



BRAND BOOK



CONSCIOUS
CREATIVES

About 20 feet in length, at our best estimate. Murky, muddy, and covering the full width of the walkway. On either side, steep mossy banks and cascading water, filling our obstacle more and more every second. The puddle, probably more a shallow pool, stretched from the edge of the tunnel to a distance no human being would consider 'jumpable'.

We deliberated for a few minutes, looking at one another and seeking an answer to the impending problem for which no one was prepared. We took some photos and considered turning back. It had been a long, fulfilling walk, but this was threatening to put a damp full stop on our trip.

Monsal Head and the famous Headstone viaduct had drawn us to Bakewell from our base in Nottingham. We had a late breakfast in the village before beginning our hike, cameras in hand. It didn't take long for the distance markers on the well-trodden trail to indicate that this would be a bigger adventure than first intended.







At every sight of the phrase ‘Monsal Head’, we followed obediently. One sign, a few miles in, pointed us away from the path and over a stone wall. We wavered. We were sure that we should stick to the main path, but the sign suggested otherwise. A family and their dog clambered over the wall, and we followed. ‘They seem like they know where they’re going,’ we thought.

Three muddy fields and a possible trespassing violation later, we concluded that they were going somewhere else. They drifted away into the distance and we were alone. Not only had we ventured away from our intended path, now we were no longer safe. We hastily scrambled over a broken stone wall, and arrived at the peak we had been searching for — Monsal Head.

We sent up the drone and took photos of the viaduct, and then the rain set in. We had been lucky with the weather up until then, but the area was sodden after weeks of downpours. With thoughts of tea and a warm meal in mind, we ventured back to the car. This time, we followed the path.

And that’s how we arrived at the puddle. The sun was drawing in as we devised a plan, looking to the surrounding fence for a solution. Gradually, and lacking any true finesse, we shuffled across the metal railings and over our watery hurdle.

As afternoon turned to evening and dusk set in, we trundled back to the car. Our trip was one to refuel our creative tanks and bring the team a little closer together. Along the way we realised that not only do we really like each other’s company, but also that we’re built to overcome problems — together.

We stumbled, took wrong turns and got our feet a bit wet. It wasn’t textbook hiking by any stretch. Over the course of a day we had committed dozens of cardinal sins in the adventure handbook. But, regardless of all that, we stayed true to our goals. We had fun, we took some photos that we’ll cherish forever, and we experienced the great outdoors in all its unpredictable glory.

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WHY

Company history

In June of 2016, I decided that there must be a way to combine my love of marketing and communication with my innate sense of wanting to make the world a better place. At this time I hadn't even heard of most of the companies and founders that I now look up to.

Conscious Creatives has had many different services, products and clients. The one thing we set out in stone from the very beginning was that we would only work with businesses that were in some way making the world a little better. It wasn't about them being perfect — I'm not, so why expect that of anyone else? — but wanting to do the right thing.

Over the first 18 months we had many ups and downs, and a lot of that was driven by me working through my own personal anxiety. I would sometimes spend days at a time in bed, while colleagues would go into the office to carry out instructions that I had set. Something wasn't working.

There was only one way to truly move forward. Together, we figured out how to take Conscious Creatives back to its purest form. I had to drop my dreams of working alongside a big team and working with huge multinational clients in favour of getting myself back to a place of strength.

Now we are reborn with the exactly same Core Values that I started the company with. The difference? Now we have a brave new outlook, putting creativity (and vulnerability) at the forefront of our work. I am blessed to have had some amazing people rally around our cause and help me be courageous enough to make Conscious Creatives everything that it could be.

We will tackle humanity's biggest issues. We will be unrelenting. We will not collapse under failure but support and strengthen those around us.

We are Conscious Creatives and we will make an impact.

Mark Roberts - Founder and CEO



Brand experience

The day starts for some at 7am out in the water, waiting for the early swell. For others it starts at 8am for yoga, meditation or simply a cup of coffee with loved ones. However the day begins, we all gather at 9.30am for the daily briefing.

Everything starts in earnest at 10am, whether that's the creative team heading off to shoot a short film with our outdoor brand partners, or our designers working with the analytics team to create a beautiful CSR report for one of our multinational clients.

Our open-plan office is created with a communication-first process, encouraging different teams to interact with each other. Each week we have team building exercises where we pair up with other departments. Learning from other people is a core process for us. We often have cultural nights where staff members from all over the company share part of their world for those that want to learn more.

The atmosphere at Conscious Creatives

is unlike that of any other company we've encountered. We look out for each other. We make investments in projects we care about. We even take Fridays off to refill our creative wells.

Above all else, we look after the planet and we push our clients to new levels of profits.



Mission

We will stand with businesses and governmental organisations to set and exceed targets based on the Triple Bottom Line.

People. Planet. Profits.

Core values

Doing the right thing is always the right thing to do

Have a kind heart towards all work and challenges

Create a culture of open and honest communication

Creative positive social and environmental change

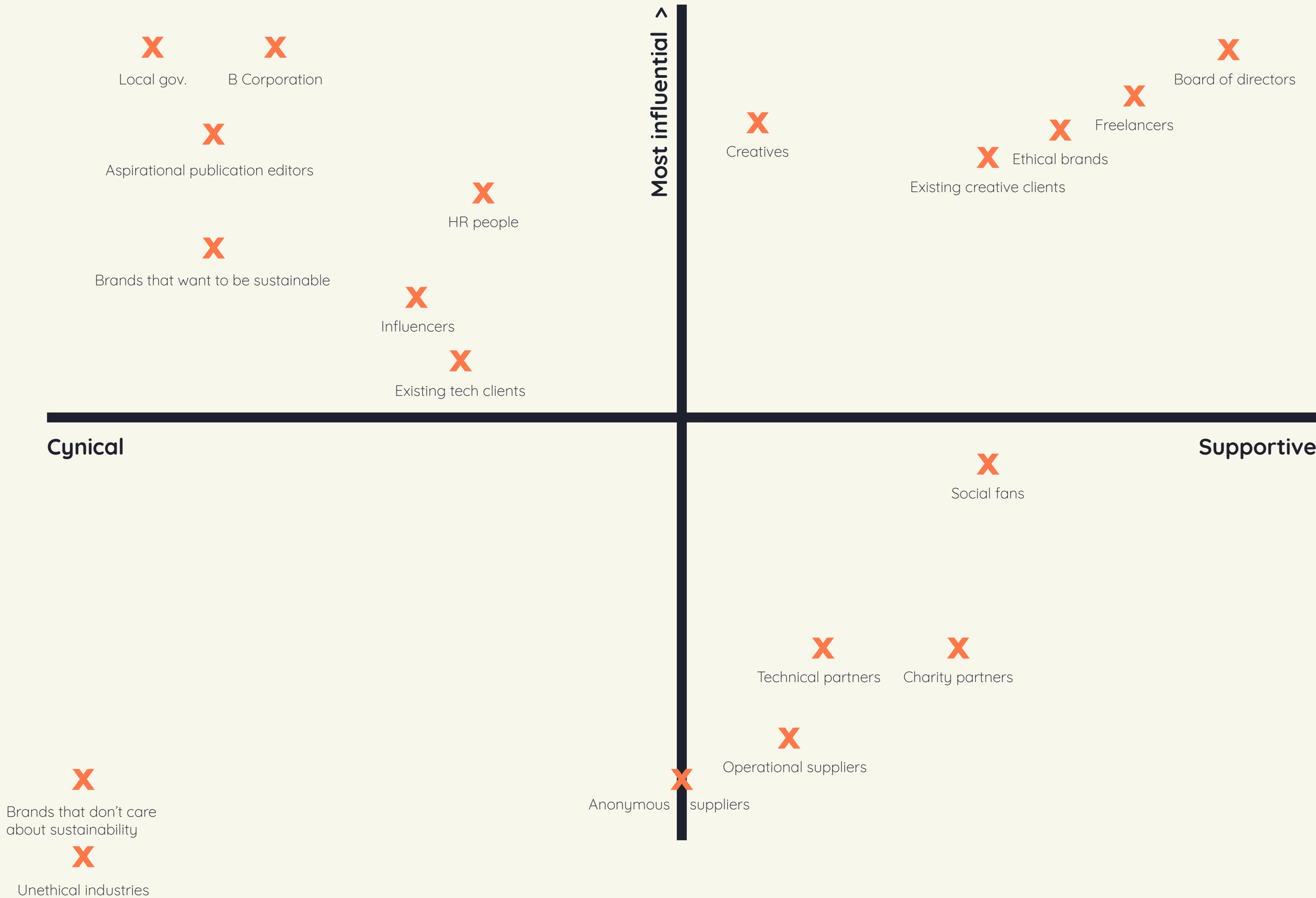


**To co-create a world economy
that does not exceed
the ecological ceiling
or social foundation levels**

as outlined in Kate Raworth's 'Doughnut Economics'

WHO

Influence map



Client avatars

Marketing Manager/Director

Works for a big company that is looking to increase their profit but has sustainability on their mind. They understand the concept but need support in the detail.

Need creative inspiration in their job and also their life. There is a sense in them that a higher purpose is calling and they want to align that with their daily lives.

Looking for something bigger to believe in. Could be questioning their spirituality or some aspects of their life. Need to be aligned with people that 'get it'.

Managing Director/ CEO/Owner

Runs a mid-size company looking for 'growth' but is finding it hard to clarify what that means to them. They want to define 'growth' and set a clear plan.

They've heard of the Triple Bottom Line but don't know any examples of it working for a business or know any other businesses trying to implement it.

They want the whole company to be affected by this at their core. They want to feel their brand values move forward and create buy-in across all people.

Local Council

Wants to adopt sustainable practices but is struggling with implementation and getting buy-in from colleagues.

Fed up with failed initiatives and feeling like they are hitting a wall when trying to communicate the importance of sustainability to colleagues.

Desire to be at the front of the pack among other local councils. They hear about other councils with more funding doing exciting things and want the same for themselves.

Head of HR/HR Director

Heard of sustainability and gets that changes need to be made, but not sure how that applies to their role and how to move forward.

Pressure from the employees who are unhappy with their job satisfaction as well as from above to keep an eye on costs.

Wants to be a leader in the field with happy staff and excellent relationships with the board and other stakeholders.

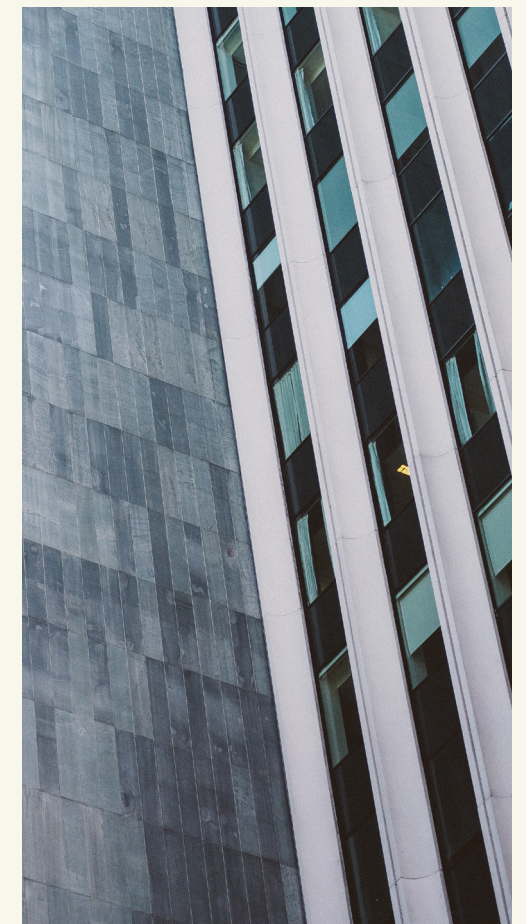


Head of Sustainability/ Director of Sustainability

Needs support in getting the board's support in their plans as it's always in conflict with cost.

Looking for ways to increase internal engagement with sustainable initiatives.

Wants to get their brand at the forefront of pro-sustainability publications.





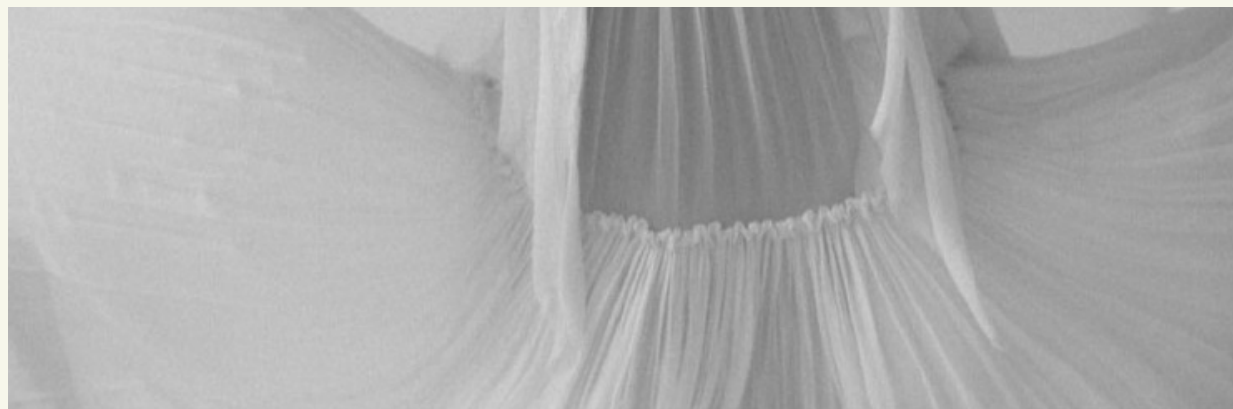
Inspirational creatives

Lauren Lovette

Growing up as a ballet dancer led me down many creative paths which all shaped the process I have today. One of my favourite modern day ballerinas is no doubt Lauren Lovette. Not only is she is a principal dancer with the New York City Ballet but she is a choreographer and activist too.

She uses social media as a storytelling platform and is always refreshingly honest and vulnerable in her work. Not only does she share her work as a dancer but she brings insight into her own personal development, reading passages from her favourite books.

Currently working as a Puma Performance Ambassador, Lauren is a great advocate of bringing brands into contact with new audiences in a meaningful way. Lauren is leading a revolution of traditional ballet dancers emerging into the modern market with their own rules.



Chris Burkard

I first saw Chris's work when I watched 'Under The Arctic Sky' a documentary he made with a few other amazing surfers as they made their way through Iceland, chasing waves under the Northern Lights.

It was their daring to go out into unsurfed waves and their persistence to keep going no matter what got in their way that really inspired me.



Other amazing creatives involved in the film were Sam Hammer, Heiðar Logi, Eli Thor Magnusson, Timmy Reyes & Justin Quintal.

HOW

Keywords

Fresh

Organic

Disruptive

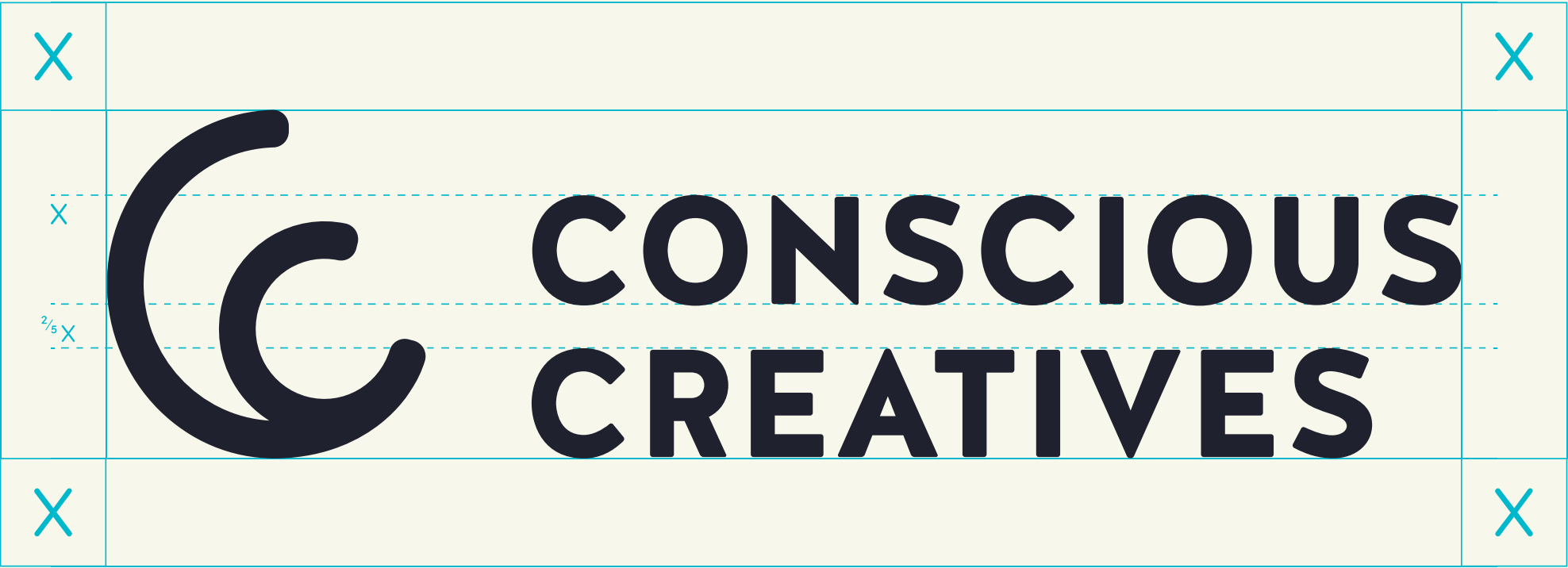
Legacy

Ethical





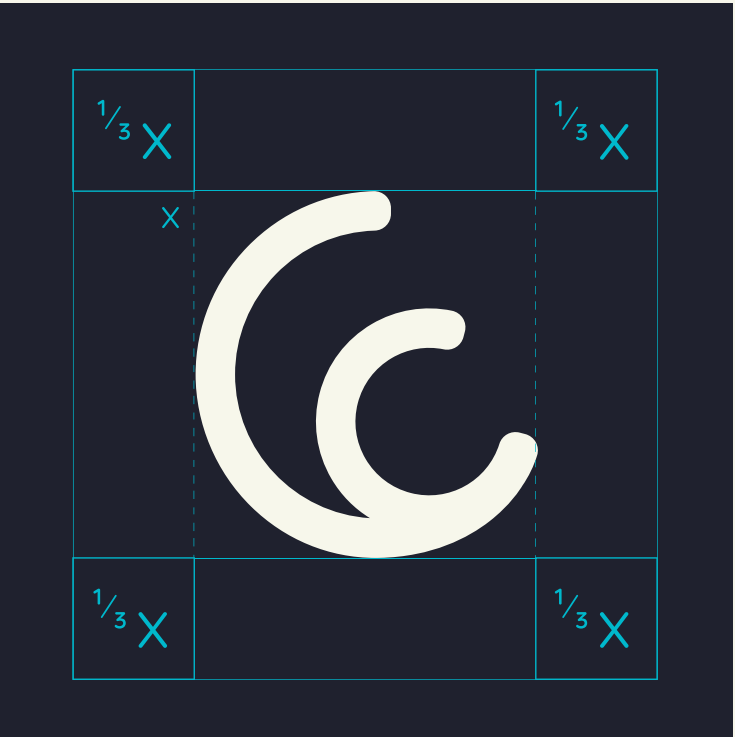
Logo use



This is the primary Conscious Creatives logo. This version will usually appear on all Conscious Creatives documentation and marketing literature.

- NEVER remove or change any elements of the logo
- DO display the logo in one colour only

The protection zone should be no less than the height of the uppercase characters, X.



This is the Conscious Creatives logo marque. It should only be used in situations where the primary logo would be unsuitable.

- NEVER change the layout or proportion of the logo marque
- DO display the logo in one colour only

The protection zone should be no less than 1/3 the height of the logo, X.

Logo misuse



Do not distort, rotate
or skew the logo



Do not change the colour
or opacity of the logo



Do not change the proportion
of the elements within the logo



Do not change the typeface
within the logo



Do not change the colour or opacity
of the elements within the logo



Do not distort, rotate
or skew the logo

Overpass black

Primary typeface

For headers and key statements

Quicksand bold

Body

Quicksand bold is used for subheaders or pull quotes across all Conscious Creatives communication

Quicksand light

Body

Quicksand light is used as the main body copy font across all Conscious Creatives commnication

ALTERNATE BRUSH FONTS

Experimental brush fonts

The brand allows for experimental brush fonts to be used on creative literature like social media graphics and posters

Colour palette

#FF774A

R255 G119 B74

C0 M65 Y70 K0

#1F222D

R31 G34 B45

C87 M76 Y53 K68

#E1F4F4

R225 G244 B244

C14 M0 Y7 K0

#F7F7EB

R247 G247 B235

C4 M2 Y11 K0

#004C59

R0 G76 B89

C92 M50 Y46 K40

#00B8CD

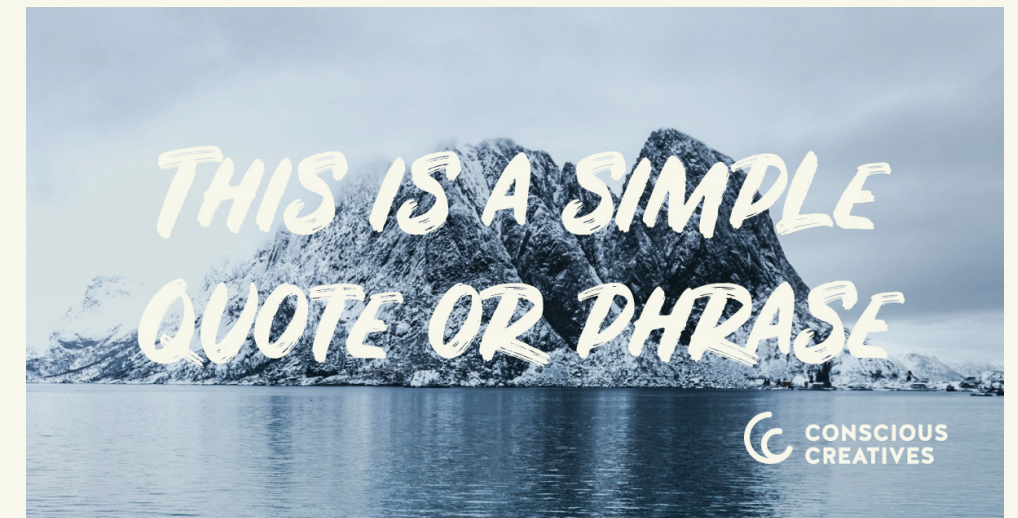
R0 G184 B205

C72 M0 Y21 K0

Social icons



Branded social media



Text over images should be avoided unless displaying a quote or phrase. An alternate brush font may be used for this.

Where text is required for a podcast or short blog title, use the frame template. Never move the logo or re-align the text.

Tone of voice

Conscious Creatives is serious about making wholesale changes to the ways companies do business. **We're the experts, but our clients are not.** The language we use will dictate how well we convey our message.

Tone of voice

Voice characteristic	Example	Do	Don't
Disruptive	The old way of doing things is broken. We're going to change it.	<ul style="list-style-type: none">- Be assertive ("we will...")- Use strong verbs- Communicate tough ideas in simple ways	<ul style="list-style-type: none">- Be passive or half-hearted ("we will try to...")- Overcomplicate things- Go too far (evolution over revolution)
Ethical	Changing the world and improving your profits. For good.	<ul style="list-style-type: none">- Be honest and direct- Have big goals- Accept responsibility for our mistakes	<ul style="list-style-type: none">- Seek the easy route- Blame others- Be preachy
Legacy	Change doesn't happen overnight. Commit to a better future for people, the planet and your profits.	<ul style="list-style-type: none">- Think long-term- Lead with confidence- Be loud and proud of where we're from and where we're going	<ul style="list-style-type: none">- Be unsure about the positive impact we could have- Make decisions based on short-termism- Be dishonest about our history
Fresh	We made a video of our sweet company trip to Newquay. Take a look.	<ul style="list-style-type: none">- Use simple language- Be lighthearted now and then- Communicate in new ways	<ul style="list-style-type: none">- Use too much slang/casual language- Use "modern startup" cliches (quirky 'Meet the Team' page, memes on social media, etc.)
Organic	Nobody's perfect. Let's work on improving that Triple Bottom Line.	<ul style="list-style-type: none">- Be approachable- Own our imperfections- Have distinct voices (in blog posts)	<ul style="list-style-type: none">- Be a perfectionist. We're all on a journey- Be too business-y- Overcomplicate things with jargon

Tone of voice

In our attempts to keep things simple, accessible and principled, we should consider the following:

Keep sentences short and sweet. It helps to convey messages easier

Contractions are fine and encouraged where the tone would otherwise be too formal (don't, won't, we're, etc.)

Use metaphors and analogies to explain ourselves

Use gender-neutral pronouns

Do not use ampersands in blog posts (social media use is acceptable where necessary)

Use forward slashes instead of “or”

Avoid swearing

Avoid slang terms and excessive informality

Avoid semicolons. Use full stops, brackets and em-dashes (—) where necessary

Avoid jargon where possible and explain terms clearly. Our audience are not experts

Run all written work through Grammarly before publishing. Install browser plugin for general usage, and use dedicated website for longer pieces

Tone of voice

Type of content	Example 1	Example 2	Example 3
Tweet	We're off to Bakewell for the day! Take a look at why every Friday is a creative holiday for our team:	You're not perfect and neither are we. Here are 5 easy ways to become a more sustainable business today:	Making (and catching) waves with the folks from Surfers Against Sewage. Join our fight against ocean junk:
Instagram caption	Today, we went on a trek around Bakewell and Monsal Head - tonnes of photos and video to follow! Going off the clearly-marked path added an hour (and plenty of mud) to our journey, but we wouldn't change a thing. Apart from our footwear.	Every year, more than 8 million tons of plastic are dumped in our oceans. Mark is meeting up with the folks from Surfers Against Sewage today to see how we can help. Click the link in our bio to pledge your support and join a beach clean up near you.	Sometimes it's important to take a step back and see how far you've come. Swipe right to see how we've added people, plants and an office pet to the Conscious Creatives team in just under a year.
Web copy	Creative marketing with the planet in mind. Visual content is going to change the world. Let us show you how.	Profit isn't everything. Click to see how — and why — your business should adopt the Triple Bottom Line.	Craft your legacy with help from our ethical creative team.



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