

HISTORIC WILMINGTON FOUNDATION
LEGACY ARCHITECTURAL SALVAGE

MODERNIZING PRESERVATION

ROOTED IN HISOTRY

Brand Identity Guide



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BRAND OVERVIEW

WHO WE ARE

Founded in 1966, the Historic Wilmington Foundation is a 501(c)(3) nonprofit dedicated to protecting and preserving historic resources.

Legacy Architectural Salvage operates as a retail extension of that mission. When buildings cannot be saved, Legacy ensures their materials live on.

MISSION

To preserve and protect the irreplaceable historic resources of Wilmington and the Lower Cape Fear Region.

VISION

A historic landscape that is inclusive, resilient, affordable and accessible.



ABOUT LEGACY ARCHITECTURAL SALVAGE

Legacy Architectural Salvage is a retail operation of the Historic Wilmington Foundation that rescues materials from historic buildings and gives them new life.



When structures cannot be preserved, Legacy ensures that important architectural elements are not lost. These salvaged materials are then sold to community members who use them in restoration projects, home design and creative spaces.



All proceeds support the preservation work of the Historic Wilmington Foundation.

BRAND PURPOSE



Historic preservation can often feel distant or institutional. Legacy bridges that gap by making preservation something people can physically interact with.

Through reclaimed materials, customers become participants in preserving local history. Every purchase helps extend the story of Wilmington's historic buildings while supporting the mission of HWF.

Legacy turns preservation into an experience that is creative, accessible and meaningful.

Artist-in-residence Tracey Walton uses Wrightsville Beach seashells and salvaged wood to make her art [Eva Ellenburg/for the StarNews]

Wilmington StarNews

BRAND POSITIONING

POSITIONING STATEMENT

Legacy Architectural Salvage is a preservation-driven retail store for creative homeowners and DIY enthusiasts who want their spaces to carry meaning. Unlike big-box retailers, Legacy offers authentic architectural materials rooted in local history.



TARGET AUDIENCE

Legacy appeals to individuals who value creativity, sustainability and personal expression in their spaces.



Primary Audience

DIY homeowners, renovators and vintage enthusiasts looking for unique materials.

Secondary Audience

Community members interested in historic preservation and local culture.

Additional Audience

Designers, builders and collectors searching for distinctive architectural elements.

BRAND PERSONALITY

THE BRAND SHOULD FEEL...

Rooted

Legacy is grounded in place, history and community. The brand reflects a deep respect for the stories built into materials, buildings and neighborhoods. Every interaction should feel connected to something real and lasting.

Thoughtful

The organization approaches preservation with care and purpose. Messaging should reflect consideration for history, materials and community impact. This reinforces the idea that what Legacy does matters beyond a single project.

Hands-on

Legacy celebrates restoration and learning by doing. The brand speaks to people who enjoy creating and shaping their spaces with intention. Communication should feel practical, approachable and action-oriented.

Welcoming

Preservation can sometimes feel exclusive or technical. Legacy positions it as accessible and inviting. The tone should encourage curiosity and participation.

Knowledgeable

As part of the Historic Wilmington Foundation, the brand carries expertise and credibility. Information should be accurate and educational while remaining clear and approachable.



DIY FROM THE ROOTS



Bring home a unique piece of Wilmington history through restoration, renovation, and design.

April 18, 10 AM - 2:00 PM at Legacy Architectural Salvage

All materials provided
Accessible for all participants

Legacy's Voice

The voice of Legacy should be informative while remaining conversational and approachable.

Message Emphasis

Messaging should emphasize storytelling, craftsmanship and the value of preserving materials with history.

Tone

Instead of sounding formal or technical, Legacy's tone should make audiences feel invited to explore, learn more about and participate in preservation.

“DIY FROM THE ROOTS”



This phrase connects creativity with history.

“DIY” speaks to hands-on building and personal expression, while “roots” represents the deeper story behind salvaged materials.

The message reframes preservation as something people actively participate in.

PRIMARY LOGO

HISTORIC
WILMINGTON
FOUNDATION
(HWF)

SECONDARY LOGO

LEGACY
ARCHITECTURAL
SALVAGE



The logos should always appear clearly and consistently across materials. They should never be stretched, recolored or altered.

When possible, place the logo on neutral backgrounds to maintain readability and visual integrity.

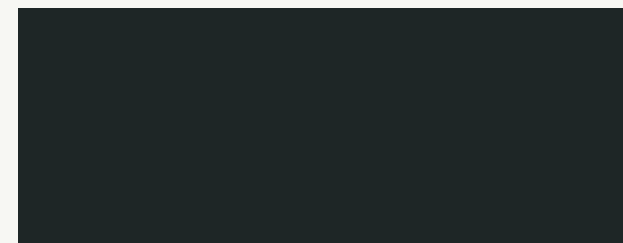
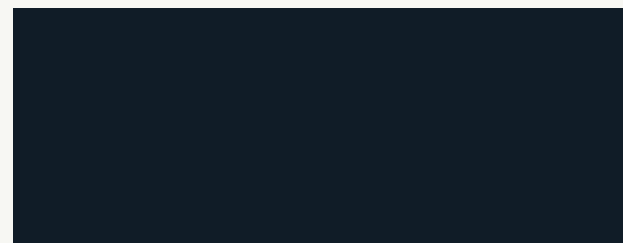


COLOR PALLETE

The Legacy and Historic Wilmington Foundation color palette reflects both heritage and sustainability.

A deep navy anchors the brand and communicates credibility and institutional trust. Sage green reinforces the organization's focus on preservation, reuse and environmental responsibility. Charcoal provides contrast and readability across print and digital materials, helping maintain clarity in communication. The brass accent adds warmth and reflects the craftsmanship and historic materiality found in salvaged architectural pieces.

Together, these colors create a palette that feels grounded, timeless, and connected to the story of preservation.



Deep Heritage
Navy

Muted
Sage

Warm
Charcoal

Heritage
Brass

#101C27
CMYK 85, 65, 45, 55

#9DB3AA
CMYK 35, 20, 30, 5

#1E2626
CMYK 60, 50, 50, 70

#B45022
CMYK 20, 65, 85, 10

HEADINGS

Montserrat Bold

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ**

abcdefghijklmnopqrstuvwxyz

BODY TEXT

Montserrat Regular

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

MEDIA CONSISTENCY

The brand should remain visually consistent across platforms including social media, print materials, events and in-store signage.



WELCOME TO DIY FROM THE ROOTS



Preservation in Action
#LegacyHWF @legacysalvage



Using consistent colors, tone and imagery helps audiences quickly recognize Legacy and understand its connection to the Historic Wilmington Foundation.

These applications help reinforce both creativity and preservation in everyday interactions with the brand.



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BRAND PROMISE

Legacy Architectural Salvage allows people to build with history rather than simply observe it.

By rescuing architectural materials and placing them back into homes and projects, the organization ensures that Wilmington's past continues to live within its future.

Every piece has a story, and every purchase helps preserve it.

