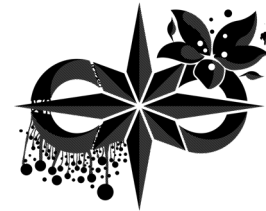


LOST OMENS LOGO GUIDE

Lost Omens: Color Variant



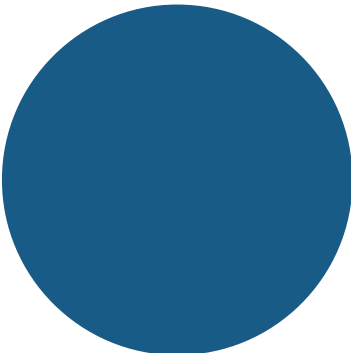
The logo should always be in high contrast with the background and should be in the primary color used in the design. If the background varies too much in background, use the logos with a color in the center to create the contrast needed for the logo to stand out.

Lost Omens: Scaling



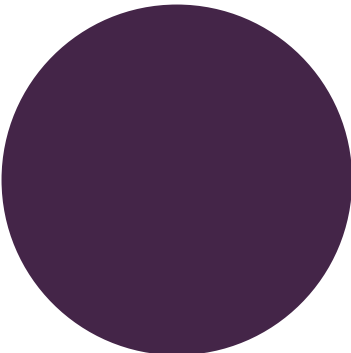
As you work with the size, pay attention to how the contrast with the background and the negative space plays with the shape that allow the logo to stay recognizable. Sometimes it will be better to have just the logo and just a solid color with a high contrast to get the logo across (as you can see).

Lost Omens: Color Pallete



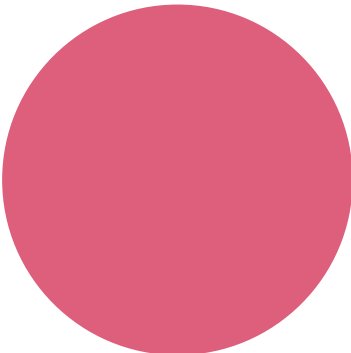
Pantone
647C

CMYK	76 34 0 43
RGB	35 97 146
HEX #	#236192



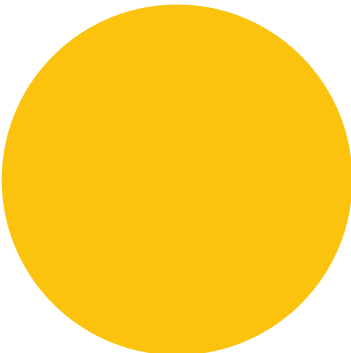
Pantone
2695C

CMYK	358 63 0 73
RGB	46 26 71
HEX #	#2e1a47



Pantone
232C

CMYK	0 74 26 9
RGB	233 60 72
HEX #	#e93cac



Pantone
Golden Poppy

CMYK	0 23 100 1
RGB	252 194 1
HEX #	#fcc201