

lockdown



branding guide

logo application



This logo represents what LockDown aspires to create. We want our brand to be sleek and modern while using technology to amplify the quality of everyday life.



Most of our logos will be placed on a white or black background, however we have alternate colorations, such as this golden orange which highlights the vibrancy of our brand.



Our design of the logo takes the silhouette of an ordinary padlock and fuses it with the complexity of technology.

font selection

Kollektif

is used primarily for titles and headings.

Lato Hairline

is primarily used for larger bodies of writing,
for example, descriptions.

color palette

#ff9f3c

#254067

#212121

#ffffff

business card

front



back

company letterhead



lockdown

LOCK UP WITH LOCKDOWN

Dear VEI,

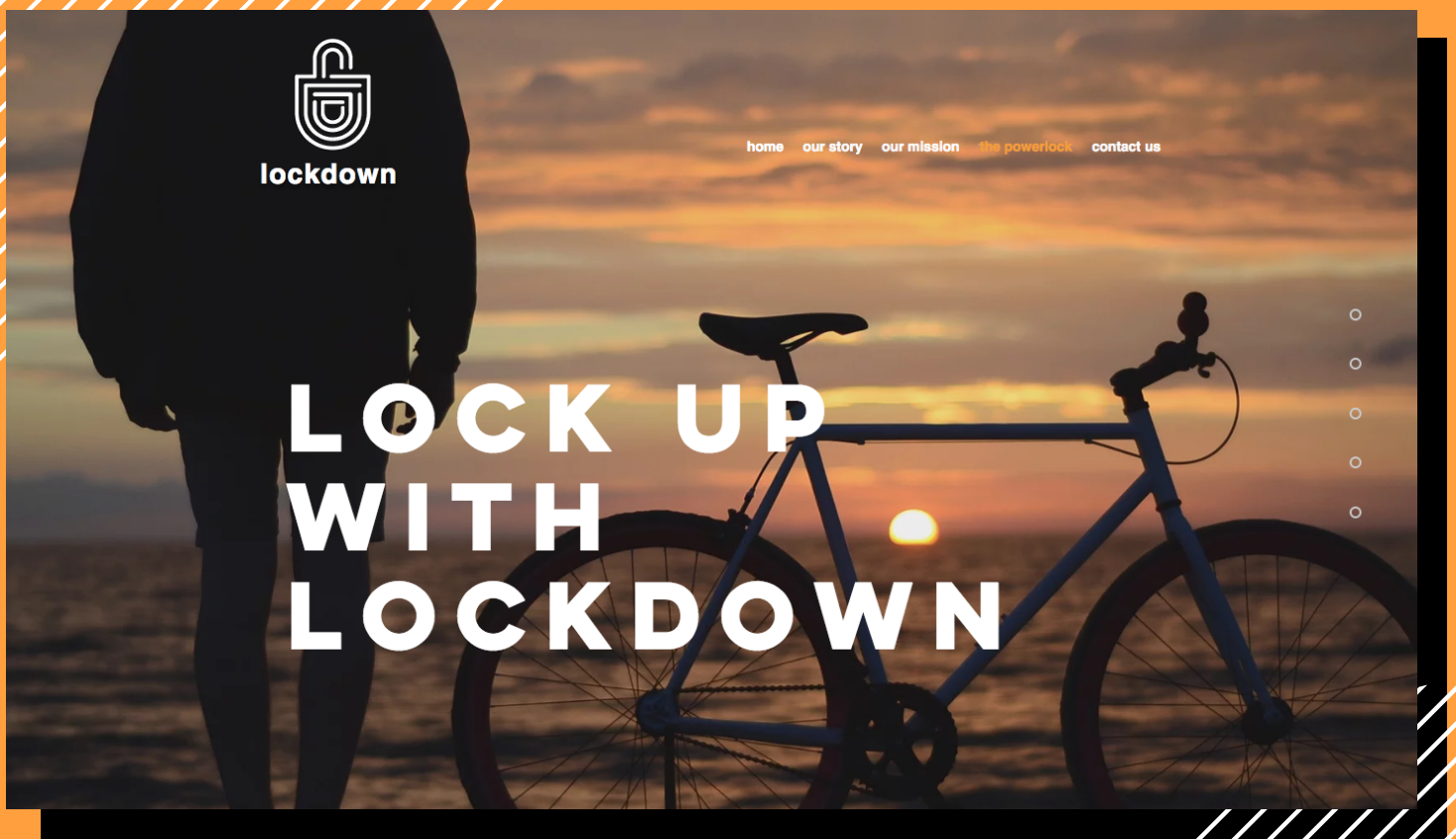
LockDown aims to revamp the way consumers lock their bikes through a more advanced, technological lock. We are backed by a S Class corporation. Our company's vision is to ensure the security of your bike with less hassle and less stress no matter where your bike is placed. LockDown focuses on providing consumers built in security with our bike locks. With our technology your bike remains secured on the fender/frame of the wheel with a solid steel ring. With our companion app: you can lock and unlock the bike, receive updates, and track your bike via GPS. Other features include; weather resistance, a backup pin lock and a backup battery pack. Our target market is young consumers who use their bike to commute. As well as those who want security without the burden of bike parking in urban areas such as the San Francisco Bay Area.

Sincerely,

Tammy Lam
VP of Advertising

+(510)471-2520
1800 H Street, Union City, CA 94587
www.lockdownJLHS.wixsite.com/lockdown

company website



cover page template

lock up with lockdown

LOCK DOWN

business plan
2017-2018