



BRAND IDENTITY

01. **INTRODUCTION**

INTRODUCTION

Legacy Social Room extends the Legacy Social experience as an energetic, atmosphere-focused space aimed at encouraging social interaction, culinary discovery, and memorable experiences. These brand guidelines specify the requirements for maintaining a consistent and professional visual and verbal identity across all platforms and contact points.

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02. OUR STORY

VISION & MISSION

VISION

Transform social experiences into immersive, bold, and unforgettable moments through design, flavor, and energy.

MISSION

Craft elevated bar and dining environments that blend creative cocktails, vibrant cuisine, and stimulating ambiance.

BRAND VALUES

Our establishment offers bold flavor, delivering a vibrant taste profile in every dish. It is a space where the social spirit thrives, fostering community and lively conversation. We pride ourselves on innovative craftsmanship, paying close attention to detail in both design and delivery. Every element contributes to an immersive energy, ensuring each experience is lively and engaging.

OUR VOICE

Our approach combines a conversational tone with a professional touch, making every communication appropriate for upscale hospitality settings. Find a space where style and substance come together, much like our tagline: "Where bold flavor meets unforgettable energy."

03. COMPANY LOGO

COMPANY LOGO

Primary Logo: A stylized emblem that combines the Legacy Social Room wordmark with a signature motif. Use the master artwork for all main applications. Make sure the logo remains clear when scaled down for digital platforms. The minimum size requirements are as follows: for print, the width must be at least 1 inch, while for digital formats, the width should be a minimum of 100 pixels.



CLEARSPACE

Maintain an even clear space around the element, equal to the height of the brand icon on all sides, to enhance visual prominence. This spacing helps the element stand out while preserving balance within the design. Correct use of clear space boosts readability and aesthetic appeal, resulting in a more effective and professional-looking design.



BLACK & WHITE

The monochromatic logo version is intended solely for specific printing applications and should not be used outside of those parameters.



INCORRECT USAGE

Avoid rotating, distorting, recoloring, adding effects, or placing the logo on busy or low-contrast backgrounds. Improper use can harm the brand's identity and should be avoided.



Do not change the logo's orientation or rotation.



Do not disproportionately scale or stretch the logo.

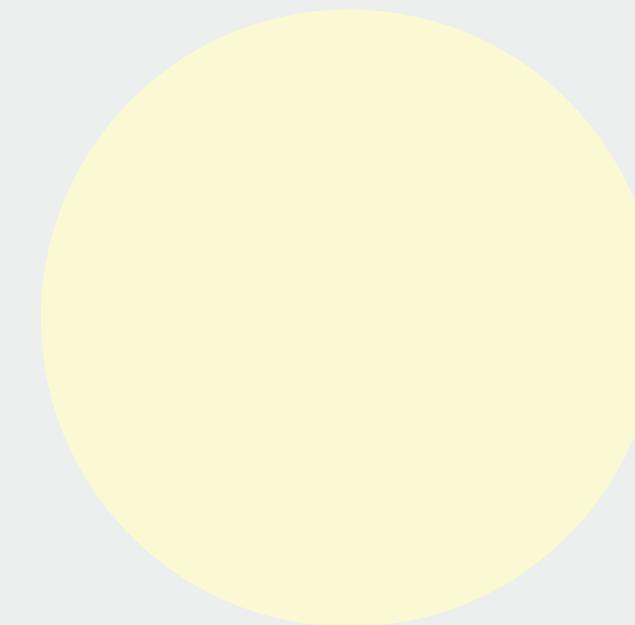


Do not use the primary logo on top of busy photography or dark background.

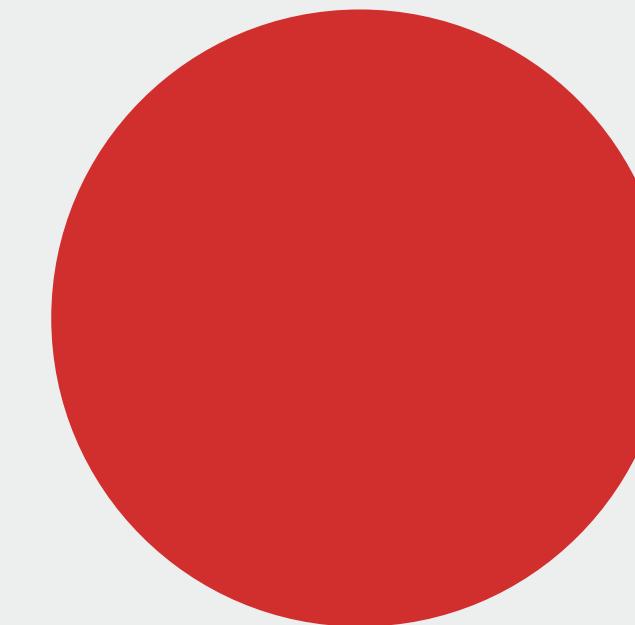
04. BRAND COLORS

BRAND COLORS

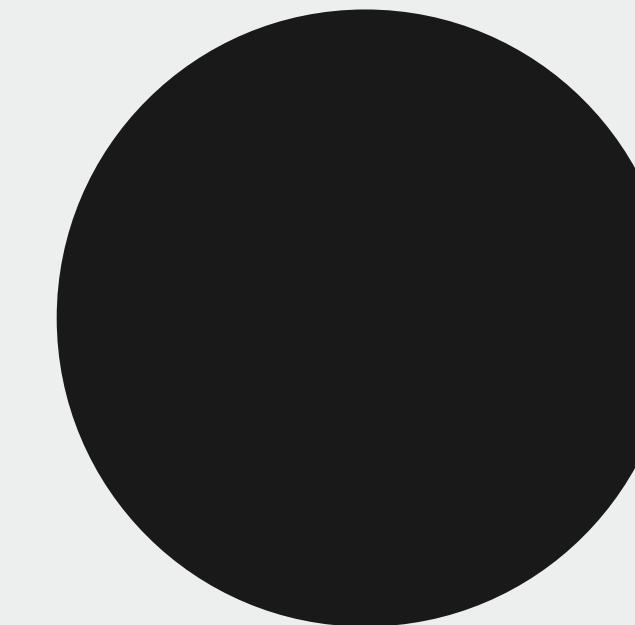
The primary color includes **Legacy Gold**, while the secondary colors comprise **Red**, **Charcoal Black**, and **Soft White**. These hues create a versatile palette suitable for various design applications. Using these shades can produce a compelling and harmonious visual aesthetic. They can be combined to evoke different moods and highlight key elements within a composition.



HEX/WEB Code: #fbf9d4
RGB: (251, 249, 212)
CMYK: 0|1|16|2



HEX/WEB Code: #D12F2F
RGB: (209, 47, 47)
CMYK: 0|78|83|18



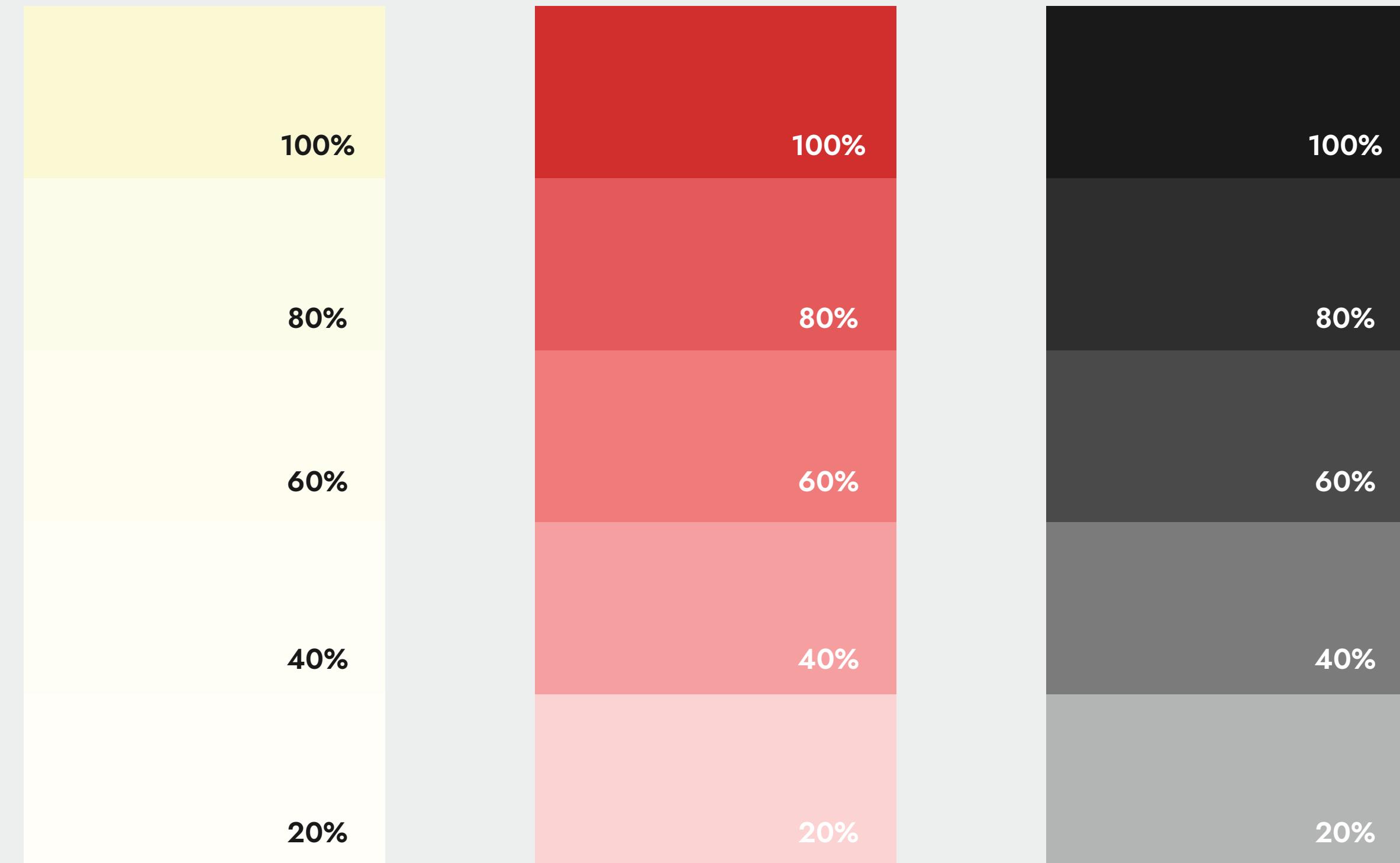
HEX/WEB Code: #1A1A1A
RGB: (26, 26, 26)
CMYK: 0|0|0|90



HEX/WEB Code: #fafafa
RGB: (250, 250, 250)
CMYK: 0|0|0|0.02

COLOR TINT

Legacy Social Room's brand colors must remain unchanged in core applications but may use controlled tints in certain digital and interactive situations, like buttons or hover states, following a 20% incremental system. Tints lighter than 60% require dark text for readability, all matching the approved palette to maintain brand clarity.



05. **TYPOGRAPHY**

Primary Type

The Legacy Social Room predominantly employs **CABINET GROTESK** as its branding typeface for headings and content that highlight the brand, whereas **JOST** serves as the complementary typeface for body text, digital menus, and promotional materials.

CABINET GROTESK

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Cabinet Grotesk Light
Cabinet Grotesk Regular
Cabinet Grotesk Medium/Semibold
Cabinet Grotesk Bold
Cabinet Grotesk ExtraBold
Cabinet Grotesk Black

JOST

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Jost Extra Light
Jost Regular
Jost Medium
Jost Semibold
Jost Bold
Jost Black

Tracking, Kerning & Leading

The core typefaces of the Legacy Social Room, Cabinet Grotesk, and Jost rely on spatial integrity to ensure clarity and visual consistency. Precise adjustments to tracking and kerning are essential for maintaining balanced, legible text in all formats.

Consistent leading helps preserve typographic hierarchy and rhythm. Proper spacing enhances the brand's modern, refined look and ensures a polished, professional appearance across all communications.



About us

**WHY FIT IN
WHEN YOU CAN
STAND OUT?**

This is a sample text: Our Secondary typeface is **JOST**



About us

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About us

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Secondary Type

BODONI MT serves as a secondary typeface for Legal Social Room, suitable for formal or decorative content such as menus, printed collateral, and promotional materials. To guarantee clarity across various media, it is essential to maintain consistent tracking, kerning, and leading.

BODONI MT

AaBbCc

MONETIZE YOUR AUDIENCE,
MAXIMISE YOUR IMPACT.

Expressa Bold

abcdefghijklmnpqrstuvwxyz
ABCDEFGHIJKLMNPQRSTUVWXYZ
1234567890!@#\$%^&*

Tracking, Kerning & Leading

The spacing of Legacy Social Room's secondary typeface, Bodoni MT, plays a critical role in maintaining clarity and consistency. Subtle adjustments to tracking and kerning should be made to ensure visual balance and optimal readability. Consistent leading must be applied to uphold typographic hierarchy and smooth visual flow across all brand materials.



About us

**WHY FIT IN
WHEN YOU CAN
STAND OUT?**

This is a sample text: Our Secondary typeface is **Bodoni MT**



About us

**WHY FIT IN
WHEN YOU CAN
STAND OUT?**

This is a sample text: Our Secondary typeface is **Bodoni MT**



About us

WHY FIT IN

WHEN YOU CAN

STAND OUT?

This is a sample text: Our Secondary typeface is **Bodoni MT**

06. **ICONOGRAPHY**

ICONOGRAPHY

At Legacy Social Room, our iconography reflects our bold spirit and vibrant energy, matching our cocktails and atmosphere. Icons should be clean, modern, and intuitive, using thin-lined, geometric forms with minimal detail. This ensures clarity and complements the brand's lively aesthetic. Each icon must be functional, balanced, and recognizable, avoiding overly decorative styles that hinder usability. Icons should remain sharp and legible at all sizes, from digital to print, supporting a cohesive, energetic brand experience.



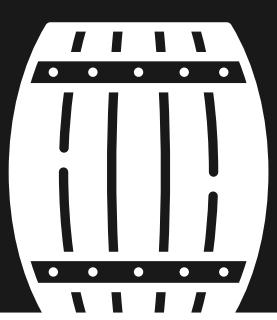
ICONS IN BRAND COLORS

Icons in the Legacy Social Room may also be depicted in **Legacy Red (#D12F2F)** to highlight essential elements in user interfaces, signage, or marketing collateral. This application should be employed judiciously to sustain visual effectiveness. Consistently ensure that red icons are positioned on neutral or light backgrounds to maintain appropriate contrast and readability.



ICONS ON DARK BACKGROUNDS

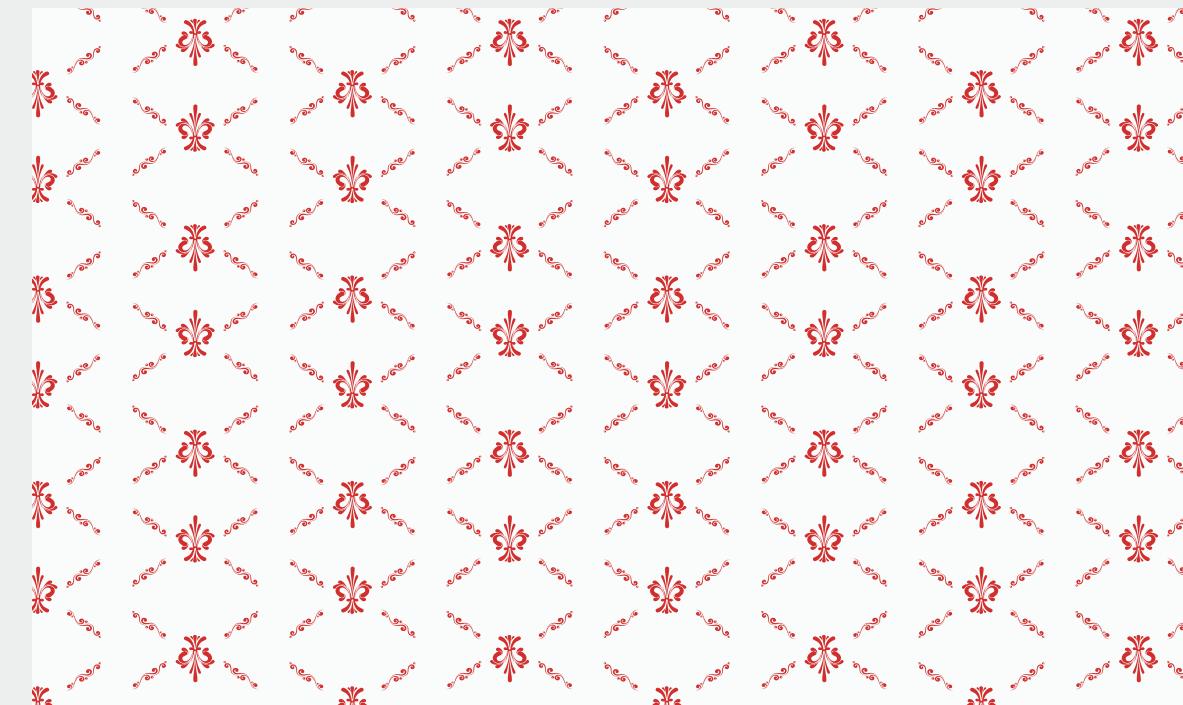
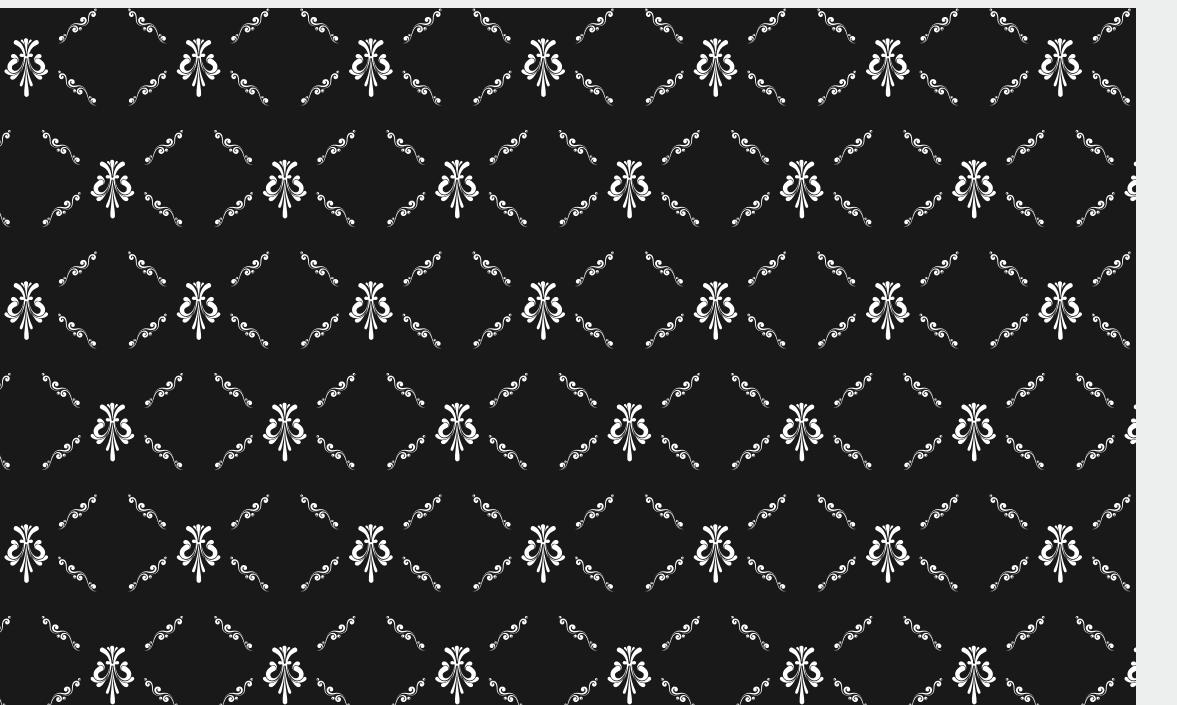
When presenting icons on dark or black backgrounds, utilize the sanctioned white-stroked versions from the icon set. This guarantees adequate visibility and maintains brand consistency across dark-themed environments or digital platforms. Refrain from inverting colors or applying unauthorized effects beyond the established brand guidelines.



07. **PATTERNS**

PATTERNS

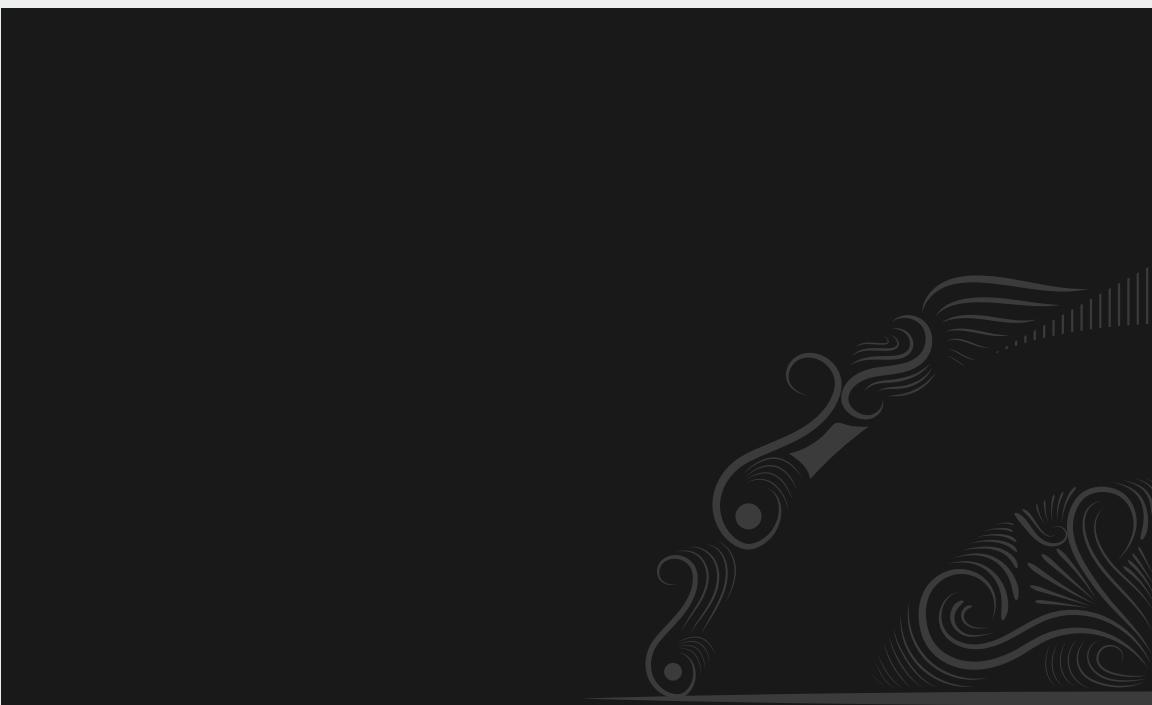
Legacy Social Room's approved patterns, based on brand elements like the chili-pepper emblem and arrow graphics, enhance backgrounds, packaging, digital media, and decor. They add texture and energy, keep branding consistent, and must be used only in official **red, charcoal, and white colors**. Unapproved customizations are not allowed.



08. PATTERNS - WATERMARK

WATERMARK PATTERNS

Watermark patterns offer a subtle, low-opacity alternative for use in formal documents, presentation backdrops, or digital overlays. These minimalist treatments preserve visual harmony without distracting from primary content. Apply watermark patterns in approved layouts and only at recommended opacity levels to ensure professionalism and legibility across all formats.



09. **PHOTOGRAPHY**

PHOTOGRAPHY

Photography for the Legacy Social Room should be vibrant, authentic, and atmospheric. Focus on candid moments of guests, cocktails, plated dishes, and ambient interiors. Lighting should be natural or warm, avoiding harsh flash or artificial effects. Overly posed or heavily edited imagery is discouraged. Photographs must reflect the brand's social, energetic, and flavor-forward ethos.

Cafe Location



Drinks & Food



PHOTOGRAPHY WITH LOGO USAGE

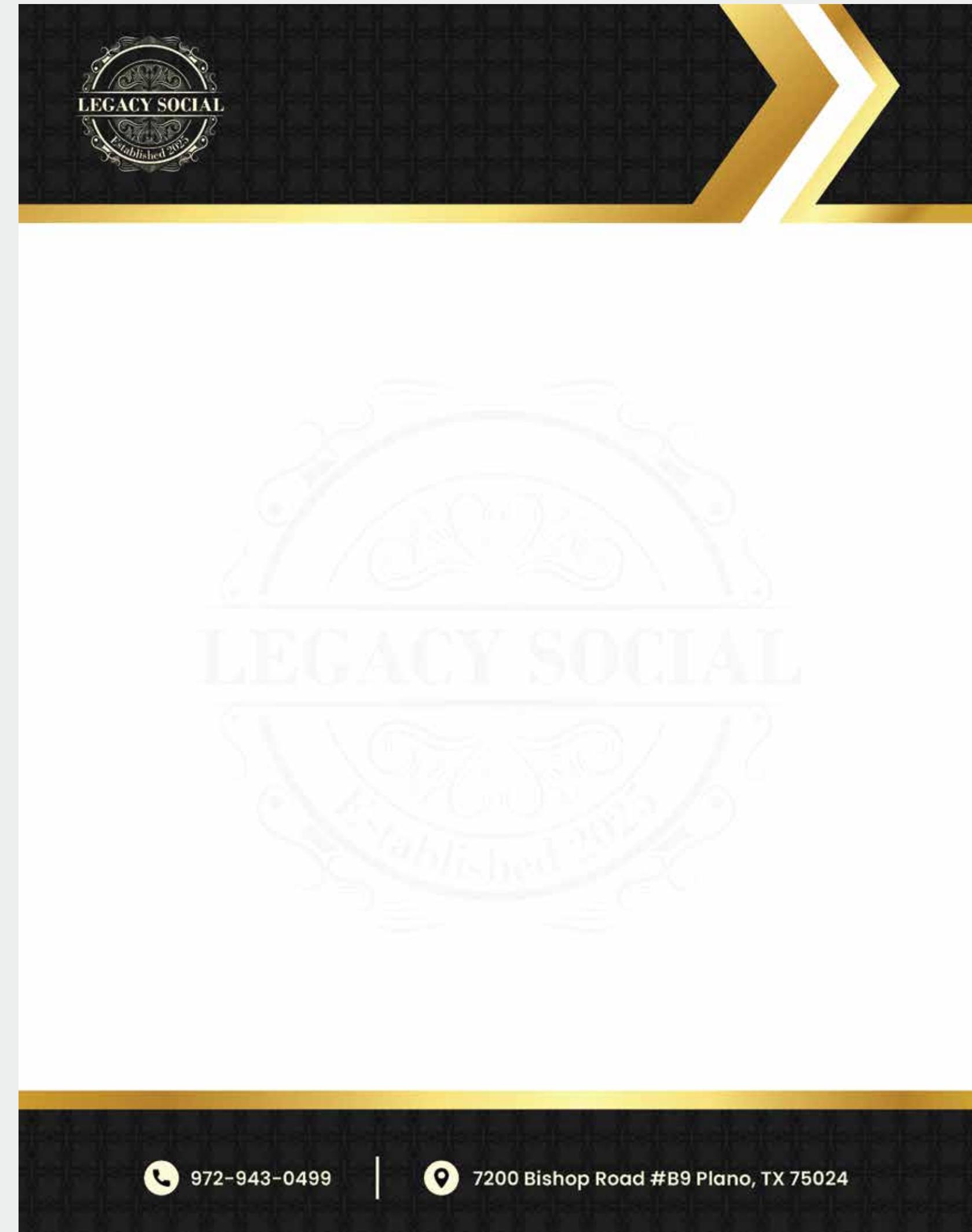
When placing the Legacy Social Room logo over imagery, ensure high contrast between the logo and the background. Position the logo to avoid obstructions and maintain clarity. Select images with balanced composition that complement the brand color palette. Always prioritize legibility, avoiding placement on overly textured or dark areas unless using an approved watermark variant.



10. BRAND ASSETS

LETTERHEAD

All official correspondence must utilize the approved Legacy Social Room letterhead template. This includes proper use of brand fonts, logo positioning, and consistent margins. Unauthorized alterations to layout, color palette, or typography are prohibited. Body content must be professionally formatted, reflecting the brand's high standards of communication.



BUSINESS CARD

Business cards must follow the designated Legacy Social Room layout. Cards must display full name, role, location, and contact information using official brand typefaces and color combinations. Logos must retain proper proportions, clearspace, and alignment. All cards should be printed on premium stock to reflect the brand's sophistication and attention to detail.



legacysocial.com

MICHAL JOHNS

Job title



7200 Bishop Road #B-9
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(972)-943-0499

EMAIL SIGNATURE

Email signatures should follow the official Legacy Social Room format, including the individual's full name, title, address, telephone, and web address. The layout must use brand fonts (e.g., Jost or Cabinet Grotesk) and maintain approved color formatting. Refrain from adding quotes, emojis, or unauthorized graphics. Consistency in email signatures across departments ensures a unified and professional brand identity.



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THANK YOU!