

# LEGACY FATHER

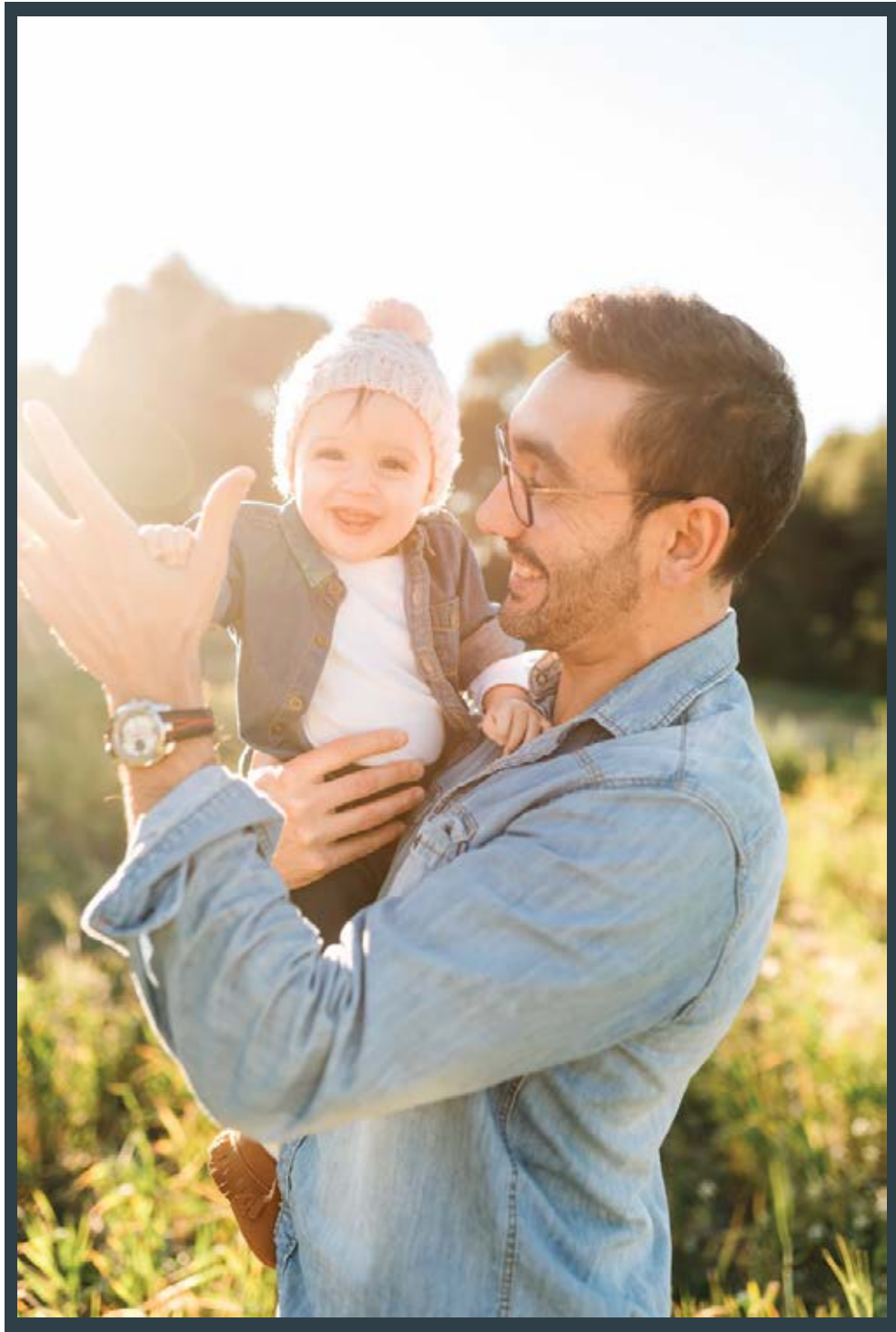
Brand Guide



The key purpose of this brand guide is to give anyone working with Legacy Father an insight into how to present the brand visually, what the core brand values are, and how to express that in a consistent way.

This guide includes technical information on things like logo presentation, color combination, typography, and image styling. It also touches on how to use visuals to compliment Legacy Father's core values.





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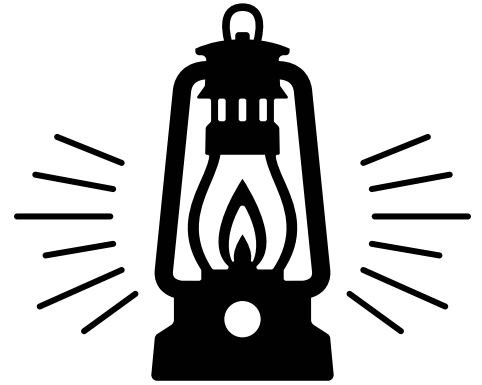
Image Styling 04

# The Goal

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The overall goal for this brand design is to capture the spirit of Legacy Father and translate that into a visual language for the business.

Keeping Legacy Father's core principles in mind, we developed this identity to represent and express values and phrases such as...



LASTING

MEMORY

PROTECTOR

INSPIRING

VALUES

VERSATILE

REPUTATION

TIMELESS

TEACHER

PURPOSE

VALUE

LEADER

HONOR

GUIDE

PROVIDER

STRENGTH

BEACON

HOPE

IMPACT

HERITAGE

HERO

By keeping these expressions top of mind, it will give us a broad direction when planning new ventures for Legacy Father. These are some key principles that represent Legacy Father and were foundational to creating the new brand visuals.



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# 01. LOGO

# LOGO OVERVIEW



## The Lantern

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What is Legacy Father? What is A Legacy Father?

- A resource for men and fathers to discover, build and grow their legacies.
- To teach men to be the foundation of their families.
- To carve the path and light the way for their children.
- To pass on these values so they can live a fulfilled life.

The Lantern logo is a visual representation of these principles. A lantern is a beacon of light in the dark and something that can physically be passed from one to another.



### THE LANTERN ICON

This is the main icon and will be most often displayed. Can be presented on a large or small scale.



### THE LIT LANTERN

This is a secondary option for the main logo. This should only be displayed at certain times, because the lines from the light make the design a unique shape. We have to make sure there is enough room to be displayed clearly.

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### LOGO TEXT

The logo text can be displayed lots of places because the typeface we've chosen is clear and easy to read. But use best judgement to ensure the text is legible.

### LOGO "LOCK-UP"

When the Icon and Text marks are combined, we call this a "Lock-up". This option is best used at a bit of larger scale, or when we can ensure the most readability. This is because we want to make sure the text is always legible and the icons are clearly displayed.

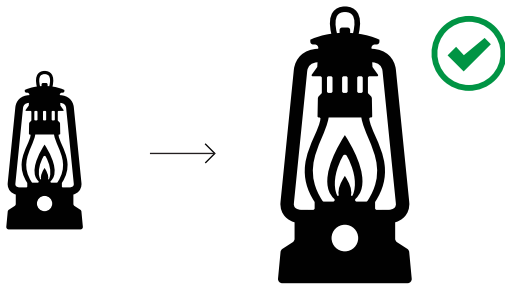


As always, you want to display these images at the minimum readable size.

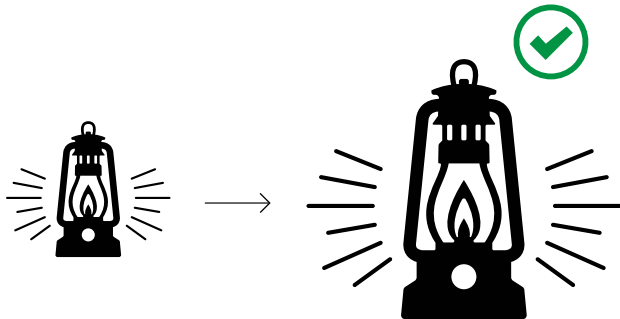
# DO'S AND DON'TS FOR LOGO PRESENTATION

These tips are best practices for displaying your logos. Use your best judgement when presenting your logo in a specific application and refer to these points if you need to. The main goal is always to make sure the images are readable, and that you're staying on-brand.

## DO...



Keep the logo at the same dimensions when scaling up or down.

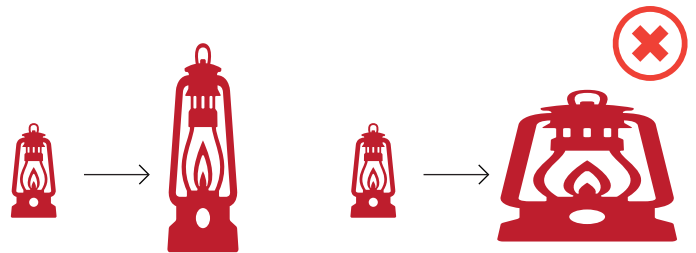


Keep each element at it's proper size when scaling.



Stick to brand colors when possible. Black and white are acceptable too.

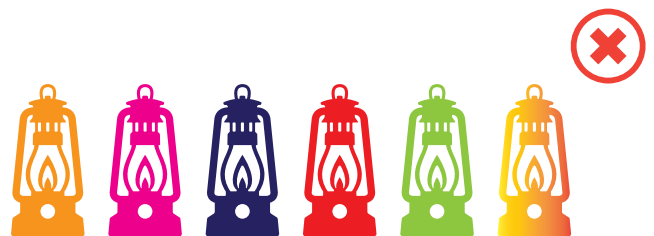
## DON'T...



Don't skew the logo when scaling.



Don't change the size of the individual elements.



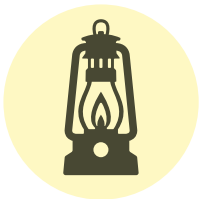
Try to use brand colors whenever possible. Obviously new colors can be introduced for new projects, events, collaborations and applications, etc. But we want to keep them on-brand and displayed



## DO...



Use high contrast color groups whenever possible. This will help display the logo clearly.

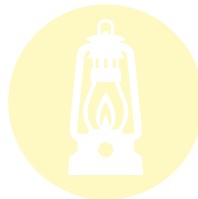


Same applies for each logo variation. Use combos that enable the viewer to clearly see the logo.

## DON'T...



Don't use low contrast - a logo is (usually) meant to be seen! (These colors don't work on a white background.)



Don't use low contrast colors that present poorly. Even though the ones pictured above are brand colors, still consider the presentation.

## SIZING...



When the icon and text are displayed together in an orientation like shown above, the lantern should match the height of the text logo. This will help with consistency and to ensure one element does not overpower the other.



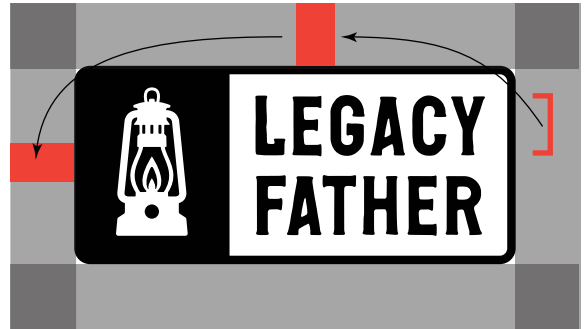
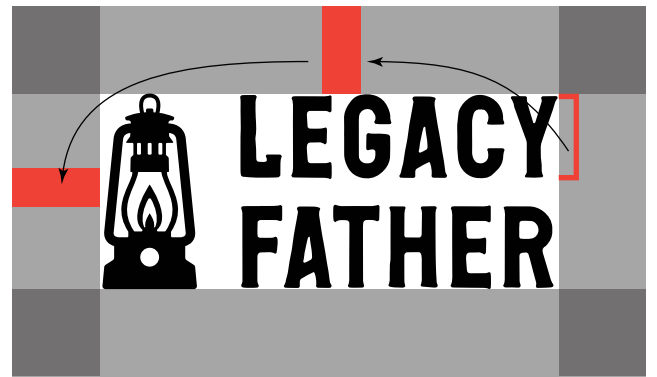
The distance between the lantern icon and the text is roughly half of the height of a letter. Again, for balance, consistency and readability.

# SPACING...

When displaying the logo near other images, try to leave a space around the entire logo that's the size of the height of the text.

Apply the same rules when displaying the icons by themselves.

This is to ensure the logo displays clearly and doesn't get lost around other logos or images.





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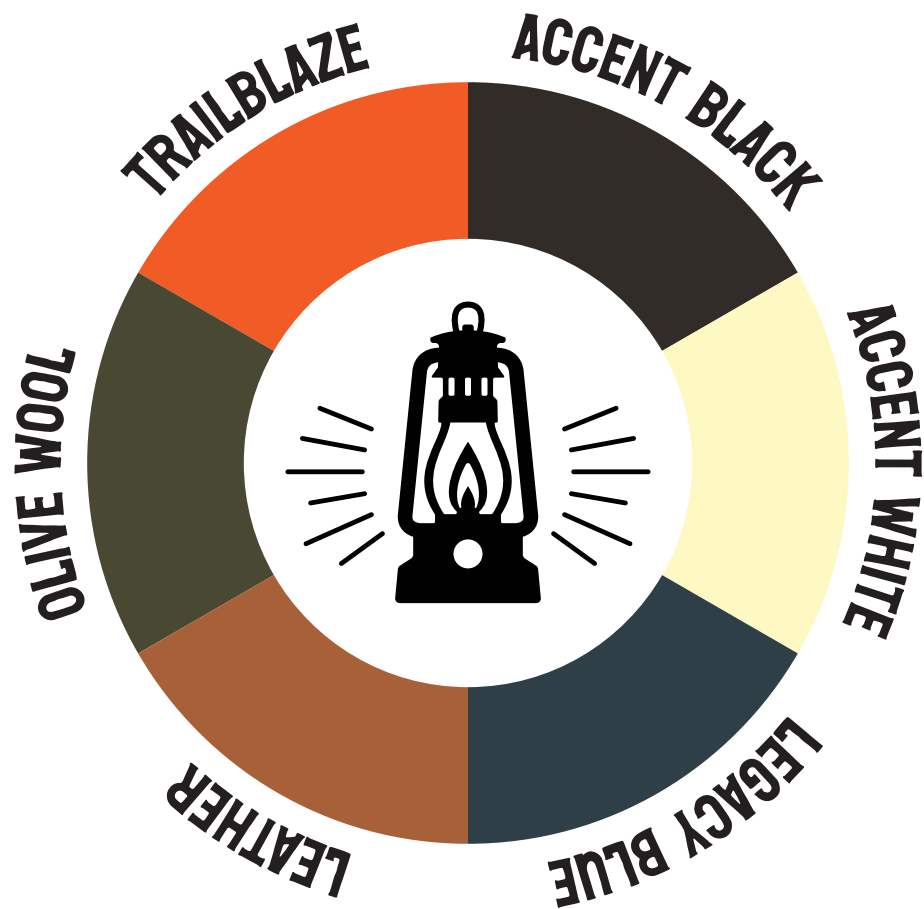


## 02. COLOR PALETTE

This color palette is curated to be versatile so that there are lots of great combinations between all of the colors.

It's inspired by textures, materials, scents and past memories. Items and keepsakes passed down through generations.

The tones chosen for the primary palette are representative of a vintage but timeless brand.







**TRAILBLAZE**

RGB  
F15B25

CMYK  
0, 80,98,0



**OLIVE WOOL**

RGB  
484833

CMYK  
61,53,76,47



**LEATHER**

RGB  
A86039

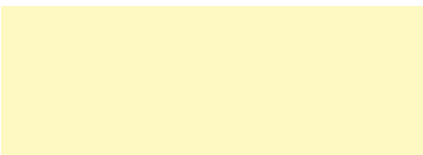
CMYK  
27, 67,85, 14



**LEGACY BLUE**

RGB  
2F3F47

CMYK  
79,63, 54,45



**ACCENT WHITE**

RGB  
FEF8C3

CMYK  
1,0,29,0



**ACCENT BLACK**

RGB  
322C29

CMYK  
65, 65, 65, 65

## TRAILBLAZE



100%

75%

50%

25%

## OPACITY

This is showing each of the colors at 100, 75, 50 and 25% opacity levels and what light values of the colors look like.

This is a good way to use different color options when needed, and still stay on brand.

These can be used for photo overlays, or when some contrast is needed.

## OLIVE WOOL



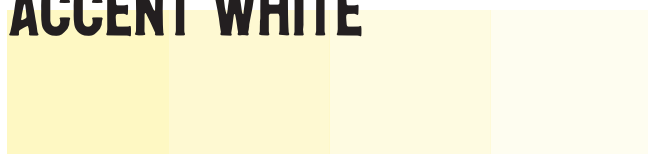
## LEATHER



## LEGACY BLUE



## ACCENT WHITE



## ACCENT BLACK





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## 03. TYPOGRAPHY

# LEGACY FATHER

IGNITE YOUR LEGACY

These typefaces pair well together as there is a clear differentiaion between the styles.

**NORSH** works great as display text, headings, etc. Use a small amount of words at a large size. Norsh is an All Caps font.

Mundial is a clean and minimal typeface with great font variation. It reads well for body copy and has a great minimal and timeless look.

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

---

NORSH & NORSH "STAMP"

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

---

MUNDIAL (REGULAR)

## THIS IS AN EXAMPLE OF A HEADLINE

NORSH

### THIS IS A SUBHEADING

MUNDIAL (DEMIBOLD)

This is body copy. It's the same font as the subheading - Mundial, but it's a lighter font weight. Depending on your usage, you can adjust the weights to see what looks best and reads clearly.

MUNDIAL (THIN)





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## 04. IMAGE STYLING

# OVERALL IMAGE STYLE

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The overall style of Legacy Father is minimal & clean, but with a heavy “vintage” influence. The brand itself is meant to inspire and motivate, so the images used should convey a sense of that. Whether it’s pictures of men with their families, men doing physical activities & taking action. The images are inspiring, focused and action oriented.

The goal is to build better men, and better sons and daughters. The images should reflect that.

We want to make sure these key points are highlighted in the pictures that we display. From social media, to the website, advertisements, etc.



## INSPIRING

Photos of fathers/kids & family should have a feeling of inspiration. When you look at these images, they make you feel good. They’re the types of dads that you aspire to be.



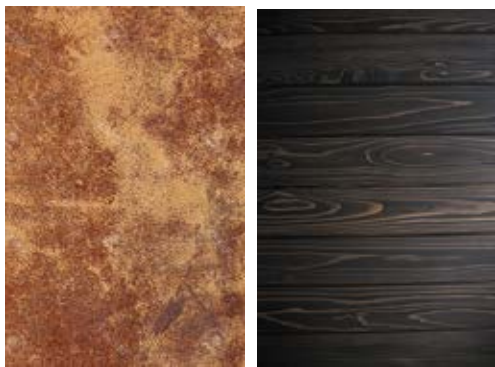
## FOCUSED

Some photos like these can be very focused and zoomed in. These are good for cover images, when coupled with the right content, they can be very impactful and help to express a feeling.



## ACTION ORIENTED

Again, think inspiration. Show movement and action. Images like these help to inspire us to do things. For example, instead of just showing a piece of wood when talking about building furniture - showing men actually building things and using tools is more of a motivation to take action.



# TEXTURE

Textures are another great way to add emotion and add another layer to the visuals. The burnt wood is one that will be used throughout for things like backgrounds. Anything that evokes a sense of heritage and has a vintage quality that reminds us of childhood is good for this type of thing.

Don't overuse these images though. They're mainly meant as accents, and complimentary graphic elements.



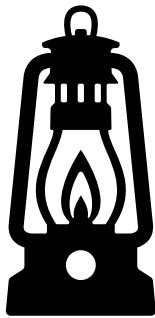
# KEEP IN MIND

This brand guide is just meant to give a sense of clarity and consistency to the brand. Obviously there will be times when you may need to stray outside of this framework and that's ok. But the more we use these colors, fonts and image styles - this will help with brand recognition. People will begin to associate this style with Legacy Father, and that's the point of all this.

This is meant to give Legacy Father a "language" that people will eventually begin to recognize.







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