

BUTTERFLY

BUTTERFLY PLATFORM

Brand Guidelines

Logo, color, typography and application rules

VERSION 1.0 · OCTOBER 2026

LOGO · COLOR · TYPOGRAPHY · APPLICATIONS

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01 Introduction

Butterfly Platform is a digital experience platform that lets brands manage customer experience across web, mobile and every digital touchpoint from a single place.

These guidelines ensure the Butterfly logo and visual identity elements are used consistently in all communication materials. They are a reference for designers, agencies, software and marketing teams. If a use not defined here is needed, consult the brand owner.

About the logo

The symbol is a butterfly made of two intersecting lines. The parts coming together to form a whole reflect how the platform unites its content, experience and commerce modules under one roof.

The color transition flowing from purple to cyan represents the transformation the butterfly symbolizes. Rounded line ends and the geometric logotype give the brand a modern, simple and trustworthy voice.



02 Primary logo



Primary logo

The vertical (stacked) version is Butterfly's primary logo. Use this version first wherever space allows.

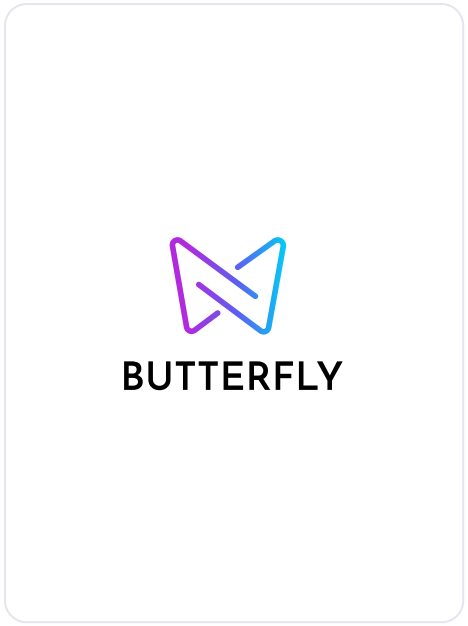
Two components

Symbol: the gradient butterfly. Logotype: the "BUTTERFLY" wordmark. The ratio and spacing between them are fixed.

File

`svg/butterfly-stacked-color.svg`
`pdf/butterfly-stacked-color.pdf`

03 Logo variations



Vertical (primary logo)

Covers, presentation openers, posters, social media posts. Square or vertical areas.

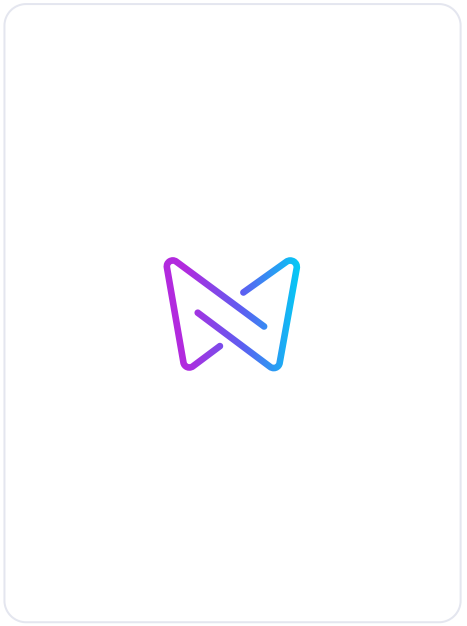
`butterfly-stacked-*`



Horizontal

Website header, email signature, document header, narrow and horizontal areas.

`butterfly-horizontal-*`



Symbol

App icon, favicon, profile picture. Can be used alone once the brand is recognized.

`butterfly-icon-*`



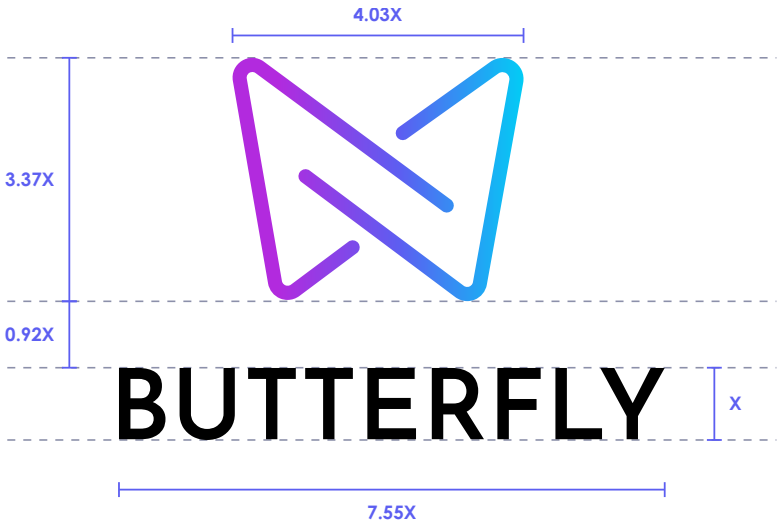
Logotype

Where the symbol already appears in the same area. Not used alone as the primary identity.

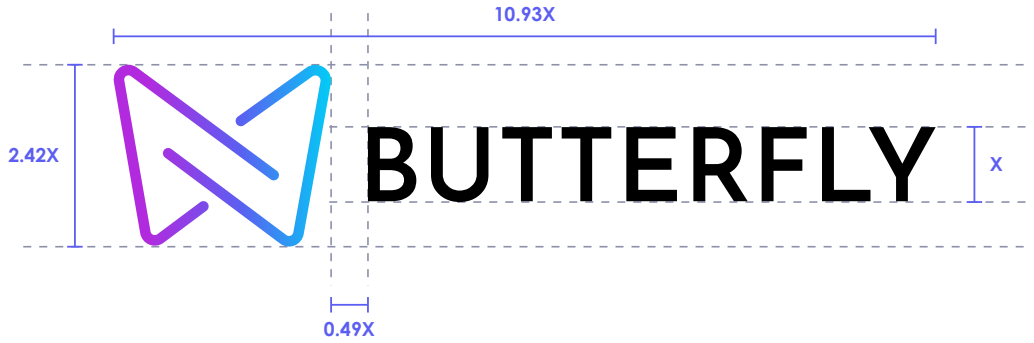
`wordmark/butterfly-wordmark-*`

04 Structure and proportions

All measurements are defined by the X unit, the cap height of the logotype. The logo files are built to these proportions; do not recreate the logo, always use the ready files.



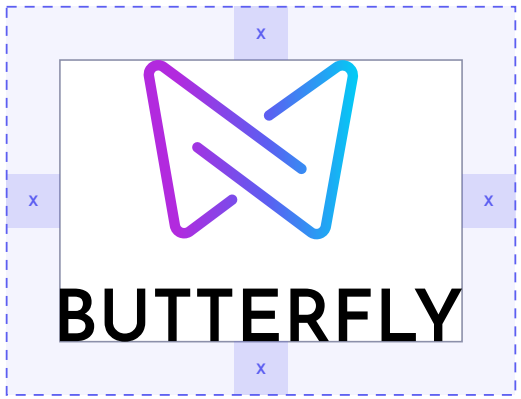
Vertical: symbol 3.37X, symbol to text 0.92X, total width 7.55X



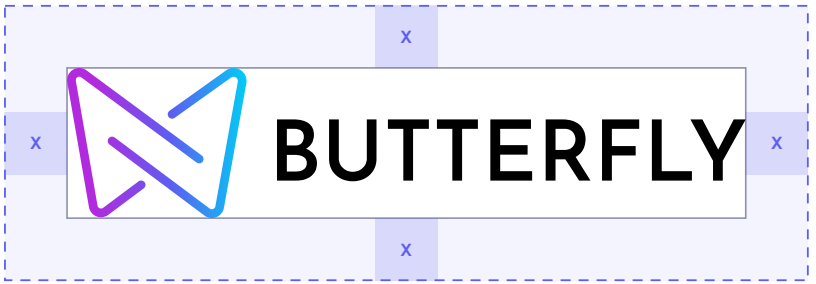
Horizontal: symbol 2.42X, symbol to text 0.49X, text sits slightly below the symbol's vertical center

05 Clear space

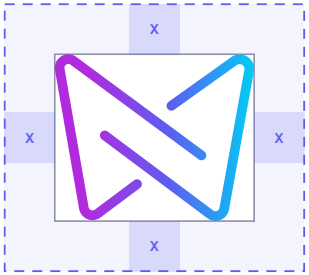
Leave a clear space around the logo that no other element (text, image, edge) may enter. The minimum clear space is X on every side. When the symbol is used alone, X is 30% of the symbol height.



Vertical logo



Horizontal logo



Symbol

06 Minimum size

To keep the logo legible, do not use it below the sizes below. Sizes refer to the logo width. The examples on the left are shown at actual print size.

		PRINT	DIGITAL
	**Vertical logo**	**25 mm**	**100 px**
	**Horizontal logo**	**30 mm**	**120 px**
	**Symbol**	**8 mm**	**24 px**
BUTTERFLY	**Logotype**	**25 mm**	**90 px**

Exception: the browser favicon may be reduced to 16 px. Use the ready files in the favicon/ folder for this.

07 Color versions

Choose the right version for the background. The gradient symbol is used only on white, very light or very dark flat backgrounds. On colored and photographic backgrounds use the white version; for single color print use the black version.



Color · White background
`stacked-color`



Color · Light background (Mist)
`stacked-color`



Dark background version · Midnight
`stacked-color-on-dark`



Dark background version · Black
`stacked-color-on-dark`



White · Brand gradient
`stacked-white`



White · Over dark image
`stacked-white`



White · Flat brand color
`stacked-white`



Black · Single color print
`stacked-black`

08 Color palette

The primary colors are the three colors that make up the logo gradient. Neutral colors are used for backgrounds and text. CMYK values are approximations calculated by ICC conversion; get a print proof before printing.

Orchid Purple

HEX #B22ADE
RGB 178 42 222
CMYK 50 65 0 0

Indigo

HEX #5C5EF1
RGB 92 94 241
CMYK 73 49 0 0

Cyan

HEX #00CEF5
RGB 0 206 245
CMYK 56 0 2 0

Midnight

HEX #0B0A1F
RGB 11 10 31
CMYK 81 78 43 66

Black

HEX #000000
RGB 0 0 0
CMYK 0 0 0 100

Mist

HEX #D9E4EA
RGB 217 228 234
CMYK 13 6 4 0

White

HEX #FFFFFF
RGB 255 255 255
CMYK 0 0 0 0

09 Gradient

#B22ADE · 15% #5C5EF1 · 57% #00CEF5 · 100%

Logo gradient

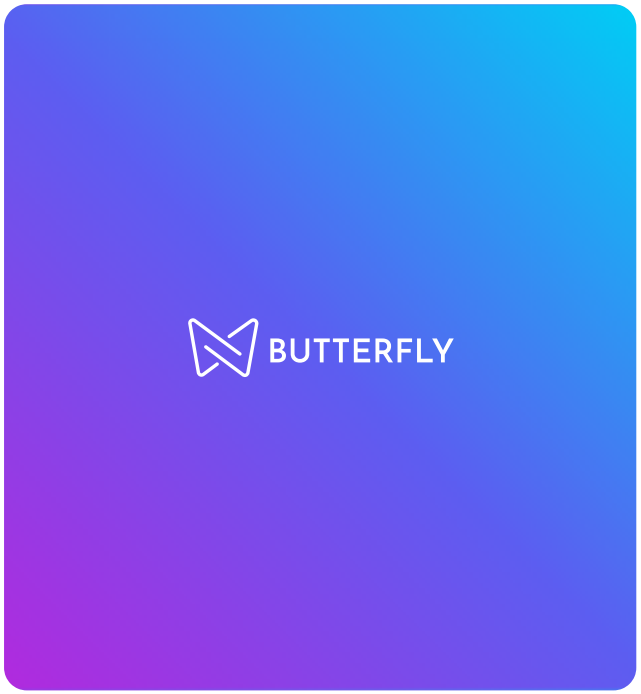
Linear transition from left to right. Stops: Orchid Purple 15%, Indigo 57%, Cyan 100%. Already defined in the logo files.

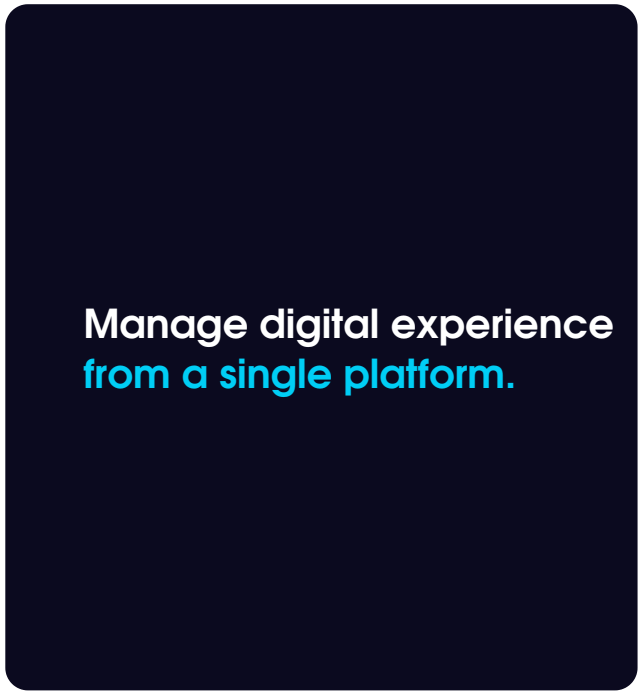
Background gradient

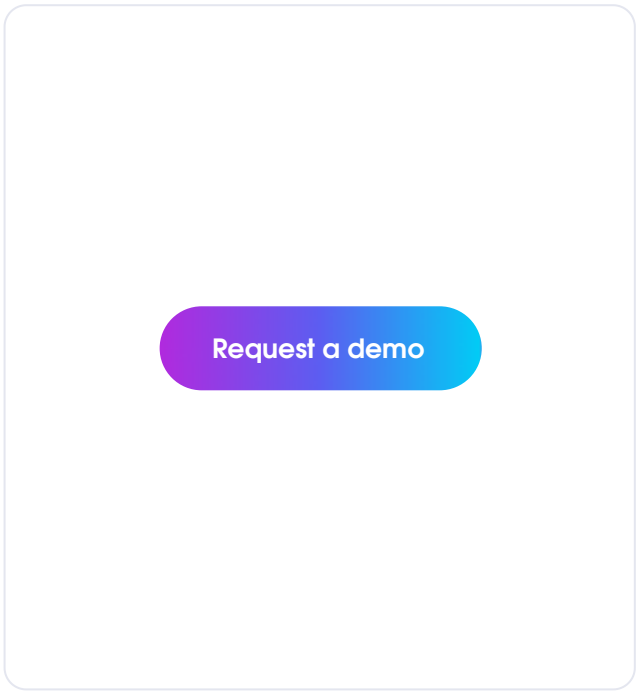
For large areas (covers, banners, social media) the same three colors are used with 0% / 50% / 100% stops, at 45° from bottom left to top right.

Rules

The direction is always from purple to cyan. No intermediate colors are added and the color order is not changed. On a gradient background the logo is used in white.







10 Typography



Century Gothic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 .,:;!?&@%₺

Regular *Italic* **Bold** ***Bold Italic***

HEADING 1 · BOLD 36 PT

Customer experience

HEADING 2 · BOLD 20 PT

One platform, every channel

BODY · REGULAR 11 PT · LINE HEIGHT 1.5

Uniting content, experience and commerce modules under one roof, Butterfly Platform lets brands deliver a consistent experience across all digital touchpoints.

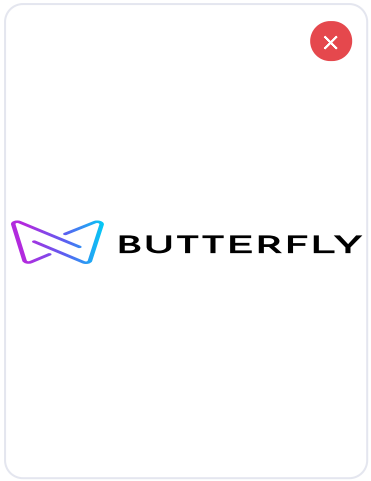
LABEL · BOLD 8 PT · UPPERCASE · LETTER SPACING 10%

DIGITAL EXPERIENCE PLATFORM

Web and digital: font-family: "Century Gothic", "Questrial", "Avenir Next", sans-serif;

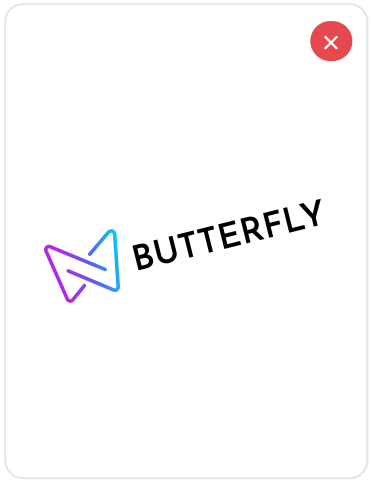
Questrial (Google Fonts, free) is the fallback font where Century Gothic is not available. Note: the "BUTTERFLY" lettering in the logo is custom drawn; it is never retyped in any font.

11 Incorrect use



Do not stretch

Do not scale horizontally or vertically in a way that distorts the proportions.



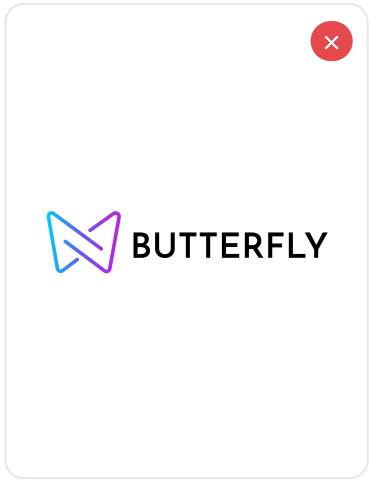
Do not rotate

The logo is always used parallel to the horizontal axis.



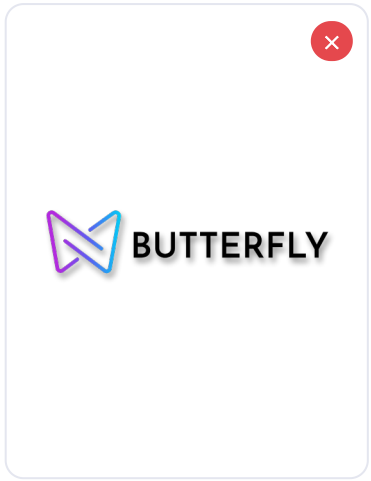
Do not change the colors

Do not use colors or gradients outside the brand palette.



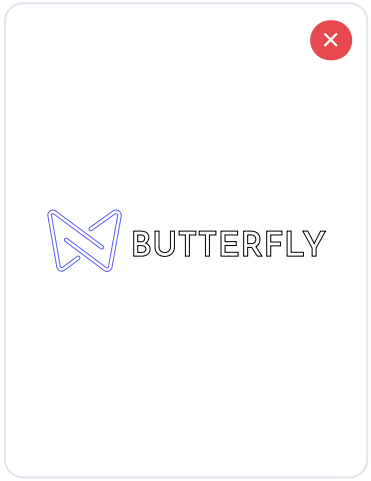
Do not reverse the gradient

The transition always runs from purple on the left to cyan on the right.



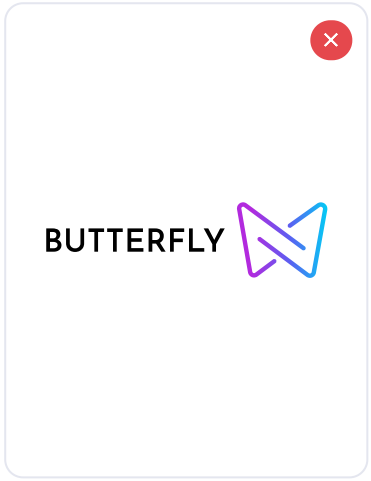
Do not add effects

Do not apply shadow, glow, 3D or emboss effects.



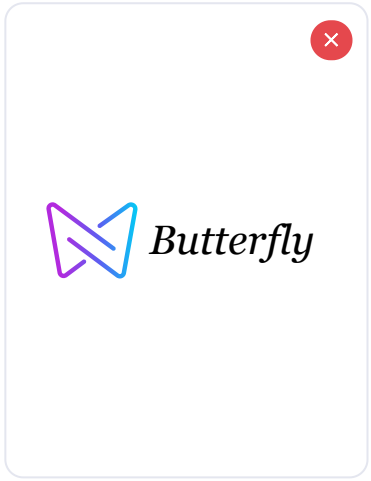
Do not use as an outline

The logo is never turned into a hollow outline.



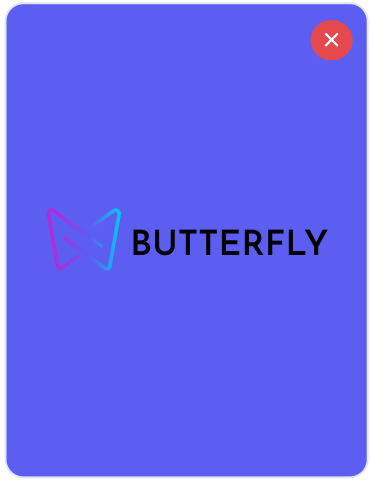
Do not change the layout

The position and ratio of the symbol and logotype are fixed.



Do not retype the wordmark

The logotype is custom drawn; it is not typed in another font.



Do not use at low contrast

The color logo is not legible on mid-tone colored backgrounds.



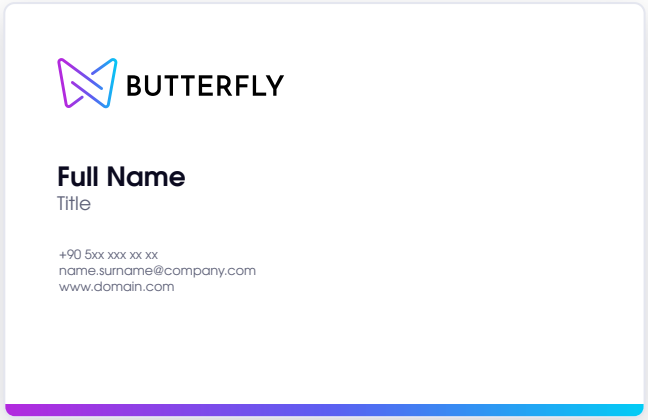
Do not use on busy backgrounds

The logo gets lost on patterned, busy backgrounds.

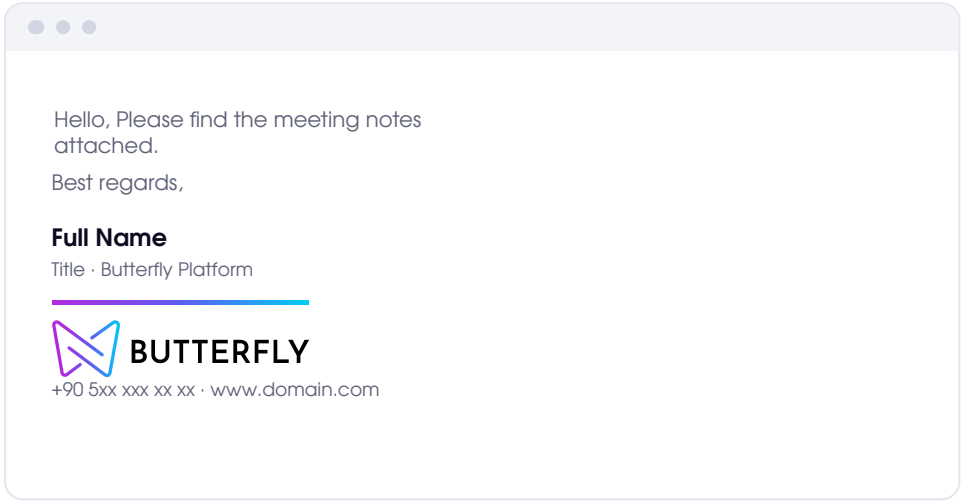
12 Applications: Corporate



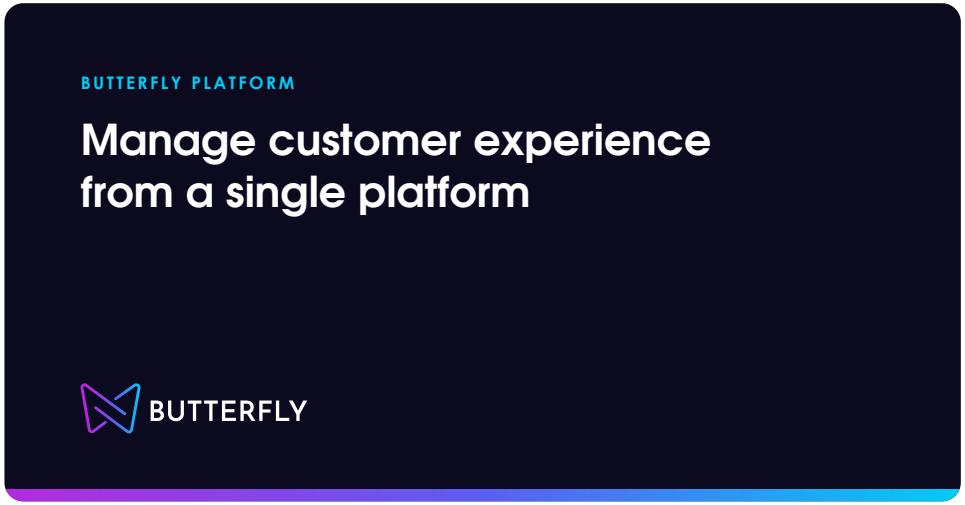
Business card front · 85 × 55 mm · Midnight background



Business card back · white background, color horizontal logo

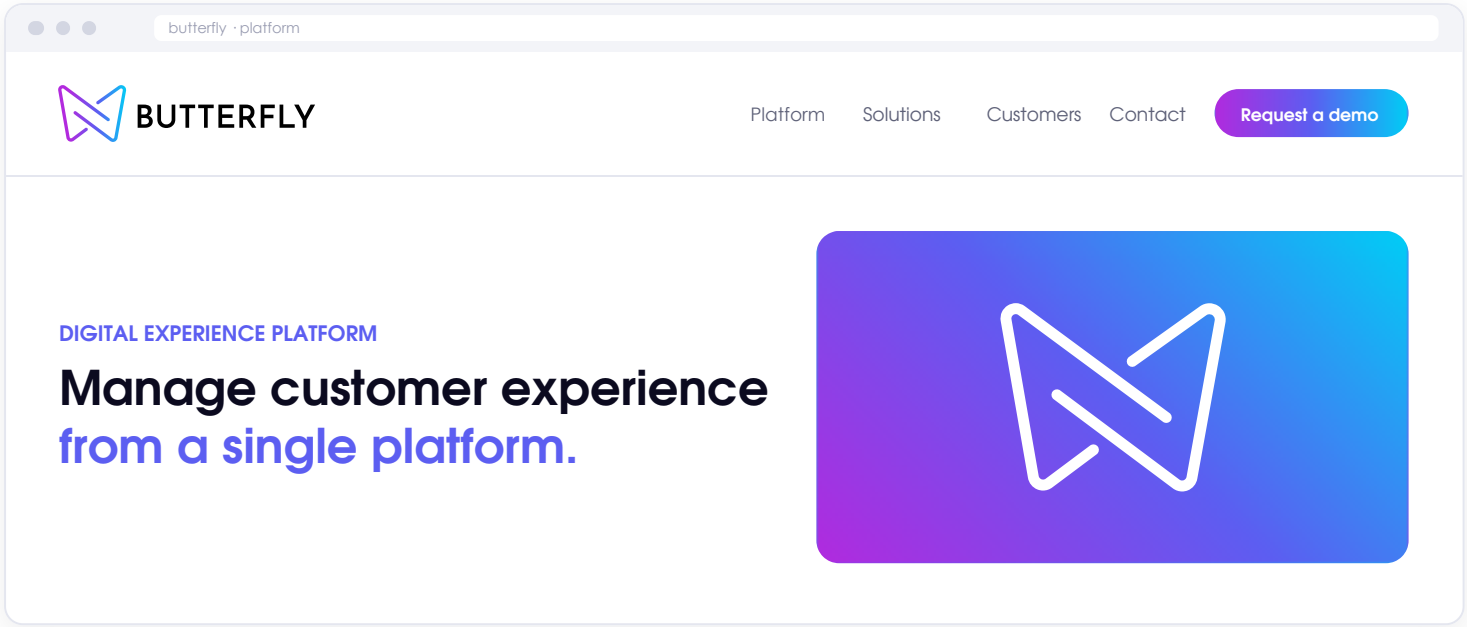


Email signature · email-signature/butterfly-email-signature-600w.png (shown at 300 px wide)

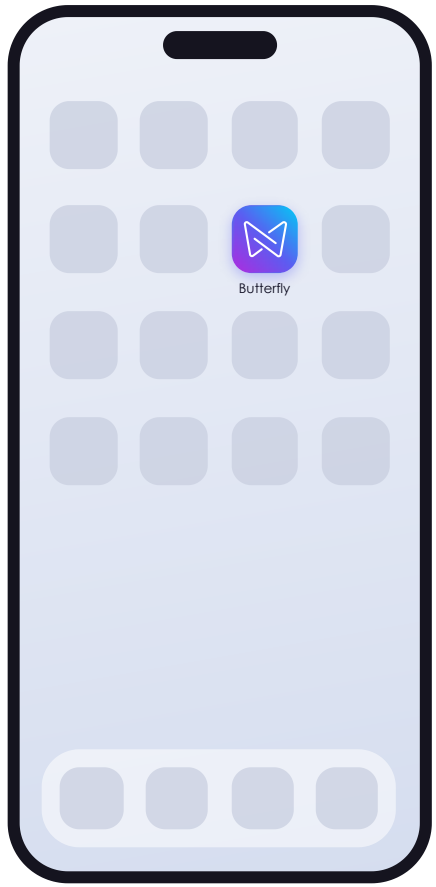


Presentation cover · 16:9 · dark background version

13 Applications: Digital



Website · horizontal color logo in the header, brand gradient on the CTA



App icon · favicon/app-icon-1024-gradient.png



Profile picture



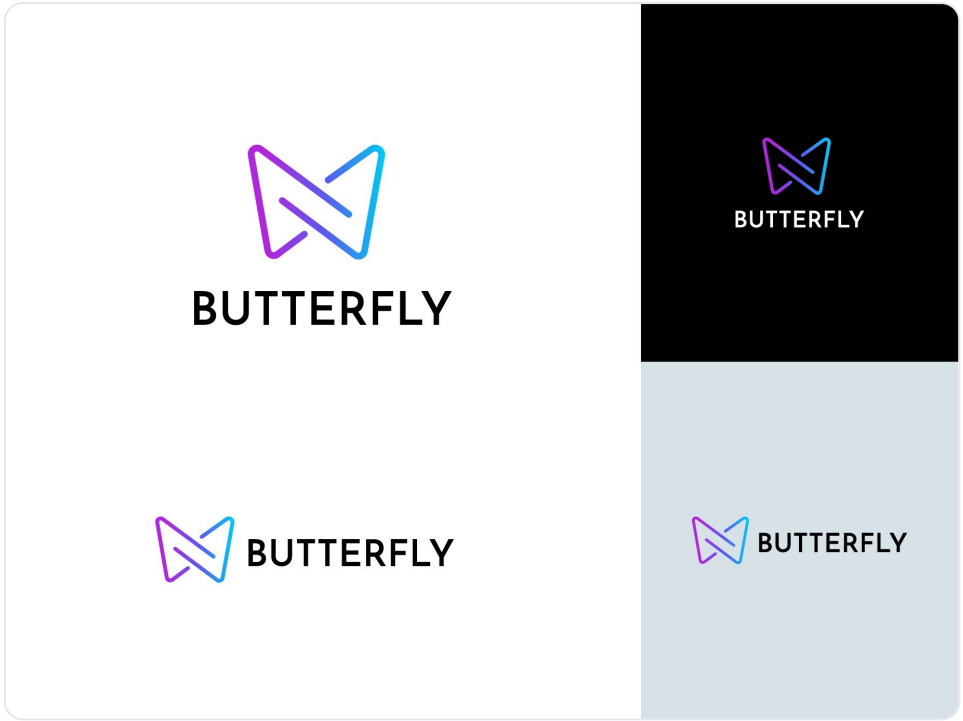
Instagram post



LinkedIn banner · all sizes in the social/ folder

14 Design references

Original application examples from the logo design presentation. The horizontal logo proportions and the light background color (Mist) are taken from this presentation.



Logo variations: white, black and Mist background · pdf/butterfly logo.pdf, p. 18



Business card application · pdf/butterfly logo.pdf, p. 24

15 Files and formats

Folder structure `utterfly logo/marketing/`

FOLDER	CONTENT	USE
`svg/`	Vector master files	Web, Figma, Illustrator. Lossless at any size
`pdf/`	Vector PDF	Print, printing house and agency deliveries
`png/stacked · horizontal · icon`	Transparent PNG · 512 / 1024 / 2048 / 4096 px	Presentations, documents, office applications
`jpg/`	White, dark and gradient backgrounds	Tools that do not support transparency
`social/light · dark · gradient`	Ready sized social media images	Profile, cover, post, story, OG image
`favicon/`	favicon.ico / .svg, apple-touch, android-chrome, app-icon-1024	Website, PWA, app store
`email-signature/`	Horizontal logo · 300 and 600 px	Email signature (600 px for retina)
`wordmark/`	Logotype only · black, white	Where the symbol already appears

File naming

`butterfly-[stacked | horizontal | icon]-[color | color-on-dark | black | white]-(size)px.png`

Social media sizes (px)

Profile picture	`1080 × 1080`
Instagram post / story	`1080 × 1080 · 1080 × 1920`
Link preview (OG)	`1200 × 630`
LinkedIn banner / company cover	`1584 × 396 · 1128 × 191`
X (Twitter) header	`1500 × 500`
Facebook cover	`1640 × 624`
YouTube banner	`2560 × 1440`
Presentation / screen	`1920 × 1080`

Source files: butterfly logo/svg/Butterfly logo 3.svg and `ai/Butterfly logo.ai`

BUTTERFLY

For uses not covered in these guidelines, consult the brand owner.

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