Go Team Butler

Content:

Welcome
TO THE TEAM

We want to go over some house rules and guiding principles. They have been strongly considered and carefully assembled to help unify and strengthen our identity across a variety of consumer interactions. We hope you will take these principles to heart and use them to explore new possibilities for Team Butler.

– Taylor Butler
Founder

Our Look...

Bold, fun, and friendly are a few adjectives to describe our visual voice. This reflects not only our team, but also our clients and neighborhood. We create with the spectrum to make our brand come to life!

#E81B41

#F0546E

#EC8423

#F9BF2C

#4E9E48

#42BDA2

#4C72B8

#662D91

#E81B41

#0A0203

#FFFFFF

GET SHIT DONE.

...and have fun!

Go Team Butler

TRANSPARENT.
COMPETITIVE.
PASSIONATE.
DRIVEN.
SMART.
FUN.

SUBHEADER

The Fonts...

COPY

We use a simple set of fonts to stay consistent throughout the print and digital worlds. Plus, we choose Canva replacement fonts, so it's easy for you to create on-brand posts and more.

HEADER
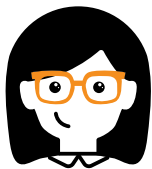ITC Avant Garde Gothic Pro Bold
Canva Font: Mont Bold

SUBHEADER
Montserrat Font Family
Canva Font: Montserrat ALL CAPS

Header
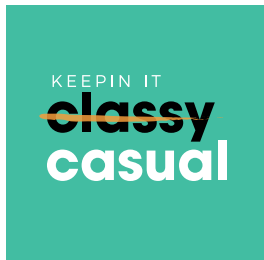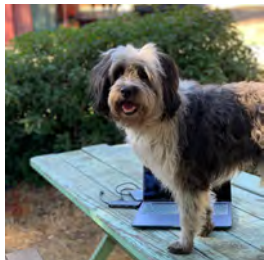Raleway Black
Canva Font: Raleway Heavy

copy text
Montserrat Font Family
Canva Font: Montserrat

@goteambutler

Marketing · Design · Social Media · Web Development
...but wait there's more!
goteambutler.com

Go Team Butler

TEAM BUTLER
IN HOUSE MARKETING MEETS AGENCY SERVICE

KEEPIN IT
~~classy~~
casual

thing #1   thing #2

Happy New Year!

our followers

We're chatting with our fans (past, present, and future) and our Okie neighbors on social media.

tone of voice

Our tone is chill, witty, and inviting. We're the cool kids not the mean girls. We are proud, playful, and professional.

personality

Outgoing and inclusive with a dash of smartass! Sarcasm is our love language and chocolate is our bestfriend.
We support dad jokes and dad bods.

strategy

We showcase our awesome team and teammates (clients)! We stay up-to-date on all things social, marketing, and design while being innovative and playful. We're not afraid to start the next viral trend or jump on the bandwagon.

monday.com

This is our online project management system. Monday is the hub for internal communication and library for deliverables. Use this column key below to navigate this site:

SUB TASKS - a specific task for the Designer to create a specific graphic that is part of a bigger campaign.

SIZE NEEDED - the desired size of the graphic needed from the Designer.

RESOURCES - examples, assets, and/or previous versions to help the Designer understand the task.
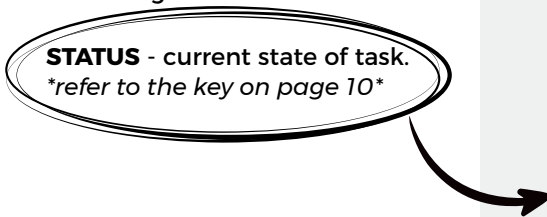
TAGS - hashtags to assist with project tracking.

DUE DATE - when the task is due for client approval
select RED ALERT status if due within 24-hours

DELIVERABLES - location for current design assets

PREVIOUS VERSION - location for all previous versions of said design asset

STATUS - current state of task.
refer to the key on page 10

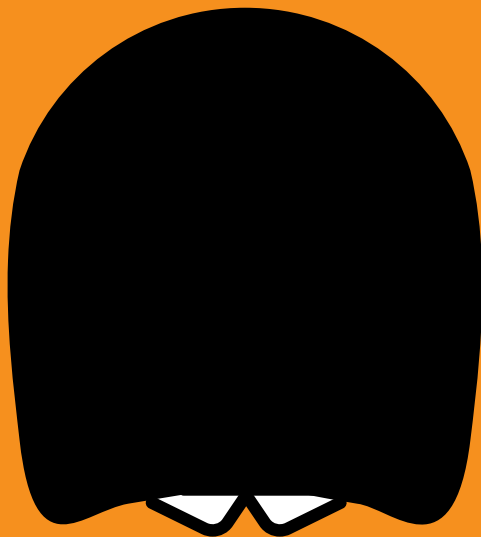| Status	Description
Details Added	Team Manager added task details and listed designer need(s). Task is now ready for Designer to execute.
Needs Approval	Designer task(s) completed and deliverable(s) uploaded. Ready for Team Manager to send for client approval.
Reviewing	Team Manager shared deliverable(s) with client for approval but has not received feedback.
Edits Needed	Team Manager received feedback from client and added task details and/or listed additional designer need(s).
Approved!	All assets within the deliverable column have been approved by the client.
On Hold	Client has paused the task. Task is visable but no additional work is needed by the Designer. Team Manager will follow up/update.
Pending Details	Team Manager has not received task details and/or designer need(s) from client. Nothing is needed from Designer.
RED ALERT	Task is past due and/or deliverable(s) are needed immediately. Designer needs to execute ASAP!

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