

Too Lost

Branding Style Guide

Version 1.0.0

Too Lost LLC - All Rights Reserved

Logo

Placement and color

Colors

When using our logos with a background, use one of these 3 colors. We have outlined our Light, Dark and Primary color options.

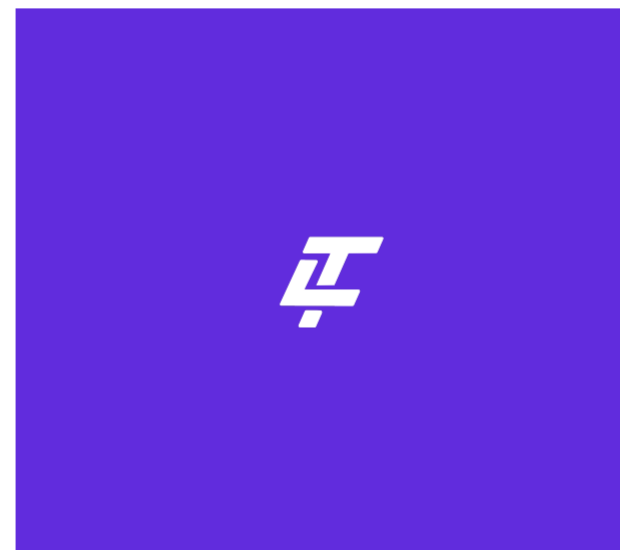
On a light background



On a dark background



On a primary background



Text logo

Our text logo is always used as a standalone logo version, and should never be mixed with the icon logo.

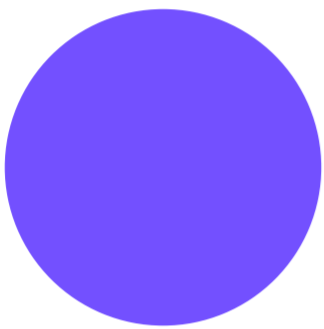


Brand Assets

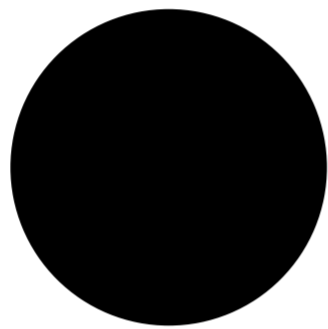
Placement and color

Colors

When using our logo assets, only the following colors should be used in connection to our brand



#7350ff



#000



#F0F0F0

Fonts

Our standard platform font is “Be Vietnam”. You can download this font via Google Fonts for free here: <https://fonts.google.com/specimen/Be+Vietnam+Pro>

Header

Be Vietnam, Extra-Bold, 55px

Secondary

Be Vietnam, Semi-bold, 33px

Typography

Be Vietnam, Regular, 20px

Secondary Typography

Be Vietnam, Regular, 15px