

Futurepath ESG

Brand Workshop

Brand keywords

Relationship-driven

Strategic guidance

Optimistic

Future-oriented

Educational

Rigorous - detailed orientated

Do's

Simple

Minimalist

Text-only (wordmark)

Future **movement**

To avoid

Futuristic

Tech

Robotic

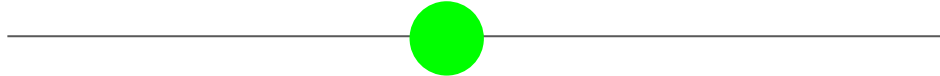
No boring circles

Leaves

Competitor

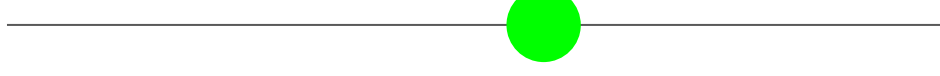
Feminine

Masculine



Professional

Casual



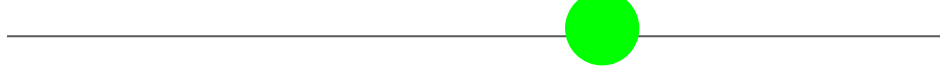
Traditional

Futuristic



Economical

Luxury



Energetic

Calm



1. Pictorial

(Illustrative Representation)



Apple



Merrill Lynch



Lacoste



Starbucks

2. Letterforms

(Monogram-like)



McDonald's



H & M



General Mills



Unilever

3. Emblems

(Contained in or Referencing a Shape)



Harley-Davidson



The Salvation Army



Samsung



Ups



4. Wordmarks

(Stylized Type, No Symbol)



5. Abstract

(Symbolic)



Morek



Nike



Sprint



Mercedes

6. Characters

(Brand Mascot)



Piggy Wiggly



Michelin



Starkist



Planter's

* Sans Serif

Hand Type

* Monospace

DISPLAY

Serif

LITERAL

* Slab Serif

Vintage

Client provided inspiration

Futuristic



Modern
Future-orientated



Traditional
(whitespace)



Feminine





A nod to future (stepping stones)
Clean serif
Flow
Approachable



Clean, modern serif
Negative space
Warm, friendly, slightly feminine
Slight spunk - fresh energy

Future + pathways

Trail steps

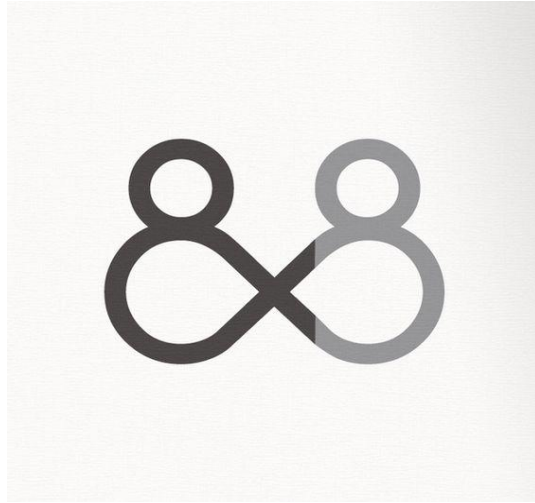
Stairs

(Stone) path

Physical motion

Journey

Evolution



lifelab®

Juniper

Hiflow

grean®

1st Creative Direction

Abstract

Physical motion - in steps, phases

Journey, evolution

Growth upwards - in steps

Relationships

2nd Creative Direction

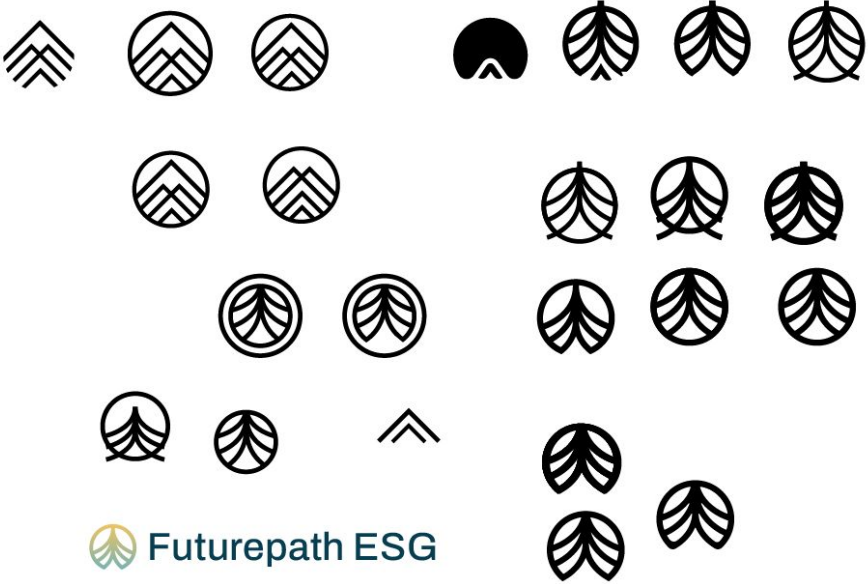
Wordmark

Stylistically Future Path

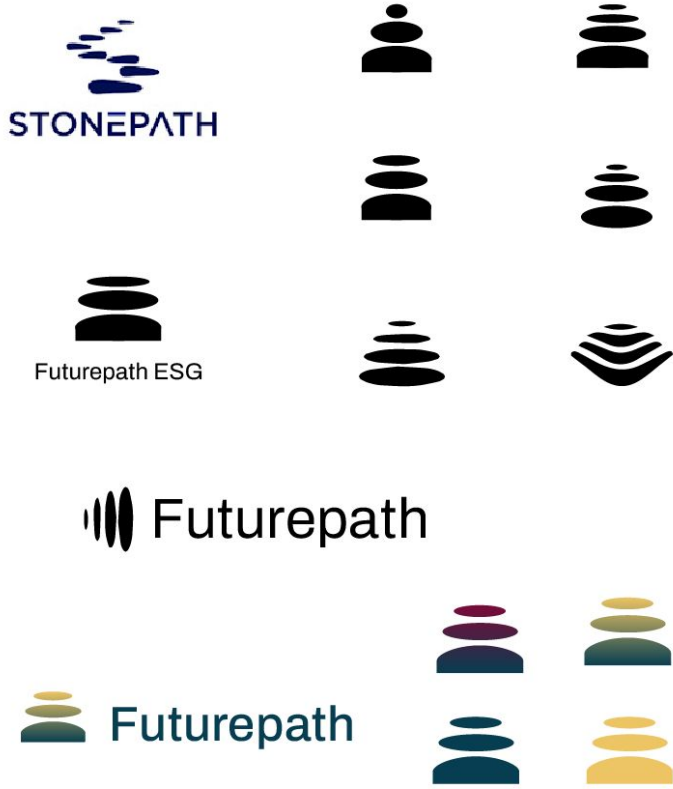
Connecting the letters > path

Clean slab serif, monospace - green and Juniper

Work



 Futurepath ESG
 Futurepath ESG



STONEPATH

Futurepath ESG

 Futurepath

 Futurepath

grean®

Juniper

Hiflow

lifelab®

Futurepath

Futurepath

Futurepath

path

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Future**path**

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Futurepath ESG

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Creative Direction 1

*life***lab.**

Hiflow

Juniper

grean[®]

aurh

Future *path* *hy* *out*
path

Future*path* ESG

Future*path* ESG

Future*path* ESG

Future*path*

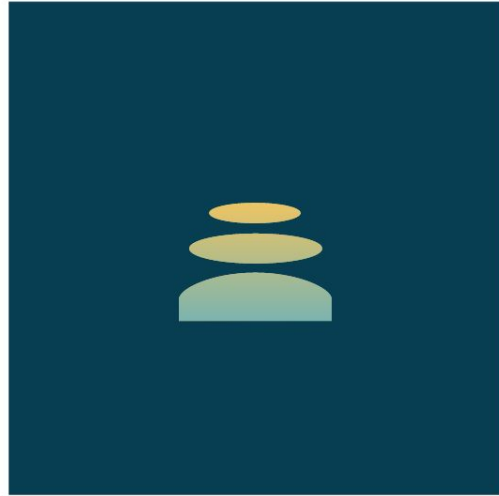
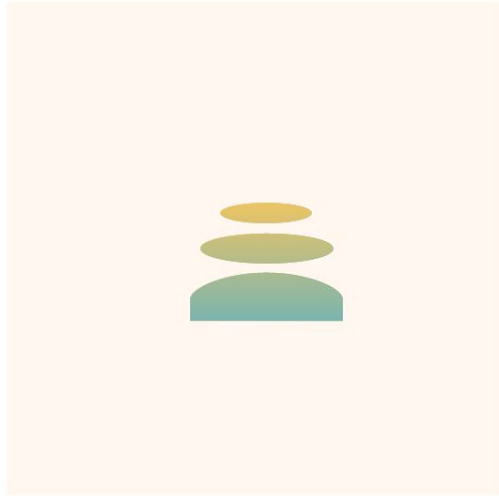
ESG Consulting

Future*path*

ESG Consulting

Creative Direction 2







stepping stones

rock cairns: mark hiking routes

zen art of rock balancing



blue > yellow = "bright future"

|
solid "rigorous" base



Futurepath ESG



Futurepath ESG



Futurepath
ESG Consulting



Futurepath
ESG Consulting

Revisions 1

 **Futurepath ESG**

 **Futurepath ESG**

 **Futurepath ESG**



Final Brand Identity

Future*path*

Future*path* ESG

Future*path*

ESG Consulting

Future*path*

ESG Consulting & Advising

Future*path*

ESG Advisors & Training

F

F

F_p

F_p

Current

Future*path*

Future*path*

path



Future*path*

Future*path*

path

Suggested

Pure white

Rarely

Suggested

Future*path*

Future*path*

path

To avoid

Future*path*

Future*path*

Rarely

Future*path*

Future*path*