

LEGACY LTD

Concierge • Hospitality • Curated Luxury Experiences

Brand Kit Proposal
2026

Brand Guidelines

LEGACY
LIMITED

Our Logo



LEGACY
LIMITED

Main Logo

- Wordmark: LEGACY in bold uppercase
- Subline: LIMITED. in spaced, minimalist type

Logo Variations

- White logo on black background (primary)
- Black logo on white background (secondary)
- White logo on dark grey background
- Black logo on light grey background
- (See Next Slide)

Logo Font
Glacial Indifference

LEGACY
LIMITED

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Vision

To become a globally respected curator of timeless luxury experiences — where every event, journey, and gathering contributes to a lasting legacy.

Brand Line Options

- “Curated for those who value legacy.”
- “Where moments become legacy.”
- “Timeless experiences, intentionally crafted.”

Mission

Legacy LTD crafts bespoke concierge and hospitality experiences by combining precision planning, trusted partnerships, and refined taste — delivering moments that feel personal, exclusive, and unforgettable.



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Service Pillars

- Private & Corporate Event Hosting
- Luxury Concierge Services
- Brand & VIP Hospitality Management

Applications

- Event invitations & itineraries
- Concierge welcome packs
- Digital presentations & proposals
- Social media announcements
- Private member communications



Brand Introduction

Core Idea:

Legacy LTD exists to design moments that endure. We curate seamless, high-touch experiences for individuals and brands who value quality, and timeless elegance.

Brand Values

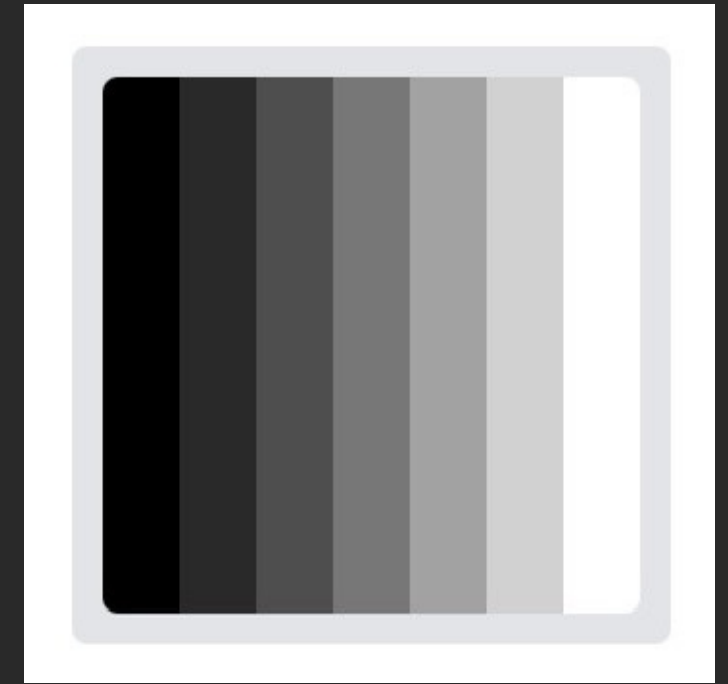
- Discretion & Elegance
- Excellence: We obsess over detail so our clients never have to.
- Intentionality: Every experience has meaning and purpose.
- Trust: We operate as an extension of our clients' lives and brands.

Color Palette

Our color palette is intentionally **minimal, controlled, and authoritative**. The absence of loud colour is not a lack of identity

When combined, the palette communicates:

- Confidence without noise
- Luxury without explanation
- Exclusivity without arrogance



Black

White

Grey

**Dark
Grey**

Primary Colours

- Jet Black – #000000 (Luxury, authority, discretion)
- Pure White – #FFFFFF (Clarity, balance, elegance)

Primary Typeface

We use a custom font selected for readability and elegance.
This typography helps to reinforce our brand identity and should
be used in all communications.

Glacial
Indifference

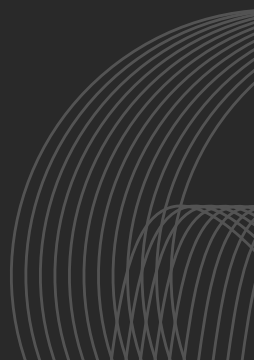
Sample Text

Light

Regular

Bold

abcdefghijklmnopqrstuvwxyz123
4567890&%\$!~

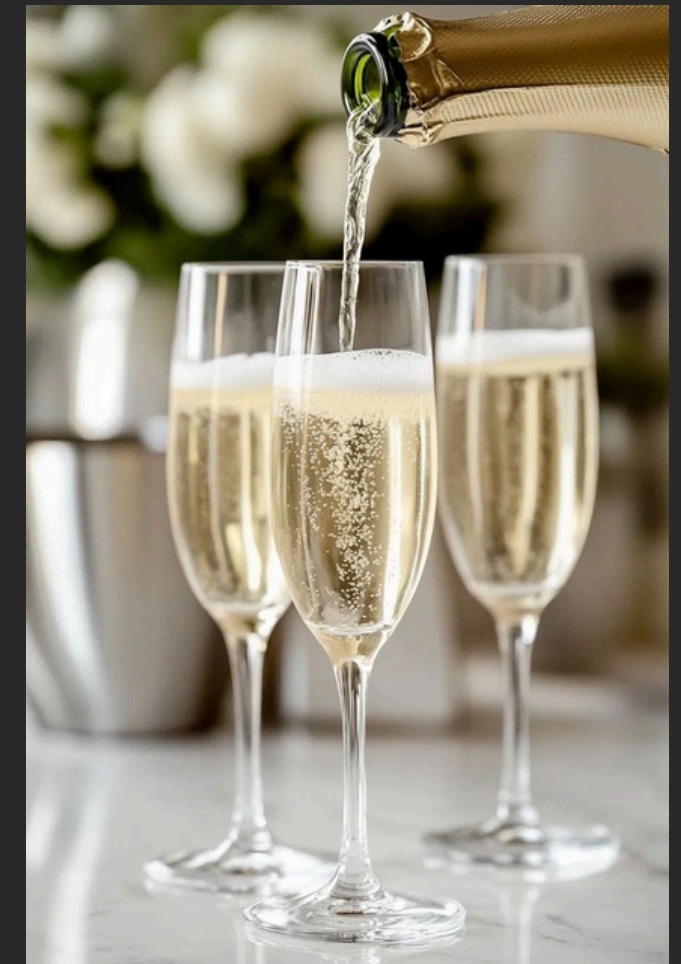


Imagery Style



Photography Style

- Moody, elegant, low-saturation
- Focus on:
 - Hands, textures, materials
 - Champagne pours, table settings, ambient lighting
 - Movement without revealing faces where possible



Brand Application

The logo, colour palette, and typography are used to support the experience, not overshadow it. Whether on staff uniforms, event collateral, or physical environments, the brand should feel seamlessly integrated into the moment.

Physical Applications

- Staff uniforms and service attire
- Menus, coasters, napkins, and tableware
- Event signage and pop-up installations
- Bottles, bar accessories, and hospitality assets

Branding should be subtle — embroidered, embossed, or printed with restraint. The logo is never oversized or repeated unnecessarily.

01

Print & Editorial

- Invitations and private event posters
- Menus and experience itineraries
- Welcome cards and concierge notes

Layouts remain clean and spacious, allowing typography and materials to speak. White space is treated as a luxury element.

02

Experiential Environments

- Private lounges and VIP spaces
- Pop-up bars and curated events
- Brand collaborations and hosted experiences

The brand should feel discovered, not announced. Often visible through materials, textures, and moments rather than signage alone.

03

Digital Application

- Website and landing pages
- Social media announcements
- Digital invitations and presentations

Digital use mirrors physical restraint — calm compositions, strong hierarchy, and minimal copy. Black and white remain dominant, with accent colour used sparingly.

Brand Applications



Voice & Tone

Voice: Calm, assured, articulate

Tone Guidelines

- Confident
- Minimal
- Inviting

Example Copy: "Curated moments. Seamless execution. Timeless impressions."

Minimalist

Opulent

Exclusive

Welcoming

Authentic

Elegant

Do's



Use Official Color Palette

Ensure you use the brand's specified colors in all assets.



Typography Consistency

Use the specified fonts and styles in the brand guidelines for all written communications.



Follow Imagery Style

Use photography and illustrations that match the brand's aesthetic.



Consistent Messaging

Ensure the message delivered is aligned with our brand values.

Don'ts



Modify the Logo

Do not alter, distort, or change the logo colors without permission.



Misuse Design Elements

Avoid using the brand's graphic elements in a way that is not consistent with the guidelines.



Inappropriate Color Usage

Do not use colors that are not included in the brand's official palette for brand representation.



Conflicting Messages

Avoid communications that contradict or obscure our brand message.

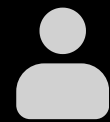
LEGACY

LIMITED

Legacy Limited's brand identity is built on restraint, clarity, and intentionality.

Every element of the brand kit — from the monochrome colour palette to the refined typography and minimal applications — is designed to communicate quiet confidence and timeless luxury. The identity avoids excess and trend-driven visuals, favouring balance, space, and precision to allow the experience itself to take centre stage. Whether applied to staff attire, event collateral, or curated environments, the brand feels seamless, discreet, and considered. Together, the brand kit establishes Legacy Limited as a hospitality and concierge company that values detail, privacy, and enduring impact — where every touchpoint reflects a commitment to excellence and legacy.

Contact Information



Contact us



Phone



Website



Address