

**Butterfly**

---

# **Brand Guidelines**

---

**2023**



# Contents

**01 Introduction**

---

**02 Identity**

---

**03 Colour**

---

**04 Typography**

---

**05 Graphics**

---

**06 Photography**

---

**07 In Action**



001

---

# Introduction

---

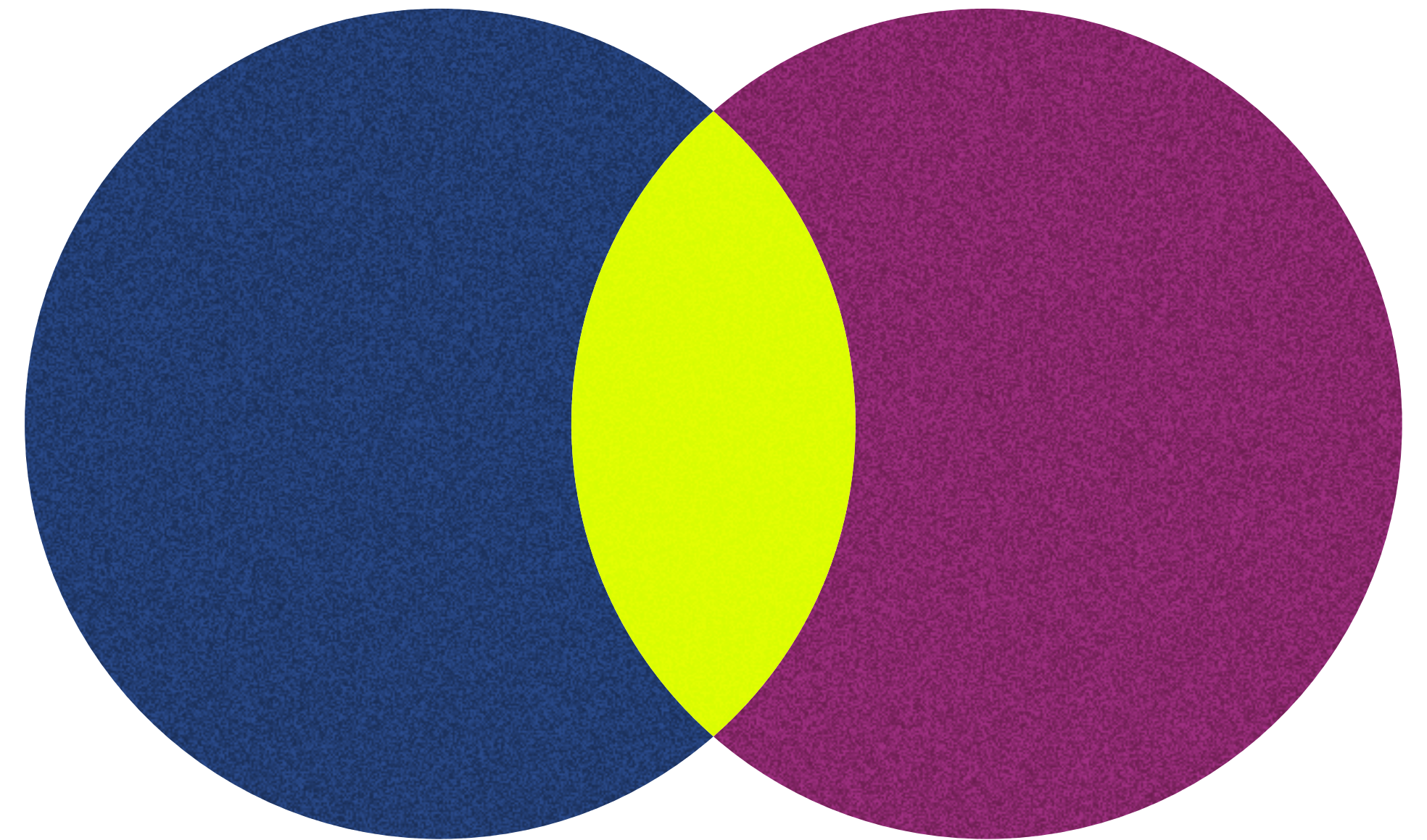


# Project Wings

---

For over 13 years Butterfly has believed that in order to get to great thoughts and strategies you need to start with people. This remains a constant, but as we've evolved our relationship with our clients, we've become more than just a great research or strategy agency, we've become partners.

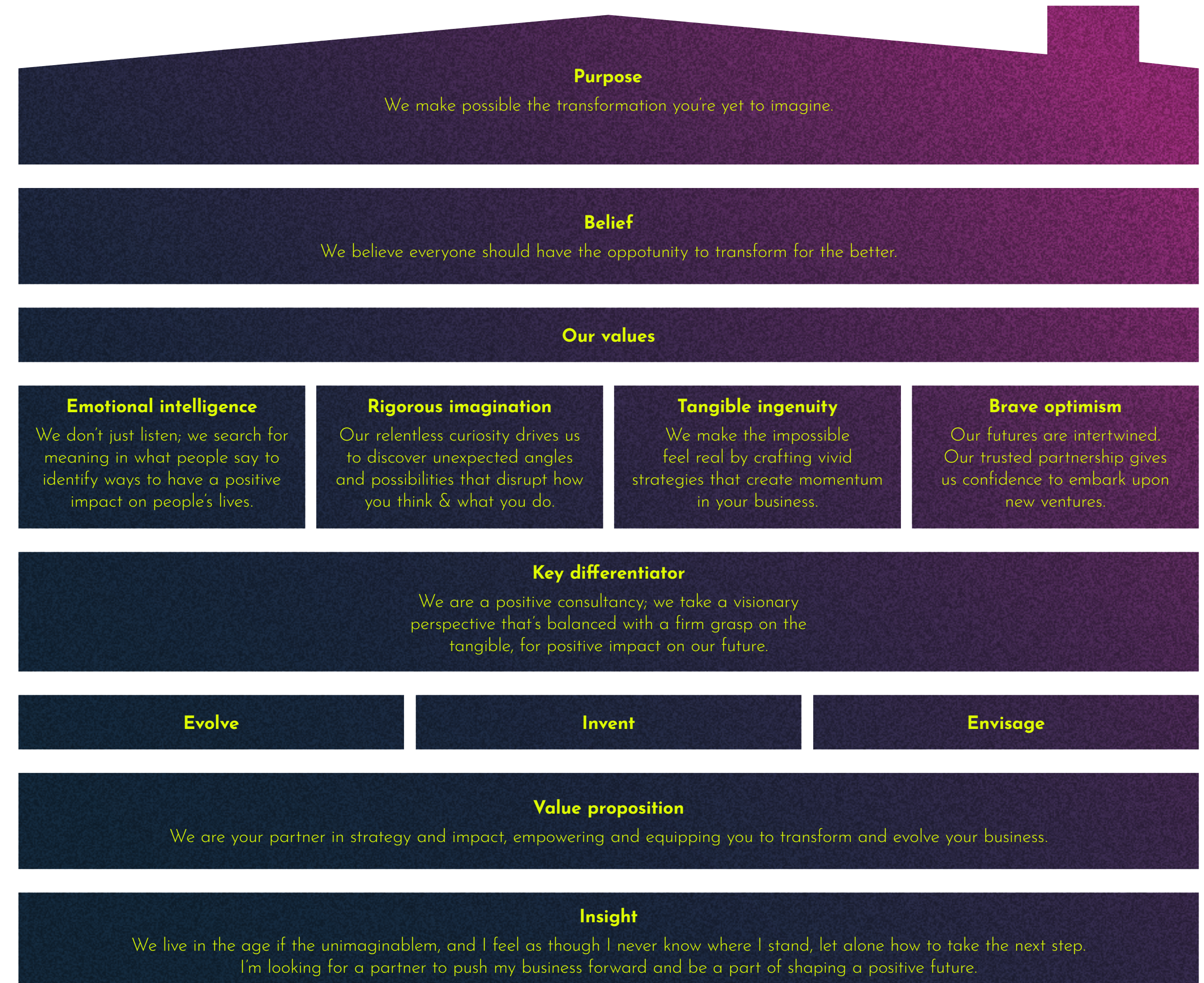
This, together with our growth ambitions has sparked us to reposition Butterfly at the sweet spot between the strategy, thinking and challenge of a management consultancy with the heart, soul and creativity of a brand consultancy. To deliver on that, we needed to revisit our brand.





# The Brandhouse

Through multiple rounds of work shopping and interviews stakeholders, Butterflies and clients we built our new brand house.





# Tone of Voice

---

## Where we are today

Playful

Curious

Bold

Warm

Directed

## Where we want to go

Authoritative

Inventive

Decisive

Daring

Hopeful

Collaborative

## What we are not

Arrogant

Obsessive

Foolish

Naive

Defensive



# The Garden

---

There is a story that drives our new visual identity, and while it is not explicit in how we communicate with the outside world, it's always there as an aide-mémoire for us, as we use the company brand.

## A Butterfly's view of a garden

These two elements are equally important; 'a Butterfly's view' expresses our confidence in our thinking and what we offer to the world, while 'a garden' is the perfect metaphor for change, growth and progression.

Visually this is manifested in undulating rich, vibrant colours that form a backdrop to beautifully simplified graphic depictions of the natural forms found within a garden. The sense of scale shifts these visuals in to a world of abstraction.

This acts as a representation of distilling complex problems into simple, elegant solutions.

This visual language has been created to be flexible, where we can dial up and down the complexity of our imagery. It allows us to communicate effectively regardless of the client, market, information or situation.





Our Customer Promise

---

**Emotional Intelligence**  
**Rigorous Imagination**  
**Tangible Ingenuity**  
**Brave Optimism**

---



# Our Customer Promise

Our customer promise is what we unequivocally rally behind, what unites us in delivering our vision and what makes our work stronger. That's why we promise our clients' they can always expect this from us.

## **01** **Emotional Intelligence**

---

We don't just listen; we search for meaning in what people say to identify ways to have a positive impact on people's lives.

## **02** **Rigorous Imagination**

---

Our relentless curiosity drives us to discover unexpected angles and possibilities that disrupt how you think & what you do.

## **03** **Tangible Ingenuity**

---

We make the impossible feel real by crafting vivid strategies that create momentum in your business

## **04** **Brave Optimism**

---

Our futures are intertwined. Our trusted partnership gives us confidence to embark upon new ventures.



002

---

# Identity

---



## The Logo

---

The logotype is available in multiple colours from the brand palette. These give a variety that will cover any required uses.

Always use the created files and never attempt to recreate the logo.

# Butterfly

Butterfly Butterfly Butterfly



## Clear Space

A clear space for the logo has been defined using the upper case B. Please make sure that nothing sits within the yellow area.



## Minimum Size

A minimum logo size has been defined in pixels for digital use. If a printed format is required a minimum size in millimetres has also been provided.

Butterfly



Butterfly





003

---

# Colour

---



# Colour Palette

The Butterfly palette, although vibrant and rich, has a grounding, serious character. This allows us to sit closely with both our current and future competitors.

A series of blues, greys and purple underpin everything; but we're still Butterfly, we still bring something a bit different that allows us to stand out from the crowd. In the palette, this is represented by 'Chartreuse' - the acidic Butterfly yellow that cuts through everything else.

## Chartreuse

R 222  
G 252  
B 3  
#defc03  
C 010  
M 000  
Y 095  
K 001  
Pantone: 809C

## Byzantium

R 140  
G 41  
B 112  
#8c2970  
C 050  
M 095  
Y 000  
K 010  
Pantone: 512

## Oxford

R 18  
G 38  
B 56  
#122638  
C 100  
M 070  
Y 0  
K 050  
Pantone: 534

## Yale

R 36  
G 64  
B 120  
#244078  
C 075  
M 045  
Y 000  
K 050  
Pantone: 7683

## Slate

R 99  
G 106  
B 135  
#636a87  
C 027  
M 020  
Y 000  
K 047  
Pantone: 2373

## Silver

R 196  
G 196  
B 196  
#c4c4c4  
C 024  
M 024  
Y 024  
K 003  
Pantone: Warm Gray 3

## Chalk

R 255  
G 255  
B 255  
#ffffff  
C 000  
M 000  
Y 000  
K 000



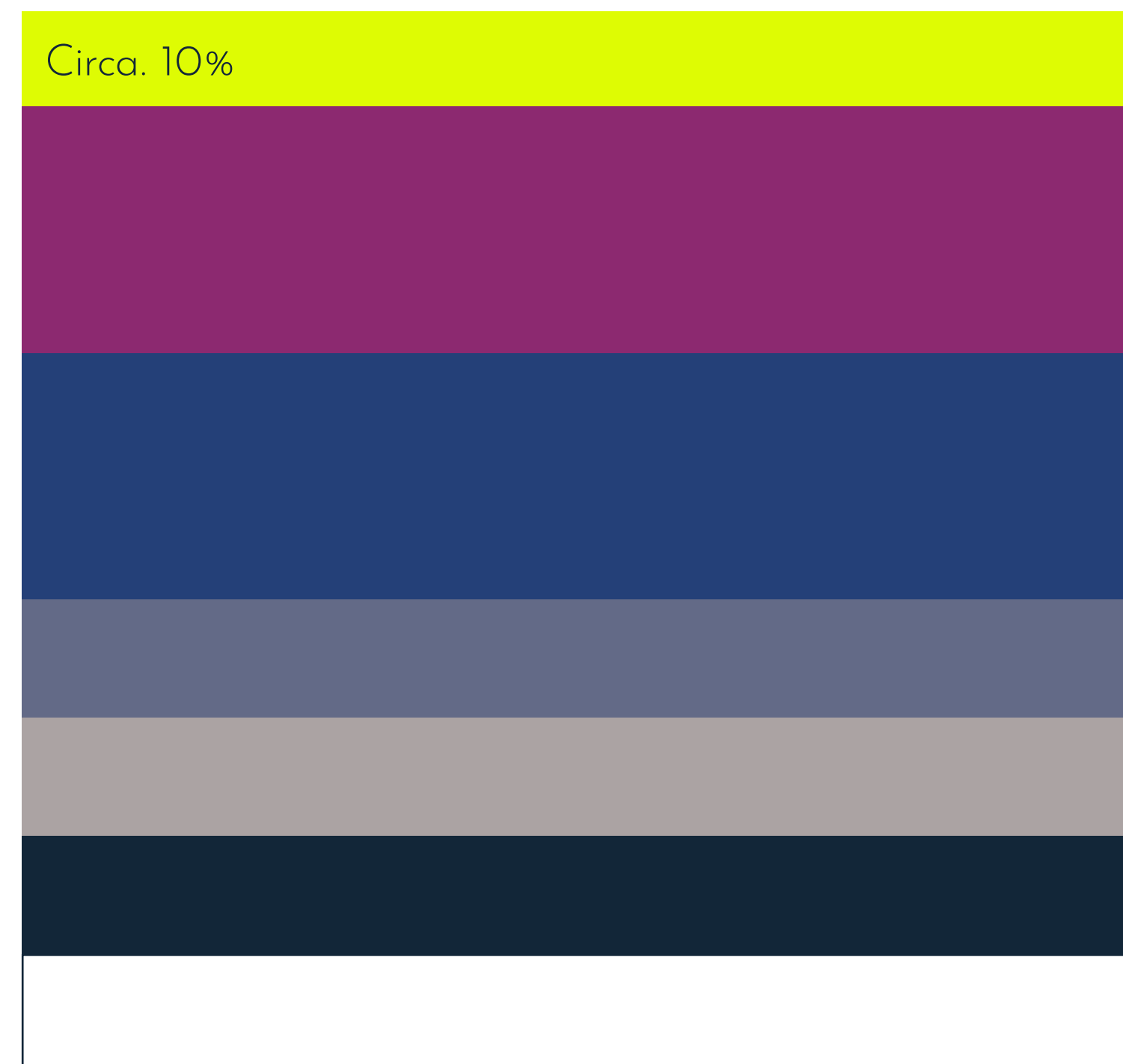
# Colour Ratio

Achieving the correct balance in how we implement our colour palette is very important, across all touch points. For this reason, there is a defined general usage ratio, plus a dark and a light ratio which can be used to create sections within documents.

**Primary:** Chartreuse is a powerful colour, it is bright and draws the eye. Although it is our lead colour, a little goes a long way. It should only account for about 10% of the colour used across a brand execution. It pairs with any of the other colours and will bring emphasis where needed.

**Dark & Light:** Graphics have been created in contrasting uses of the palette and give a clear definition to sections of a document. This is an important tool in the creation of PowerPoint decks.

Primary



Dark



Light





004

---

# Typography

---



# Josefin Sans

---

Our typographic treatment is very simple. We only use one font for all of our type - Josefin Sans and we stick to using just two weights, Bold and light with the inclusion of Bold and Light italics.

Although this typeface is available in multiple weights, we have chosen these two for a consistency and simplicity in our visual language. Do not use any other weights of Josefin Sans.

## Josefin Sans Bold

---

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 ?\$&&#()@!€

## Josefin Sans Light

---

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 ?\$&&#()@!€

## Josefin Sans Bold Italic

---

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 ?\$&&#()@!€

## Josefin Sans Light Italic

---

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 ?\$&&#()@!€



# Hierarchy

---

Here is an example of typographic hierarchy taken from a potential case study. Using just two weights of Josefin Sans we can create distinctions between different types of copy.

Josefin Sans Bold is used for impact, here it is used to set the header, sub headers, pull quotes and statistics. When this weight is being used, it should always be set in sentence case.

Josefin Sans Light is always used to set body copy.

Type should be left aligned to give a sense of forward momentum.

Our PowerPoint templates have the type set to the ideal size, but if you need more space the body copy can be reduced by up to 2 point sizes. Please maintain the copy set in Josefin Sans Bold.

## Diving into the night to help absolut rediscover relevance

### The challenge

Once an iconic brand, Absolut found itself a position where they had lost cultural relevance. To reinvigorate the brand Absolut wanted to understand how to position itself in the future to be at the heart of nightlife and socialising culture again.

### The approach

We used our Future's approach to understand what was driving the change in nightlife to uncover narratives of the future. As part of this we spoke to nightlife experts, conducted consumer diaries and facilitated a nightlife ethnography in New York.

### The impact

We delivered "The Future of Nightlife" report to the Absolut team, which outlined our findings and recommendations for the directions in which the brand could go, protecting its status as the world's 2nd biggest international vodka brand.

---

**"A game-changing experience that opened our eyes to the future."**

---

**38%+**  
**Increrase in social engagement**



## **Bold Messaging**

---

We also express our confidence and optimism with big bold typographic statements.

As with other type content, always set statement typographic executions in sentence case. We avoid using all upper case, as this can appear unapproachable and shouty.

These statements should always be short and to the point. The correct type sizes are set in the PowerPoint template.

---

**Emotional Intelligence**  
**Rigorous Imagination**  
**Tangible Ingenuity**  
**Brave Optimism**

---



005

---

# Graphics

---



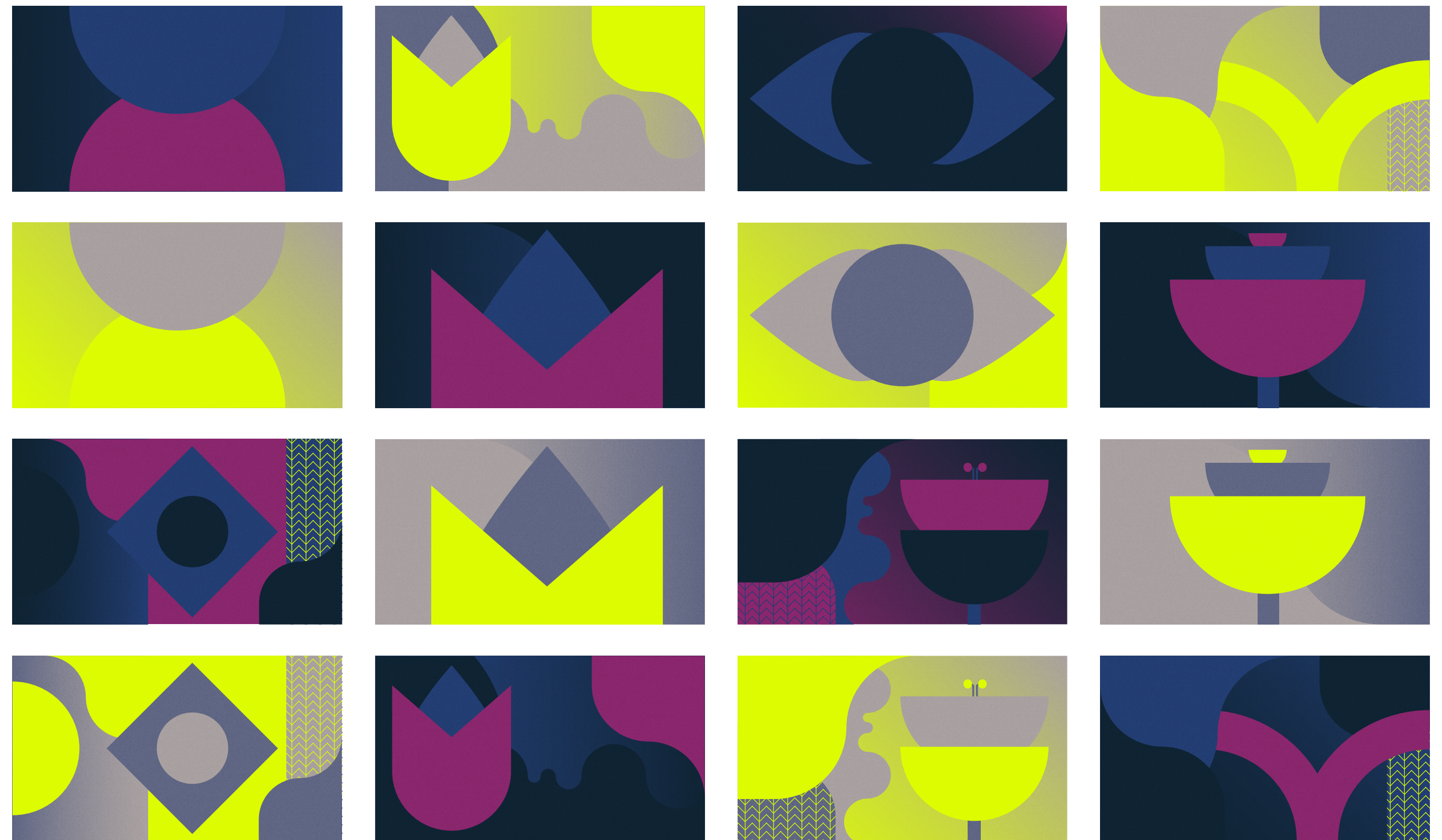
# Graphic Theory

Graphics take a lead a role in our brand. We have developed a vibrant and flexible suite of graphic assets derived from the concept of a Butterfly exploring a beautiful garden. The assets are abstract in nature and range from the very bold and simple, to the more complex and frenetic.

These visuals have been created with vector graphics and to prevent them from feeling too digital and sterile, and subtle noise layer has been overlaid to give a sense of texture.

The examples on this page are full bleed illustrations that can be used for cover and divider pages. Make a judgement as to how busy the illustrations you use should be for the particular document you are creating. If in doubt, reach our to a member of the Creative department.

All assets are in the PowerPoint templates.





# Graphic Page Details

To create both contrast and continuity between content heavy pages and bolder break slides, small executions of the graphic assets can be layered on a page or on top of photography.

This should be used sparingly. Do not place graphic elements on every page or asset you create and do not obscure typography or focal points of photography. They should only be used on 10-20% of copy pages within any one document.

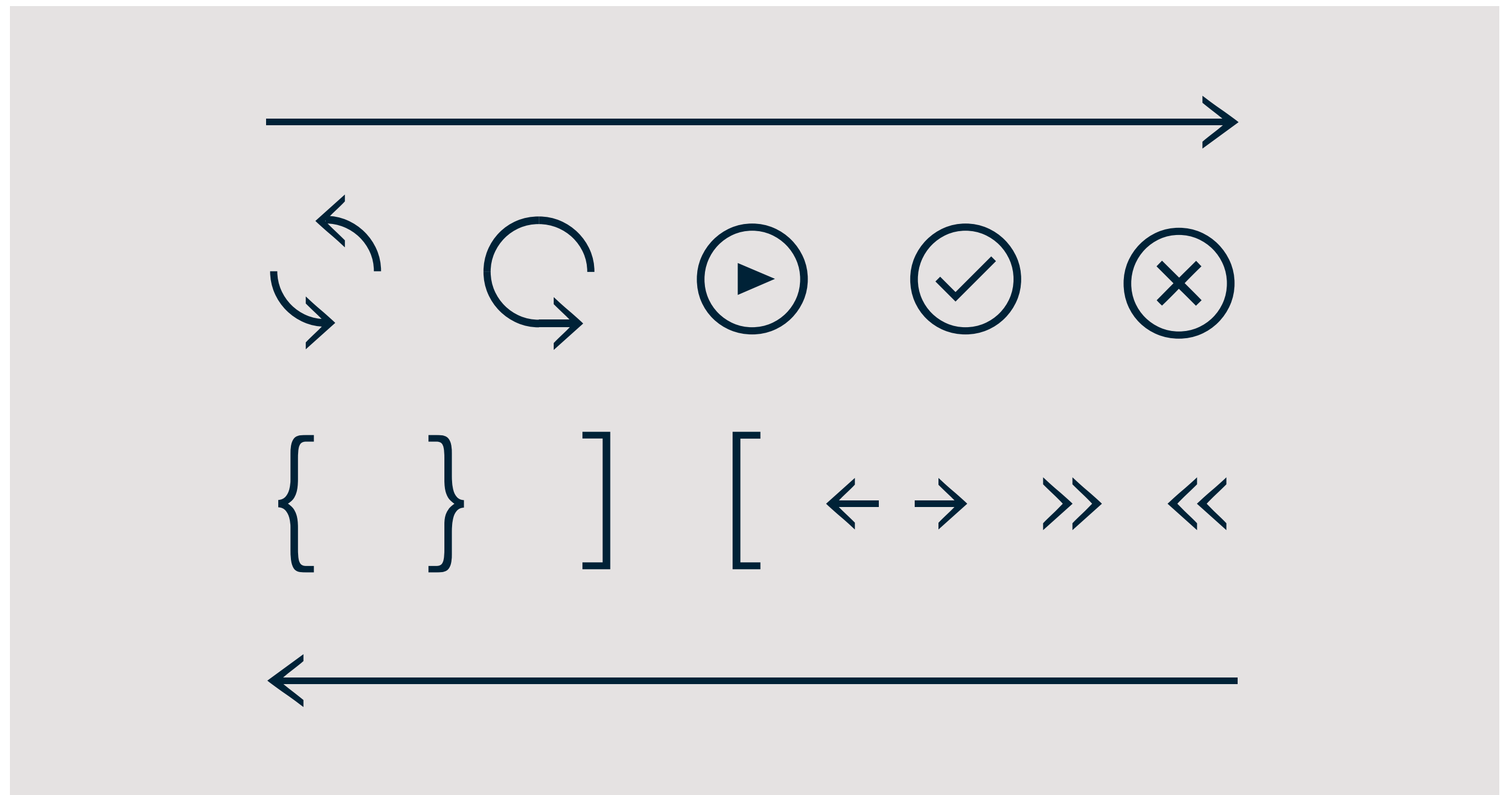




# Icon Toolkit

The Butterfly icons and page directional graphics have been created by using the glyphs available within our typeface, Josefin Sans, as a base for a visual style. This will ensure that they will always sit comfortably with any content we produce.

All icons are available in the PowerPoint templates.





006

---

# Photography

---



# Overview

---

We have developed a new suite of photography to be deployed in any expression of the brand. Photography is divided into two sub-sections - people and pathways.

Photography can be used in full colour, black and white and also with a brand palette duo-tone treatment.

These photographs should help you bring to life the story of any document you are creating. Using them alongside any product or subject specific images, will visually place the content in the Butterfly world.





# People

People remain a major part of our brand and this is represented in our photography. Although there is a library of images to choose from, it may be necessary to find new photographs.

When choosing photography of people there are a few criteria to follow:

Avoid photography that feels staged and overly 'Stocky'. Choose people with a natural and relaxed appearance.

Never use people looking directly to the camera lens. Facing the camera is fine but direct lens contact is to be avoided.

If in doubt about an image, ask a Creative Department member to take a look and advise on the suitability.





# Pathways

The suite of conceptual pathways photography act as a metaphor for our desire to guide clients towards a focused objective with a clear and unhindered route to an end goal. As with the people category, it may be necessary to find new photographs. for a particular subject.

Any image of a pathway you source can work. This could be a beaten track through a wood, a bridge a corridor in a building or even conduit for wiring.

Ensure the images sourced show a clear 'destination' point. The mix of natural and man made surroundings creates interesting juxtapositions and builds a visual tension.

If in doubt about an image, ask a Creative Department member to take a look and advise on the suitability.





# Duo-tone

Our new hero images are treated with a duo-tone gradient map derived from the brand colours. This instantly makes an image ownable by the Butterfly brand.

The duo-tone treatment can be used as a stand alone photograph or a low contrast execution can be used to display key typographic messaging.

These images are only available as part of the brand library, but this is always being added to. So if you need a specific image that you feel will bring to life a particular subject, then make a request to the Creative Department and a suitable shot will be found, treated and provided.

To maintain visual control, photography with this effect applied is only created by members of the Creative department.





007

---

# In Action

---

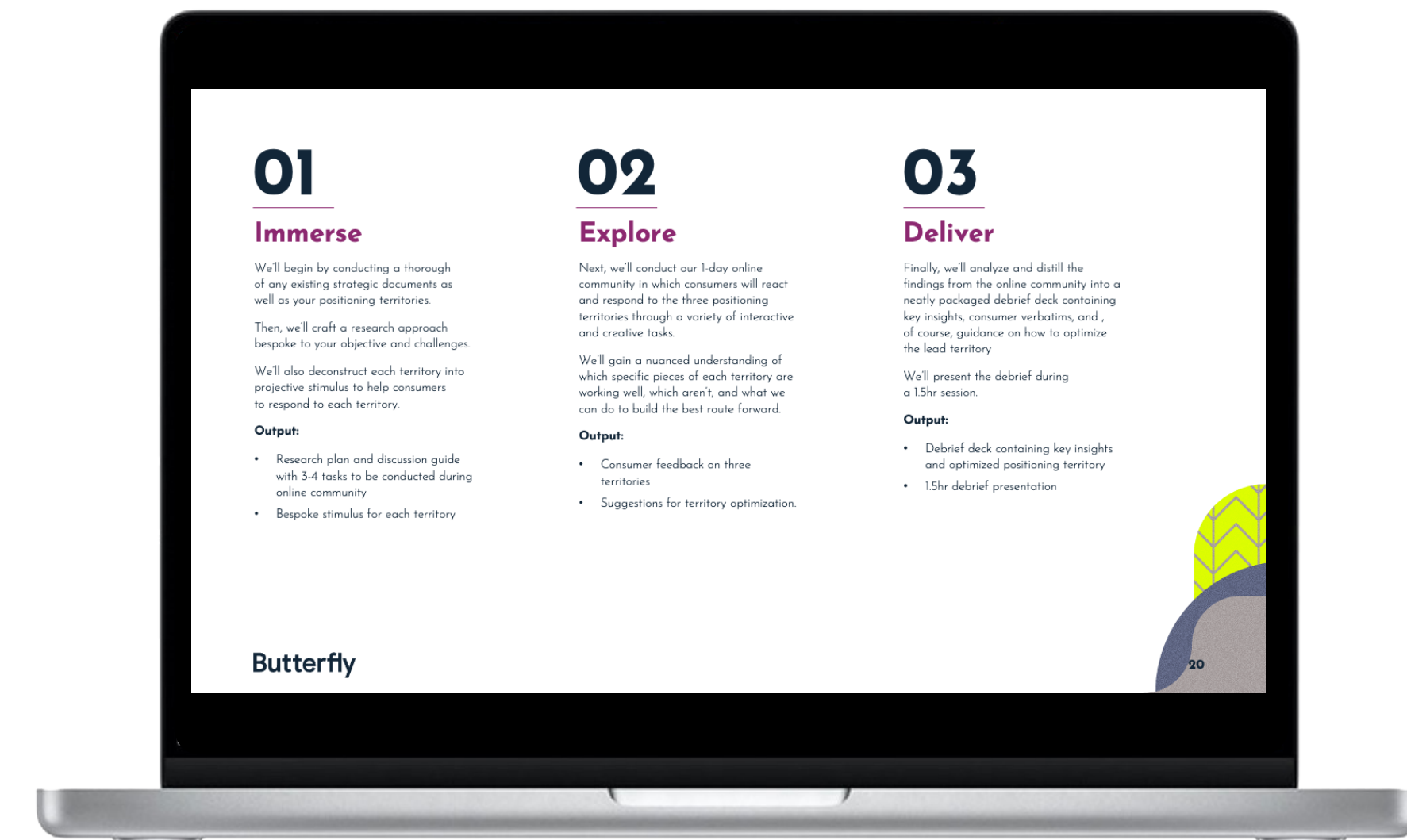
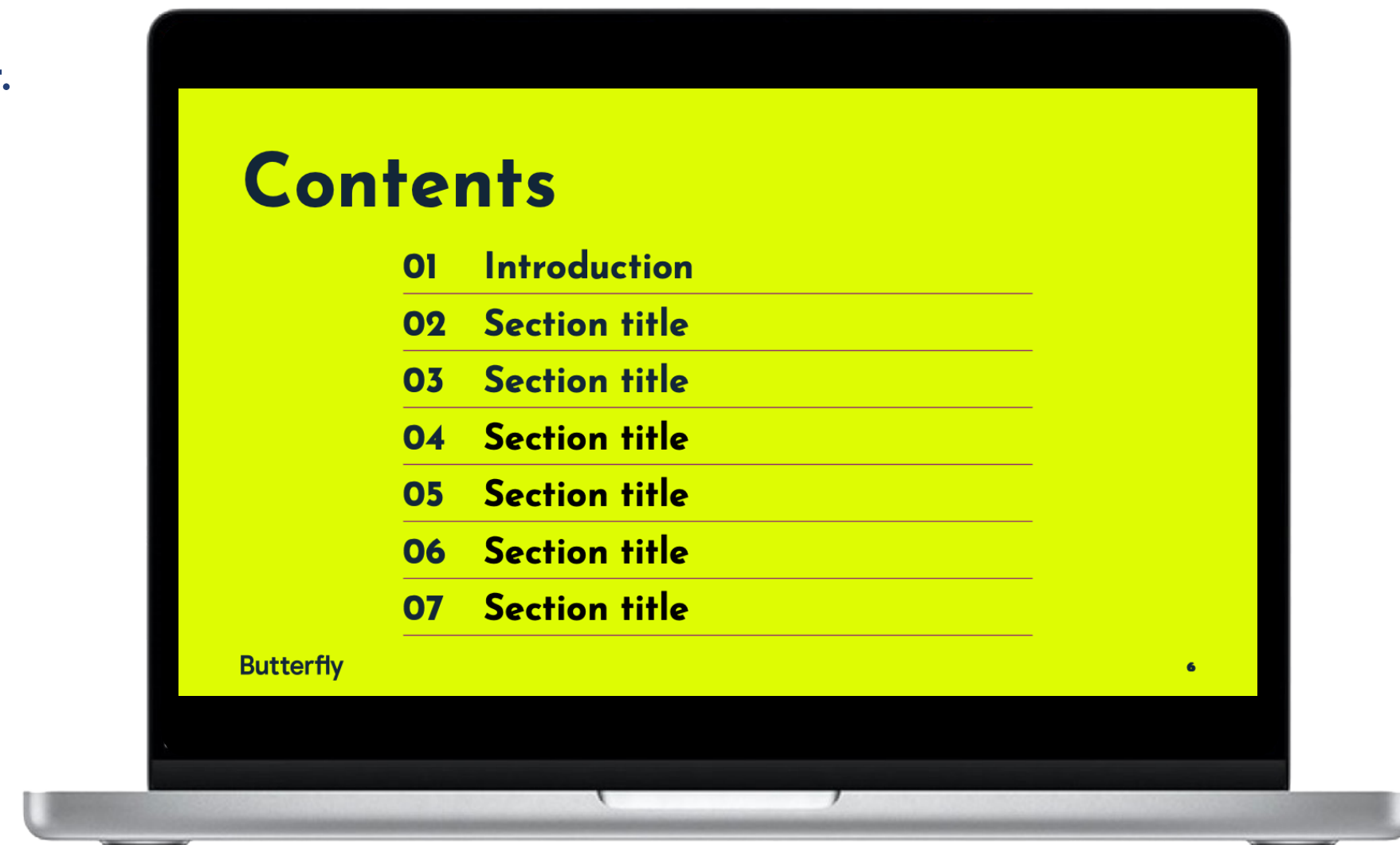


A PowerPoint document





A PowerPoint document cont.



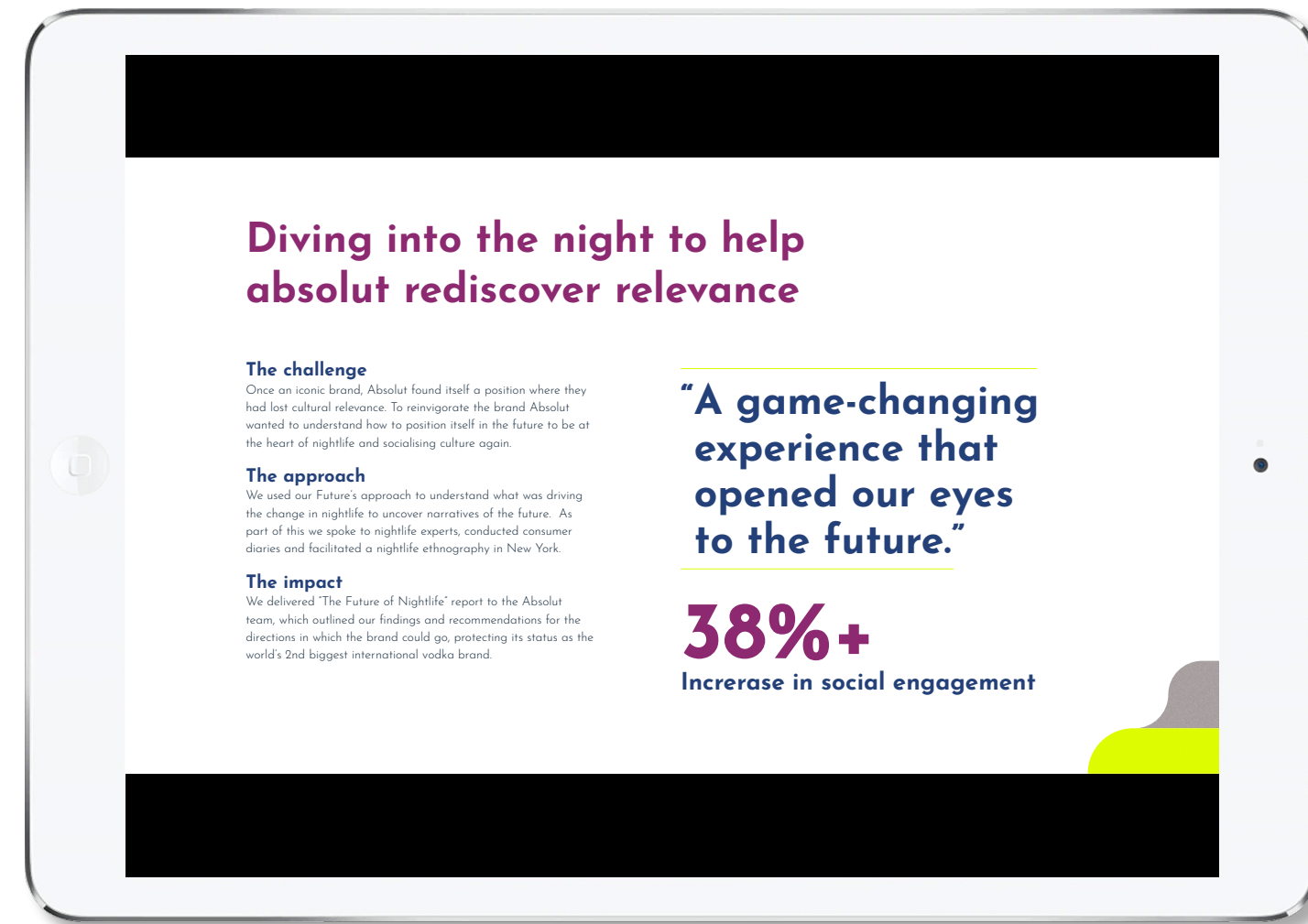
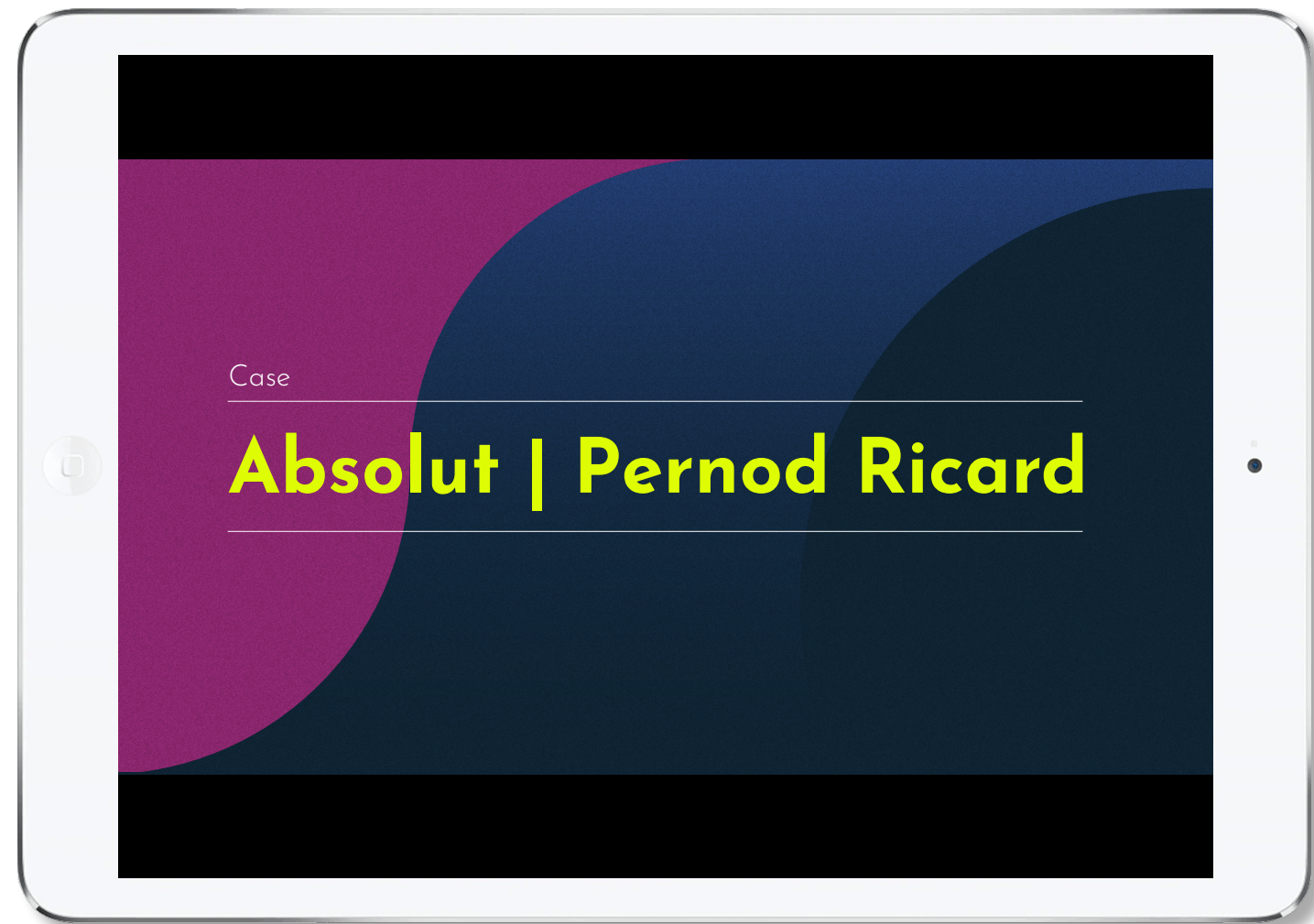


A PowerPoint document cont.





## A case study





# Thankyou

---

Please contact our Head Of Creative  
Matt Rothwell with any questions  
relating to our brand

[matt.rothwell@hellobutterfly.com](mailto:matt.rothwell@hellobutterfly.com)

# Butterfly

Waverley House  
9 Noel Street  
London  
W1F 8GQ