



**TIMELESS
QUALITY,
ACCESSIBLE
VALUE.**

WWW.LEGACYWORKS.COM



OUR IDENTITY

Legacy Works is a well-established chain of stores specializing in antique furniture. The brand offers timeless pieces that carry heritage and craftsmanship, while keeping them affordable.

The brand offers timeless pieces that carry heritage and craftsmanship while keeping them affordable, providing a hand-crafted feel that stands apart from mass-produced alternatives

RESEARCH

The design process began with a deep analysis of the creative brief, focusing on the core identity and the evaluation criteria.

Our entire strategy was centred on the following points :

- Target audience
- Motive
- Brand mission
- Core Positioning

Target Audience

Men who value durability and style. This audience views furniture as a statement of strength, resilience, and refined taste

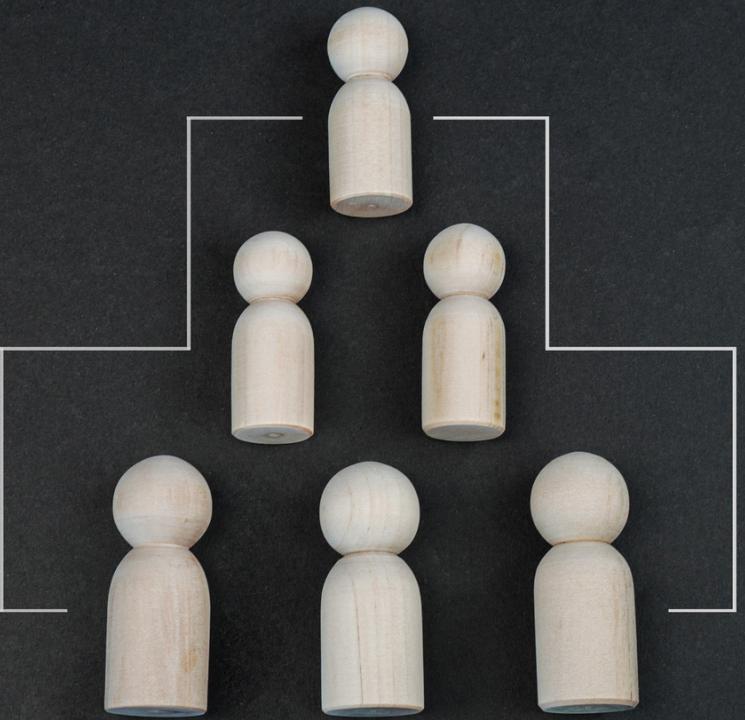


Motive

The primary motive driving the Legacy Works brand identity is to achieve a strategic balance between boldness and warmth, which is essential for attracting the target audience who values strength, resilience, and refined taste.

Brand Mission

The identity must fundamentally balance boldness with warmth. It must celebrate triumph while remaining approachable and inviting.



Core Positioning

Position Legacy Works as a well-established chain of stores specializing in antique furniture that is accessible/affordable.

Ideation: Mood & Concept

The core concept developed was Modern Heritage.

● Concept

To use traditional, strong design elements (Serif fonts, rich colours) that evoke the heritage of antique furniture, but present them in a clean, modern, and geometrically organized way (letterhead borders, two-sided cards) to fulfill the requirement for a well-established chain.

● Motto

The phrase "**Timeless Quality. Accessible Value.**" was established to reinforce the brand's position as both high-quality and affordable.

DESIGN PROCESS & RATIONALE



Colour Palette

- Primary Maroon: Used for the logo and primary backgrounds, conveying strength, heritage, and durability.
- Light Accent / Cream: Provides high contrast for legibility and introduces the required warmth.

Typography

- Primary Font (Albhaya Libre, Serif): Used for the 'LW' Monogram and main headings to establish heritage and refined taste.
- Secondary Font (Kadwa, The Seasons): Used for all functional copy (contact details, body text) to guarantee Technical Execution and supreme legibility.

The logo design process prioritized creating a symbol that was both strong and adaptable. The final logo features a customized, bold Serif monogram of 'LW' set above a foundational wordmark bar. This angular, sharp design reflects the strength and resilience valued by the target audience. For versatility and to ensure the highest Technical Execution, the logo was developed in two key forms: a 3D metallic render is reserved for large digital displays where visual impact is key, and a flat, 2D vector logo (white on the Primary Maroon color) is strictly mandated for all print applications (business cards and letterheads) to ensure perfect, crisp, and affordable reproduction.

Abhaya Libre

Kadwa

Serif

The Seasons



Letterhead Design

The letterhead design successfully creates a highly professional corporate frame while maintaining necessary versatility. The key feature is the geometric, diagonal placement of the Primary Maroon blocks in the header and footer. This strong, structured framing communicates the stability and organized nature of a well-established chain of stores. By confining all branding elements and contact information to these borders, the central page area remains clear, maximizing adaptability for any document content, while the fine typography ensures professionalism.

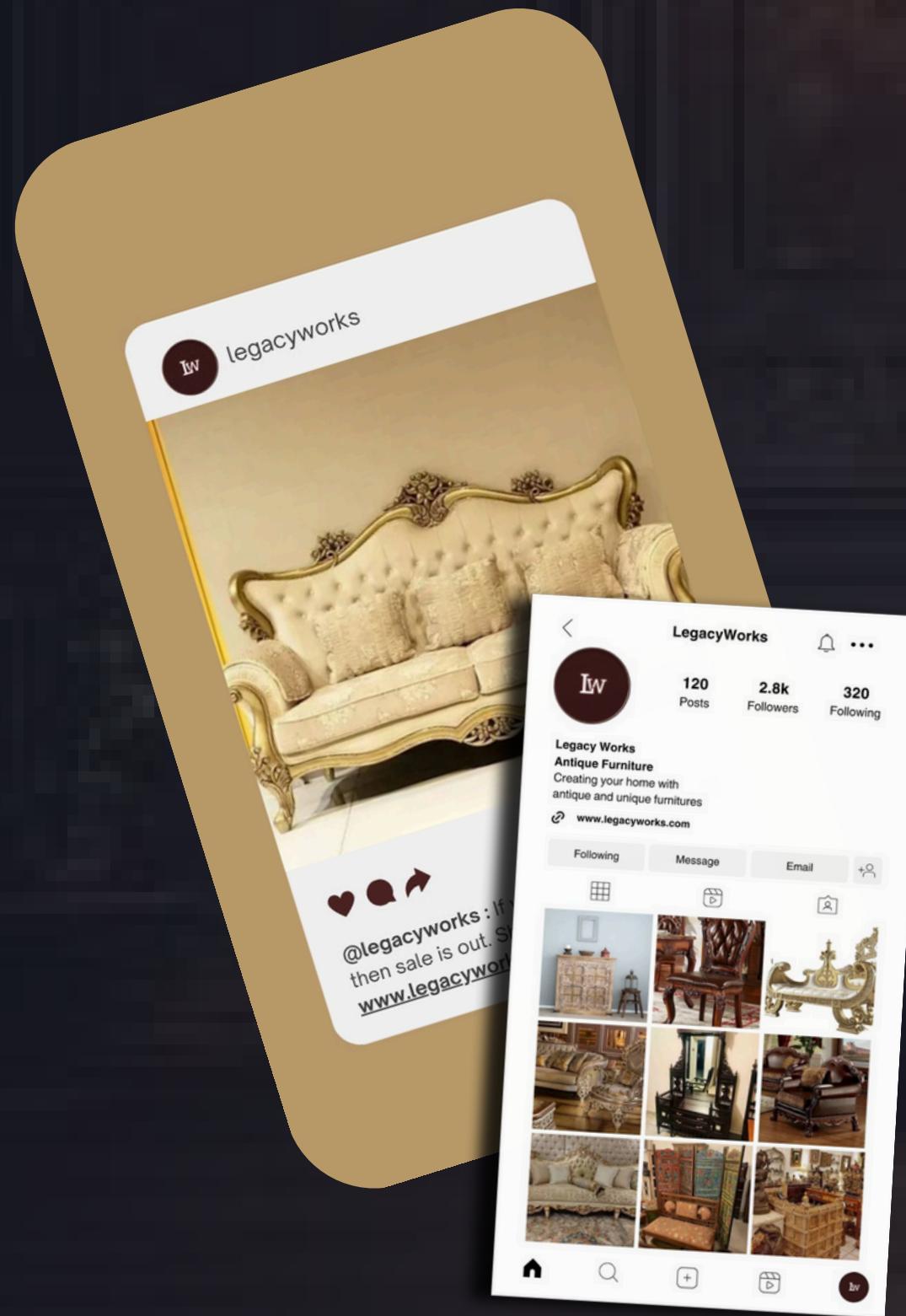
Business Card Design

The business card was developed as a double-sided, high-contrast piece to maximize both brand impact and functional legibility. The front side utilizes the Primary Maroon as a full-bleed background with the logo and motto rendered in the Light Accent colour, achieving immediate boldness and visual appeal. The reverse side then flips the contrast: it uses the Light Accent colour as the background with all contact details and a small LW monogram rendered in Maroon. This clean, organized layout ensures exceptional Technical Execution for legibility while successfully communicating the brand's commitment to durability and style.



Social Media Applications Mockups

The digital applications demonstrate strong Versatility and Adaptability across all platforms. The brand uses three primary mockups: The Profile Icon (Frame 15) isolates the high-contrast LW Monogram for instant Brand Recognition at small sizes, ensuring technical excellence. The Instagram Post/Story (Frame 16) leverages warm, high-quality antique furniture imagery to communicate style and warmth. Finally, the large Cover Banner (Frame 18) utilizes rich photography and a bold headline to balance visual appeal with corporate strength, successfully fulfilling the brand's mission.



Thank You

Find the perfect place to match your taste.....

LW



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