

# A WORLD OF VISUAL DELIGHT

LegacyWorks is passionate  
about delivering fair **value**,  
uncompromised **quality**  
and unparalleled **creativity**.

# Welcome to LegacyWorks. Home to branding and graphic design.

With more than a decade of experience, LegacyWorks creations are driven by understanding the client's purpose and responding by providing thoughtful insights, innovative solutions and unique design choices.

Existing industries benefitting from LegacyWorks' input include:

- ↳ Construction
- ↳ Property Management
- ↳ Education
- ↳ Beauty

LegacyWorks believes in broadening horizons and look forward to engaging with more diverse clients in future.

Clients have benefitted from LegacyWorks' specialist skills set and capabilities in:

- ↘ Visual identity
- ↘ Marketing & Advertising
- ↘ Web design
- ↘ Environmental graphics
- ↘ Publications

## ↘ Visual identity

Visual identity graphic design is the visual elements of a brand's identity that act as the face of a brand, and communicates those intangible qualities through images, shapes and colour.

Assets include:

- ↘ logos
- ↘ typography
- ↘ color palettes
- ↘ image libraries
- ↘ icons
- ↘ business cards & stationery

All these elements can be tied into brand guidelines to ensure correct usage and to give the organisation a consistent standard, both within and externally

## ↘ Marketing & Advertising

Companies depend on successful marketing efforts to tap into their target audience's decision-making process. Great marketing engages people based on the wants, needs, awareness and satisfaction they have about a product, service or brand. Since people will always find visual content more engaging, graphic design helps organisations promote and communicate more effectively.

The types of design work include:

- ↘ postcards and flyers
- ↘ magazine & newspaper ads
- ↘ posters, banners and billboards
- ↘ infographics
- ↘ brochures
- ↘ vehicle wraps
- ↘ signage and trade show displays
- ↘ mailchimp templates
- ↘ powerpoint presentations
- ↘ social media ads, banners and graphics
- ↘ images for websites and blogs
- ↘ merchandise branding
- ↘ bid/tender documents

## ↘ Web Design

Living in the digital world, a website is now a necessity for a business, big or small. If you have a business and don't have a website, you are probably losing a number of great opportunities for your business.

Increasing visibility is one major factor that makes having a website important. Even if people have heard about your company, they may want to carry out research online first, before entertaining the idea of leaving the comfort of their own home.

Another important reason why having a website to represent your business is to give you credibility, through use of testimonials and showcasing any professional credentials gained.

If you are in need of a website or want yours to be refreshed and relevant, LegacyWorks will endeavour to work to your budget and timescales without compromising on quality.

## ↘ Environmental Graphics

Environmental graphic design visually connects people to places to improve their overall experience by making spaces more memorable, interesting, informative or easier to navigate.

LegacyWorks can deliver your next project in the following:

- ↘ Signage
- ↘ Wall murals
- ↘ Office branding
- ↘ Event and conference spaces

## ↳ Publications

Publications are long-form pieces that communicate with an audience through public distribution. They have traditionally been a print medium, however, there's recently been a significant rise in digital publishing.

Allow LegacyWorks to create beautiful layouts with carefully selected typography and accompanying artwork, which can include photography (stock and original), graphics and illustrations.

Types of publications include:

- ↳ Bid/Tender Documents
- ↳ Newsletters
- ↳ Magazines
- ↳ Annual Reports
- ↳ Catalogues

# MINDSET



## Creative & Innovative

Finding ways to creatively flaunt your design projects that works for your business and your customer.



## Respectful & Attentive

Having an open and honest relationship with you and creating something you and your customer will love.



## Dependable & Punctual

Delivering on time and on budget without compromising quality, every time.



# DESIGN PROCESS



## 1. Defintion

- ↘ The brief
- ↘ Market Research
- ↘ Brainstorm



## 2. Creation

- ↘ Design Mockups
- ↘ Refine



## 3. Feedback

- ↘ Present to Client
- ↘ Revisions



## 4. Delivery

- ↘ Final Delivery

ARE YOU  
READY TO  
STAND  
OUT?



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