

WORKFORCE TRAINING

Colors communicate before words. They set the mood, express emotion, and shape how a brand is perceived at first glance.

COMMUNICATING LEGACY THROUGH COLORS

COLORS CODES

PMS 7469 C 634 U **CMYK** 100 31 8 42 **RGB** 0 95 134 **HEX** #005F86	**PMS** 7474 C 321 U **CMYK** 96 9 32 29 **RGB** 0 118 129 **HEX** #007681	**PMS** 370 C 377 U **CMYK** 62 1 100 25 **RGB** 101 141 27 **HEX** #658D1B	**PMS** 7745 C 397 U **CMYK** 16 0 91 28 **RGB** 171 173 35 **HEX** #ABAD25	**PMS** 110 C 7405 U **CMYK** 2 22 100 8 **RGB** 218 170 0 **HEX** #DAAA00	**PMS** 3959 C 3959 U **CMYK** 5 0 100 0 **RGB** 249 236 49 **HEX** #F9EC31

Stability & Security

Growth & Flourishment

Prosperity & Bright Future



OUR HERO'S JOURNEY

Our Hero's journey starts trapped in stagnation, caught between educational gaps and employer expectations, watching opportunity pass them by while economic vulnerability defines their reality.

But through Legacy Synergy, they discover a transformative path forward.

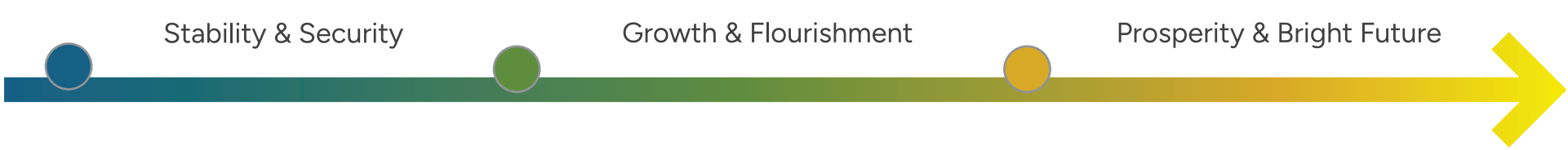
We equip them with Employment Maturity, anchoring their progress through comprehensive workforce skills training, business partnerships, and home ownership guidance.

As they gain stability, confidence replaces doubt, skills become second nature, and paychecks evolve into equity.

They conquer economic success not through luck, but through cultivated character and proven professionalism.

The climb continues upward as they transition from surviving to thriving, from employees to leaders, from renters to homeowners.

At the summit awaits something greater than personal achievement: a bright future where they establish legacies their children inherit, passing down not just assets but mindset, opportunity, and a blueprint for prosperity that compounds across generations.



TINTS

Color tints are used to extend the color system while maintaining consistency and control.

Tints allows to create hierarchy, contrast, and emphasis without introducing new colors that could dilute the brand.

They improve flexibility across layouts, backgrounds, and UI elements, support accessibility and readability, and ensure visual cohesion across different media and scales.

PMS 7469 C 634 U	**PMS** 7474 C 321 U	**PMS** 370 C 377 U	**PMS** 7745 C 397 U	**PMS** 110 C 7405 U	**PMS** 3959 C 3959 U
90%	90%	90%	90%	90%	90%
80%	80%	80%	80%	80%	80%
70%	70%	70%	70%	70%	70%
60%	60%	60%	60%	60%	60%
50%	50%	50%	50%	50%	50%
40%	40%	40%	40%	40%	40%
30%	30%	30%	30%	30%	30%
20%	20%	20%	20%	20%	20%
10%	10%	10%	10%	10%	10%

NEUTRALS

Neutrals can be applied to support and enhance the primary color palette across brand communications.

Black tints may be paired with palette colors to create structure, organize content, or serve as background treatments that reinforce key messages.

Using neutral tones for text also improves legibility and overall readability.

BLACK 100%

CMYK
0 0 0 100

RGB
0 0 0

HEX
#000000

BLACK 90%

CMYK
0 0 0 90

RGB
26 26 26

HEX
#1A1A1A

BLACK 80%

CMYK
0 0 0 80

RGB
51 51 51

HEX
#333333

BLACK 70%

CMYK
0 0 0 70

RGB
77 77 77

HEX
#4D4D4D

BLACK 60%

CMYK
0 0 0 60

RGB
102 102 102

HEX
#666666

BLACK 50%

CMYK
0 0 0 50

RGB
128 128 128

HEX
#808080

BLACK 40%

CMYK
0 0 0 40

RGB
153 153 153

HEX
#999999

BLACK 30%

CMYK
0 0 0 30

RGB
179 179 179

HEX
#B3B3B3

BLACK 20%

CMYK
0 0 0 20

RGB
204 204 204

HEX
#CCCCCC

BLACK 10%

CMYK
0 0 0 10

RGB
229 229 229

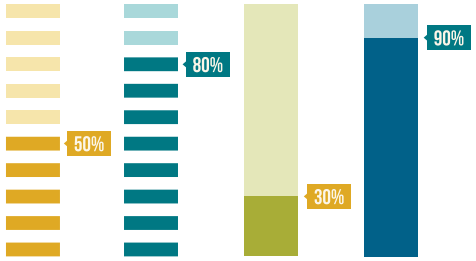
HEX
#E5E5E5

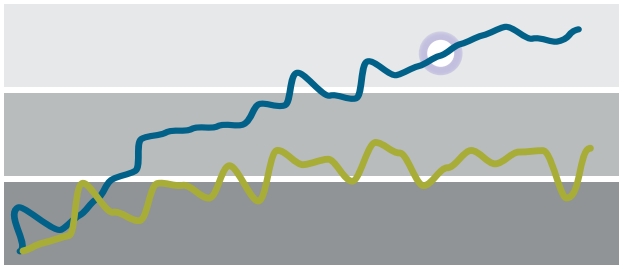
APPLYING COLOR, TINTS & GRADIENTS

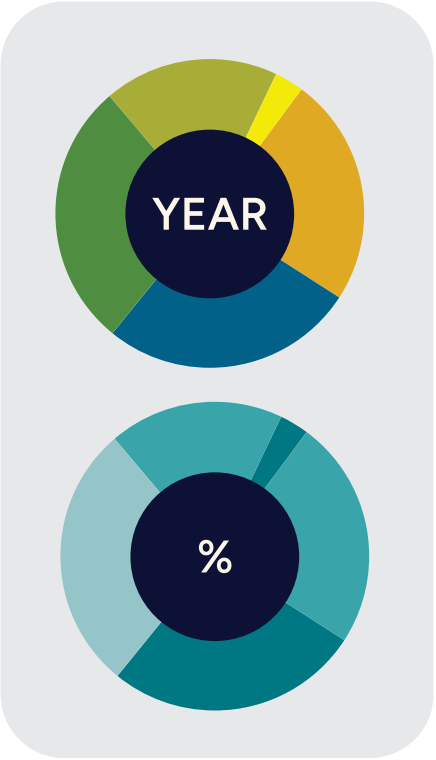
The smart use of the the brand's colors while adding options of gradients, tints and neutral colors allows brands to extend their color palette while maintaining visual consistency and clarity.

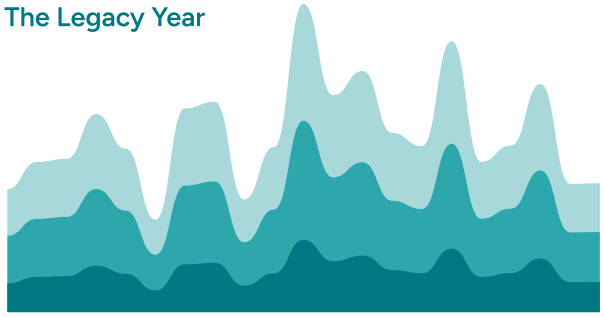
Tints create hierarchy, organize and group information, and support comparison without introducing new colors that could dilute the identity, while neutral tones provide balance and reduce visual noise.

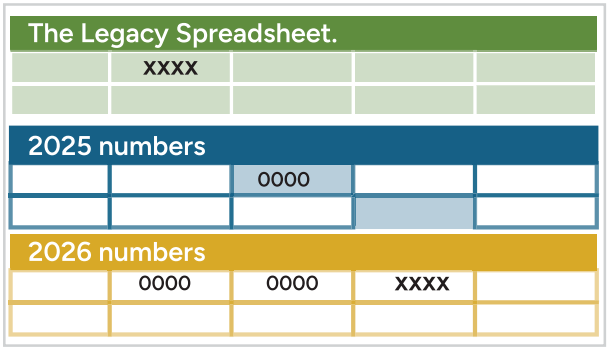
When applied intentionally, they enhance readability, guide attention, and add flexibility across layouts, data visualizations, and backgrounds, helping highlight key insights and making information easier to understand and interpret within a cohesive visual system.











USE OF COLOR FILTERS IN IMAGES



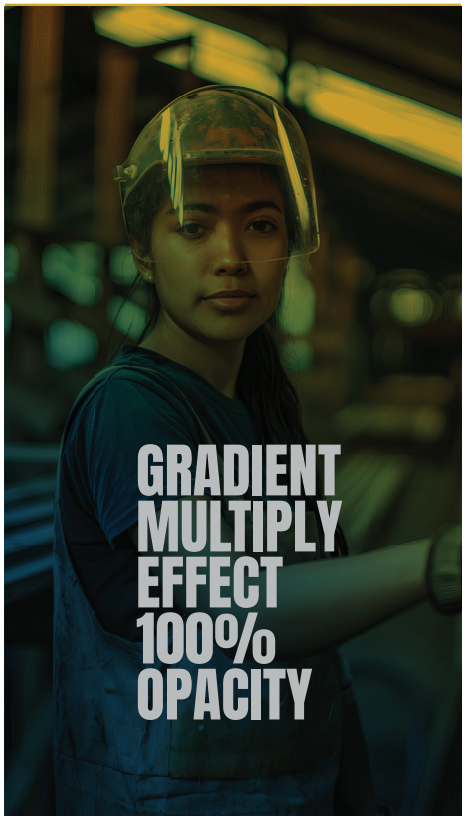
Better text visibility without losing the originality of the photo.



Emphasis on the text, with the background context still visible but serving as a less prominent support.



Highlights the photo, maintains text legibility, and brings the brand's visual identity colors into the image, preserving visual consistency.



Brand gradient. Maintains brand identity when photo colors differ from the palette, while helping highlight key areas and creating a controlled visual field for text placement and improved readability.



Images and illustrations support the message by enhancing comprehension and serving as visual aids that clarify ideas, guide the reader, and make information easier to understand and remember. At the same time, they are the emotion of the message, translating ideas into feeling, adding meaning beyond words, and helping audiences connect instantly with what a brand wants to express.

COMMUNICATING LEGACY THROUGH IMAGES AND GRAPHICS

PHOTOGRAPHY

Overall Visual Philosophy:
Authentic Over Aspirational

Real people in real work environments. Your photography should feel documentary-style rather than staged commercial. This aligns with your "dignity in work" value and direct voice.

Core Photography Characteristics

Human-Centered Composition

- Direct eye contact with camera (builds trust and connection)
- Confident, dignified postures (never diminished or victimized)
- Mix of individual portraits and collaborative team moments
- Capture moments of concentration, problem-solving, skill demonstration

Emotional Tone

- Determined, not desperate
- Focused, not frustrated
- Capable, not uncertain
- Proud, not arrogant
- Engaged, not performing

Environmental Authenticity

Background setups should be a real place: manufacturing floors, construction sites, schools, skilled trade workshops, coffee shops, offices environments.

Natural lighting mixed with industrial/workplace lighting
Honest environments that show real work contexts.

Colors of photo should generaly close to logo colors (blues, greens organges and neutrals like black, white and gray). If that is not the case a color filter should be used.





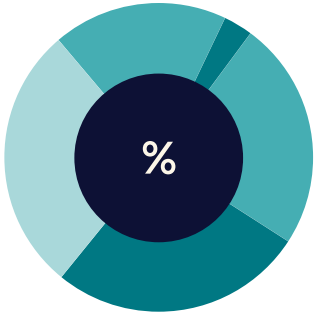
CHARTS AND GRAPHICS

Our approach to charts and graphics follows a clear and consistent design system. All visual elements are built exclusively using the brand's color palette, including approved colors, tints, and gradients. This ensures visual cohesion, clarity, and immediate brand recognition across all materials.

The graphic style is intentionally flat and clean, avoiding shadows, textures, or decorative effects that could introduce visual noise. Simplicity and legibility are prioritized so that data and information remain easy to understand.

The only permitted method for introducing depth or a sense of volume is through the controlled use of gradients. Gradients may be used to suggest dimension while maintaining a modern, minimal aesthetic. No other three-dimensional effects are allowed.

Thick strokes may be used when necessary, but only on their own, with no fill colors applied. This maintains visual lightness and clarity while staying consistent with the brand's flat design principles.





ICONOGRAPHY

A brand's iconography, expressed through minimalist symbols, is essential to maintaining a cohesive visual identity across different touchpoints such as Instagram highlights, presentations, and printed materials.

Our iconography is designed using simple, clean strokes only. Icons should be minimal, built without fills, textures, or decorative details, ensuring clarity and consistency across all applications.

All icons must use the brand's approved colors, with a strong preference for black whenever possible. This approach reinforces legibility, versatility, and visual cohesion, allowing icons to remain clear at small sizes while aligning seamlessly with the brand's overall identity.

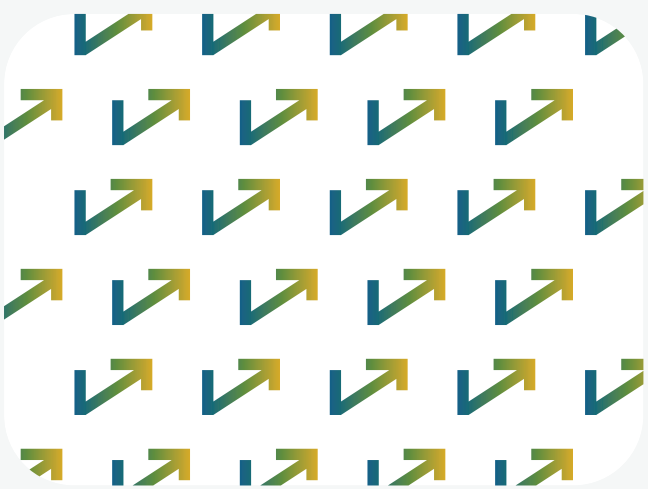


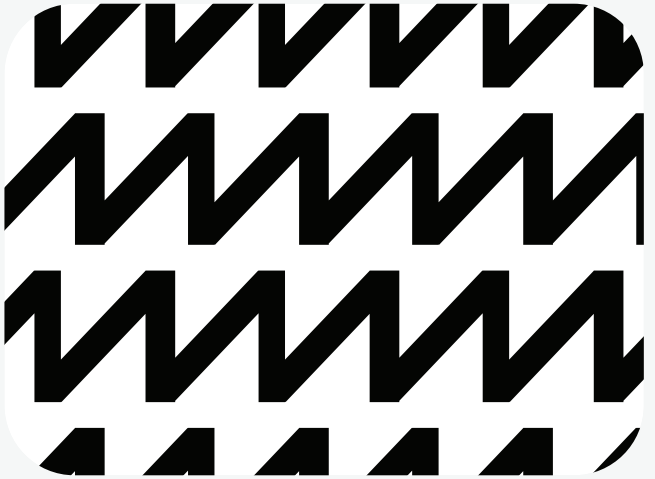
PATTERNS E BACKGROUNDS

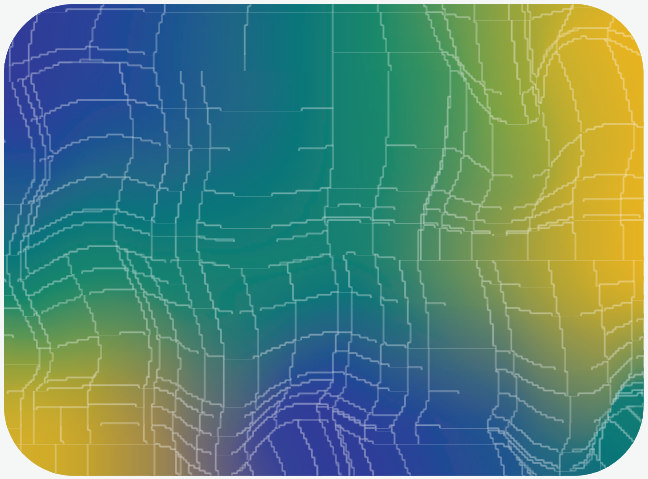
The graphic pattern is a visual repetition of identity elements that creates texture, rhythm, and recognition.

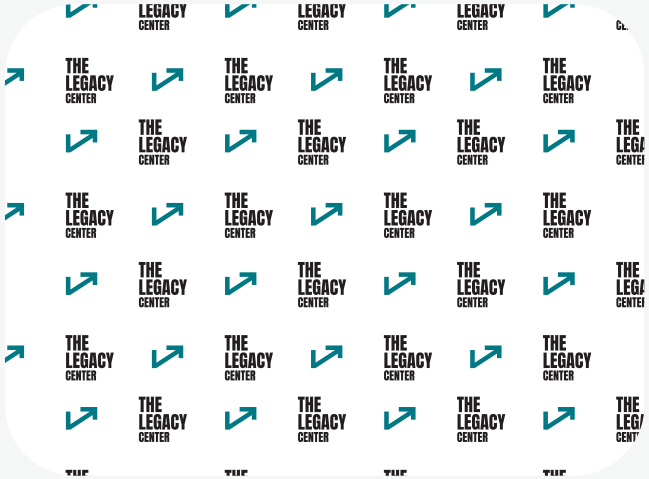
It can be applied to backgrounds, packaging, promotional materials, or digital assets, adding personality without compromising legibility.

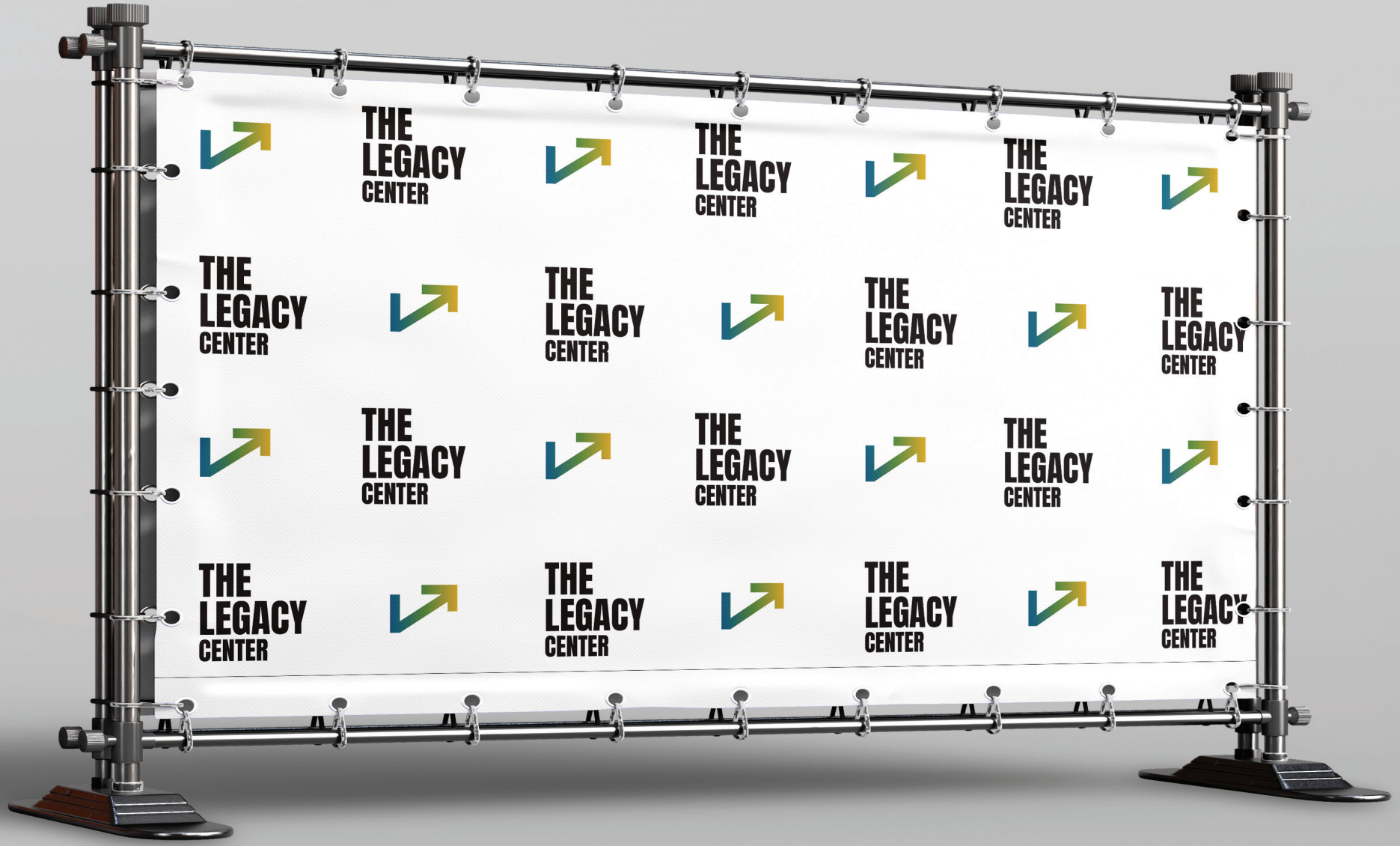
When well designed, the pattern reinforces the brand's aesthetic, expands its presence, and contributes to cohesive and memorable visual communication.










THE LEGACY CENTER


THE
LEGACY
CENTER
Dear agent of change
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur auctor elementum purus eu vestibulum. Quisque a vehicula urna. Sed suscipit blandit nibh, quis sagittis justo interdum eu. Sed luctus turpis at condimentum cursus.
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LET'S MAKE YOUR
REVENUE ROAR!
contact@mockups-design.com / mockups-design.com

ILLUSTRATIONS

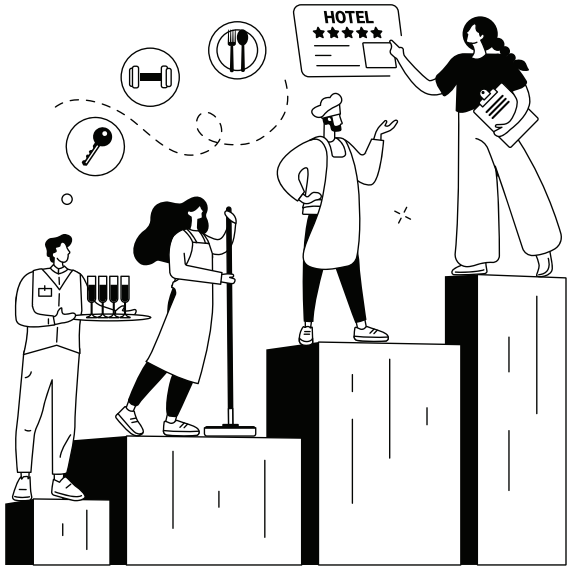
Illustration can be used to bring lightness and humor to a brand when needed, softening the tone and making communication more approachable. It allows the brand to express personality and emotion in a way that feels natural and human.

In addition, illustration is a powerful tool for working through concepts that are sometimes difficult to explain using other types of media. By translating abstract, complex, or sensitive ideas into visual narratives, illustrations help simplify messages, improve understanding, and create stronger emotional connections with the audience.

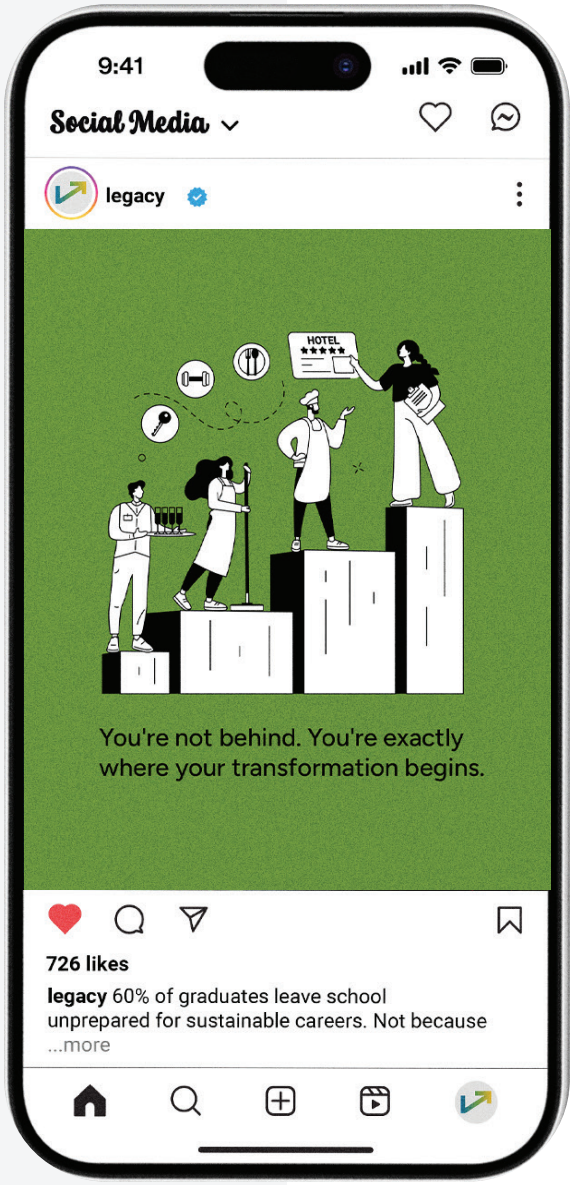
Our Illustrations follow the same visual principles established for the iconography, using clean lines, a flat aesthetic, and a controlled visual language focused on clarity and consistency.

Line work remains simple and intentional, and colors are limited to the brand's logo palette, respecting approved tones and combinations. The overall style avoids textures, shadows, and decorative effects to preserve a clean, modern look.

A minimal use of fill is allowed only to give slightly more substance to characters and subject matter and to support storytelling. This fill should be subtle, flat, and limited, enhancing the narrative without overpowering the line work or breaking visual consistency.






9:41
Social Media
legacy
HOTEL
You're not behind. You're exactly where your transformation begins.
726 likes
legacy 60% of graduates leave school unprepared for sustainable careers. Not because
...more





