butter

Brand & Component Guidelines

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Brand Identity

Brand Color Palette

The following are the six main colors of Butter. Darlinghurst and Bondi Brown are to be used as accent colors, while the other four are more commonly used.

Ultimo Gray is to be used solely for all body text on the marketing website.

Darlinghurst
#06574F
RGB 5 87 79
CMYK 90 44 65 34

Tamarama
#B9C6BE
RGB 185 198 190
CMYK 28 14 24 0

Bondi Brown
#925842
RGB 146 88 66
CMYK 33 67 75 22

Wolloomolloo White
#FFFFFF
RGB 255 255 255
CMYK 0 0 0 0

Potts Point
#F1D5C7
RGB 241 213 199
CMYK 4 17 18 0

Ultimo Gray
#4A4A4B
RGB 74 74 75
CMYK 66 59 57 39

Brand Typography

PT Serif Bold is a clean typeface used for heros, page headers, and section headers on the marketing site.

Muli Bold is used for section titles, the nav & footer, and some body text. Muli Regular is used for all body text.

PT Serif Bold

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz

Muli Bold

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz

Muli Regular

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz

Logo Uses

Butter's logotype may be featured with or without the organic shape and "discover butter" tagline, depending on the context of its use. The isolated "b" may be used as an icon or favicon.

The isolated wordmark should be used when accompanying Butter illustrations (see page 12), or at any other instance where the more illustrative logo may seem to compete with other brand elements.

The wordmark may also be used in black or in white when used on a dark colored background, like Darlinghurst.

Wordmark: Darlinghurst
Organic Shape: Potts Point

Logo Spacing

The wordmark should always be surrounded by a sufficient amount of space. The empty space should equal half of the height of the Butter wordmark's 'e' on all sides.

50% of Butter wordmark's 'e'

Logo Misuses

Never outline the mark

Never tilt the mark

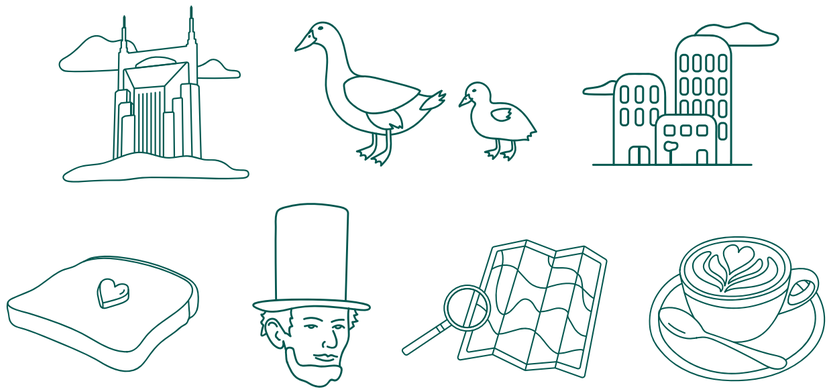
Never add an effect to the mark

Never stretch or distort the mark

Never place the mark on a similarly colored background

Never use off brand colors

Icons



Butter icons are realistic and playful. Icons on the marketing site are used as symbols of brand values and unique representations of cities. They are simple line drawings done only in Darlinghurst.

Illustrations

Illustrations are used throughout the Butter marketing site; they are most notably featured at the top of each individual city page.

They are monochromatic, abstracted representations of city neighborhoods. Some variants may also feature multiple colors.

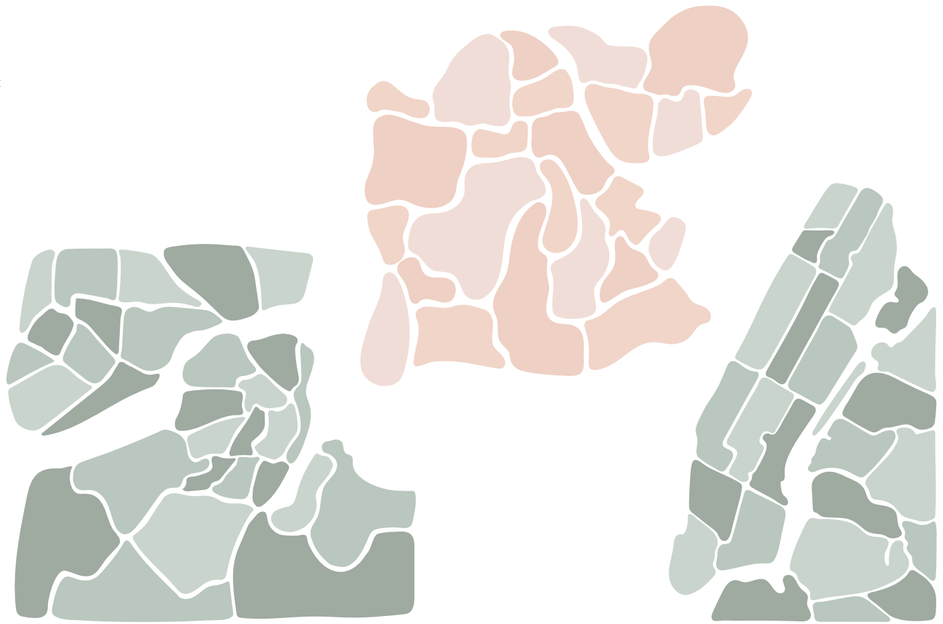
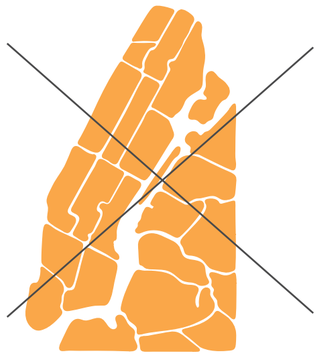
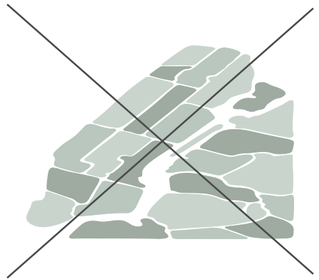


Illustration Misuses

Unnatural color treatments should not be applied to illustrations, and they should not be distorted in any way.



Never use unnatural color treatments



Never distort the illustrations

Web Components

Web Typography

The marketing site of Butter uses PT Serif for top level headers and Muli for all other text. Use of color is flexible, but must utilize brand colors and maintain high contrast to ensure legibility.

Desktop

H1 PT Serif Bold, 60px

H2 PT Serif Bold, 32px

H3 Muli Bold, 20px

Body Type Muli Bold, 16px/20px

Body Type Muli Regular, 16px/20px

Nav/Footer Muli Bold, 16px/20px

Tablet/Mobile

H1 PT Serif Bold, 48px

H2 PT Serif Bold, 28px

H3 Muli Bold, 20px

Body Type Muli Bold, 14px/16px

Body Type Muli Regular, 14px/16px

Nav/Footer Muli Bold, 14px/16px

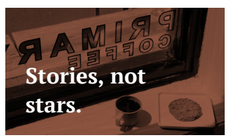
Heroes

Heroes are used through the marketing site and are encoraged. Images are fully desaturated, accompanied by a color overlay, and set to 'multiply' color effect. PT Serif H1 headers can be placed on top of images in the negative space, or placed below the image for responsiveness.

Desktop

Tablet

Mobile



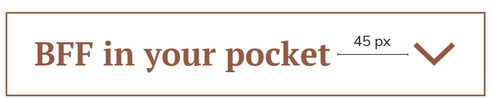
UI Elements

Form input fields utilize consistent button styles and sublte text input hints. They are typically displayed on a colored background wash.

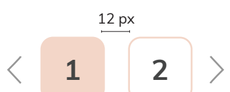
Other UI elements maintain rounded corners, sublte shadows, and simple arrow marks to orient the user.

Standard Input Field

Dropdown Menu

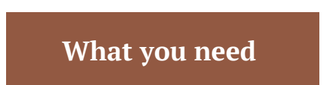


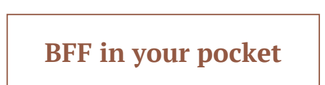
Page Selection



Selected & Unselected Boxes

- Local
- Recommender





Muli Bold, 16px

Button Styles

Large call-to-action buttons may be displayed as outlined or filled in with hover states reversing the colors.

When a CTA is not a direct link but a toggle, the type switches to PT Serif.

Links within the body text or not large CTAs are bolded and introduce a dashed underline in its hover state.

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