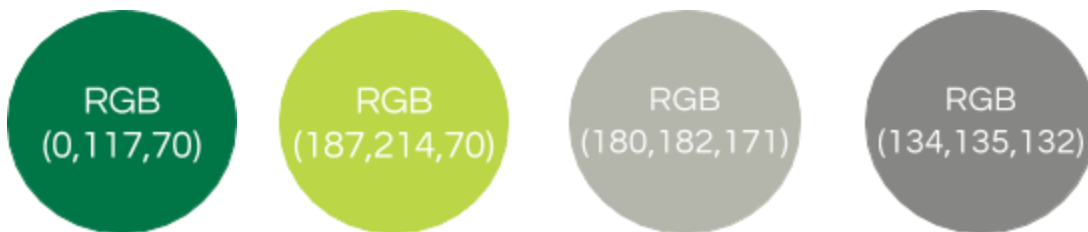


## Logo



## Color Palette



As a provider of eco-friendly outdoor activity equipment, we thought it was important to show our "green" initiative, quite literally, by the usage of the color green in our palette. We chose those two shades of green specifically because they compliment each other in a visually appealing way. The gray keeps the logo simplistic and easily applicable on many products.

## Fonts

Michroma

Questrial

Michroma and Questrial are free fonts, easily available for employees to download and use on important and official documents. Michroma should be used for all headers, titles and call-outs. Questrial should be used for subheadings, descriptions, website font, and large bodies of text on official Legacy documents. We chose to incorporate these two together because they compliment each other well and it is easy to read.

## Letterhead and Company Description

Legacy is a vendor of eco-friendly, high technology outdoor activity equipment and products. We will begin by selling five trademark products and expand into more products throughout the year. Our trademark products include high technology kayaks, smart snowboards, interactive hammocks, smart hydration backpacks, and ornamented ATVs. These products prove to benefit the environment by their use of recycled and eco-friendly materials. Some products, like the ATV, are also powered by solar energy to reduce usage of fossil fuels and other environmentally damaging resources. All of these products are meant to help people express their adventurous side and enjoy the outdoors.

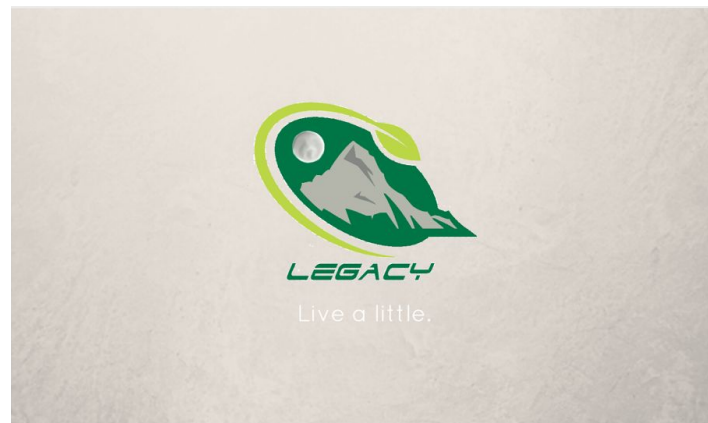
Visit [legacyve.com](http://legacyve.com) to become immersed into an adventurous, yet sustainable, lifestyle.



[legacyve.com](http://legacyve.com)  
630.428.6000

Legacy, Corp.  
2360 95th Street, Naperville, IL 60564

## Business Card



For the business card design, we chose to display all of our main company contact information on the background of a faded picture of nature to make it look professional, yet engaging. For the other side of the card, we display our logo for customers to remember and recognize us by, along with our slogan to preview and describe our company. We chose not to do specific business cards per employee to make it easier to distribute cards at events and tradeshows. With a generalized card for the company, we still provide vital contact information but avoid potential problems like running out of an individual employee's cards at an important event and not being able to network.

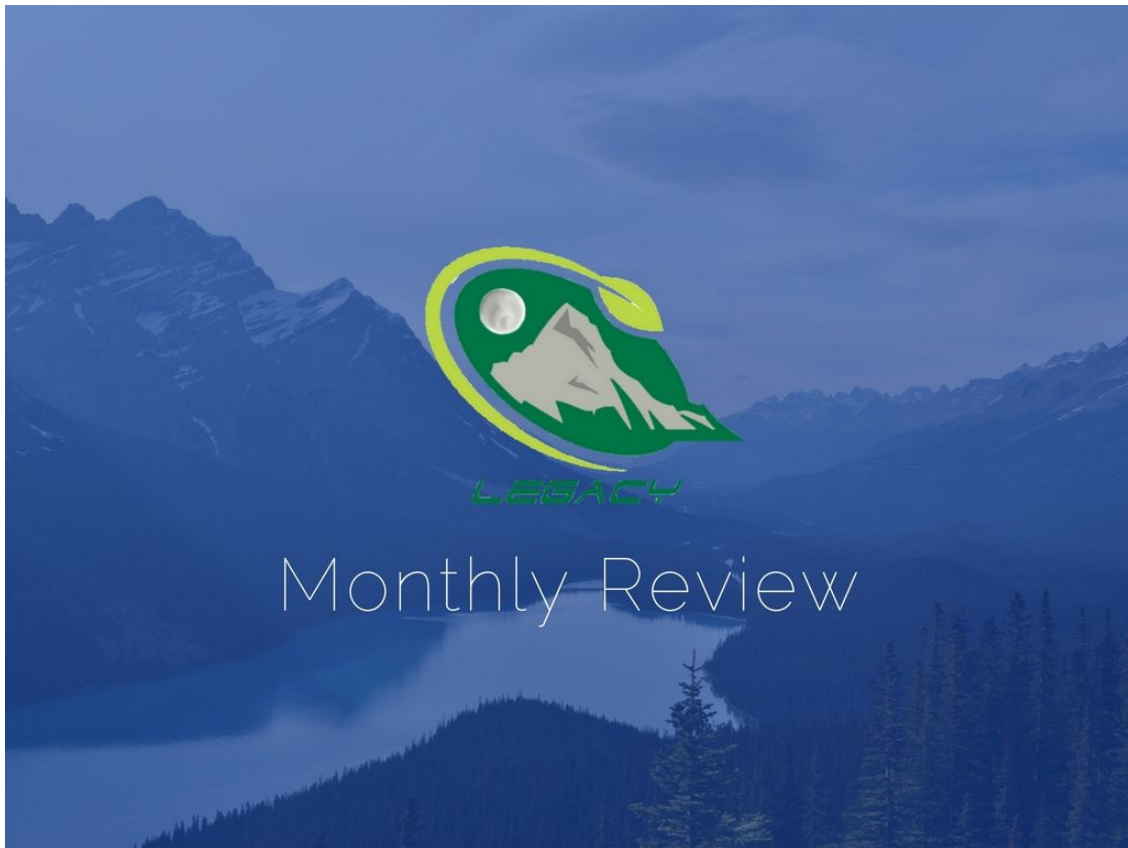
# Brand Applications

## Facebook Advertisement



The graphic provides an example of what a sample advertisement of social media, like Facebook, would look like. This advertisement is for our company as a whole, rather than just one single product. Keeping the images relatable, simple, yet impactful, engages a larger audience and gives them insight into the core values and purpose of Legacy as a company. Using the image of a woman and her dog on the top of a mountain shows how we value the adventurous and exploratory side everyone has in them and ties into our slogan.

## Opening Presentation Slide Example



This is an example of what an opening presentation slide would look like for any important meetings where a visual would be used. It has our logo to show who is presenting the material at hand and space for a title to provide the audience insight onto what information will be presented. The background image is a picture of nature, which is the main setting of where our products will be used the most.

## Gift Certificate/Discount Offer



This image is an example of what a promotional offering card would look like. Including the dollar signs will immediately grab the viewer's attention if they know it has to do with money, and better yet, saving it. Our company name and slogan is clearly visible on the card so consumers know where they are receiving the offer from. The code and promotion explanation is included so consumers know what the deal is and how to use it. The background image reminds customers what we sell as a company without being to overwhelming and including direct product images on the promotion itself.