



Visual Identity Logo Design Project for

lega plus

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The visual identity of **LEGA PLUS** has been carefully designed to reflect the brand's commitment to performance, innovation, and excellence in the world of sportswear. It represents strength, speed, and precision — the core values that define modern athletic performance. LEGA PLUS focuses on developing high-quality football footwear designed for both artificial and natural pitches, engineered to enhance players' performance and comfort during the game. The shoes are crafted from premium, high-efficiency materials, featuring breathable fabrics that help manage sweat and maintain comfort during intense play. The rubber outsole is specifically designed to provide superior grip, stability, and ball control, helping athletes move with confidence and precision on the field. This identity is not only a logo or a color palette, but a complete visual system that communicates the brand's dedication to quality, innovation, and professional athletic performance across all platforms.



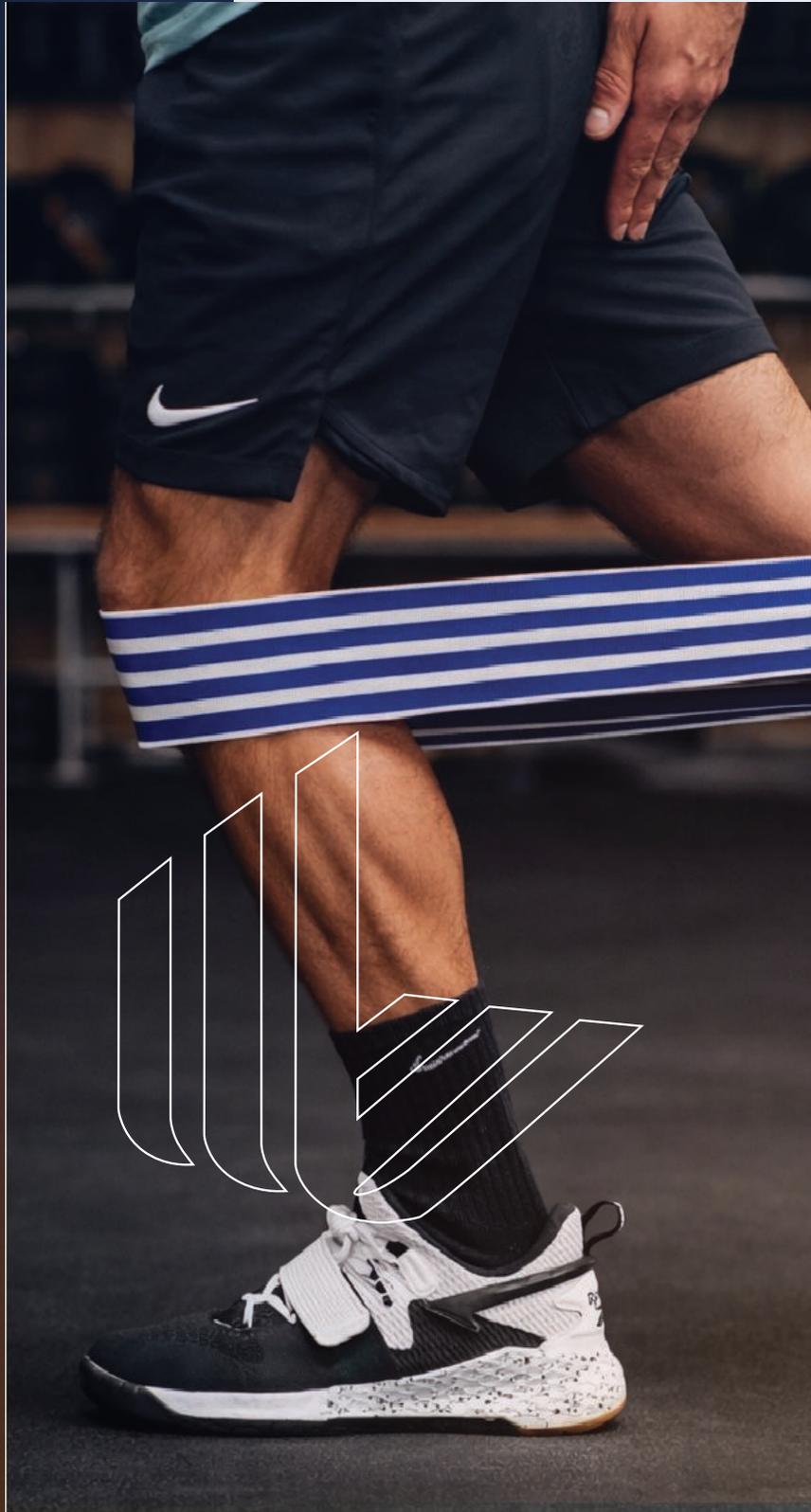
This brand guidelines document has been created to ensure consistent and correct use of the **LEGA PLUS** visual identity across all applications. It provides clear instructions on logo usage, typography, colors, and core design elements, helping maintain a strong and unified brand image that reflects the brand's presence in the sportswear industry. By following these standards, every communication will represent the energy, performance, and innovation that define **LEGA PLUS**, a brand dedicated to developing high-quality football footwear designed for both artificial and natural pitches. Built with advanced materials for durability, breathability, and comfort, and featuring a specialized rubber outsole that enhances stability and ball control, **LEGA PLUS** empowers athletes to perform with confidence and precision on the field.



The first concept was developed after studying the **LEGA PLUS** brand direction in the sportswear industry, with a focus on football footwear designed to improve players' performance. The design inspiration was derived from resistance bands used in athletic training, which symbolize strength, flexibility, and controlled movement.

This concept was translated into the logo through streamlined shapes that reflect tension, motion, and athletic energy. It also represents the philosophy behind **LEGA PLUS** football shoes, designed for both artificial and natural pitches, made from high-quality materials, and equipped with a rubber outsole that enhances stability, grip, and ball control for athletes on the field.

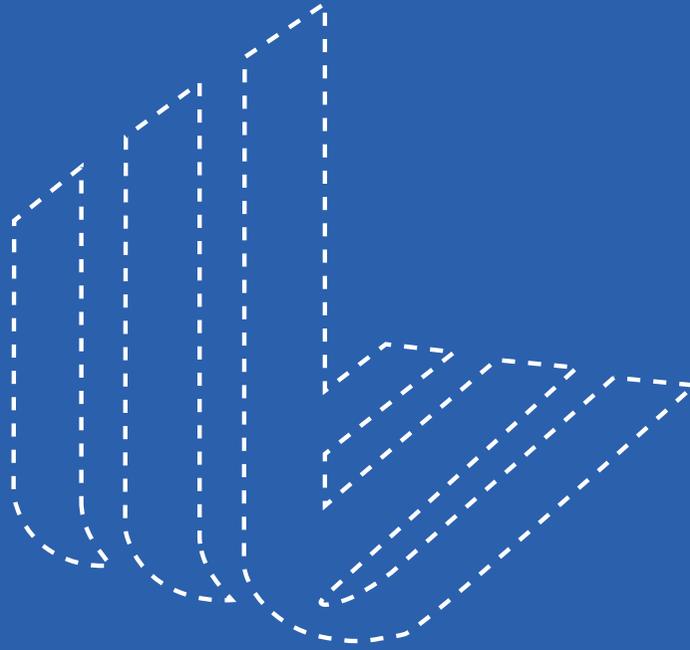




In the second step, the logo was developed based on the core letter “L”, which represents the first letter of the brand name **LEGA PLUS**. The design was carefully constructed to reflect the dynamic movement and strength associated with sports performance. Inspired by the visual flow created by resistance bands during athletic training, the shapes were structured to express motion, flexibility, and energy.

The letterform was then refined into a unified and balanced composition, creating a distinctive visual mark that reflects the spirit of performance, power, and athletic precision. This approach allows the logo to represent the identity of **LEGA PLUS** as a sports brand dedicated to developing high-quality football footwear designed for both artificial and natural pitches, supporting athletes with stability, control, and confidence on the field.





L

A carefully curated color palette has been developed to reflect the identity of LEGA PLUS and the dynamic nature of the sportswear industry. The primary color palette is centered around Sport Blue (**#0A4DFF**), a bold athletic blue that represents power, energy, and high performance on the field. It is complemented by Sky Performance Blue (**#5BC2FF**), a modern light blue that reflects speed, agility, and fluid movement associated with athletic performance. Supporting these tones is Pure Athletic White (**#FFFFFF**), a clean and balanced color that enhances clarity, contrast, and the modern aesthetic of the brand.

To extend the visual flexibility of the identity, a secondary color palette has been introduced. Golden Yellow (**#FFCC03**) symbolizes victory, confidence, and competitive spirit, bringing a vibrant accent to the brand's communication. While Neutral Black (**#131313**) represents strength, authority, and bold visual presence, Supporting these tones is Pure Athletic White (**#FFFFFF**), adds balance and depth to the overall system. Together, these colors create a powerful and versatile visual language that reflects the speed, energy, and competitive spirit of LEGA PLUS, reinforcing the brand's presence across all platforms and applications within the world of athletic footwear and sports performance.



#3257A4

C M Y K : 88% - 67% - 0% - 0%

R G B : 50 - 87 - 164

H : 220°

S : 69%

B : 64%

#69BDEB

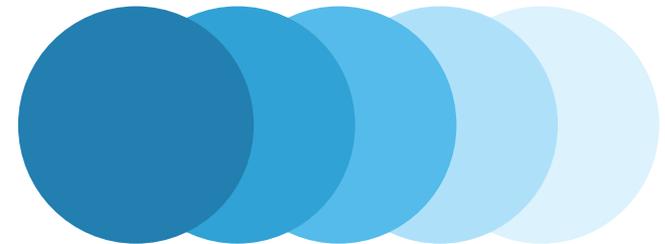
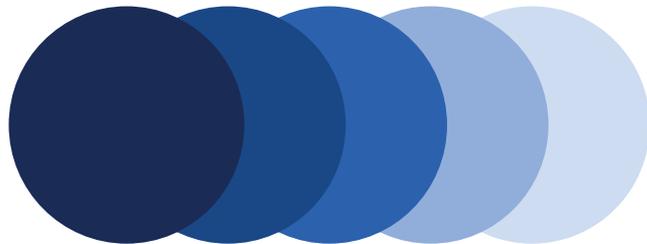
C M Y K : 58% - 8% - 0% - 0%

R G B : 105 - 189 - 235

H : 200°

S : 55%

B : 92%



PRIMARY COLORS



#FFCC03

C M Y K : 0% - 20% - 93% - 0%

R G B : 255 - 204 - 3

H : 46°

S : 98%

B : 100%

#131313

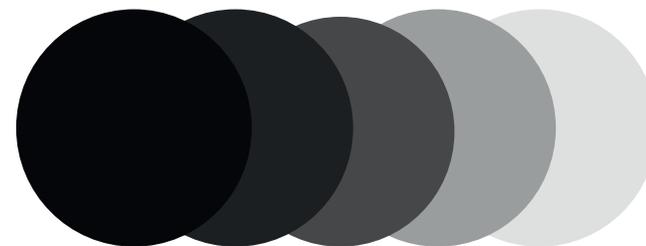
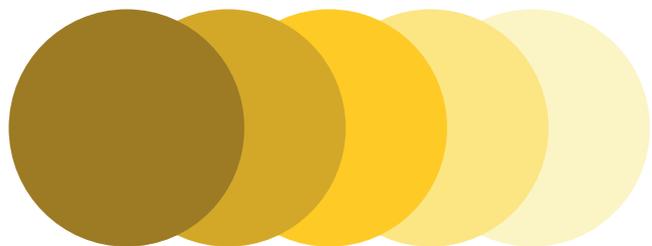
C M Y K : 78% - 69% - 61% - 87%

R G B : 19 - 19 - 19

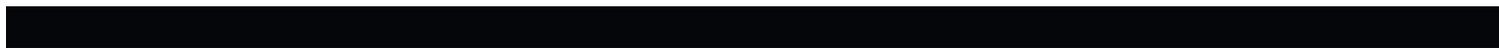
H : 46°

S : 0%

B : 7%



SECONDARY COLORS



Bold, modern typography was selected to reflect the dynamic energy, performance, and contemporary character of **LEGA PLUS** as a sportswear brand. The typeface chosen for the brand identity is **Source Sans Variable**, a clean and versatile font known for its clarity, balance, and adaptability across different applications. Its modern structure and smooth proportions provide excellent readability while maintaining a strong and professional appearance.

The flexibility of Source Sans Variable allows the brand to maintain visual consistency across various platforms, from digital media to product branding and marketing materials. This typographic choice supports the identity of **LEGA PLUS** by communicating precision, performance, and modern athletic style, creating a cohesive visual language that reinforces the brand's presence in the world of sports footwear and athletic performance.



Lega Plus

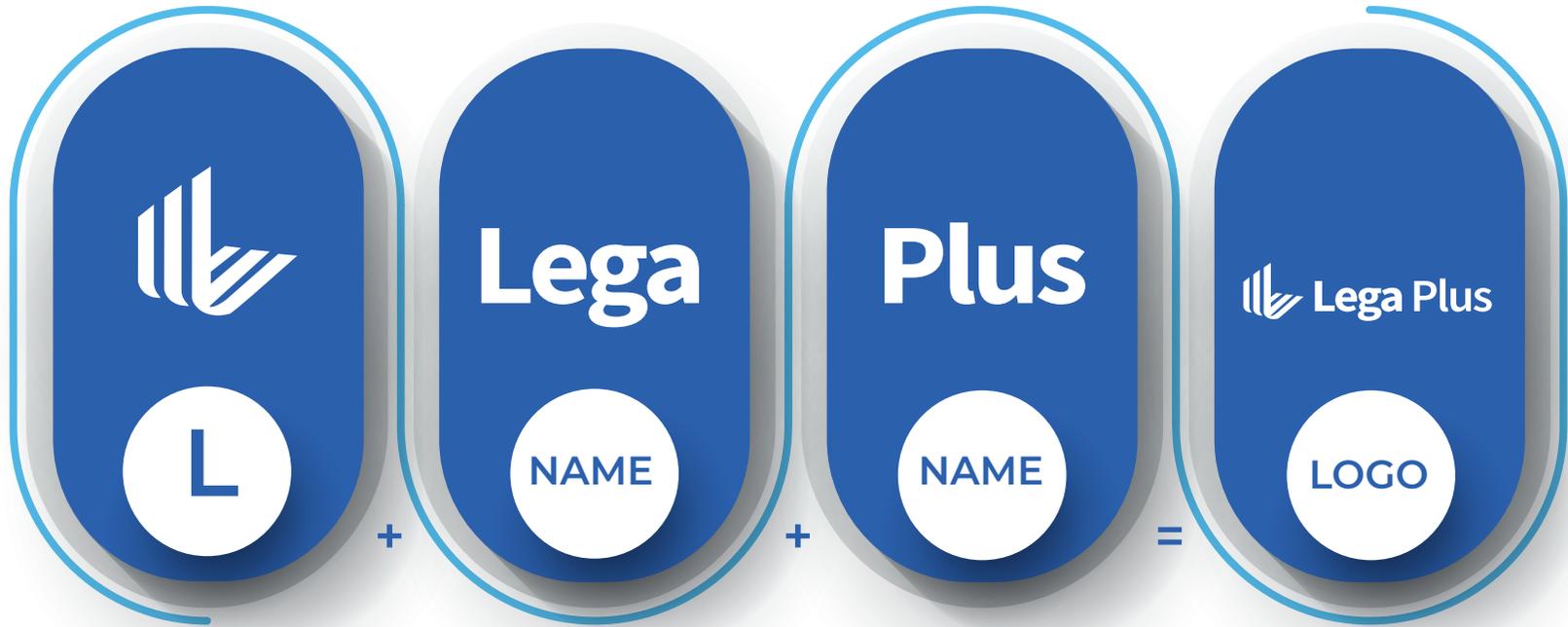
Source Sans Variable

A B C D E F G H

a b c d e f g h

1 2 3 4 5 6

& ^ % \$ # @ !



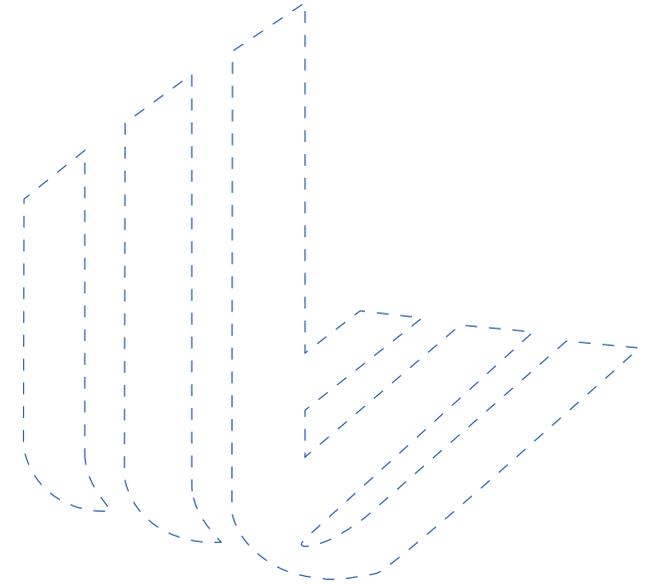
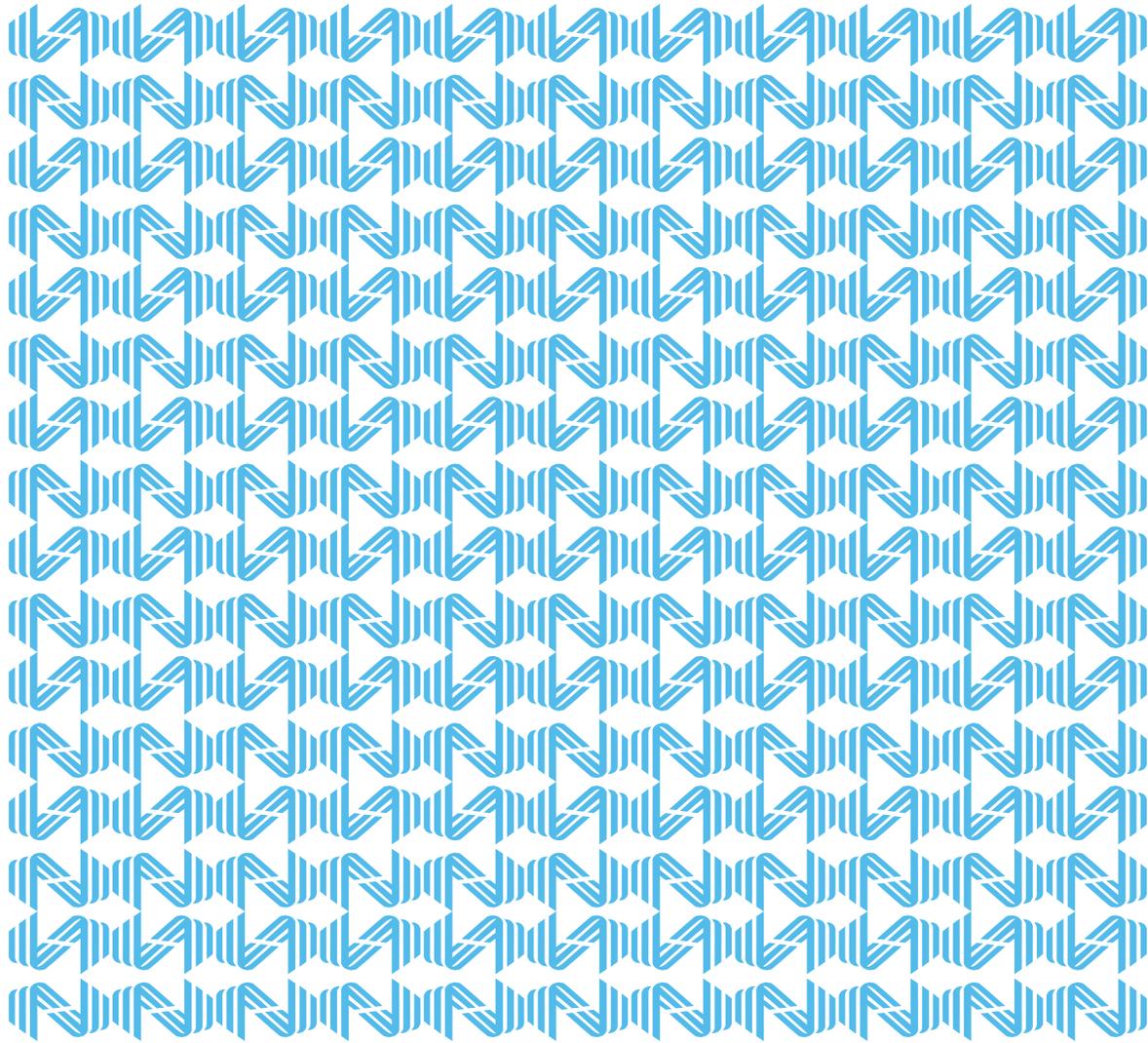


PRIMARY COLORS



SECONDARY COLORS





PATTERN

MOCKUPS





Lega Plus



To:
Mr. John Done
Director

Example Ltd.
Example Street Address
State/Country

From:
MARTIN PHILLIPS
Project Manager

Date:
24th January 2022

Dear Sir/Madam,

Contrary to popular belief, Lorem Ipsum is not simply random text. It has roots in a piece of classical Latin literature from 45 BC, making it over 2000 years old. Richard McClintock, a Latin professor at Hampden-Sydney College in Virginia, looked up one of the more obscure Latin words, consectetur, from a Lorem Ipsum passage, and going through the cites of the word in Good and Evil) by Cicero, written in 45 BC, section 1.10.32.

The standard chunk of Lorem Ipsum used since the 1500s is reproduced below for those interested. Sections 1.10.32 and 1.10.33 from "de Finibus Bonorum et Malorum" by obscure Latin words, consectetur, from a Lorem Ipsum passage, and going through the cites of the word in Lorem Ipsum reproduced translation.

Richard McClintock, a Latin professor at Hampden-Sydney College in Virginia, looked up one of the more obscure Latin words,



Mr. Michel Johnson
Creative Director

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legaplus@legaplus.com
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الهاتف: 0136660204 - 0136660205

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A4 ENV



DL ENV



B-C



B-C





BRU - OUTSIDE



BRU - INTSIDE



FLYER

Lega Plus

TAX INVOICE

INVOICE DATE: تاريخ الفاتورة: INVOICE NO: رقم الفاتورة:

NAME: الاسم	COUNTRY: الدولة
BUILDING NO: رقم المبنى	POSTAL CODE: الرمز البريدي
STREET NAME: اسم الشارع	ADDITIONAL NO: الرقم الإضافي
DISTRICT: الحي	VAT ID NO: الرقم الضريبي
CITY: المدينة	OTHER ID: معرف آخر

المنتجات أو الخدمات

PRODUCT SERVICE DETAILS تفاصيل المنتج والخدمات	UNIT PRICE سعر الوحدة	QUANTITY كمية	TAXABLE AMOUNT المبلغ الخاضع للضريبة	DISCOUNT خصومات	TAX RATE نسبة الضريبة	TAX AMOUNT مبلغ الضريبة	SUBTOTAL EXCL VAT المجموع قبل الضريبة	TOTAL EXCL VAT																	
<table border="1"> <tr> <td>TOTAL BEFORE DISCOUNT</td> <td>0.00 جنية</td> <td>الإجمالي قبل الخصم</td> </tr> <tr> <td>TOTAL DISCOUNT AMOUNT</td> <td>0.00 جنية</td> <td>إجمالي الخصم على الفاتورة</td> </tr> <tr> <td>TOTAL TAXABLE AMOUNT</td> <td>0.00 جنية</td> <td>إجمالي المبلغ الخاضع للضريبة</td> </tr> <tr> <td>VAT AMOUNT</td> <td>0.00 جنية</td> <td>إجمالي ضريبة القيمة المضافة</td> </tr> <tr> <td>TOTAL AMOUNT WITH VAT</td> <td>0.00 جنية</td> <td>إجمالي المبلغ شامل الضريبة</td> </tr> <tr> <td>TOTAL AMOUNT DUE</td> <td>0.00 جنية</td> <td>إجمالي المبلغ المستحق</td> </tr> </table>								TOTAL BEFORE DISCOUNT	0.00 جنية	الإجمالي قبل الخصم	TOTAL DISCOUNT AMOUNT	0.00 جنية	إجمالي الخصم على الفاتورة	TOTAL TAXABLE AMOUNT	0.00 جنية	إجمالي المبلغ الخاضع للضريبة	VAT AMOUNT	0.00 جنية	إجمالي ضريبة القيمة المضافة	TOTAL AMOUNT WITH VAT	0.00 جنية	إجمالي المبلغ شامل الضريبة	TOTAL AMOUNT DUE	0.00 جنية	إجمالي المبلغ المستحق
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بنوك الحسابات البنكية

اسم	الاسم
NAME	NAME
رقم الحساب	رقم الحساب
ACCOUNTS NO	ACCOUNTS NO
البيان	البيان
IBAN	IBAN

REVIEWED BY: PREPARED BY:

SIGNATURE: CHECKED BY:

DATE: APPROVED BY:

CLIENT STAMP: ختم العميل:

رمز الاستجابة السريع
INVOICE QR CODE

1. معلومات العميل
 2. تفاصيل المنتج والخدمات
 3. المبالغ والخصومات
 4. بنوك الحسابات البنكية

Lega Plus

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PAY-VOUCHER



REC-VOUCHER



packaging - VIEW



A hiker with a backpack is running on a dirt trail in a mountainous landscape. The scene is captured in a blue-tinted, motion-blurred style, suggesting speed and movement. The hiker is seen from behind, running away from the viewer. The text "Thank you" is written in a large, white, cursive script font, centered over the hiker and the trail.

Thank you

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