



**LEGACY**

**REAL ESTATE**

It's the largest investment many families will ever make: purchasing a house. Whether it's your first or your fifth, the experience is as exciting as it is stressful.

Legacy Real Estate is a boutique agency committed to not only easing the stress of buying and selling a house, but providing an experience tantamount to luxury. While most of their properties are listed for less than \$1,000,000, they give each of their clients a real estate experience afforded typically to the most affluent of buyers & sellers in the Horse Capital of the World.

The balance of luxury and approachability is expressed through the logo — the floral shield. It's an expression of warmth and class.

The brand collateral is strategic. It accounts for every aspect of the experience and acknowledges the significance of the milestone in buying a house.

Legacy Real Estate's brand honors a legacy, not a transaction. For them, it's not about the house. Instead, every moment is curated for the home inside.



See additional uploads for logo animation.

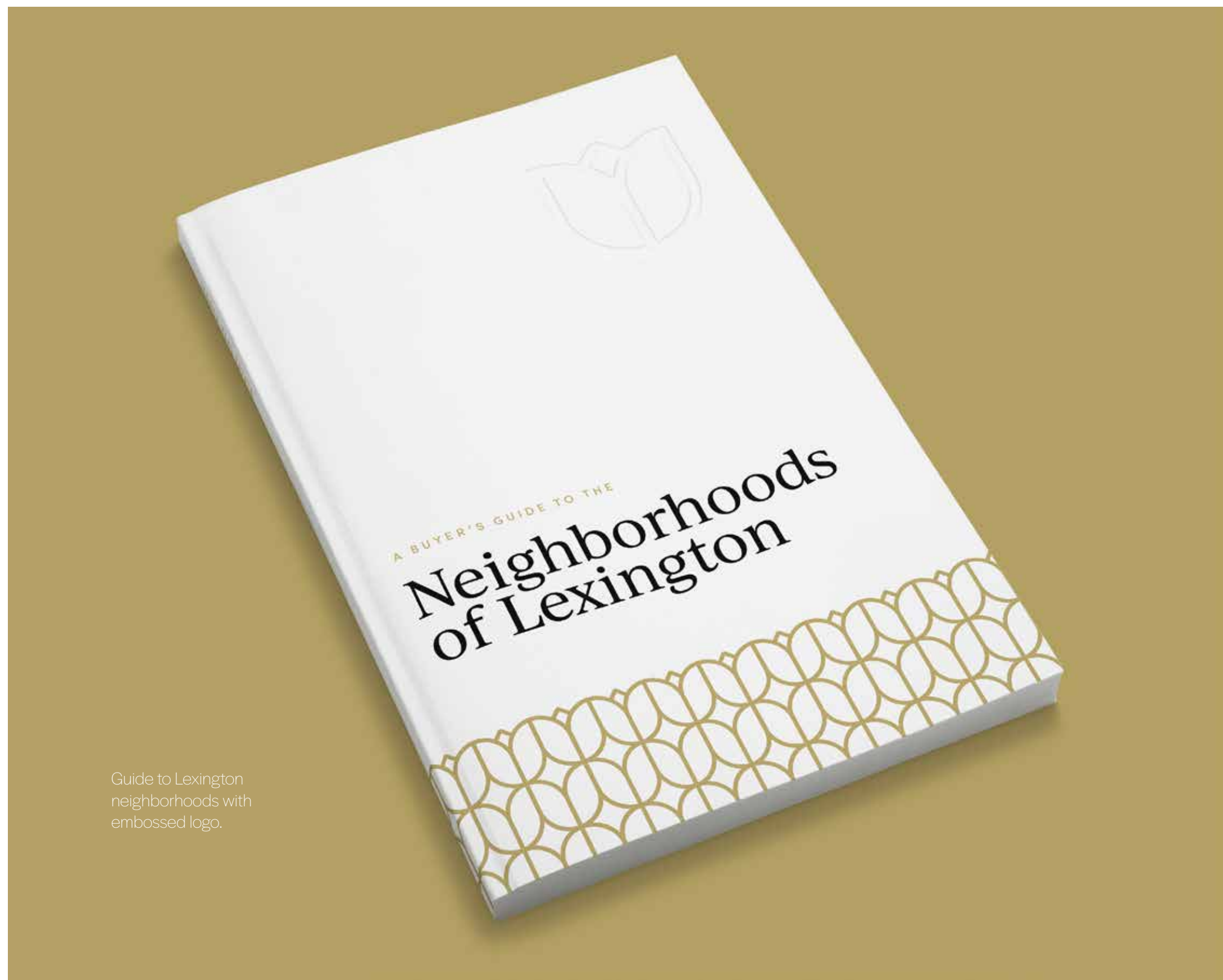


Business cards with raised gold foil.

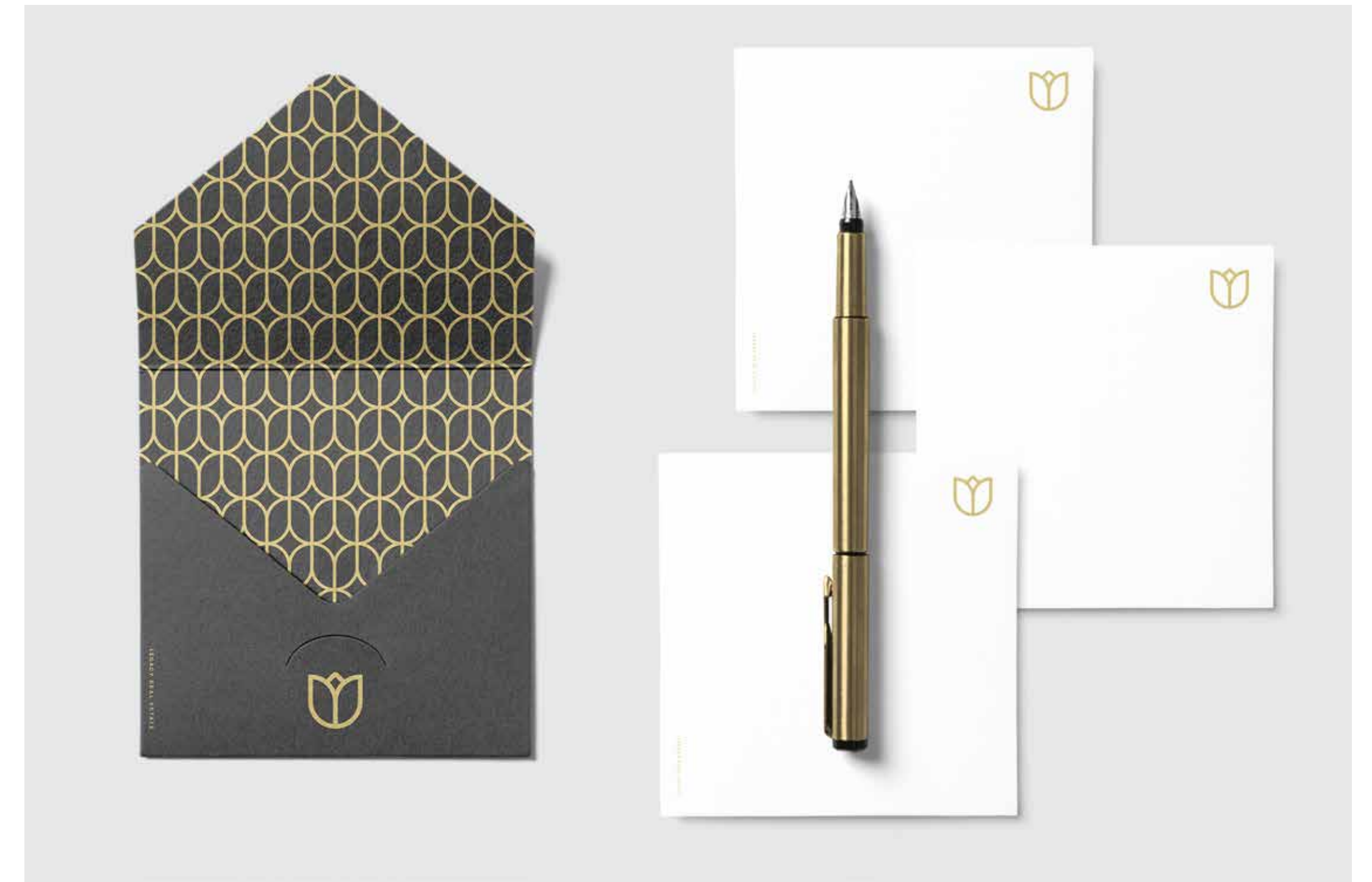


LEFT  
Canvas totes for  
new clients

BELOW  
Custom metallic ink  
stationery with black paper  
envelope.



Guide to Lexington  
neighborhoods with  
embossed logo.



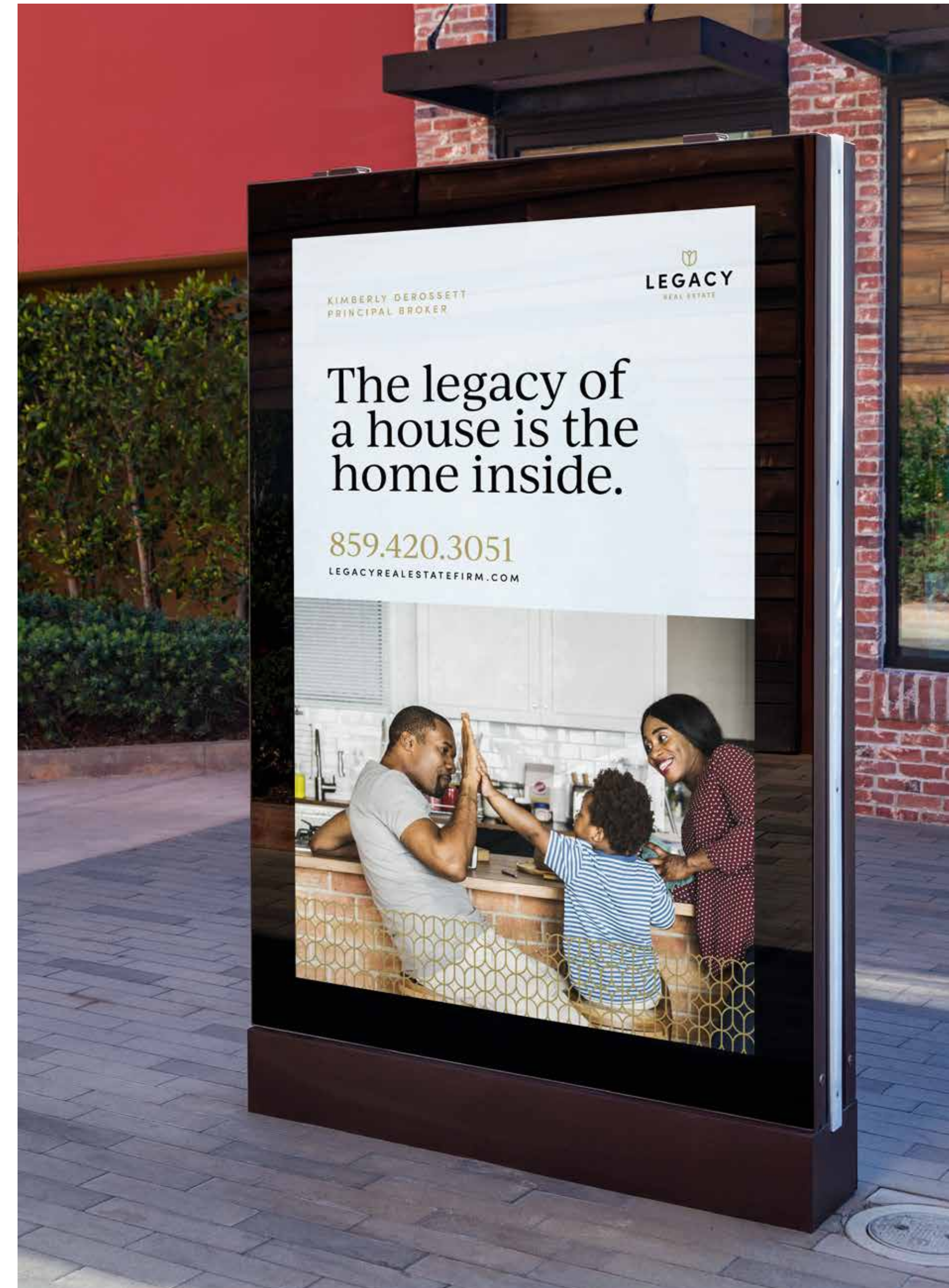


All advertising imagery features families inside warm interiors.





Real estate agency signage.



American Advertising Awards



LEXINGTON KENTUCKY

Open House  
Feb. 8th  
2 p.m. to  
4 p.m.

4701 Paris Pike



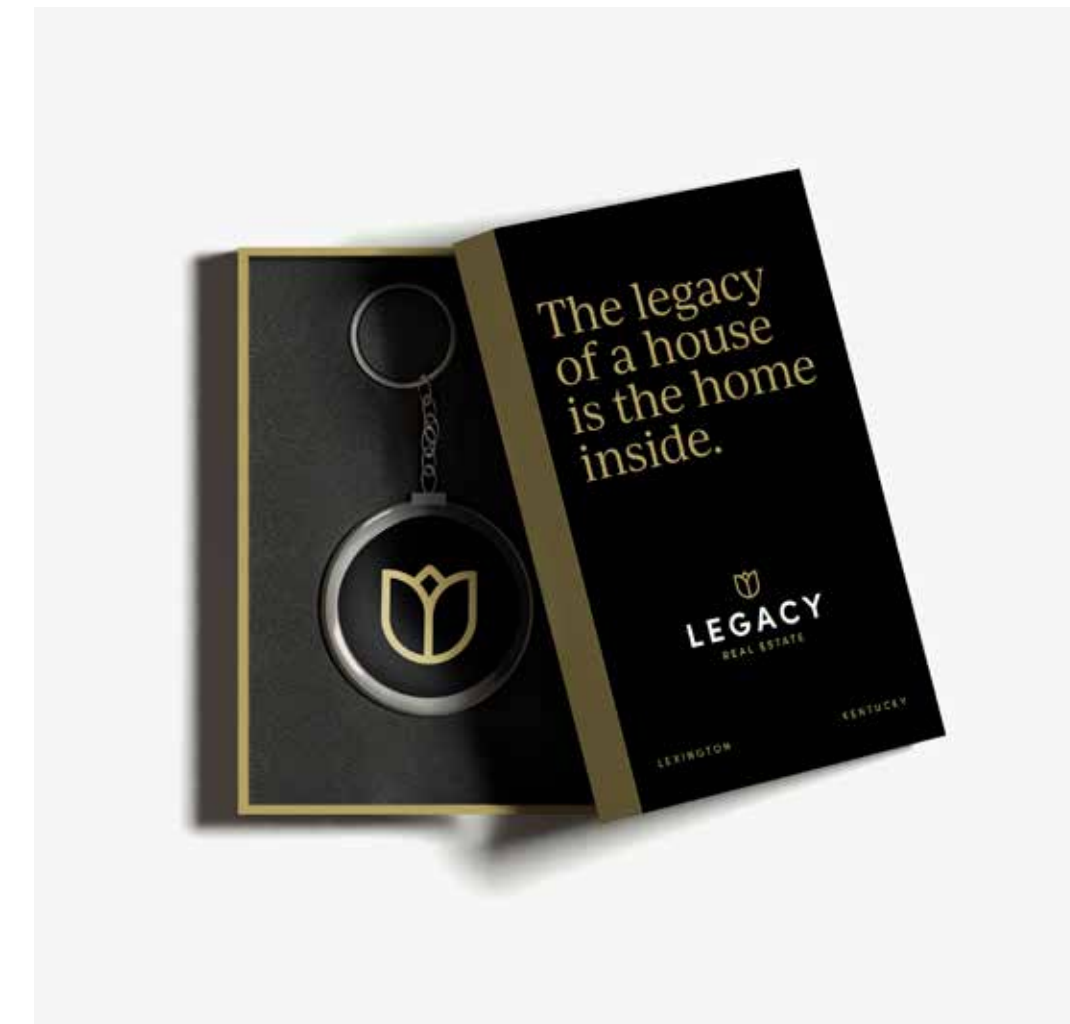
LEXINGTON KENTUCKY

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Complimentary umbrellas are kept in agents' vehicles when touring houses.



Every client receives a housewarming box. Typically, this package is left for the client when they enter their new home.







Inside the housewarming box is a quartet of white labeled sparkling wines to celebrate and toast the new home.