



BUTTERCRUMBLE♥

It's lovely to
meet you...



Meet the team



Abigail Baldwin
Brand Guardian

Abigail employs her design-thinking and experience across graphic design, communication, and digital marketing campaigns.



Dr Alex Gapud
Discovery Consultant

As a trained researcher, Alex designs and conducts our audience research and co-design workshops.



Chloe Baldwin
Creativity Conductor

Chloe believes in offering a holistic, structured, and personal approach to design. Chloe ensures every project moves smoothly.



We collaborate together from our studio space at Bowcliffe Hall, Leeds, conveniently located off the A1M.





Your recipe, our twist

You asked for...

A **clear and consistent branding framework** that can be used across Culture Leicestershire's wide range of services, ensuring all teams feel confident creating their own marketing materials.

Practical templates and guidance that work across multiple formats (social media, presentations, posters and more), including how to incorporate partner and funding identities professionally.

We will...

Develop intuitive, easy-to-follow brand guidelines that empower teams to self-serve while maintaining consistency.

We'll simplify decision-making through practical examples, clear hierarchies, and accessible design rules that work in real-world scenarios across your organisation.

Design a suite of ready-to-use, adaptable templates alongside clear guidance on partner logo integration and application across platforms.

This will ensure every output – from a social post to a presentation – feels polished, accessible, and aligned with your wider brand.



Situation

Where are we now?

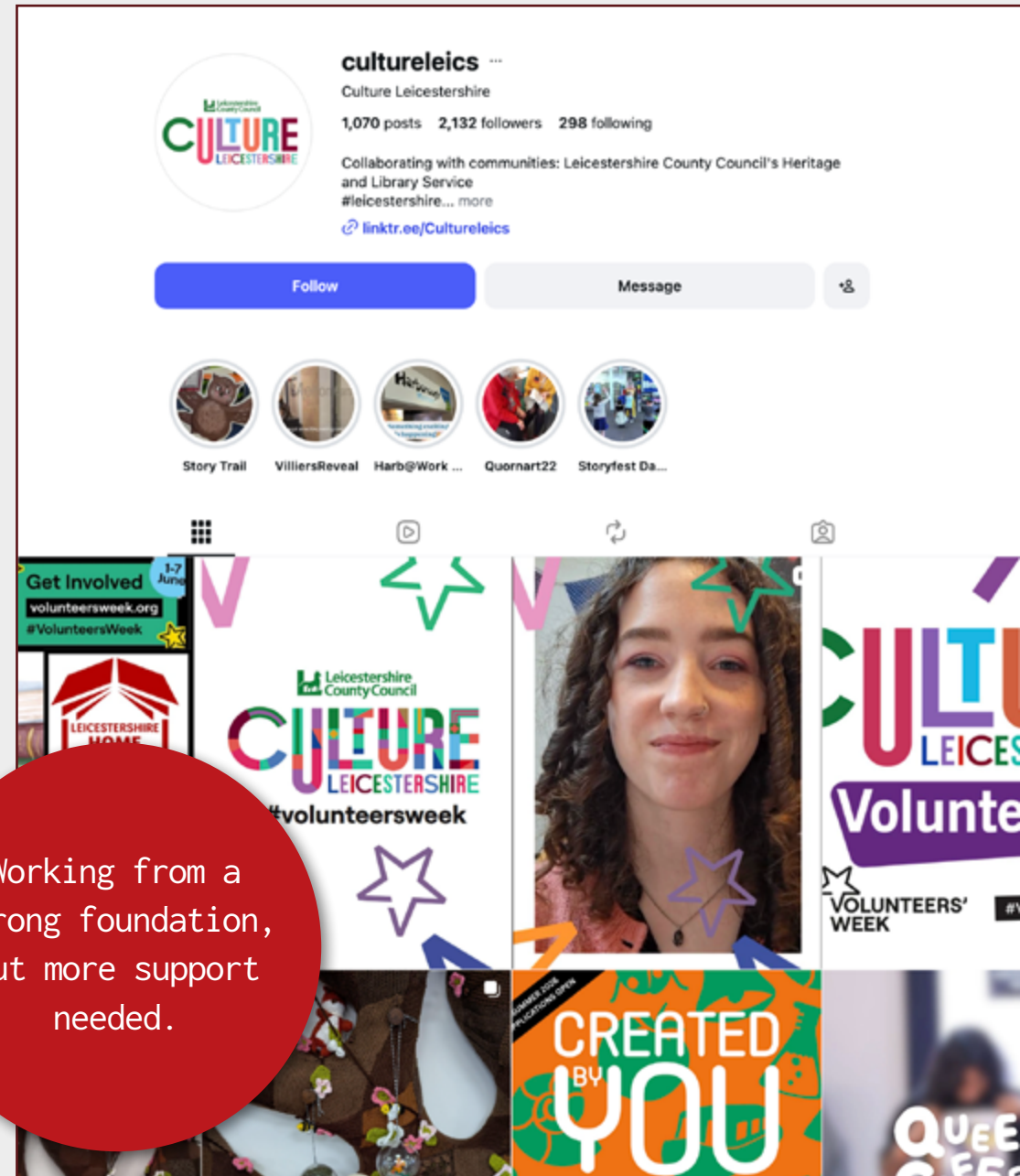
Culture Leicestershire brings together a rich and diverse network of:

- ☒ libraries
- ☒ museums
- ☒ heritage sites, and
- ☒ community services

All are united by a shared vision to spark imagination, celebrate communities and enhance wellbeing. However, the breadth of this offer means that branding and communications are currently experienced in a fragmented way, with multiple identities, approaches and levels of confidence across teams.

While there is a strong foundation in place, there is not yet a clear, consistent framework to guide how these elements work together in practice.

Working from a strong foundation, but more support needed.

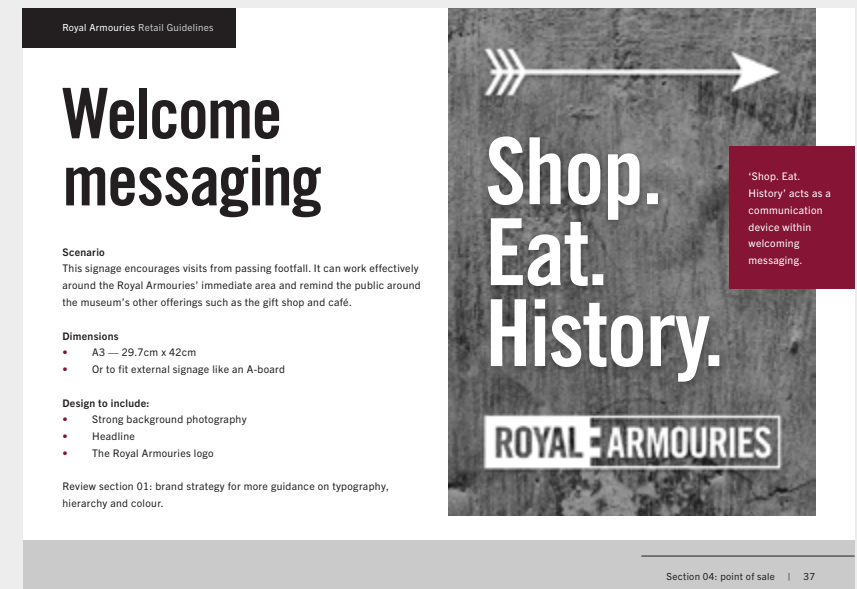
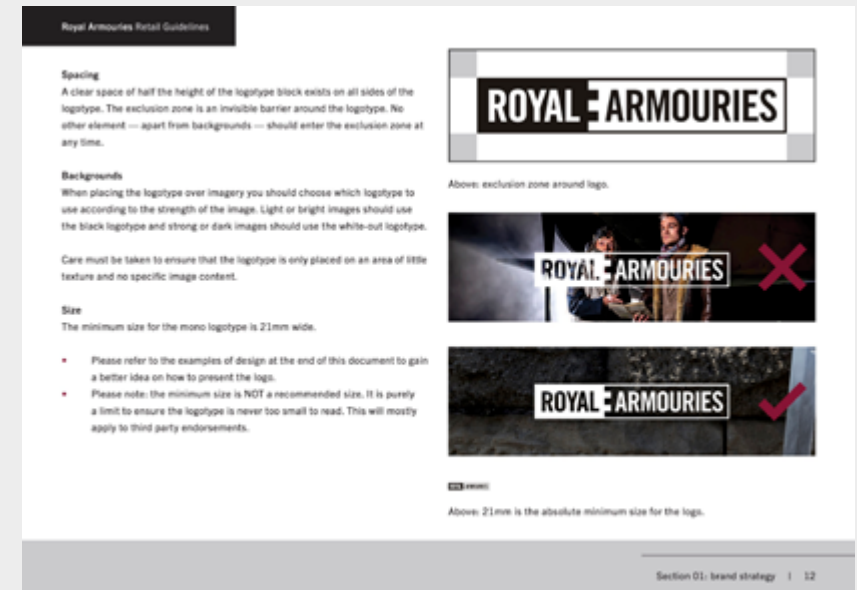


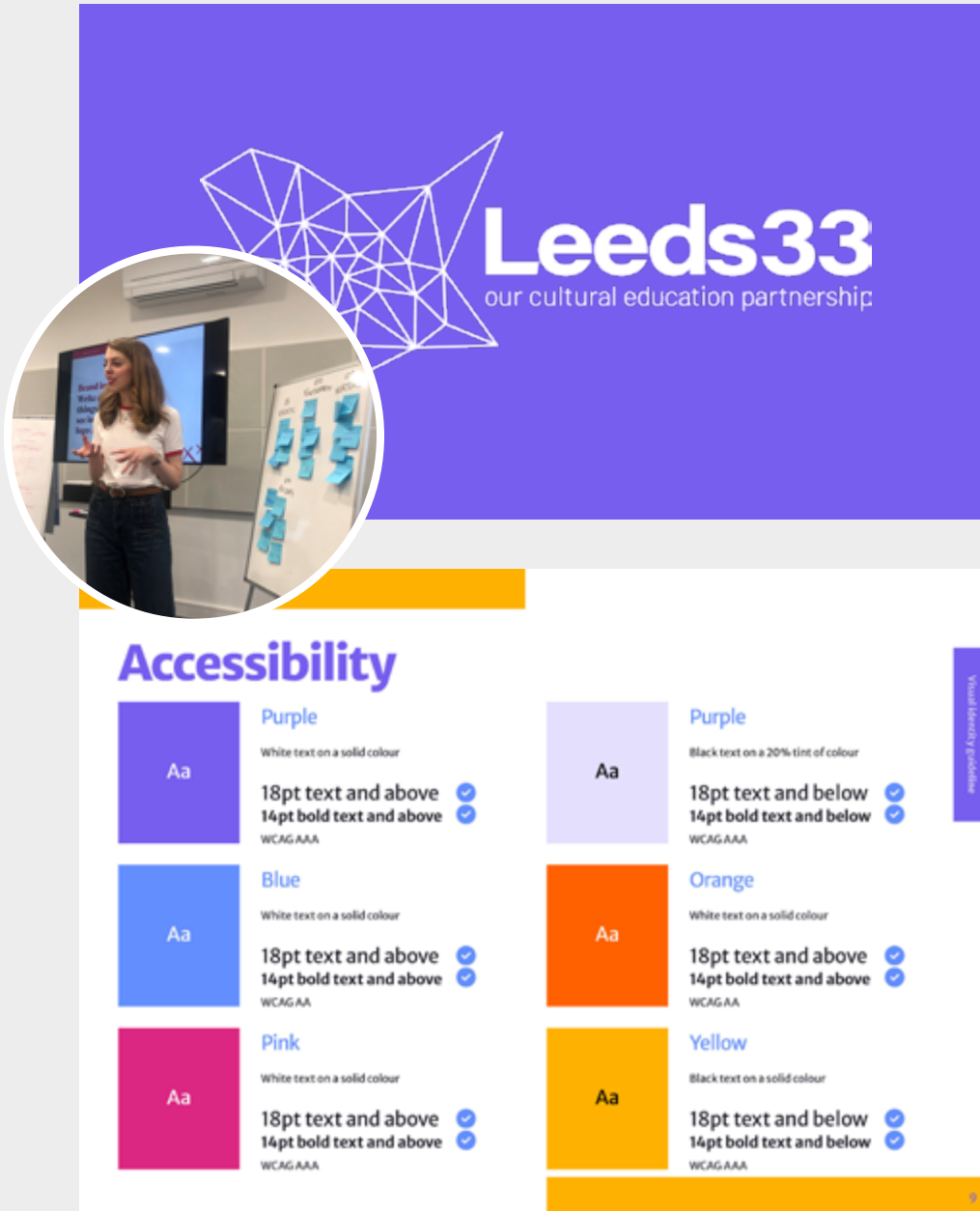
Objectives

Where do we want to be?

- ☑ A confident, unified and recognisable Culture Leicestershire brand across all sites and platforms
- ☑ Audiences clearly connect with touchpoints. We've proposed the design of 5 touchpoints
- ☑ Teams feel empowered to create their own marketing materials with confidence using clear, practical guidelines
- ☑ Professional and consistent integration of partner and funding identities across all communications
- ☑ Stronger visibility and engagement across communities, with high-quality, consistent experiences at every touchpoint
- ☑ A flexible, future-facing framework that supports growth, accessibility and inclusivity

Right: Previous guidelines project for the Royal Armouries.

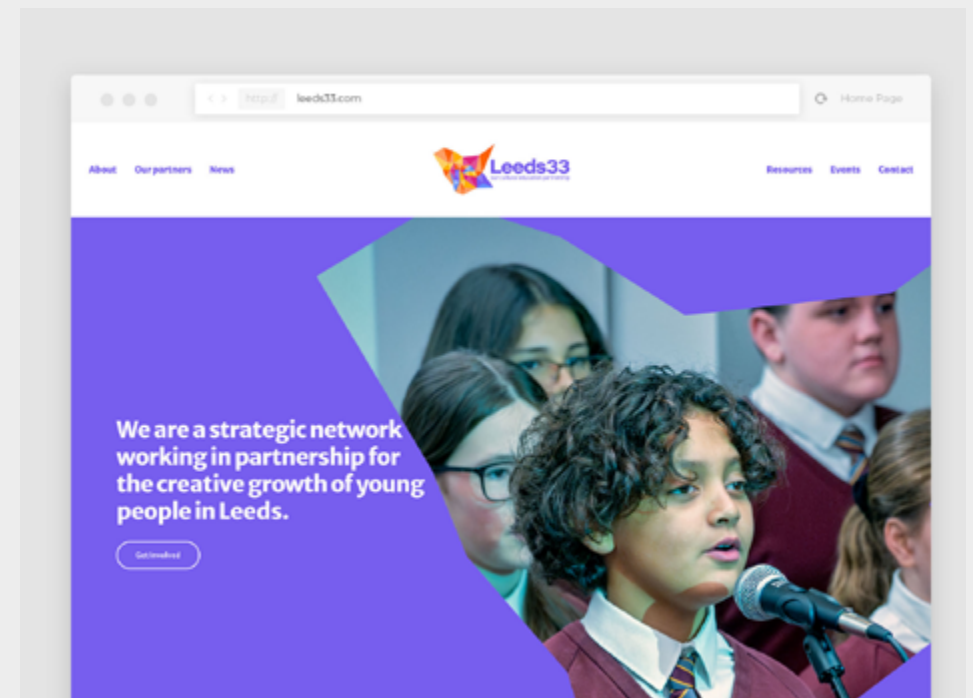




Leeds33

Leeds33 (formally Leeds LCEP) is a strategic network working in partnership for the creative growth of young people in Leeds. Partners include the University of Leeds and Opera North.

Buttercrumble co-created the new brand name and visual identity with local young people by running focus groups. Their ideas informed an accessible brand guidelines and website design.



Actions

Who does what?

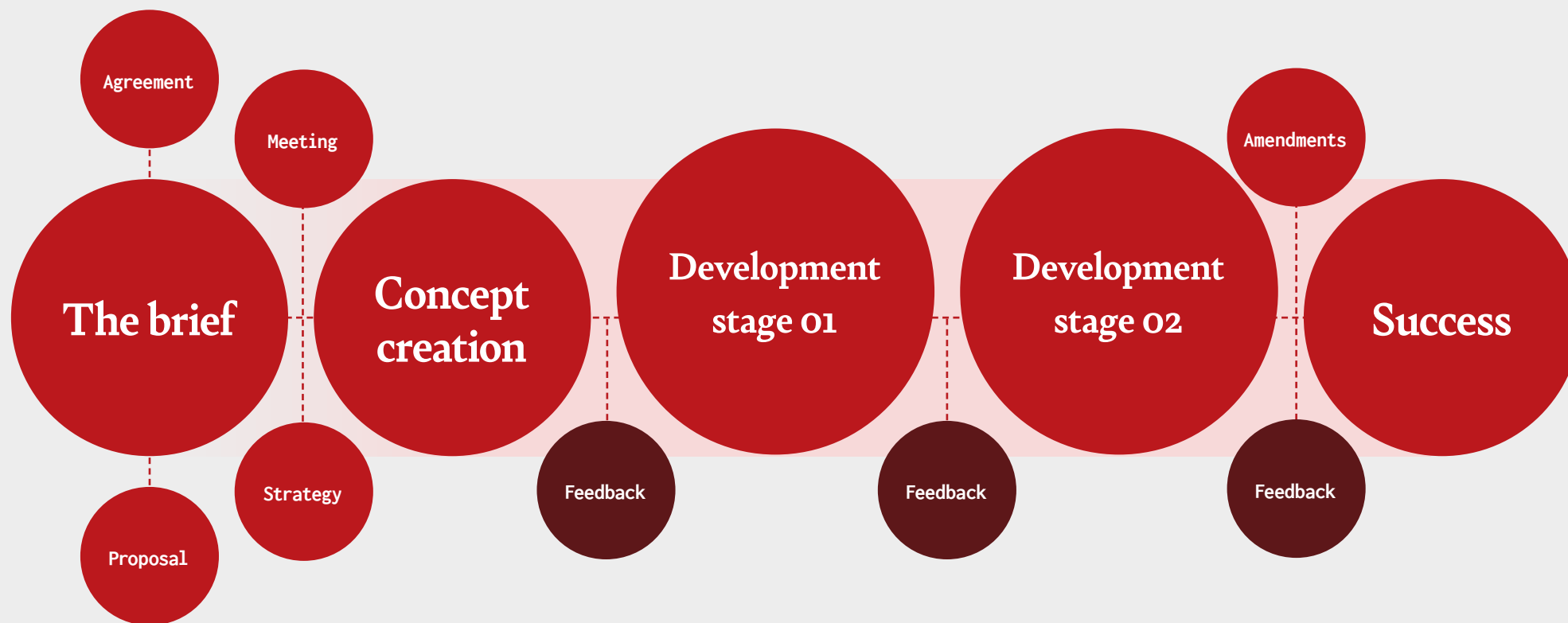
Buttercrumble would act as your “Brand Guardian”. We’re here to deliver a creative, consistent and brand. **We would:**

- ☑ Develop comprehensive, easy-to-use guidelines
- ☑ Create a suite of flexible templates for day-to-day use across print, digital and internal communications
- ☑ Define clear guidance for integrating partner and funding identities professionally and consistently
- ☑ Deliver a structured handover and training session, ensuring teams feel confident and empowered to use the tools independently

We’d need you to:

- ☑ Share existing brand assets
- ☑ Provide feedback at key stages to shape and refine the approach collaboratively
- ☑ Offer insight into how teams currently create and use marketing materials day-to-day
- ☑ Champion the rollout internally and support adoption across teams





Listen

How can we help you?
We take the time to listen to your unique needs, and in turn, craft a bespoke proposal. Together we can find the perfect solution.

Discovery

With a solid plan in place, we can strategise and research. We then present you with our recommendation and concepts to be developed further.

Creative

We develop the approved concept to produce and present a confident solution. You receive a visual solution and strategy with clear direction.

Refine

Collaboration is in our ethos. We are dedicated to creating an outcome which solves your business challenges. Regular feedback sessions secure success!

Delivery

The work is reviewed to our exacting standard. We'll be here for you moving forward and can create a plan so you can take true ownership of your new designs.



Appendix

BUTTERCRUMBLE



Why Buttercrumble?

Buttercrumble is an award-winning studio, working nationally and internationally from Leeds and London. The studio sets the stage for magic by granting the power of self-expression to young-at-heart organisations through the use of strategy, graphic design, branding and illustration.

Our specialist blend of design, illustration, and strategy helps community-sensitive brands become the go-to choice for their audience, and authority in their industry. We achieve this by eradicating barriers to engagement, through commercially-viable solutions, which place audiences at the center.

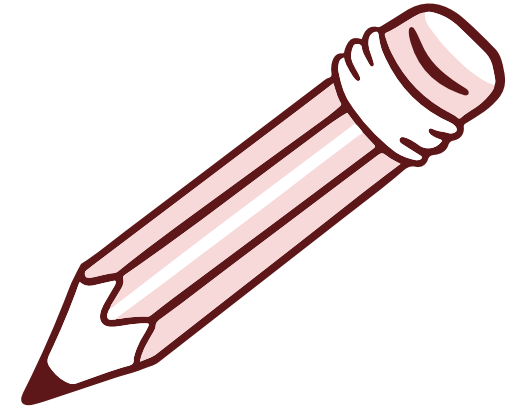




ALLIED LONDON



We help organisations



Reduce risk.
Bolster loyalty.
Secure funding.
Increase footfall.
Build communities.
Transform mindsets.
Increase brand value.
Engage new audiences.
Convert traffic to sales.





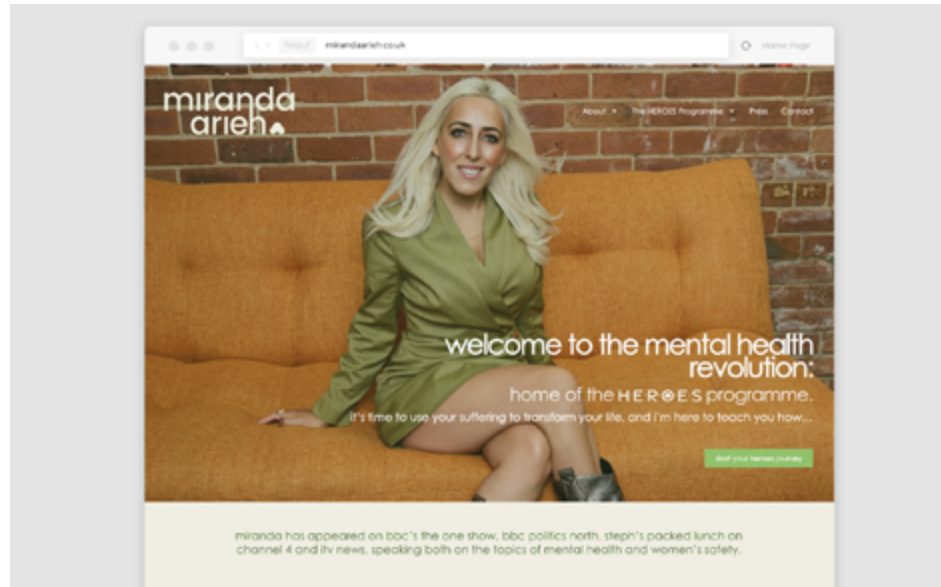
National Trust Interpretation

We partnered with the National Trust site, Beningbrough Hall, to design a map, interpretation panels and illustrations for a family trail in the gardens through winter 2023-24. This provided educational facts and activities aimed at young families.

Different routes were designed to encourage exploration, deepening visitor connection, enhancing satisfaction, and ensuring repeat visits, enriching overall experience.



Disclaimer: Please respect our confidentiality. Information on case studies provided is only for the intended recipient of this proposal.



Miranda Ariele

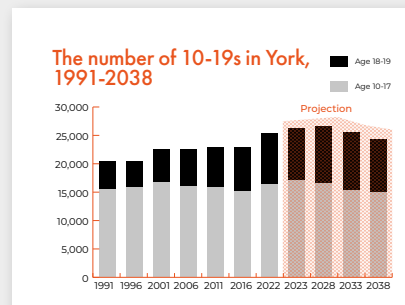
Miranda Ariele is an award-winning motivational speaker, mental health educator, and founder of the pioneering HEROES Programme (run with the NHS). We partnered with Miranda on the design of her new brand identity and website. We wanted to convey new beginnings and growth, so the identity feels fresh and approachable. This was carried throughout the website, and supporting marketing materials such as the course book and animations. The identity enabled business to enter the market, and partner with the NHS.





City of York Council

We are currently designing annual health reports as part of an ongoing partnership with the City of York Council. We convey complex and sensitive health matters through accessible design and information graphics. The reports enable key stakeholders such as community groups and health providers to understand key insights easily. We are transparent in communicating future health objectives for the city.



4,225 children and young people were accessing community mental health services in the Vale of York area. Nearly half of children seeking support for mental health issues wait over 12 weeks*

*Data as of June 2024

The average daily time that teens spend with friends has plummeted by 65% since 2010.*

*According to Smartphone Free Childhood

Next Generation York: the health of adolescents in our city

09. Gambling is emerging as a real and substantial new threat to young people's physical and mental health, and whilst support is available for people with serious dependency, setting good boundaries in the first place including an open culture of conversation is key. [How To Help: A Young Person Who Gambles - GambleAware](#)

010. Evidence is becoming clearer that social media and smartphone use impacts negatively on health in adolescent, despite bringing some benefits. Delay getting a smartphone until as late as possible, and set clear boundaries for social media use. [Smartphone Free Childhood](#)





As well as this, Buttercrumble was asked to create a new brand identity for their Studio offering. At each location, they provide a range of classes for parents (and children). The identity needed to complement the main brand, as well as communicating their mindful and thoughtful studio services. The brand identity included a logo, visual assets, colour palette, typography and design guidance.

The impact: it enabled business to expand offering. It built brand image and reputation.

Studio at Cub Nursery

Cub is a modern nursery chain. Children are taught by a team of passionate, caring educators, within inspirational indoor and outdoor play spaces.

We supported by developing Cub's existing brand, marketing, and launching a new website. We communicated Cub's ethos and services through thoughtful user experience design and a beautifully curated brand video.





Forum Central

We partnered with Forum Central and public health workers at Leeds City Council to develop an animation storyboard and toolkit to support community health workers. To inform the storyboard and toolkit, we facilitated a session with over 20 women from various groups in Leeds (including the Pakistani and Chinese communities) to gather their input and sentiment about mental health support. Shown are pages from the accessible SWEMWBS guide aimed at public health professionals.

Statements	None of the time	Rarely	Some of the time	Often	All of the time
I've been feeling close to other people	1	2	3	4	5
I've been able to make up my own mind about things	1	2	3	4	5

Why use SWEMWBS?

Across Leeds, multiple organisations use SWEMWBS to measure mental health and wellbeing and functioning. This ensures the best possible robustness in collecting, analysing and interpretation of the data.

It is a validated tool for measuring wellbeing.

Validated tools provide accurate and reliable results. This ensures that the data collected is trustworthy and can be used to make informed decisions. Validation ensures that the tool produces consistent results across different populations and settings. This consistency is essential for comparing data and tracking changes over time.

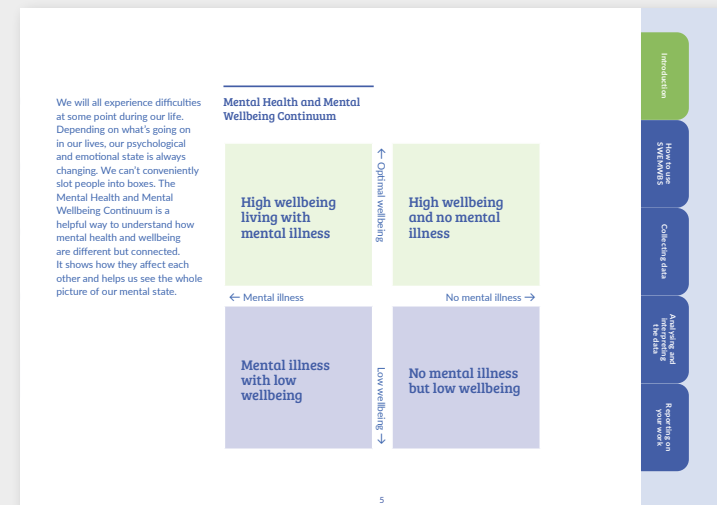
SWEMWBS allows you to measure changes over time.

Being able to see the change in someone's scores between two points in time makes it an ideal tool to evaluate the impact of an intervention or project.

Can be used as the starting point of a conversation about mental wellbeing.

Starting conversations about mental health can promote overall wellbeing by encouraging healthy coping strategies and resilience. Open discussions help break down the stigma associated with mental health issues. This encourages more people to seek help without feeling ashamed or judged. Talking about mental health helps people understand how important it is to feel good mentally. It also shows that many people face mental health challenges, which can make communities more understanding and caring.

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Above: We can honour the current brand identity and its heritage, while considering ways to evolve and elevate it.



Above: A previous leaflet design created for The Edge Aerial Adventure, combining illustration with imagery to create a bold aesthetic.

Our approach

Research & inspiration

Building strong foundations is one of our core values, which is why research is an essential step. We'll question you about your current challenges and goals as collaboration is key. We'll work alongside you to discover what you need to succeed.

Culture Leicestershire is a cultural ecosystem, spanning libraries, museums, heritage sites and participation services. We understand this project is not about rebranding, but about creating clarity. We will focus on establishing an accessible, easy-to-use framework that supports staff at all levels, strengthens partner confidence and ensures a consistent look and feel across print, digital and in-person experiences.

Development

We have developed a list of recommended services (detailed later in the document). The contents can be compartmentalised in order to create separate stages for the project's management. We'll keep you updated at each step to ensure we are realising your vision.

Why research?

Do you remember the three little pigs who built their house from sticks? They clearly didn't do their research.

Our design relies on research as the first phase of our process and acts as a keystone for the entire project. This is so we can understand the problem, test assumptions and create a stable strategy. We minimise the risk of failure and optimise the success.

Together, we'll create an action plan so you know what steps to take in order to build a brand that creates fans.



Dos & don'ts

What would Culture Leicestershire's brand guidelines be? At Buttercrumble, we believe in collaboration so we would continue to work alongside you to discover what your Brand Story Document needs to be.

To begin, here are a few suggestions:

It should be...

- A positive narrative about the brand's "life"
- Inspirational to its readers
- A motivational mantra for the organisation's team and help them feel enthusiastic about their roles
- A connection between commerce and humanity
- A guide to support users with brand communication
- An opportunity to explore the brand's possibilities

It shouldn't be...

- A lacklustre report about the brand
- Detailed and dull instructions on how to use brand assets
- Ignored and filed away
- Full of industry jargon
- Static content and assets unable to adapt in this rapidly changing business landscape

Recommended services

Deliverable	Service	Description	Investment
Consultancy and Planning	Project Immersion	We can quickly get up to speed with the market and gather insights from the field. Includes: • Calls with team and account management (up to 3 feedback meetings/calls) • Overview research • Project Management	20% of Total Project Value
Brand Identity Guidelines	Guidelines Curation (PDF)	We can take elements such as your colour scheme, logo, and typography, and present these to your team and partners in a clear PDF guide. Each brand element will receive its own page with accompanying instructions for use. The service includes: • Mock-ups of up to 3 touchpoints • +2 Rounds of feedback	£495.00 (+VAT)
Marketing Collateral	Design Templates (x5)	We'll apply the brand across: 2x templates for PowerPoint, belly poster template, email signature templates, and Teams backdrop.	£1,260.00 (+VAT)
Services continue on next page...			



Recommended services

Deliverable	Service	Description	Investment
Consultancy and Planning	Handover Workshop (Online)	We will reduce risk to guarantee the viability of any creative outputs. Together, we'll share how to use the brand identity and its templates. This will be an online, 1-hour workshop.	£270.00 (+VAT)
Total:			£2,430.00 (+VAT)
We understand that every organisation has different needs which we aim to accommodate. At Buttercrumble, we can design a range of marketing materials and packaging for your brand. If you have specific requirements, please let us know.			





Quality management system

As creative designers and strategists, we always strive to produce the very highest quality of work possible. We make informed decisions based on the understanding of the project, yourselves and overall impact.

Whilst a project is active, the project's Trello board and creative files will be regularly reviewed by your dedicated project manager. It is that person's responsibility to ensure work is in alignment with the quality standards of the studio. At each stage of contact with you, deliverables will be checked again for quality control purposes. This forms the basis of our quality audit system.

Your project manager is responsible for the following:

- Implementation of the internal quality audit system and the follow up of all corrective actions arising from the internal audits.
- Ensuring all actions from review meetings are informed, agreed and implemented.
- Ensuring that any quality related problem, whether system, service, product or contract is resolved effectively.

Quality control at Buttercrumble is bolstered, as our design relies on research as the first phase of our process. It acts as a keystone for the entire project. This is so we can understand the problem, test assumptions and create a stable strategy. We minimise the risk of failure and optimise success.

In cases where Buttercrumble is providing specifications for materials and products to be interpreted by other professionals, Buttercrumble will be indemnified. This is due to Buttercrumble not being licensed in these fields. The responsibility then lies within the external contractor involved. However, Buttercrumble only uses tried-and-trusted suppliers and you would be explicitly notified in the extremely rare case of production error.

There is a 100% commitment within the Buttercrumble studio to the operation and upkeep of our quality audit system. It is regularly reviewed and updated against our methods and innovations. It is also updated against changes in external influences such as legislation, industry standards, custom or practice.





References

We join the dots, join the people, and join the world through a unique blend of accessible and inclusive illustration and design. We improve lives and transform communities. If you require further details, please do let us know. We'll do what we can to support. We've supported:

Name	Role and organisation	Contact
Tegwen Roberts	Heritage Development Manager, Wakefield Council	teroberts@wakefield.gov.uk
Aoibheann Kelly	Head of Participation, Wakefield Theatre Royal	aoibheann.kelly@theatreroyalwakefield.co.uk





A few kind words

“Buttercrumble's communication was excellent, they ask the right questions, and they want to make sure the final product satisfies the client. I would recommend highly”.

– Fred, Chester Zoo

“Buttercrumble show good communication, understanding of our target customer and our desire to appear consistent across markets and platforms. The whole graphic design experience has been great and a breath of fresh air”.

– Sean, The Chairman's Bao





Thank you

Exciting design can surprise your audience, nurture your community and help you to increase sales and engagement. Our proposal shows how this can be achieved.

If you have any more questions about this proposal, then please do get in touch. Email the Buttercrumble team at any time and we aim to respond within 48 hours.

