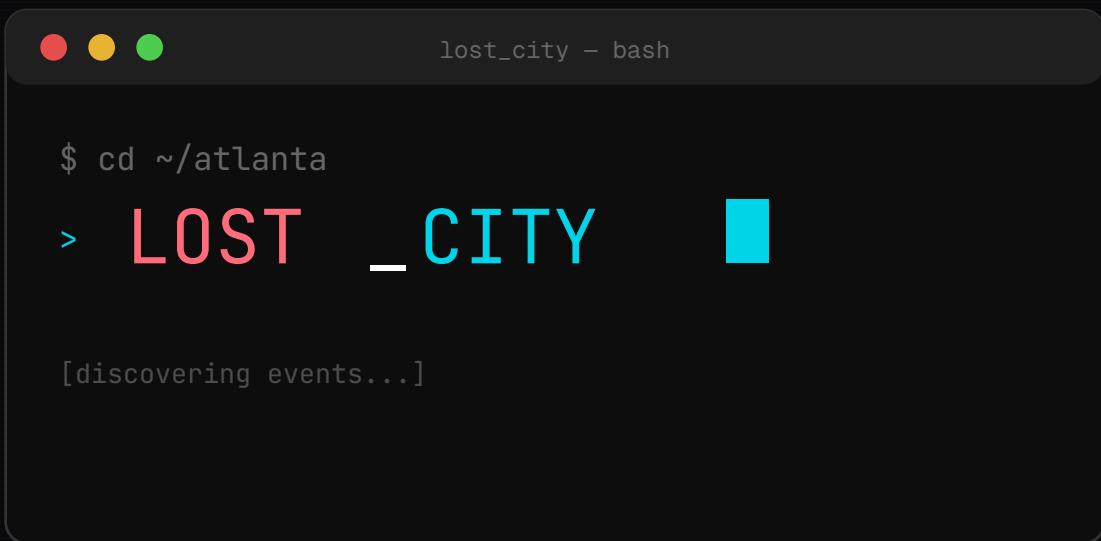
33.7490° N, 84.3880° W

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.

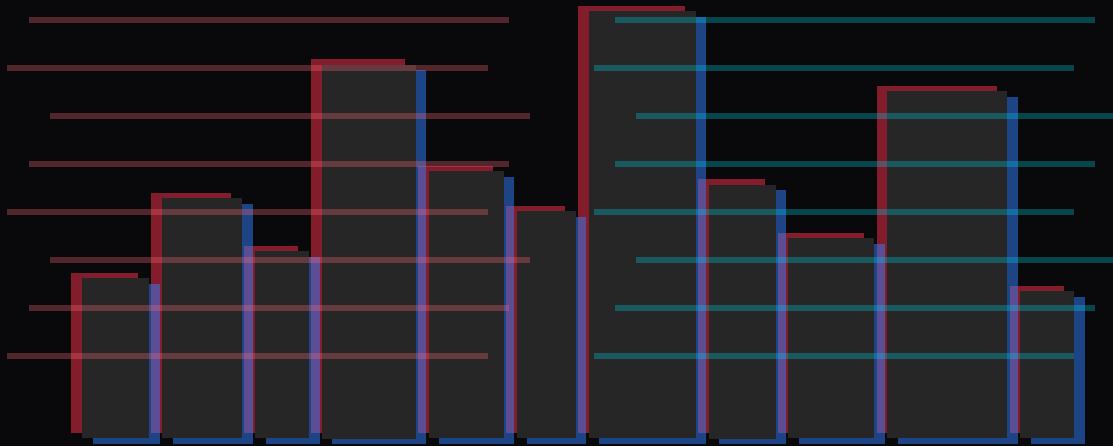


USE CASES: Developer audience, tech events, loading states

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