

A brand that feels as alive as the woman behind it.

Imogen Butler-Cole is an artist, facilitator and activist whose work moves between performance, social justice and personal transformation. Since 2022, I’ve worked alongside her as her practice has evolved, creating a visual identity and the materials she needs to take her work into the world.

CLIENT
Imogen Butler-Cole

BUSINESS
Artist • Facilitator • Activist



The Identity

Imogen’s work is thoughtful, human and difficult to squeeze into a neat little box. Her identity needed to hold all of that without flattening it. We created a visual language that could move with her, giving very different projects a sense of connection while leaving room for each one to have its own character.

BUILT TO EVOLVE, NOT STAY STILL



The Work

Over the years, the identity has stretched across websites, proposals, presentations, programmes and new projects as Imogen's practice has grown. Rather than reinventing everything each time, we keep returning to the same visual world and finding new ways for it to live.



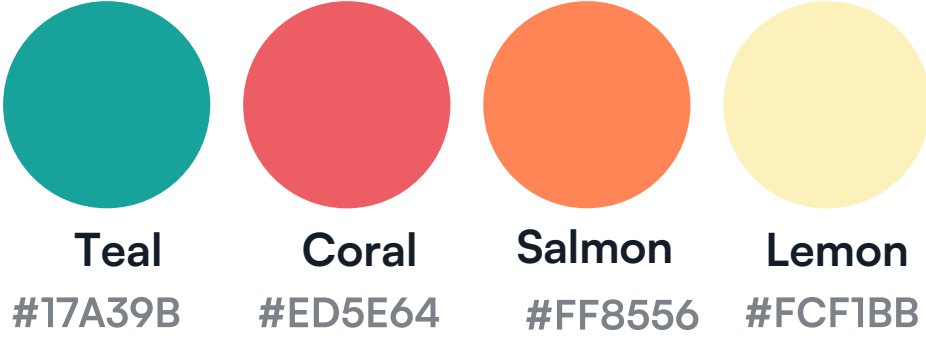
LOGO MARK



LOGOTYPE

Imogen Butler-Cole
Personal Power + Confident Communication

COLOUR PALETTE



TYPOGRAPHY

Source Serif
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Source Sans
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4+
working together

The result: Nine years on, she's still building with the same foundation. Good identity work does that, it holds.

“She goes out of her way to find out exactly what you need and desire and then brings it seamlessly to life.”

Imogen Butler-Cole