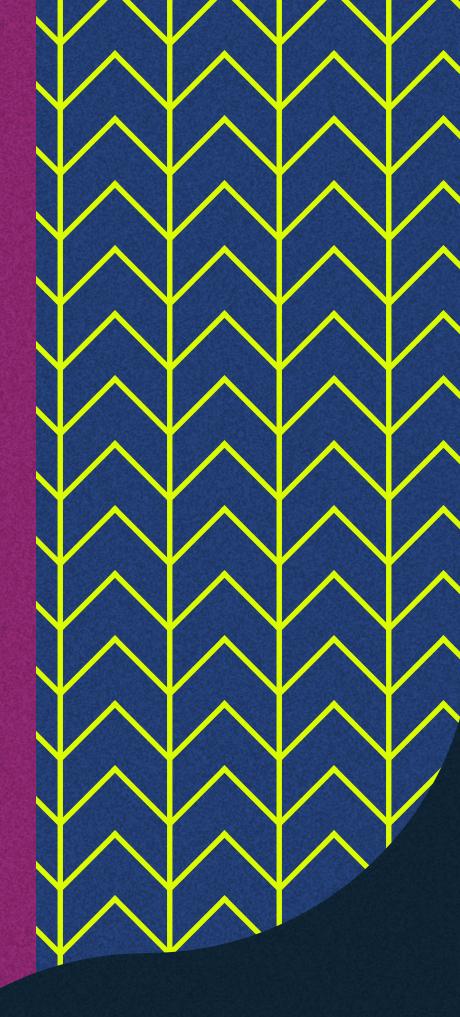


Brand Guidelines





Contents Introduction 01 **02** Identity **O3** Colour Typography 04 **O5** Graphics **O6 Photography** In Action 07





OO1Introduction

Butterfly



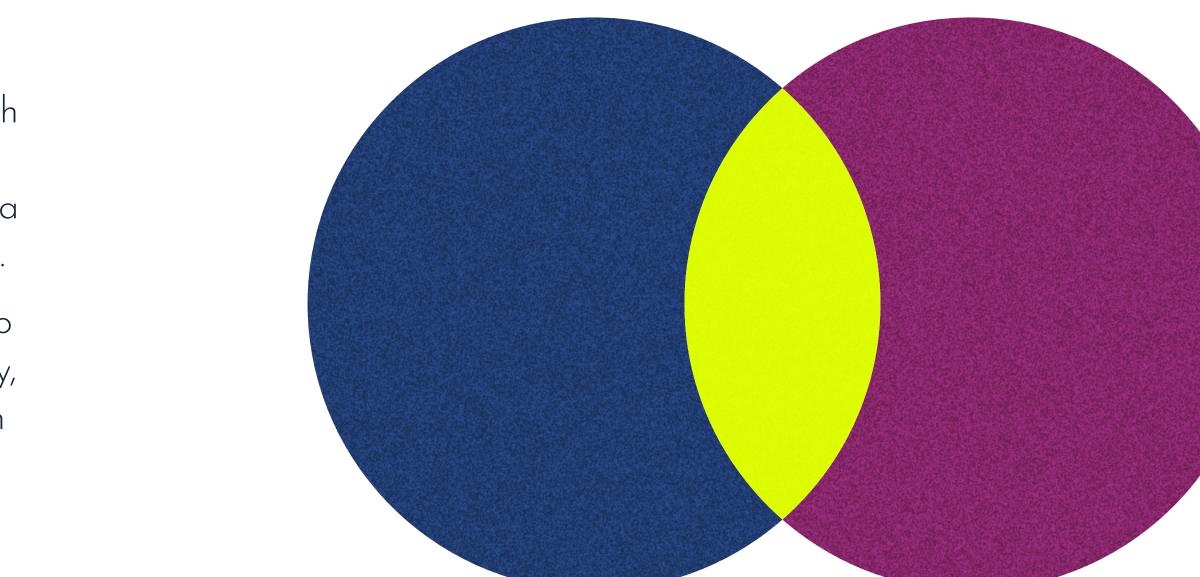


Project Wings

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.



Purpose We make possible the transformation you're yet to imagine. Belief We believe everyone should have the oppotunity to transform for the better. Our values Emotional intelligence **Rigorous imagination** Tangible ingenuity Brave optimism We don't just listen; we search for Our relentless curiosity drives us We make the impossible Our futures are intertwined. feel real by crafting vivid meaning in what people say to to discover unexpected angles Our trusted partnership gives and possibilities that disrupt how identify ways to have a positive strategies that create momentum us confidence to embark upon you think & what you do. impact on people's lives. in your business. new ventures. Key differentiator We are a positive consultancy; we take a visionary perspective that's balanced with a firm grasp on the tangible, for positive impact on our future. Envisage Evolve Invent Value proposition We are your partner in strategy and impact, empowering and equipping you to transform and evolve your business.

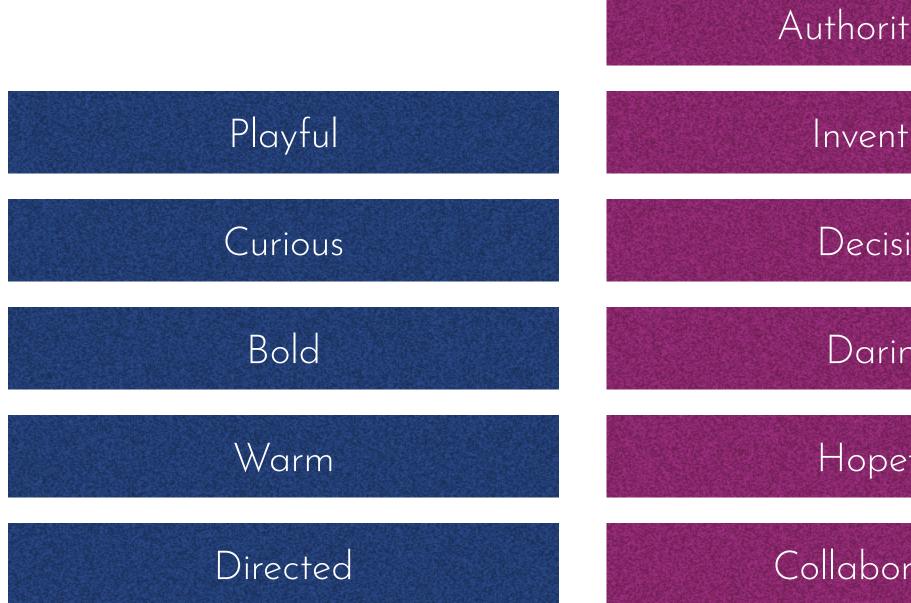
Insight

We live in the age if the unimaginablem, and I feel as though I never know where I stand, let alone how to take the next step. I'm looking for a partner to push my business forward and be a part of shaping a positive future.



Tone of Voice





Butterfly

Where we want to go

What we are not

tative	Arrogant	
tive		
sive	Obsessive	
ng	Foolish	
eful	Naive	
orative	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 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 Inteligence 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.

$\mathbf{02}$ Rigorous

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



Imagination

03 Tangible Ingenuity

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

$\mathbf{04}$ Brave Optimism

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



002 Icentity







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 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

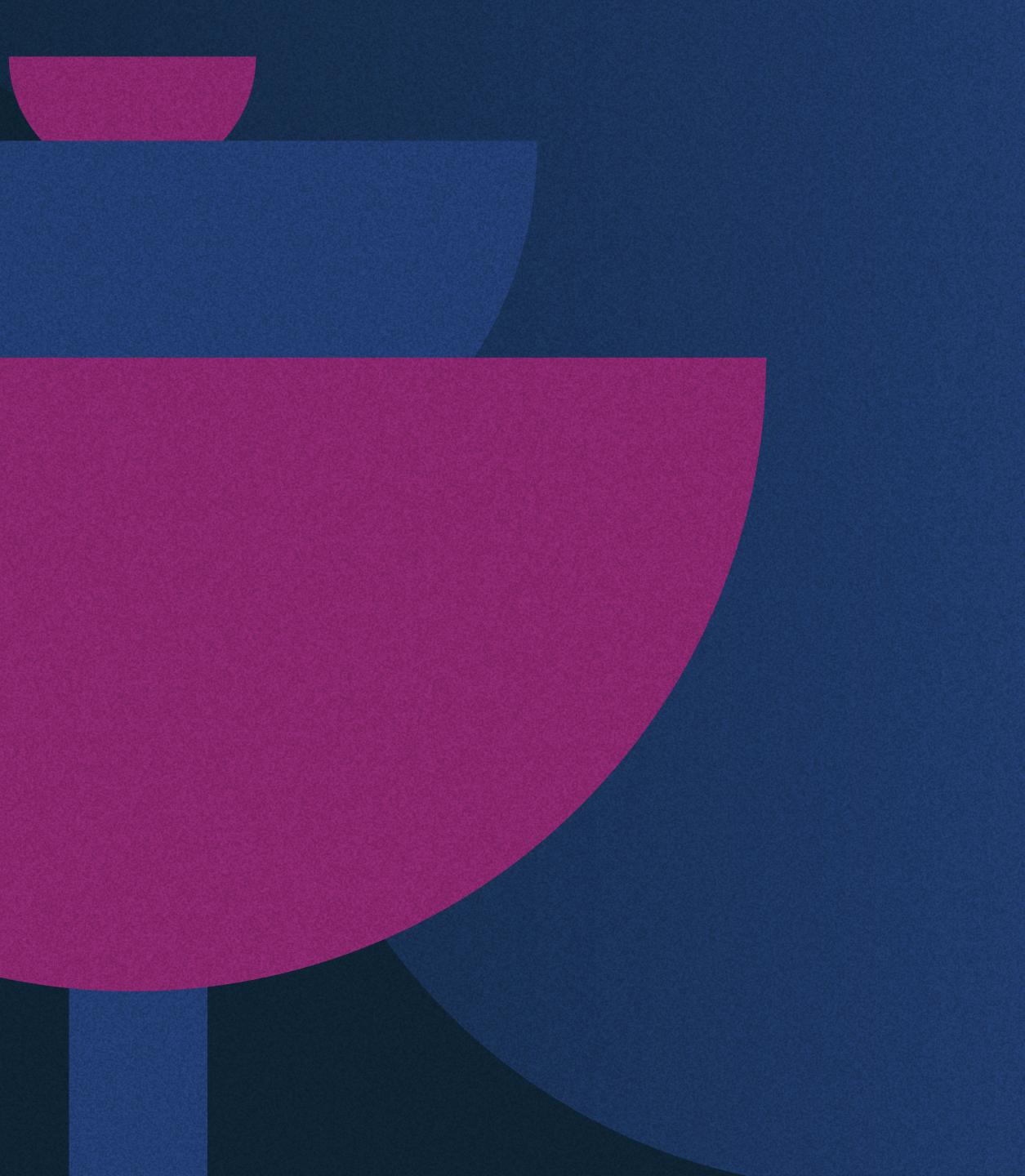
75 Pixels

Butterfly

20 Milimeters









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. Chart R 2 G 2 B 3 #defc C 0 M 0 Y 0 K 0 Panta

Butterfly

rtreuse	Byzantium	Oxford	Yale
222 252 3 fcO3 010 000 095 001 cone: 809C	R 140 G 41 B 112 #8∠2970 C 050 M 095 Y 000 K 010 Pantone: 512	R 18 G 38 B 56 #122638 C 100 M 070 Y 0 K 050 Pantone: 534	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

Butterfly

Circa. 10%

Dark

_	_	_	_	_	

Light







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.

Butterfly

Josefin Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 0123456789 ?\$&&#()@!€

Josefin Sans Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789 ?\$&&#()@!€

Josefin Sans Light

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.

Butterfly

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."

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.

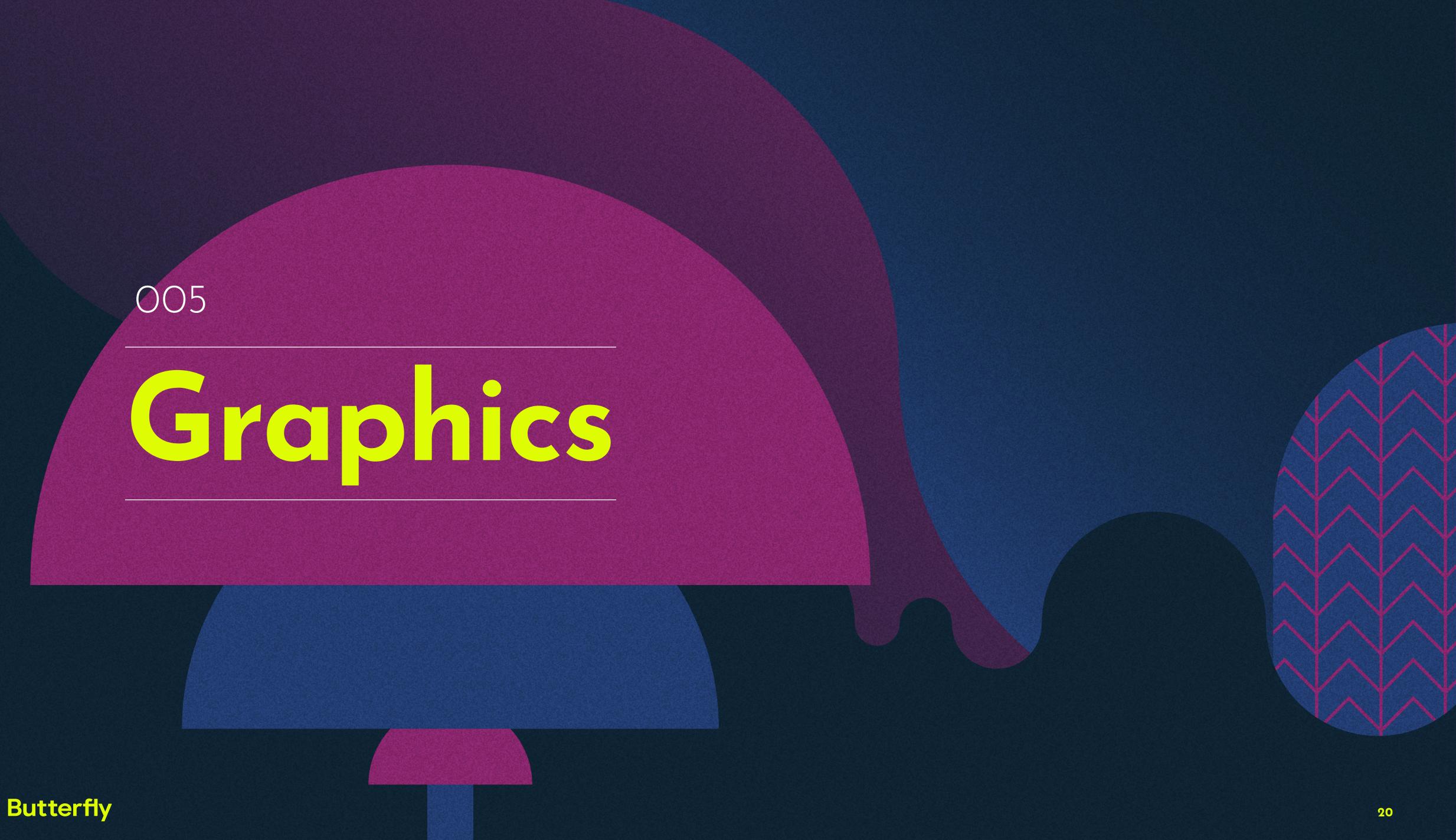
These statements should always be short and to the point. The correct type sizes are set in the PowerPoint template.

Butterfly

Emotional Intelligence Rigorous Imagination Tangible Ingenuity Brave Optimism









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.

Butterfly

03

Reimagining transport

Transport is becoming more localised and moving away from short-haul flights, driven by the overarching need to be efficient and add value to the end user.

Businesses today are thinking about personal flying transportation, being able to take trains across countries the way we take public transport within cities and the slow pace of buses and cruises as a renewed selling point in the context of this. In the future, transport hubs and providers will face challenges and opportunities driven anew by changes in people's transport behaviour and the infrastructure they use to access it.

- Midnight Trains is launching a 'hotel on rails' in 2024, with eventual routes planned from Paris to Spain, Italy, Portugal, Germany, Denmark, and Scotland, meeting the 32% of European airline users who would opt for a sleeper train over a flight for distances up to 3,000km given the availability of attractive offers⁽⁶⁾.
- Verijet is developing a personal aviation airline designed to use smaller local airport infrastructure in the US with the fastest possible door-to-door travel speeds, taking aim at wasted travel time going to large airports and the extreme inefficiency of conventional short-haul flights.

So, with hyper-efficient, domestic transport developments in the future making countrywide, rapid, and local travel easier than ever, will travel businesses cater to more international or domestic travel?

How would the travel business be impacted if people flew from small local airports near their homes similarly to how we take buses or trains?

What add-on opportunities will arise in the expansion of transport infrastructure, and how will this connect the cities of the future?

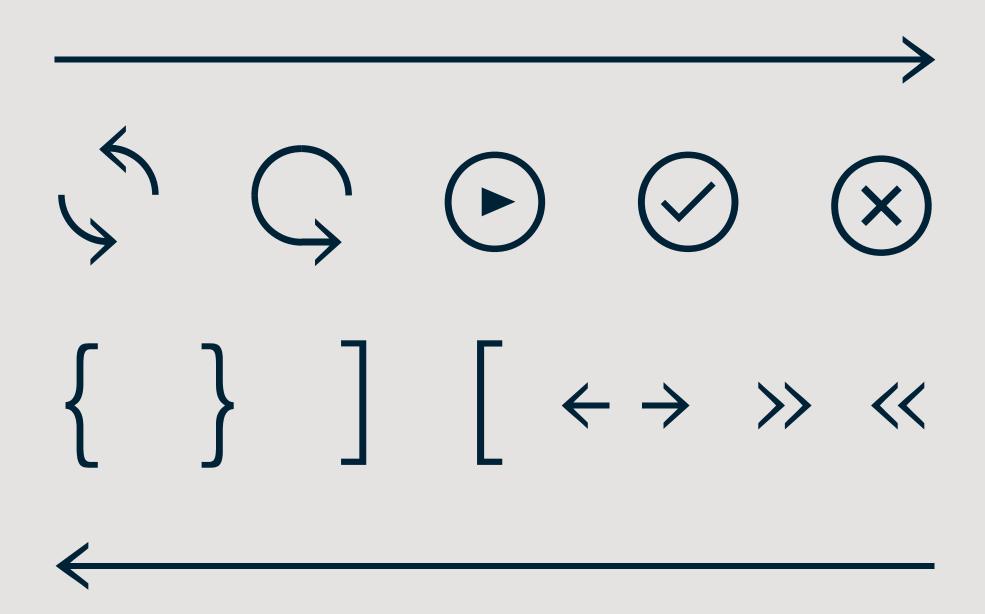
How can the travel industry ensure that personal/local travel remains cost-effective and inclusive for all, not just a select few?



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.

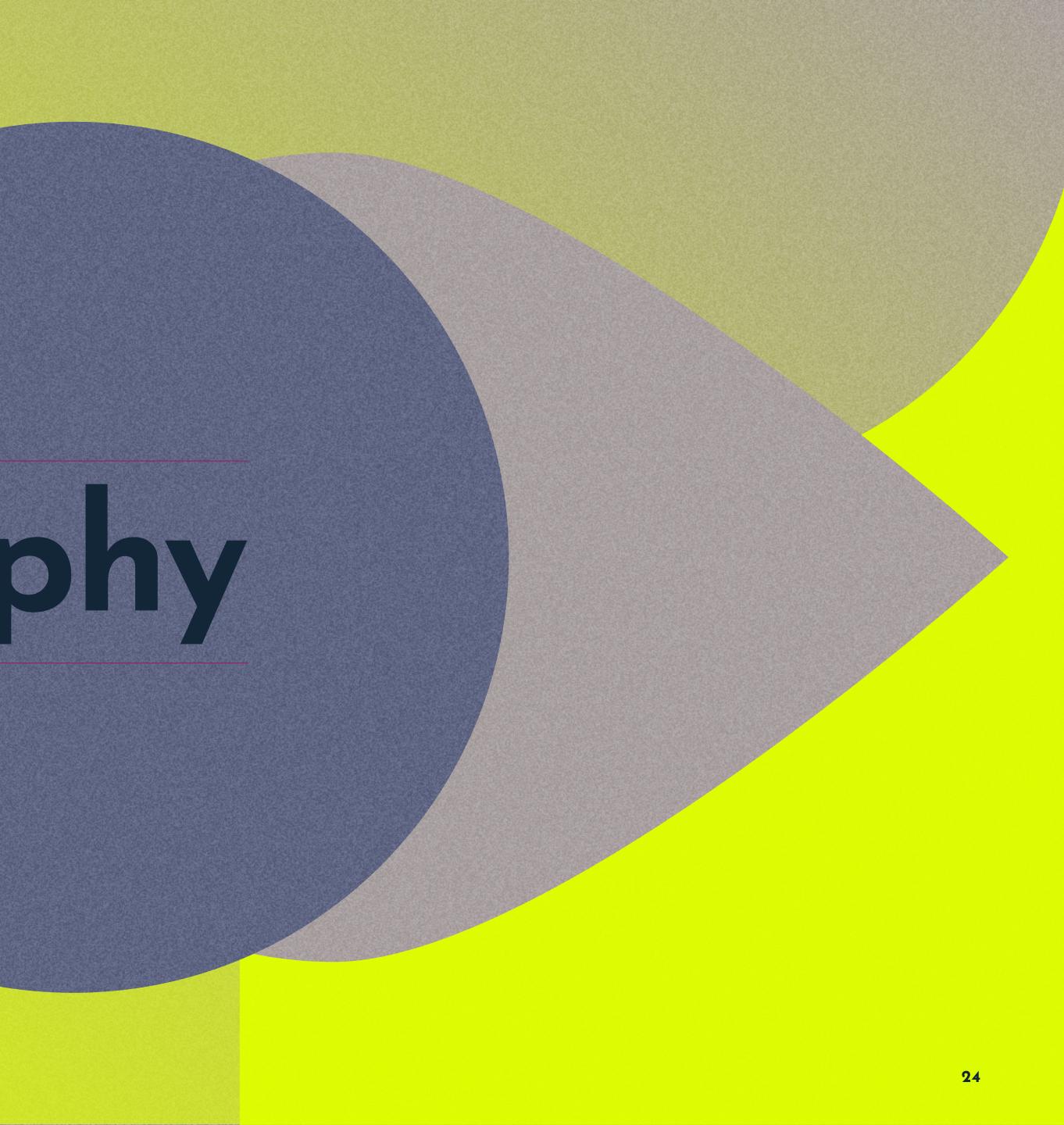






006 Photography



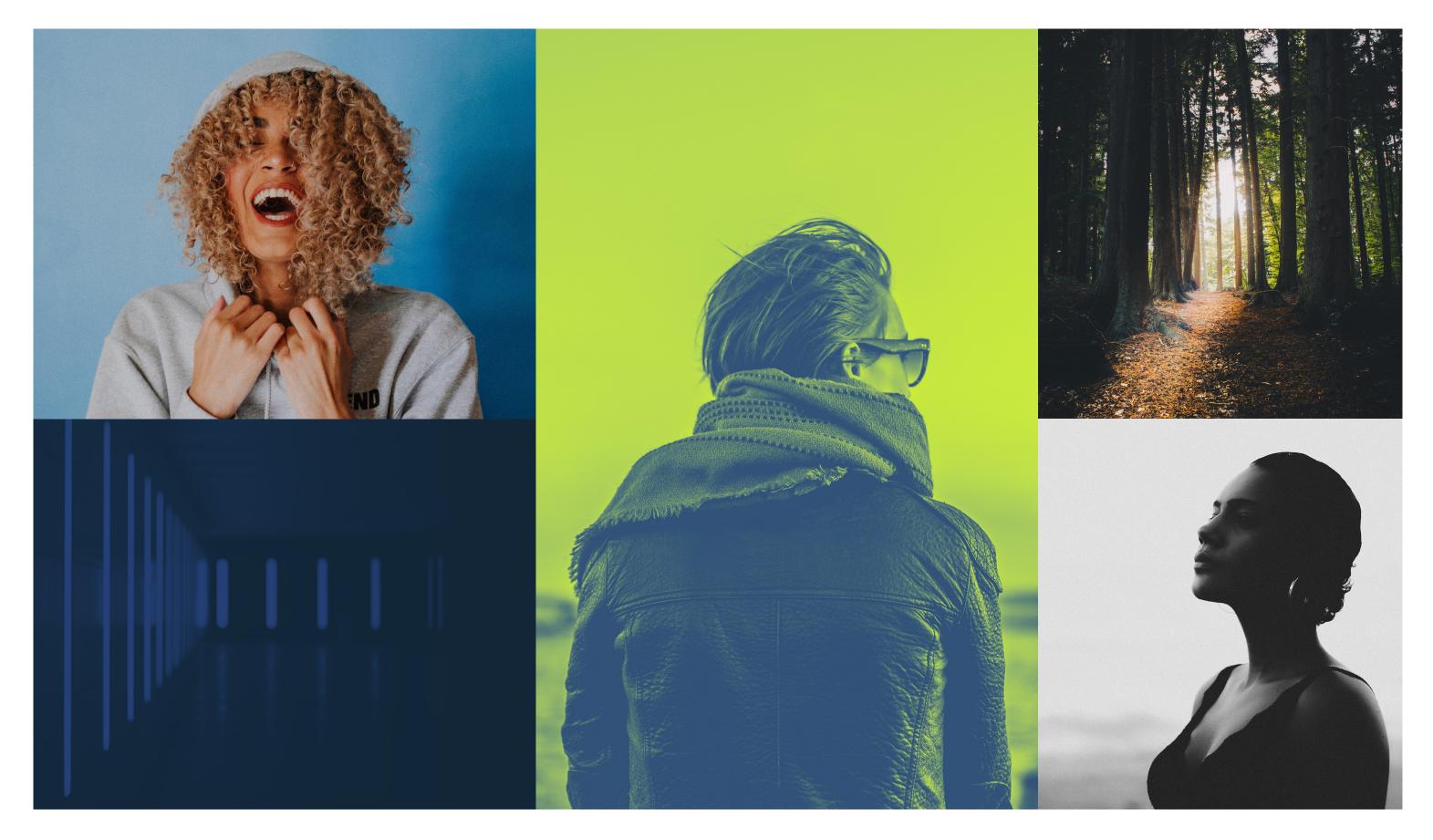


Overview

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.







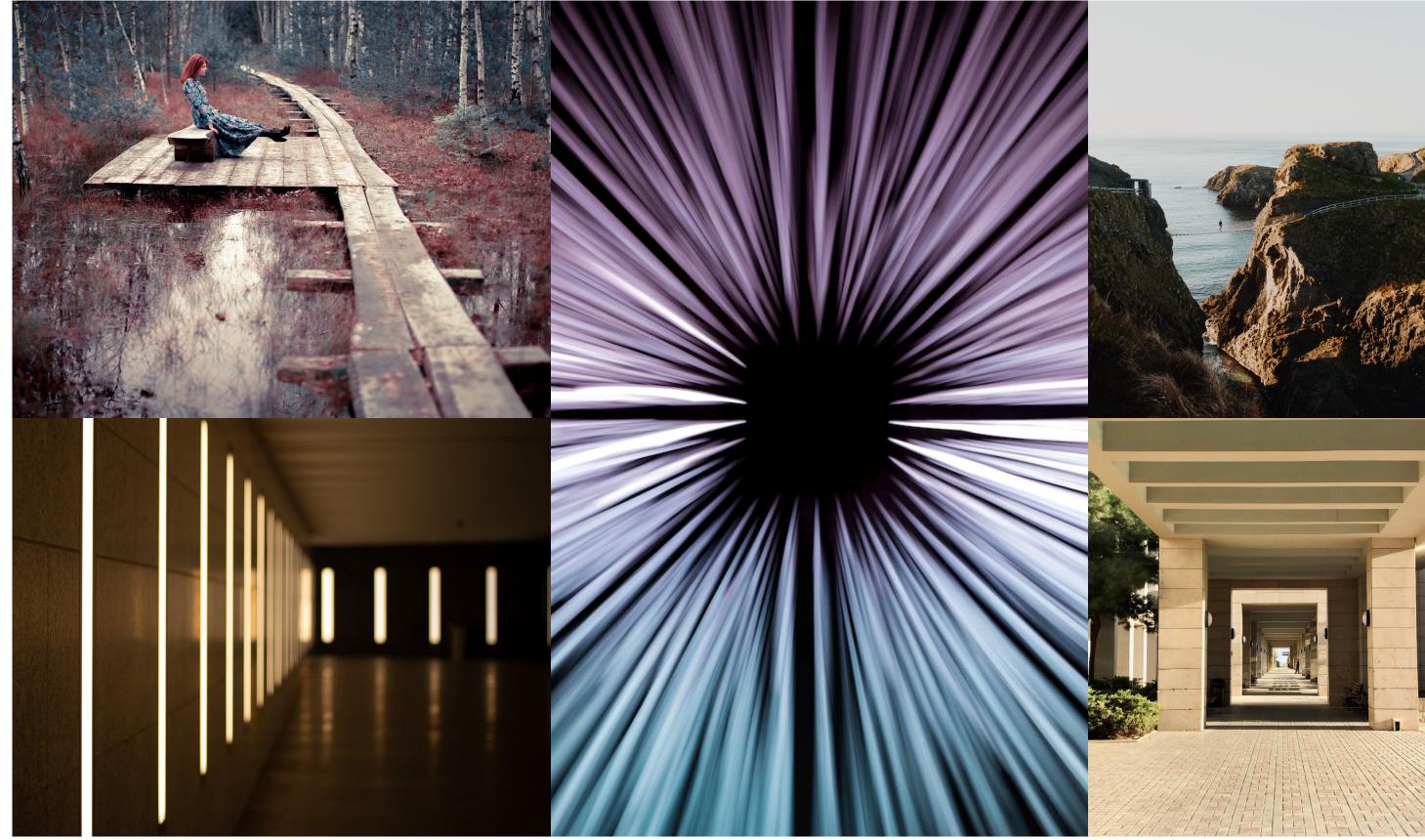
Pathways

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 form 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.



Butterfly



Rigorous Imagination







007

n Action





A PowerPoint document

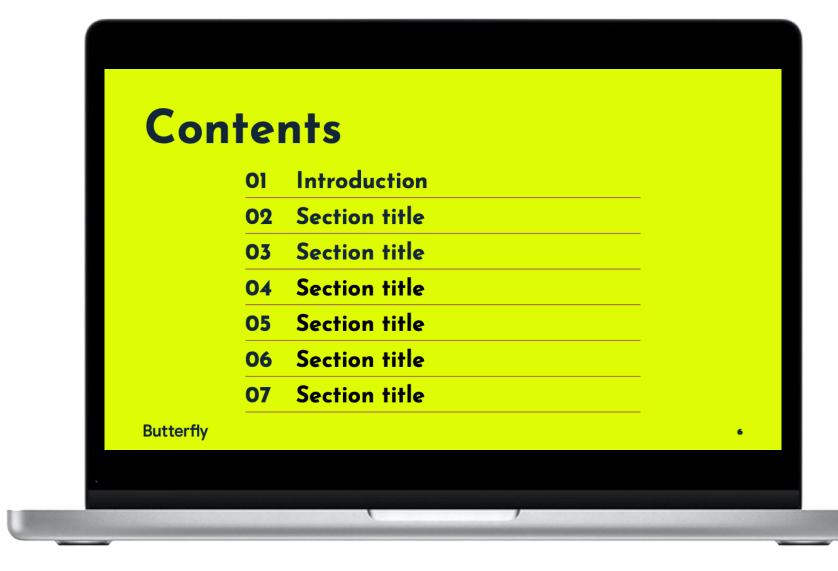








A PowerPoint document cont.





Butterfly

Emotional Intelligence Rigorous Imagination Tangible Ingenuity Brave Optimism

9

Butterfly

02 03 01 Explore Deliver Immerse We'll begin by conducting a thorough Next, we'll conduct our 1-day online Finally, we'll analyze and distill the of any existing strategic documents as well as your positioning territories. community in which consumers will react and respond to the three positioning findings from the online community into a neatly packaged debrief deck containing territories through a variety of interactive key insights, consumer verbatims, and , Then, we'll craft a research approach of course, guidance on how to optimize the lead territory and creative tasks. bespoke to your objective and challenges We'll gain a nuanced understanding of which specific pieces of each territory are working well, which aren't, and what we can do to build the best route forward. We'll also deconstruct each territory into We'll present the debrief during projective stimulus to help consumers a 1.5hr session. to respond to each territory. Output: Output: Output: Debrief deck containing key insights and optimized positioning territory Research plan and discussion guide Consumer feedback on three with 3-4 tasks to be conducted during territories 1.5hr debrief presentation online community Suggestions for territory optimization. Bespoke stimulus for each territory

Butterfly

A PowerPoint document cont.



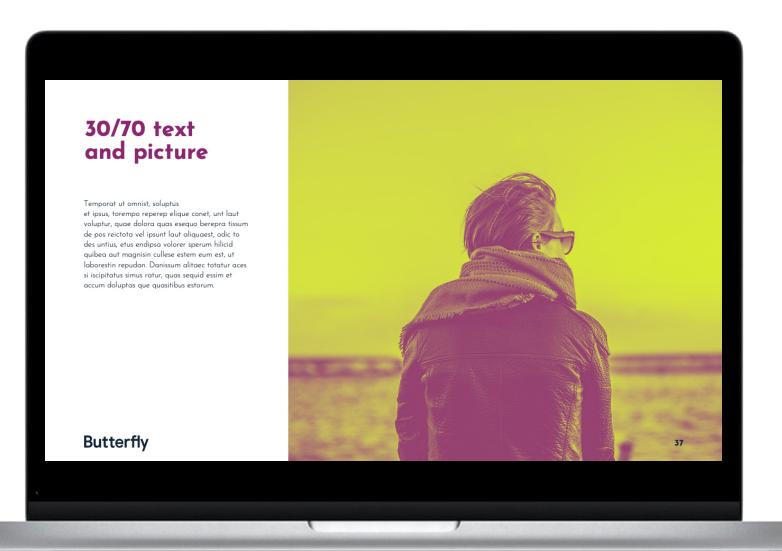


Butterfly

50/50 text and picture

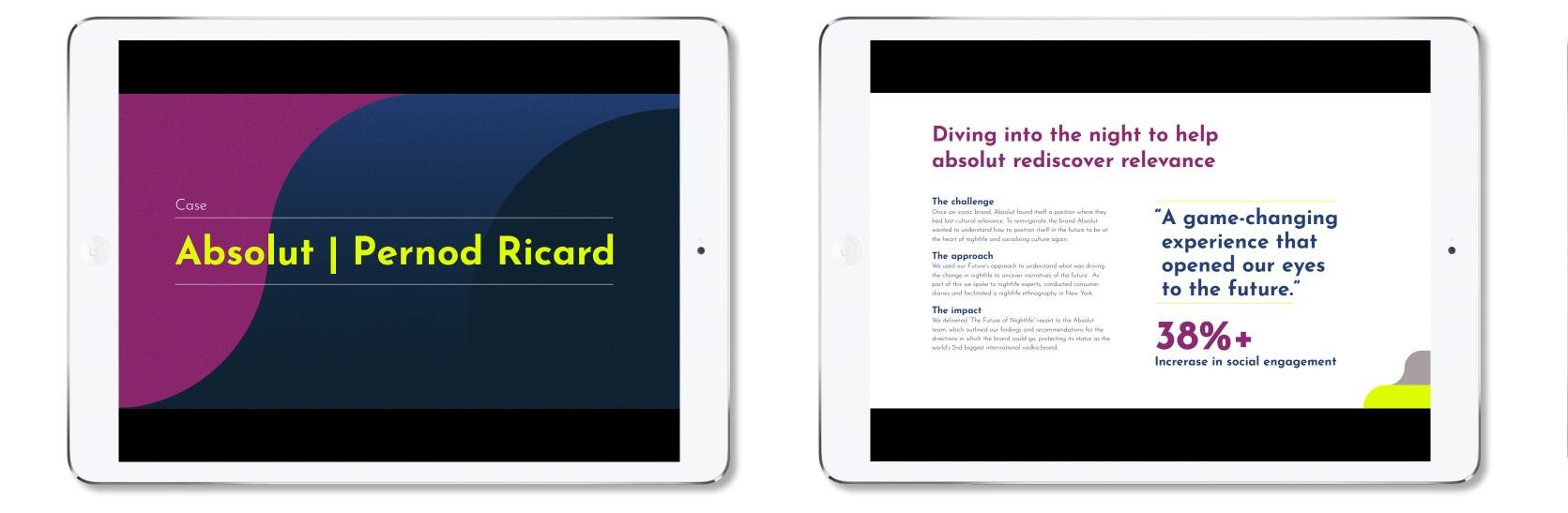
Temporat ut omnist, soluptus et ipsus, torempo reperep elique conet, unt laut voluptur, quae dolora quas esequo berepra tissum de pos reictota vel ipsunt laut aliquaest, odic to des untius, etus endipsa volorer sperum hilicid quibea aut magnisin cullese estem intio eum est, ut laborestin repudan. Danissum alitaec totatur aces si iscipitatus simus ratur, quas sequid essim et accum doluptas que quasitibus estorum.







A case study











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

matt.rothwell@hellobutterfly.com

Butterfly

Waverley House 9 Noel Street London W1F 8GQ

