



# Brand Guidelines

Design with a difference.

**LEGAT** ARCHITECTS

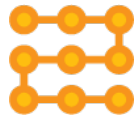
# Legat's DNA

This brand book outlines Legat's mission, image, and core values. It details everything from brand purpose to color scheme and fonts.

Why do we need brand guidelines?



**DEFINE THE LEGAT  
PERSONALITY**



**CREATE A CONSISTENT  
IDENTITY**



**MAINTAIN A  
PROFESSIONAL IMAGE**



**ACCELERATE  
MARKETING EFFORTS**



**STAND OUT FROM  
COMPETITORS**



**INCREASE CLIENT  
LOYALTY**









# Our Story

Legat Architects was founded in 1964 in a Waukegan, Illinois home, then moved into a renovated church in that same city. We gained a reputation for local projects that were on time, on budget, and responsive. In the following decades, Legat opened more studios and took on higher-profile projects. Our architecture and interior design work won more awards, and our portfolio spread to more than 30 countries.

Throughout our history, Legat's unwavering goal has been to help building owners and communities overcome facility challenges.

Today, we believe the best idea can come from anyone.

This philosophy drives Legat Architects' design practice. We aim to prepare the next generation of designers and give communities a voice in the design.

It starts with design, and it ends with people feeling fulfilled.

## PORTFOLIO



### LEARNING

PreK-12  
Higher Education



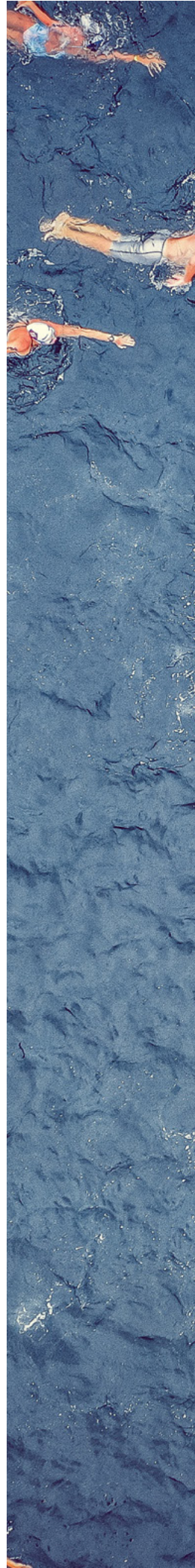
### WELLNESS

Healthcare  
Recreation  
Senior Living



### COMMUNITY

Hospitality  
Corporate Commercial  
Transit  
Municipal









**WE DESIGN  
WITH A  
DIFFERENCE  
TO MAKE A  
DIFFERENCE.**

## OUR MISSION

At Legat Architects we believe that design inspires curiosity and improves lives. Together, we build resilient communities, support holistic wellness, and cultivate lifelong learning. **We design with a difference to make a difference.**

## OUR VISION

Achieve excellence in design by creating an exceptional culture that inspires extraordinary communities.

## OUR VALUES

Stay Humble. Work Hard. Be Kind.

We value kindness and respect, an ownership mindset, lifelong learning, resourcefulness, collaborative mentorship, environmental stewardship, compassionate relationships, and a research-driven design process.

#### **BRAND ATTRIBUTES**

**Visionary**

**Collaborative**

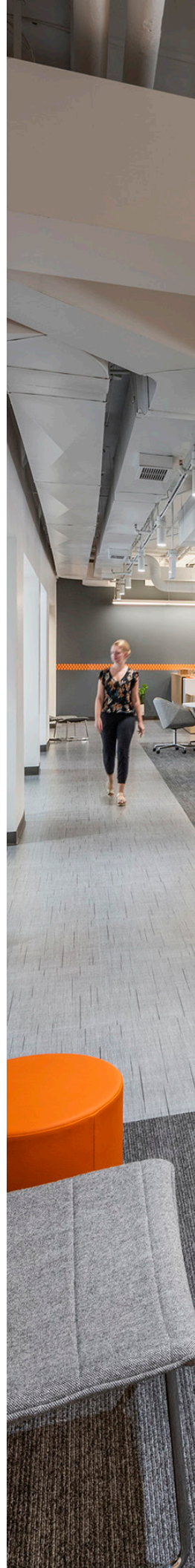
**Enthusiastic**

**Modern**

**Authentic**

**Community Focused**

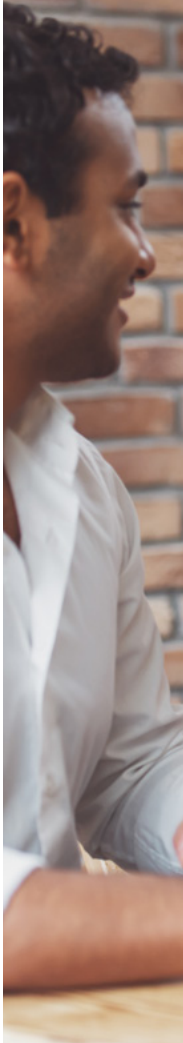
At Legat, we celebrate the qualities that make us who we are. As believers in the transformative power of design, we fuel our creativity with a visionary outlook and aspire to ignite positive change across communities. We value partnerships and teamwork with each other and our clients. With an enthusiastic mindset, we remain humble and compassionate as we create modern spaces that are community focused and research driven.















## VOICE AND TONE

### **Sophisticated design. Approachable demeanor.**

Our focus on design never overlooks our respect for the diversity of people who benefit from it.

The Legat brand connects with maintenance personnel and buildings/grounds professionals just as much as it does with executives and administrators.



## LOGO INTENT

**LEGAT**ARCHITECTS

OLD LOGO

**LEGAT** ARCHITECTS

NEW LOGO

Since Legat's founding in 1964, the brand has gained recognition — people are just as likely to say "Legat" as they are "Legat Architects."

The updated logo strengthens "LEGAT" and de-emphasizes "ARCHITECTS." This strategy preserves the Legat legacy, boosts the brand, and supports future branches (e.g., LEGAT Interiors, LEGAT Building Envelope).

## PRIMARY LOGO

**LEGAT** ARCHITECTS

Use the primary logo as the main visual representation of Legat across platforms and collateral. "Legat" should be bolded in the orange brand color. Contrastingly, "Architects" should be styled in standard formatting and stark black. The formatting and colors are not interchangeable — they should follow the guidelines in this book.

## AREA OF ISOLATION



To measure the minimum amount of white space around the logo, use the height of the letter "L" as the unit of measurement on all sides. This area of isolation protects the logo from other imagery.

Note: White space does not always have to be white; it is simply space that is free of text. Any color can make up white space.

## LOGO TAGLINE

**LEGAT** ARCHITECTS

Design with a Difference

The Legat logo with the tagline captures Legat's core mission and belief that design has the power to improve lives and communities. The tagline should be placed below and in the center of the logo. This combination amplifies our brand identity and supports brand recognition.

## STACKED LOGO

**LEGAT**  
ARCHITECTS

The stacked Legat logo should be used in settings where there is limited space and the primary logo would not be legible.

Note: Please reach out to director of marketing prior to using this logotype.





## TYPOGRAPHY

# POPPINS

LIGHT REGULAR MEDIUM **SEMIBOLD BOLD EXTRABOLD BLACK**

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz  
1234567890?!>:"'{}()\*&@#\$\$%^~<>`\_ - += /\

Poppins is a geometric sans-serif typeface that offers clarity and structure for easy readability for all visual representations. The curvature and roundness reflect the welcoming aspect of Legat's brand mission while also creating a modern feel. Poppins is used across the Legat website — headers and body text — as well as all brand collateral.

# ARIAL

NARROW **NARROW BOLD** REGULAR **BOLD BLACK**

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz  
1234567890?!>:"'{}()\*&@#\$\$%^~<>`\_ - += /\

A contemporary sans-serif design, Arial is a versatile family of typefaces that can be used with equal success in many formats. Arial will be used for all operations documents. Please note below for appropriate font sizes.

### MEMO TEMPLATE

Headers: 22pt | Body: 10pt | Annotation: 7.5pt



MEMO SAMPLE

LEGAT ARCHITECTS

Design with a Difference

New Logo

Project Memorandum

TO

[RECIPIENT]

FROM

[AUTHOR]

ORGANIZATION

[RECIPIENT'S\_ORGANIZATION]

RE

[PURPOSE\_OF\_MEMO]

PROJECT TITLE

[PROJECT\_TITLE]

PROJECT NO.

[PROJECT\_NUMBER]

EC

[NAME(S)]

DATE

[DATE]

[BODY\_OF\_MEMO]

Arial / 10pt

ATTACHMENTS

[ATTACHMENTS]

Arial / 7.5pt

www.legat.com





## COLORS



**RGB** 209 214 43  
**CMYK** 22 3 94 0  
**HEX** #D1D629



**RGB** 74 156 184  
**CMYK** 70 25 20 0  
**HEX** #209EBB



**RGB** 255 107 13  
**CMYK** 0 72 100 0  
**HEX** #FF6B0D

A color represents each of Legat's primary segments: **learning**, **wellness**, and **community**. Orange is a core color found in the Legat logo, branding materials, and website. It is also used as the main color selection to represent the community segment.

Lime green represents the learning sector, and blue denotes the wellness sector. The colors should be used accordingly and in the exact color codes listed above.

## PRIMARY COLOR PALETTE



**RGB** 209 214 43  
**CMYK** 22 3 94 0  
**HEX** #D1D629

**RGB** 74 156 184  
**CMYK** 70 25 20 0  
**HEX** #209EBB

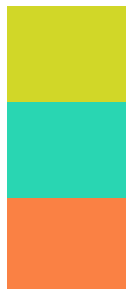
**RGB** 255 107 13  
**CMYK** 0 72 100 0  
**HEX** #FF6B0D

**RGB** 50 150 93  
**CMYK** 67 0 38 41  
**HEX** #32965D

**RGB** 90 87 102  
**CMYK** 12 15 0 60  
**HEX** #5A5766

**RGB** 193 119 103  
**CMYK** 0 38 47 24  
**HEX** #C17767

## LEARNING COLOR PALETTE



**RGB** 209 214 43  
**CMYK** 22 3 94 0  
**HEX** #D1D629

**RGB** 41 214 178  
**CMYK** 64 0 43 0  
**HEX** #29D6B2

**RGB** 250 129 68  
**CMYK** 0 61 80 0  
**HEX** #FA8144

## WELLNESS COLOR PALETTE



**RGB** 74 156 184  
**CMYK** 70 25 20 0  
**HEX** #209EBB

**RGB** 41 83 186  
**CMYK** 78 55 0 27  
**HEX** #2953BA

**RGB** 189 147 216  
**CMYK** 12 32 0 15  
**HEX** #BD93D8

## COMMUNITY COLOR PALETTE



**RGB** 255 107 13  
**CMYK** 0 72 100 0  
**HEX** #FF6B0D

**RGB** 242 38 22  
**CMYK** 0 97 100 0  
**HEX** #F22616

**RGB** 202 202 170  
**CMYK** 22 14 36 0  
**HEX** #CACA9A

## SHAPES

The following shapes represent Legat's three main project categories.



### LEARNING

The playful obround shape reflects the learning category's younger demographic and excitement.



### WELLNESS

The more serious rhombus suggests the importance and high integrity of the wellness group.



### COMMUNITY

The circle represents the inclusivity and unity of the community classification.

## EMAIL SIGNATURE

Use the following information to set a company email signature. The template will be available on the employee portal to copy and paste. Aptos font is Microsoft's new default font.

**JOHN DOE** ..... Aptos / 11pt / Black / Bold / All Caps  
Principal ..... Aptos / 9pt / Black / Title Case  
D 123.456.7890 | M 123.456.7890 ..... Aptos Display / 8pt / Black  
..... Aptos Display / 8pt / #ed5c57 / Bold  
**LEGAT ARCHITECTS** ..... Width 196 px / Height 13 px  
[LEGAT.COM](#) | [GET OUR NEWSLETTER](#) ..... Aptos / 9pt / Bold / Underlined /  
Links embedded



..... Width 125 px / Height 144 px



## HEADSHOTS

Legat encourages the creation of an official headshot for each employee. Consistency and quality are the objectives — proper headshot photography not only represents the individual's professionalism but also reflects positively on the firm.

Marketing will work with employees to source headshot photographers near our studios. Subjects should dress appropriately and work with the director of marketing for sign-off.

## EXAMPLE HEADSHOTS

Headshots serve a variety of purposes ranging from website profiles and social media platforms to conference materials and speaking engagement promotions. Headshot photos should comfortably crop into square or round shapes.

### ACCEPTABLE



**FORMAL**



**CASUAL**

### NOT ACCEPTABLE



**INFORMAL PROFILE**



**FUNKY**



**SELFIE**



**Exterior**



**Inter**

## SELECTION OF IMAGES

Photography should be consistently shown to ensure brand cohesion while also displaying the versatility and features of each project. Photos with people are preferred.



**Exterior**



**Inter**



**Exterior**



**Inter**





Interior

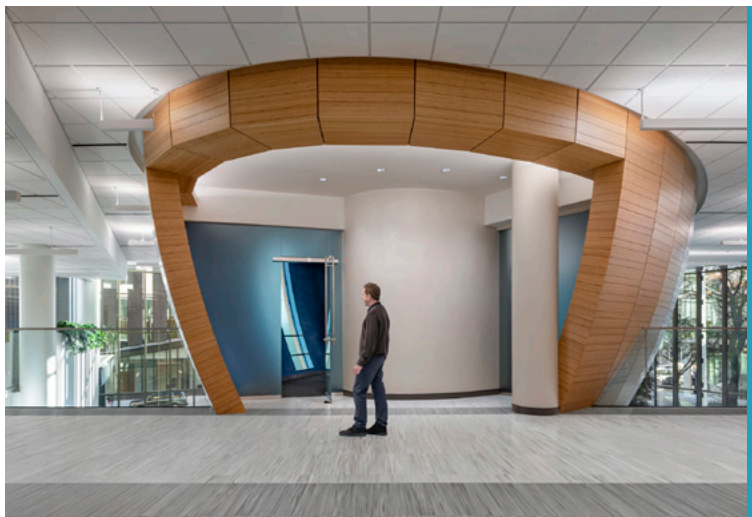


Interaction

LEARNING



Interior



Interaction

WELLNESS



Interior



Interaction

COMMUNITY









## VIDEO AND STORYTELLING

Legat marketing communications bridge client voice and design intent. We use storytelling to evoke emotion and share the design journey, which leads to environments where people thrive, connect, and heal.



How will we work together  
every day to make  
a difference?

**LEGAT** ARCHITECTS