

**MYNAME!SDAN**

A PRESENTATION TO:  
**LEGACY LAW**

## PROJECT BRIEF

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Legacy Law is a new, independent, start up law firm specialising in Wills, Powers of Attorney, Trusts, Taxation and Deeds of Variation. With many years commercial experience, the brand needs to portray professionalism, but also a 'smaller' feel to not scare off potential clients and showcase the personal, unique service Legacy Legal offer.

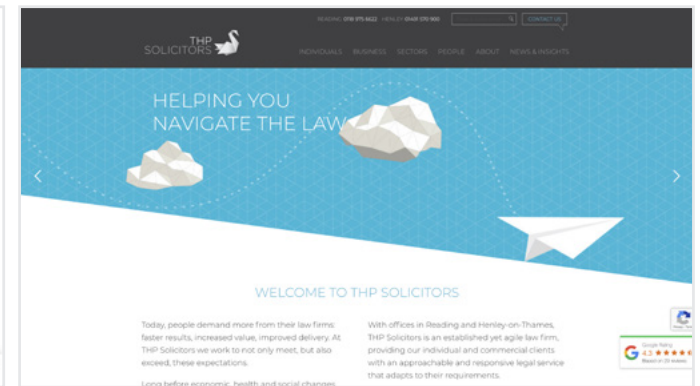
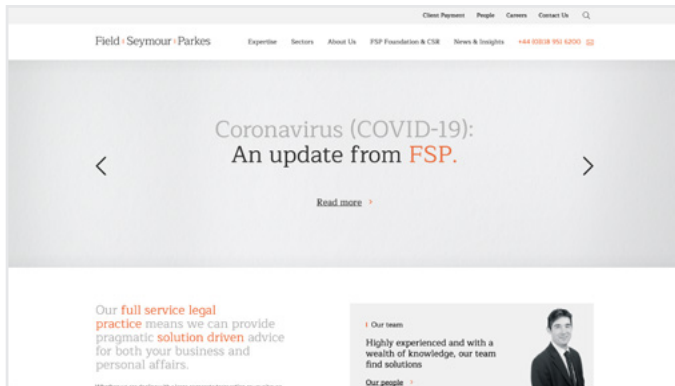
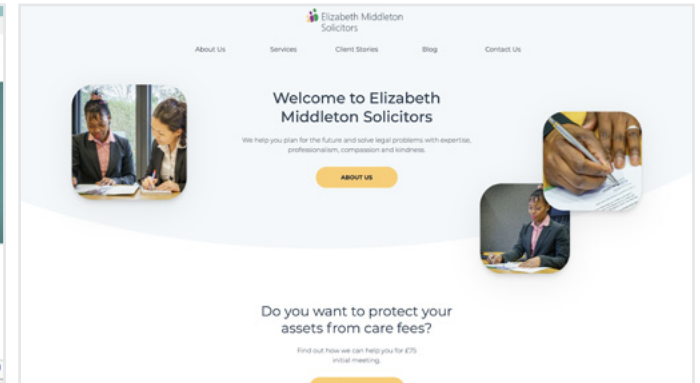
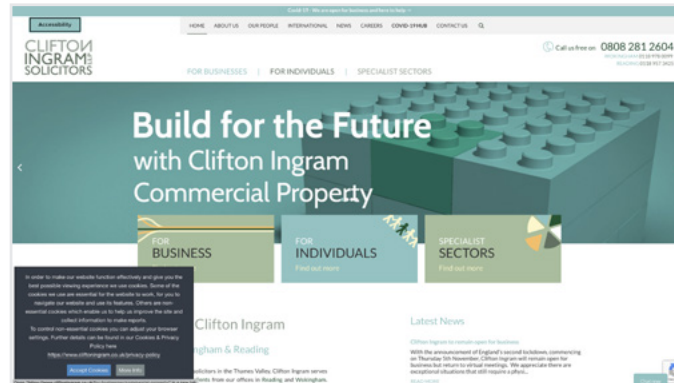
This document shows my research, inspiration and early logo concepts ready for refinement into a final design.

Thank you for the time & opportunity.

*Dan*

# COMPETITORS

# PRIVATE & CONFIDENTIAL





CLIVEDEN



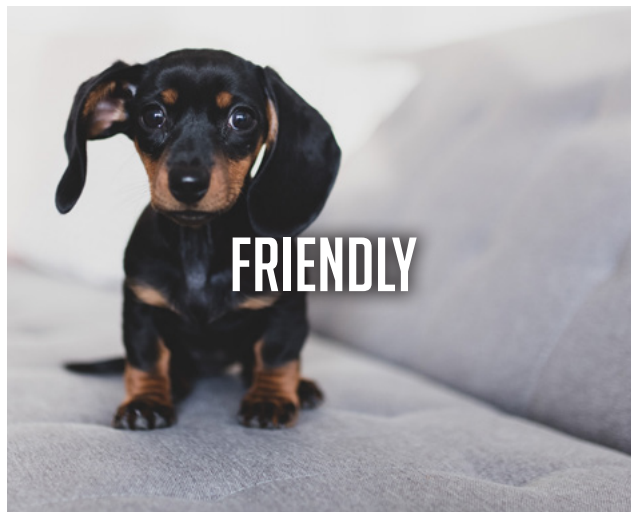
National Trust

Emma Bridgewater



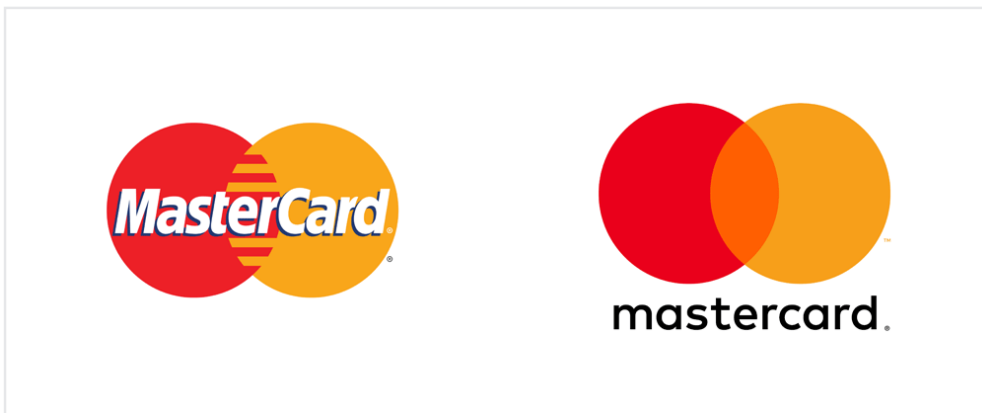
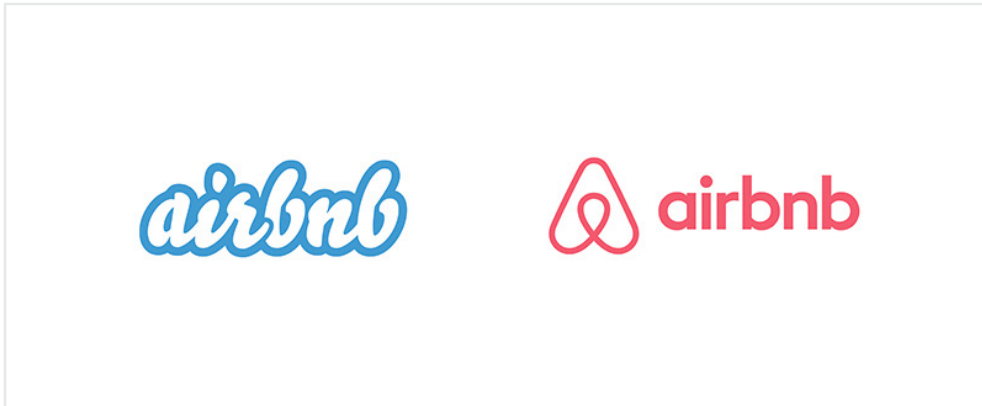
PERSONALITY/DESIRABILITY

PRIVATE & CONFIDENTIAL



LOOKING AROUND AT RECENT REBRAND TRENDS

PRIVATE & CONFIDENTIAL



**LOGO CONCEPT ONE:**

## **CLEAN TYPOGRAPHY**

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Looking at some of the inspiration it was clear that clean, usually uppercase, text seems to fit with the area/preferences of Legacy Law. These concepts showcase two font types in this style. I then try adding a shield (protecting a legacy) and a 'double L' icon.

LOGO CONCEPT ONE: CLEAN TYPOGRAPHY

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LEGACY LAW

— CATHERINE WHITAKER TEP —

LEGACY LAW

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# LEGACY LAW

— CATHERINE WHITAKER TEP —

**LOGO CONCEPT TWO:**

# **CONTEMPORARY**

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For this concept I wanted to try something a bit more modern, and maybe a bit more 'brand-led' than what typically a solicitor may look like. I have used a more modern, bold font, and created strong, geographical icons based on the 'double L' of Legacy Law.











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**LEGACY LAW**

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**LOGO CONCEPT THREE:**

**CROSSED L'S**

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As some previous concepts have shown, I quite like the alliteration of the double L's, so for this concept, I have used the two L's to almost create a shield, or 'do not enter' sign, which visually lends itself to the 'protection' a Will offers.



LEGACY LAW

PROTECTING YOUR LEGACY



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**LOGO CONCEPT FOUR:**

## **ELEPHANT IN THE PRESENTATION**

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For some reason, I felt the word Legacy leant itself to the animal kingdom, and how certain types do all they can to protect their family/young. A bit of a left-field idea, but I wanted to include it just to show my thinking, eben though I am not sure it is right.



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