The logo//Logo

From noon to two in the morning. Lost's sign is round, so the website reads it as a clock: as you scroll, the hand turns from 12:00 to 02:00 and the page moves from the cream of the afternoon to the green of the night, when the live music starts.



The original lost-logo.png of Lost in Alanya, traced to a vector (SVG) so it stays sharp at any size. The brush lettering is never retyped with a font.

VERSIONS



Lost green on cream: main version.



Cream on night green: night pages, footer.



Ink on white: print, one colour.



CLEAR SPACE AND SIZE

Keep a clear space of **x** all around, x being the height of the "o". Minimum size: 18 mm wide in print, 72 px on screen (the website header uses 74 px).

NEVER



Stretch or squeeze it.



Change its colours.



Add a shadow or effect.



Put it on a busy photo.

Colours//*Renkler*

Every colour used on the website. The two brand colours, Lost green and cream, come from Lost in Alanya's own menu website. CMYK values are approximate: check a print proof.

Lost green

#2F4935
RGB 47 73 53
CMYK 36 0 27 71

Logo, buttons, titles accents. From their own menu website.

Cream

#F4EFE4
RGB 244 239 228
CMYK 0 2 7 4

Main background of the day pages.

Night green

#253A2B
RGB 37 58 43
CMYK 36 0 26 77

Background of the night (20:00 to 02:00) and live music.

Candle flame

#F8C86E
RGB 248 200 110
CMYK 0 19 56 3

The one accent: night buttons, clock hand, string lights.

Paper

#FBF9F3
RGB 251 249 243
CMYK 0 1 3 2

Menu and reviews background, clock face by day.

Ink

#171914
RGB 23 25 20
CMYK 8 0 20 90

Main text.

Deep night

#1B211A
RGB 27 33 26
CMYK 18 0 21 87

Find us and footer, clock face by night.

Text grey

#5D5F57
RGB 93 95 87
CMYK 2 0 8 63

Secondary text, descriptions, captions.

Sage

#82907A
RGB 130 144 122
CMYK 10 0 15 44

The // device and the italic word of titles.

Leaf green

#49634D
RGB 73 99 77
CMYK 26 0 22 61

Italic words in light titles.

Line

#D9D2C4
RGB 217 210 196
CMYK 0 3 10 15

Hairlines, separators, frames.

Sand

#E9DCC0
RGB 233 220 192
CMYK 0 6 18 9

Background at 17:00, between day and night.

Open green

#3F8A52
RGB 63 138 82
CMYK 54 0 41 46

The "Open now" dot only.

Wine red

#6E1423
RGB 110 20 35
CMYK 0 82 68 57

Line drawings of the wine list (images only).

Day and night. The day pages are cream with Lost green. From 20:00 the page turns to night green: text becomes cream and the accent becomes the candle flame.

One accent. Candle flame is the only bright colour. It never sits under cream text: on flame, write in deep night.

Contrast. Ink on cream, cream on night green and deep night on flame all pass WCAG AA for text.

Typography//Yazı tipleri

MAIN TYPEFACE: TITLES

Josefin Sans

Choose your mood//Menü

Light 300 **Regular 400** **SemiBold 600**

Light italic 300

The thin geometric letters of their printed menu ("Başlangıç//Starter"). Titles in Light, the second word in Light italic sage after the // of the menu. Turkish characters included.

Hero title ("Good food, great drinks…")	43 px · phone 28 px
Section titles ("Choose your mood")	70 px · phone 37 px
Clock times ("20:00")	64 px · phone 35 px
Menu, labels (letter spacing .06 to .24 em)	15 px · phone 13 px

Where: Google Fonts, self-hosted (woff2). **Licence:** SIL Open Font License 1.1, free for print and web.

TEXT

DM Sans

For questions and reservations, call us or send a WhatsApp message.

Regular 400 Medium 500 **Bold 700**

Body text, buttons (Bold), contact details. Already used on Lost's menu website.

Body text	17 px · phone 16 px
Buttons ("Book a table")	16 px Bold
Captions, small print	14 px

Where: Google Fonts, self-hosted. **Licence:** SIL Open Font License 1.1.

MENU AND QUOTES

EB Garamond

Mussels Provencal or Marinier ₺750

"The atmosphere is super cozy, like you came to friends' warm home meeting."

Medium 500 **SemiBold 600**

The classic serif of the dish names on their printed menu. Dish names, guest reviews.

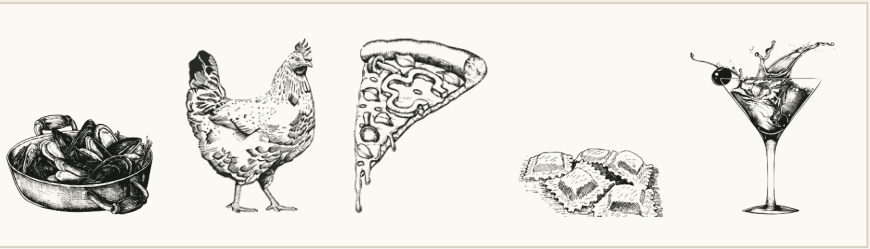
Dish names	19 px
Reviews	18 px

Where: Google Fonts, self-hosted. **Licence:** SIL Open Font License 1.1.

lost **The lettering "lost" is the logo, not a typeface.** It is used only as the drawn file (never retyped), at the sizes and in the colours of page 1.

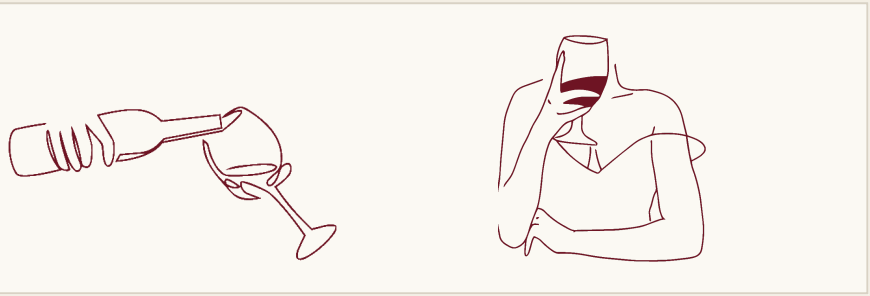
Illustration and photography//*Görseller*

ENGRAVINGS FROM THE MENU



Cut out of Lost's 2026 menu, black ink on transparent. One per menu section, beside the title.

LINE DRAWINGS OF THE WINE LIST



SIGNATURE SHAPES



The circle of the sign: clock, round photos.

//

The double slash of the menu, between two languages.



String lights: they turn on at night.

ICONS

Phosphor Icons, Regular weight, in Lost green or candle flame. MIT licence.

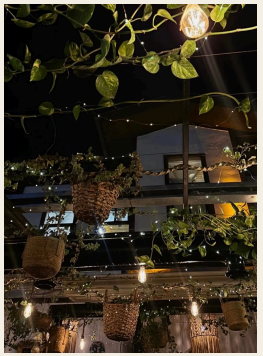
PHOTOGRAPHY: LOST'S OWN PICTURES



Food from above, on the blue patterned plates and the wooden tables.



The room under the vines, hanging baskets and lamps.



At night: string lights, warm light, no flash.



Hands and glasses: people sharing, not posing.

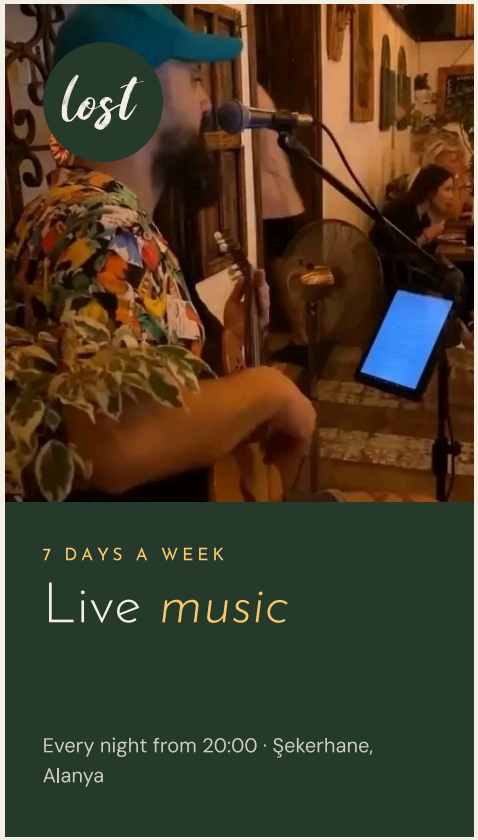
DO

- Natural daylight by day, the warm light of the lamps at night.
- Portrait format (4:5), framed tight on the plate or wide on the room.
- Real dishes of the menu, real guests and the team.
- Round crop for the sign and the videos, straight corners for photos.

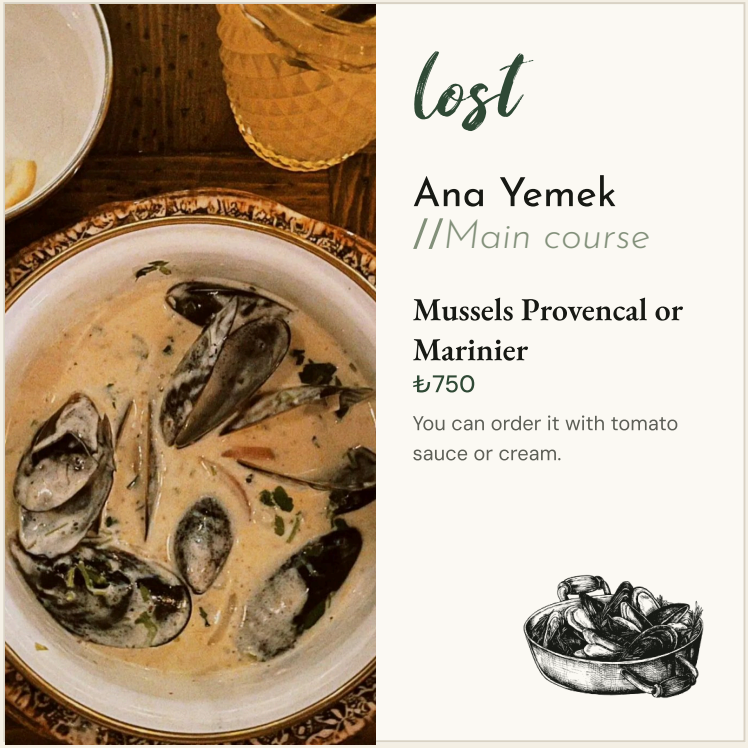
AVOID

- Flash, cold blue light, heavy filters.
- Stock photos or pictures of other places.
- Reposts carrying another account's watermark.
- Text written over a busy photo.

In use//*Uygulama*



Instagram story, 1080 × 1920. Night green band, candle flame accent, round logo badge.

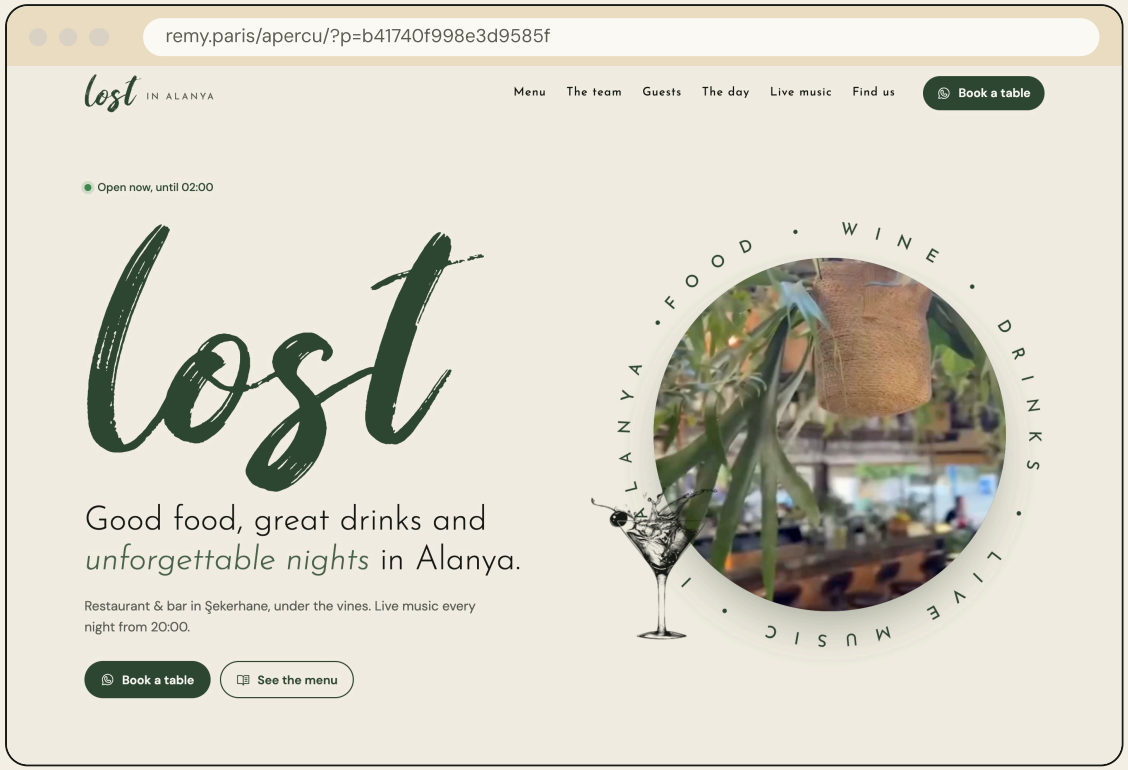


Instagram post, 1080 × 1080. Cream, the // title of the menu, the dish in EB Garamond and its engraving.



Business card, 85 × 55 mm, front and back.

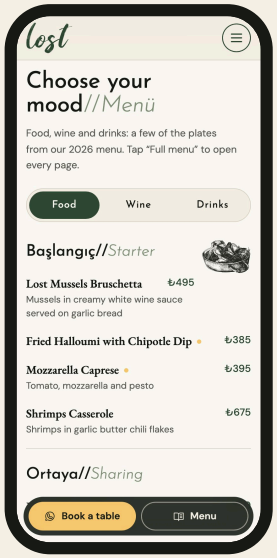
The website//*Web sitesi*



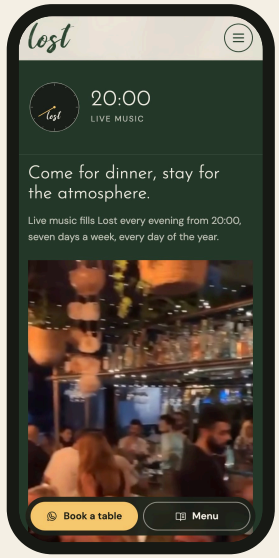
Computer, 1440 × 900. The logo writes itself on opening, the round video of the vines turns inside the words “Food • Wine • Drinks • Live music • In Alanya”.



Home.



The menu, with the titles and engravings of the printed menu.



20:00: the clock turns, the page goes to night.

Phone, 390 × 844. Same menu as on the computer behind the round button, and a floating “Book a table” bar.