THE LEGACY IDENTITY

But you are a chosen people, a royal priesthood, a holy nation, God's special possession, that you may declare the praises of him who called you out of darkness into his wonderful light.

1 Pe 2:9 (NIV)



VISUAL IDENTITY

Visual identity is the set of visual elements that represent a brand and make it recognizable. It includes the logo, colors, typography, imagery, and graphic style used across all materials.

A strong visual identity reflects the brand's personality and values while ensuring consistency at every touchpoint. When applied correctly, it strengthens recognition, credibility, and emotional connection with the audience.


THE
LEGACY
CENTER

MARK

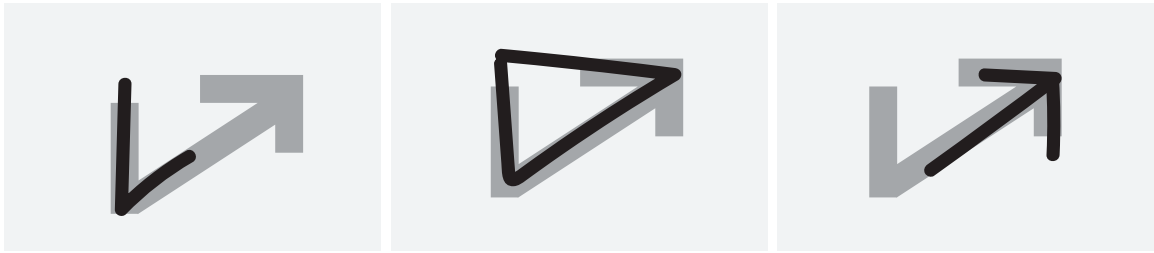


The Logo's Mark is the visual symbol of the logo that represents the essence of the brand in a graphic and simplified way.

It communicates ideas, values, and personality without the use of words.

In addition to facilitating recognition, the symbol allows for versatile applications, maintaining a strong identity even in reduced spaces or when used on its own.

BREAKING DOWN THE LEGACY MARK/SYMBOL



THE WHY	THE HOW	THE WHAT
PURPOSE	METHODOLOGY	GOAL



BUILDING LEGACY

Represented by the letter **L**.



THE WORKFORCE SYNERGY

Represented by the image of a triangle.



ECONOMIC MOBILITY

Represented through a chart that illustrates economic growth.



Since the Legacy Center represents more than a traditional educational institution, I recommend removing the word “Education” and introducing “The” in the logo. This adjustment elevates the brand from an academic framework to a broader, purpose-driven organization that encompasses diverse programs beyond training alone, reinforcing its role as a mission-led brand with a wider impact.




THE
LEGACY
CENTER


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THE LEGACY CENTER

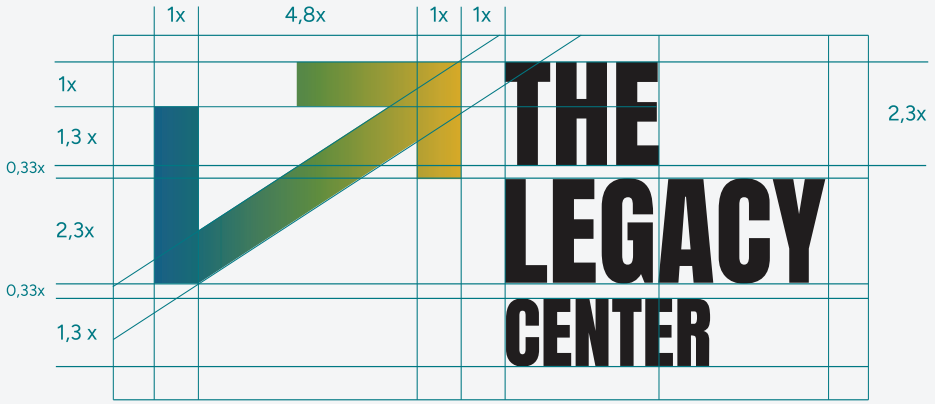
GRID AND CLEAR SPACE

A logo grid defines the structure, proportions, and spatial relationships of a logo, ensuring visual balance, precision, and consistent reproduction across all applications.

Clear space establishes the required breathing room around the mark, preventing other elements from interfering with legibility and visual impact.

Together, these standards reinforce design integrity, support clear usage guidelines, and ensure the brand remains consistent and recognizable across teams, vendors, and contexts.

GRID



CLEAR SPACE



REDUCTIONS

Reduction in logo design is critical to ensuring scalability, legibility, and functional performance across applications.

Simplifying a logo minimizes visual noise, preserves form integrity at small sizes, and improves reproduction across different media and production methods.

A reduced mark also increases recognition speed and system flexibility, supporting consistent use within complex brand ecosystems.

PRINT



DIGITAL



FAVICON

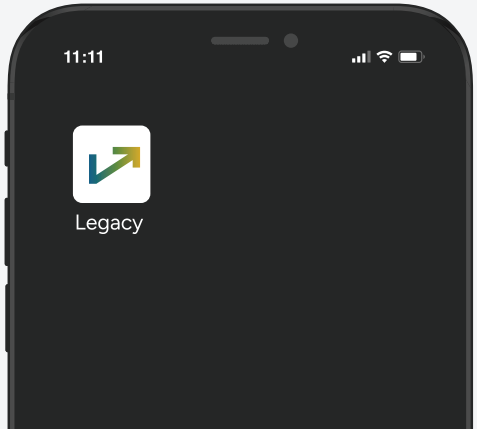


16x16, 32x32, 48x48 PNG/ICO: For browser tabs, bookmarks, and taskbar shortcuts.

180x180 PNG: Recommended for Apple touch icons (iOS devices).

192x192 & 512x512 PNG: Required for Android and Progressive Web App (PWA) manifest files.

SVG: Recommended for modern browsers to provide a single, scalable file.



INCORRECT USAGE

Incorrect use of the logo compromises the integrity and strength of the brand's visual identity.

Common mistakes include distorting proportions, altering spacing, ignoring the clear space, adding improper effects, changing the typography, or modifying the colors.

The logo must not be distorted, rotated, or altered, and it should always maintain the defined clear space to preserve legibility and impact.



CORRECT USAGE

Logo variations are permitted only when necessary and should generally be avoided.

The horizontal and vertical primary logo options should always be preferred. Small sections of the logo may be cropped if all core elements remain visible and recognizable, and the logo direction may change as long as the arrow points upward and forward, never downward.

When variations are used, the logo must remain straight, proportionally scaled, properly aligned, and respect the defined clear space. The logo mark and typography may also be used separately.



SUB BRANDS

Sub-brands may be introduced into the brand identity in the future if necessary to support growth, new programs, or specific initiatives.

When implemented, all sub-brands must follow the same visual elements as the primary logo, including typography, color palette, proportions, and overall design system.

Here are some examples for you considerations:











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.

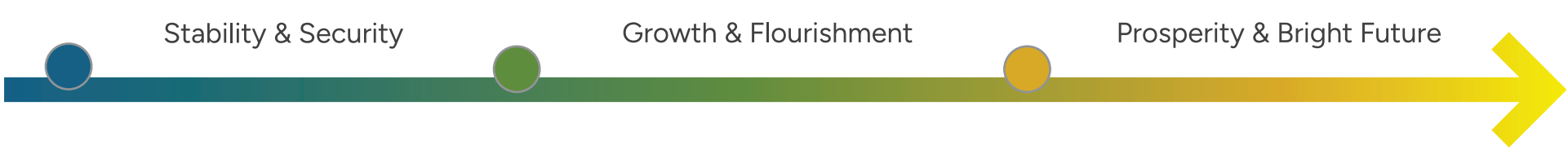
We equip them with Employment Maturity, anchoring their progress through comprehensive workforce skills training, business partnerships, and home ownership guidance.

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

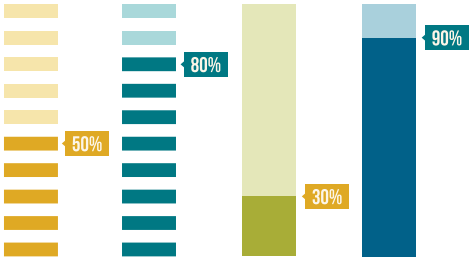
HEX
#E5E5E5

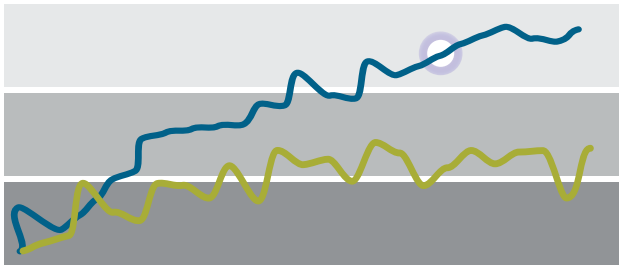
APPLYING COLOR, TINTS & GRADIENTS

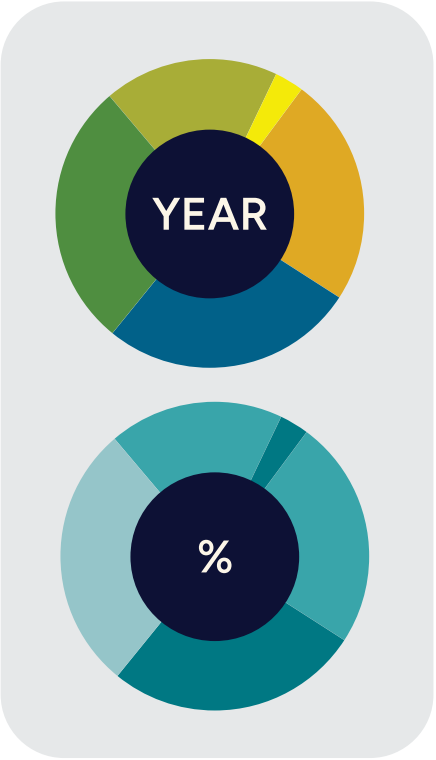
The smart use of the the brand's colors while adding options of gradients, tints and neutral colors allows brands to extend their color palette while maintaining visual consistency and clarity.

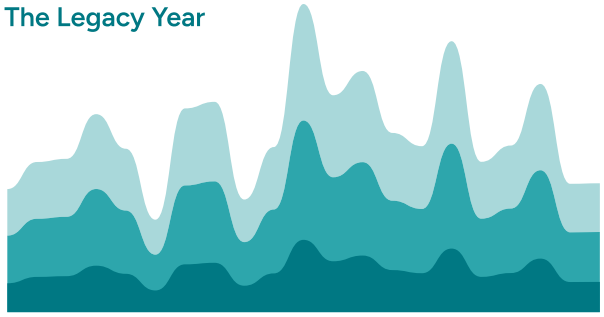
Tints create hierarchy, organize and group information, and support comparison without introducing new colors that could dilute the identity, while neutral tones provide balance and reduce visual noise.

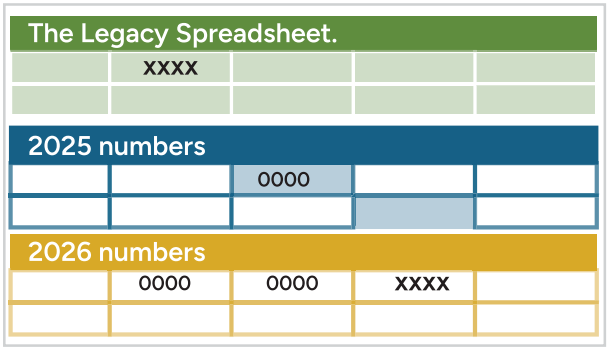
When applied intentionally, they enhance readability, guide attention, and add flexibility across layouts, data visualizations, and backgrounds, helping highlight key insights and making information easier to understand and interpret within a cohesive visual system.







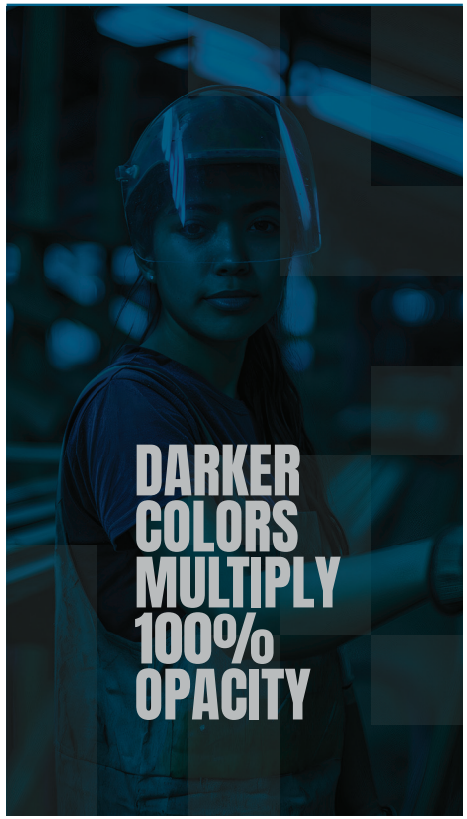




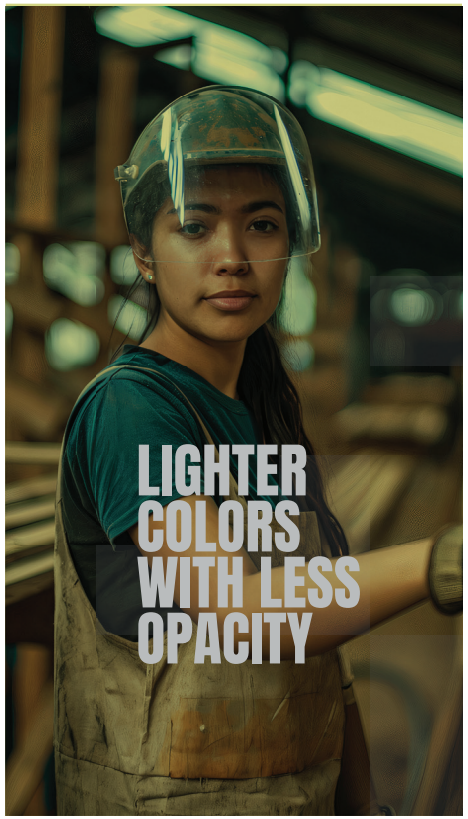
USE OF COLOR FILTERS IN IMAGES



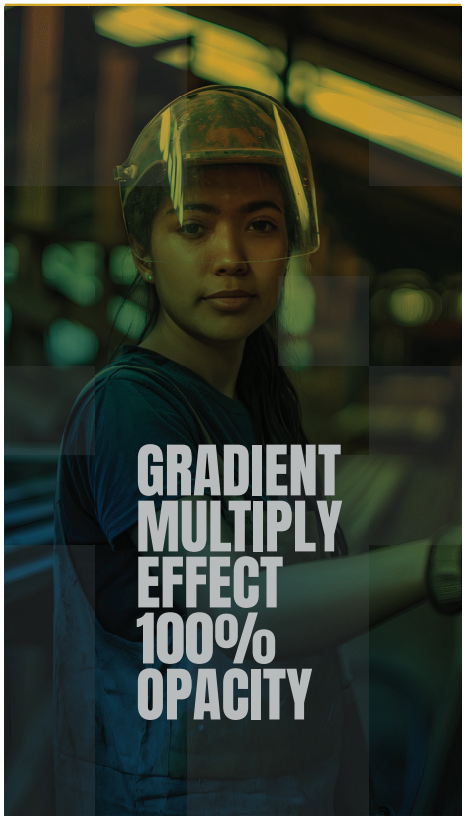
Better text visibility without losing the originality of the photo.



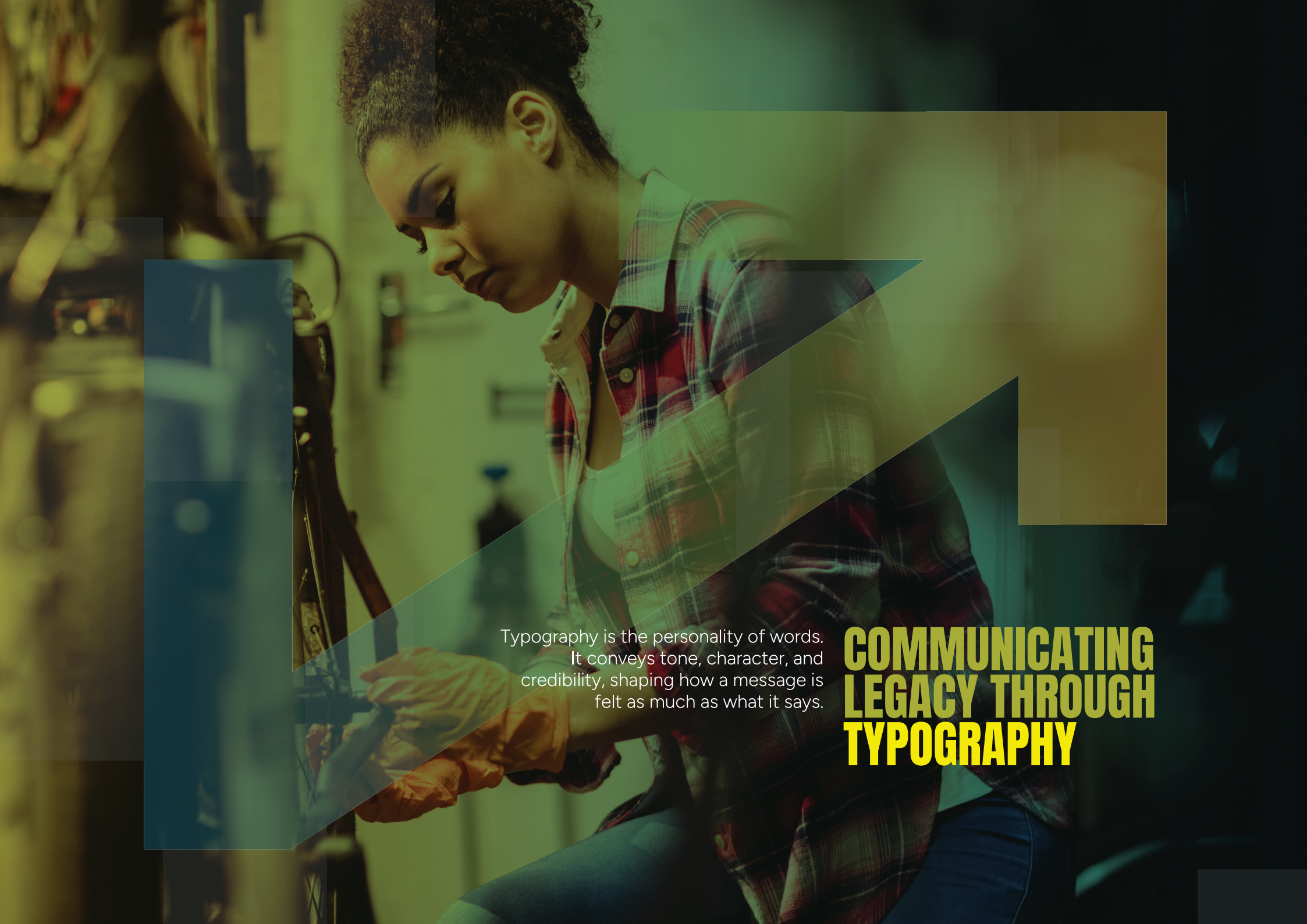
Emphasis on the text, with the background context still visible but serving as a less prominent support.



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.



Typography is the personality of words. It conveys tone, character, and credibility, shaping how a message is felt as much as what it says.

COMMUNICATING LEGACY THROUGH TYPOGRAPHY

PRIMARY FONT: ANTON

Anton is a strong typographic choice for an organization focused on transforming lives and reshaping reality because it aligns mission, message, and design with technical strength and historical relevance.

Technically, Anton is a condensed sans serif display typeface built for impact. Its heavy weight, low contrast, and uniform strokes ensure high legibility at large sizes, making it ideal for headlines, calls to action, and campaign messaging. The condensed proportions maximize space efficiency without losing presence, and as a Google Font, Anton guarantees accessibility and consistent performance across platforms and languages.

From a design theory perspective, Anton reflects the idea that form reinforces meaning. Bold typography conveys authority, urgency, and leadership, while the absence of serifs removes distraction and keeps focus on the message. Rooted in modernist principles of clarity and function, its visual weight establishes hierarchy quickly and signals what matters most.

USES: LOGO, TITLES, HEADERS, SHORT TAGLINES.

Historically, Anton draws from grotesque and neo grotesque traditions developed for public communication, including signage, newspapers, and social movements that required clarity and force. This lineage reinforces that typography carries intent and conviction.

In practice, Anton signals confidence, resilience, and momentum. For an organization that speaks up, faces challenges, and drives change, Anton is more than a font choice. It is a declaration of purpose.

Designer: Vernon Adams

Download:

https://fonts.google.com/specimen/Anton

ANTON REGULAR

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

abcdefghijklm
nopqrstuvwxyz

SECONDARY FONT: FIGTREE

USES: SUBHEADERS, SHORT PARAGRAPHS AND LONG TEXTS

Figtree is an excellent choice for long-form and explanatory content because it is designed for clarity, comprehension, and sustained reading. These qualities are essential for organizations that educate, guide, and build understanding over time.

Technically, Figtree is a modern sans serif typeface engineered for readability. Its clean structure, balanced proportions, generous x-height, and open counters keep text clear at small sizes and comfortable over long passages. The even stroke rhythm reduces visual fatigue, helping readers stay focused when engaging with complex or detailed information.

From a design theory standpoint, Figtree follows the principle that typography should remove friction between the message and the reader. It supports content without demanding attention, allowing meaning to lead. Its neutral tone avoids visual noise, while subtle details prevent the text from feeling cold or mechanical, making it well suited for educational materials, reports, and digital platforms.

Figtree also carries a light humanist influence. Rounded forms and soft curves add warmth and approachability, helping explain difficult or sensitive topics with clarity and trust rather than authority. This balance makes information feel guided and accessible.

Historically, Figtree reflects the evolution of humanist-inspired sans serifs designed for the digital age, where legibility, inclusivity, and long-duration reading are priorities. It performs consistently across screens and print, and as an open-source Google Font, it supports scalability and accessibility.

Paired with a strong display typeface, Figtree becomes the steady foundation of communication. It is clear, calm, and trustworthy, enabling organizations to explain complex ideas in a way that feels human, understandable, and engaging.



Designer: Erik Kennedy

https://www.erikdkennedy.com/projects/figtree.html

Download:

https://fonts.google.com/specimen/Figtree

TRACKING AND KERNING

Anton

Anton is designed for large, highlighted text such as headlines, titles, and key statements. It should be used at larger sizes to achieve impact rather than relying on tracking adjustments. Tracking should remain minimal, at or near 0, allowing the font's natural weight and condensed structure to carry the emphasis. The general principle is to create strength through scale and hierarchy, not added spacing.

Highlights and Headers: Use Anton for headlines, section titles, key statements, and emphasis. It is a display font and should not be used for long text.
Print headers: 18 pt and above
Web headers: 32 px and above
Line spacing: tight, close to font size
Tracking: 0 or slightly negative for compact impact

Figtree

Figtree is designed to read naturally. The goal of tracking and kerning adjustments is not to change its character, but to support long, uninterrupted reading. Subtlety is key. Small, controlled adjustments will preserve its calm, modern tone while ensuring comfort across both print and digital environments.

Body Text and Long Reading:
Use Figtree for paragraphs, explanations, and long-form content.
Print: 9–11 pt
Web: 14–18 px
Line spacing: font size + 2 pt (print) or 1.4–1.6 line-height (web)
Tracking: 0 to slightly positive for better readability

General Spacing Rules

- Never use text smaller than 6 pt.
- Keep consistent spacing between lines to support clarity and visual rhythm.
- Hierarchy should be clear through size, weight, and spacing rather than decorative effects.

Line Length and Spacing Relationship

When line length is long, slightly increase tracking to maintain openness. When line length is short, keep tracking closer to 0 to avoid excessive spacing.

Headings and Emphasis

For headings set in Figtree, tracking can be slightly tighter, around -5 to 0, depending on size and weight. This helps maintain compactness and visual strength without compromising clarity.



Lorem ipsum dolor sit amet, dolor ip.

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy.

Lorem ipsum dolor sit amet

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod ut laoreet.

Lorem Ipsum Dolor

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy.

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, nonummy.

Lorem ipsum dolor sit amet.

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod ut laoreet.

Lorem Ipsum





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.





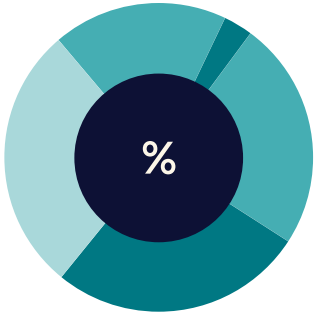
CHARTS AND GRAPHICS

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.

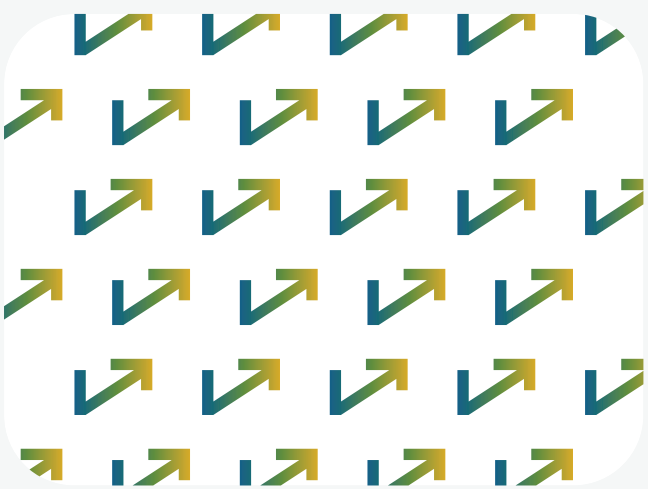


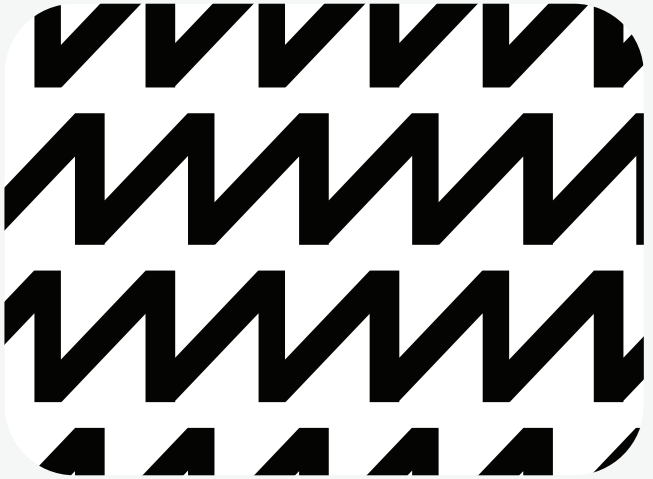
PATTERNS E BACKGROUNDS

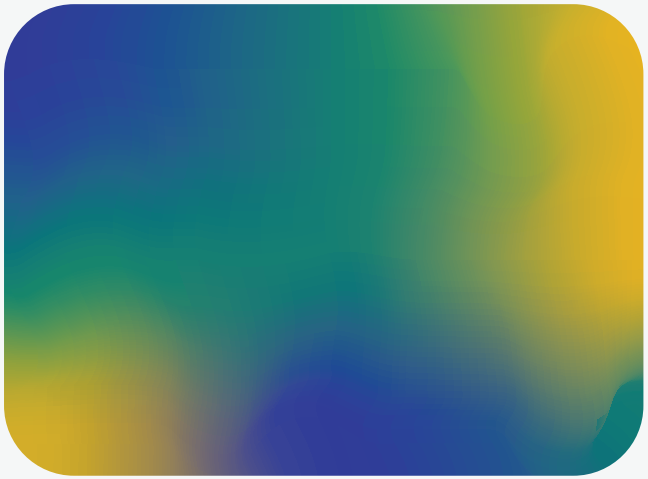
The graphic pattern is a visual repetition of identity elements that creates texture, rhythm, and recognition.

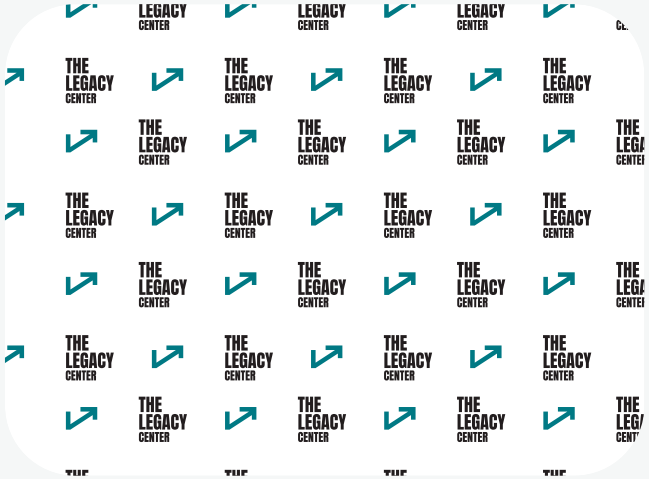
It can be applied to backgrounds, packaging, promotional materials, or digital assets, adding personality without compromising legibility.

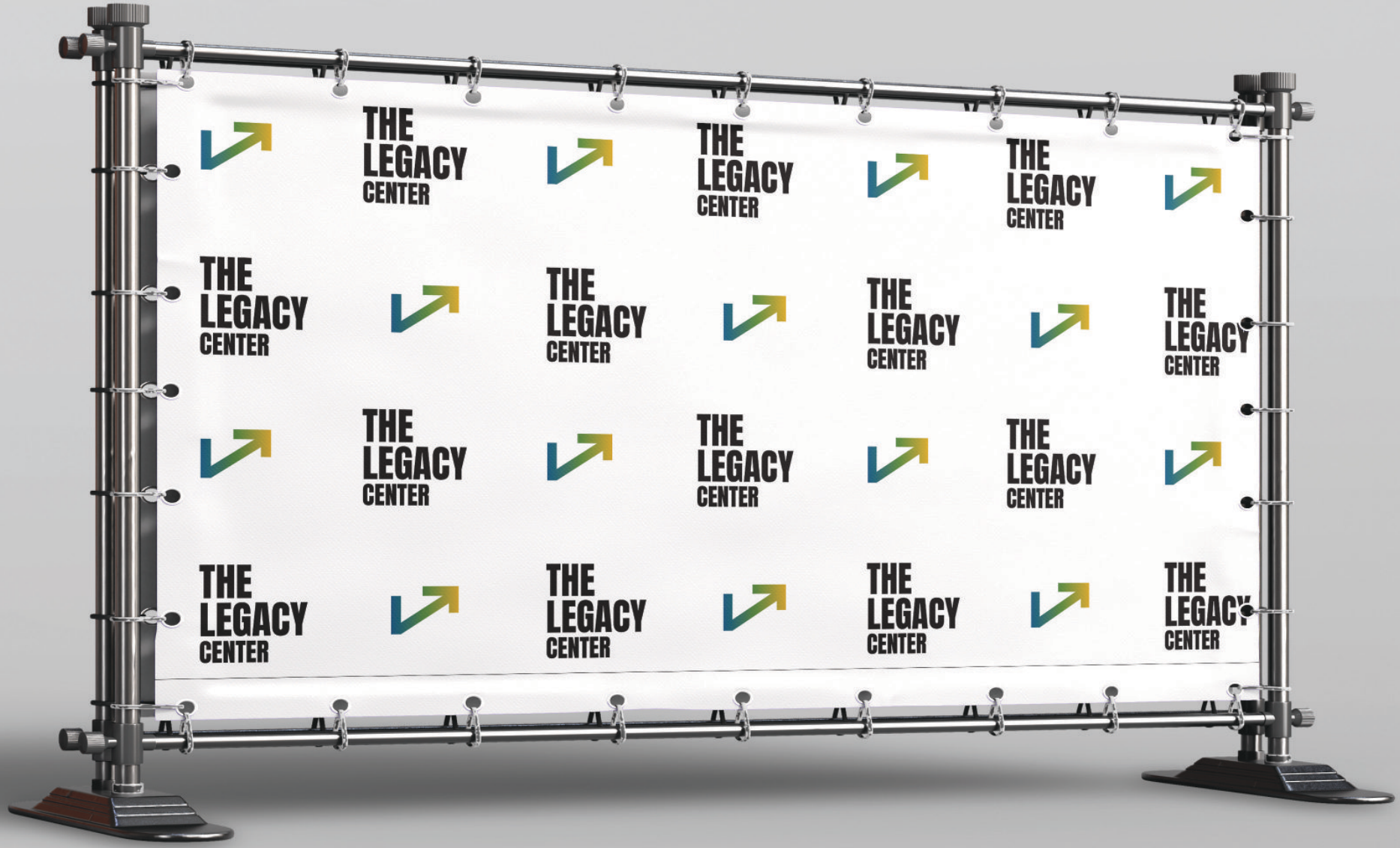
When well designed, the pattern reinforces the brand's aesthetic, expands its presence, and contributes to cohesive and memorable visual communication.










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.
Nullam vel eros id dolor ultrices viverra. Pellentesque lorem risus, aliquet et rutrum ac, malesuada et erat. Donec id dolor in tortor posuere commodo ut eget lacus. Fusce interdum felis dapibus lacus tempus, et lacinia est tristique. Praesent pulvinar justo volutpat, ultrices sapien sed, feugiat turpis. Fusce consectetur augue non hendrerit rhoncus. Vivamus lacus sem, commodo et tortor nec, suscipit efficitur erat.
LET'S MAKE YOUR
REVENUE ROAR!
contact@mockups-design.com / mockups-design.com

ILLUSTRATIONS

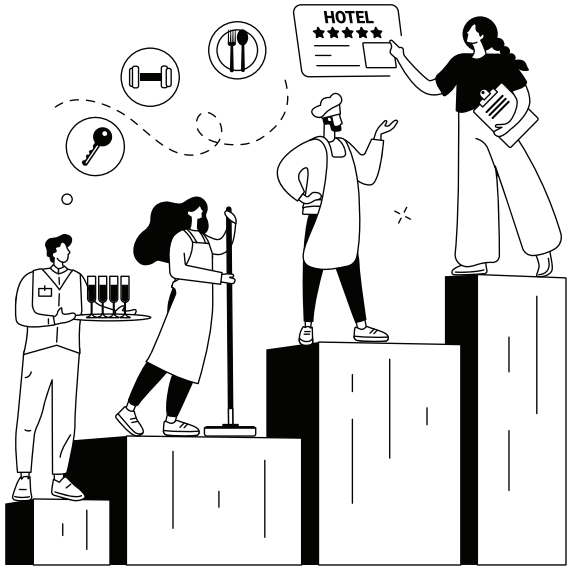
Illustration can be used to bring lightness and humor to a brand when needed, softening the tone and making communication more approachable. It allows the brand to express personality and emotion in a way that feels natural and human.

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.

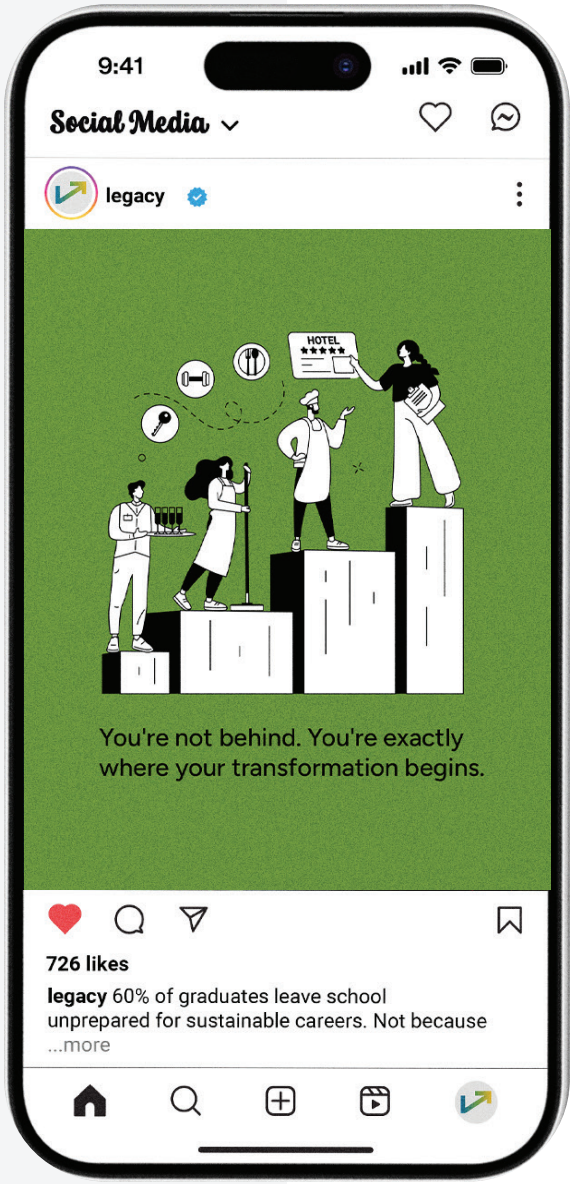
Our Illustrations follow the same visual principles established for the iconography, using clean lines, a flat aesthetic, and a controlled visual language focused on clarity and consistency.

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





