Brief and additional information for Icons

Background

Flare is a small consultancy based in Amsterdam. We exist to ignite, guide and support companies so they can realise their growth ambitions. Every day we give our heads, hearts and guts to help our clients using a bold, personal and insight-led approach. We help them to renew their purpose, craft sound commercial strategy and create fresh relevant concepts, be that brand, service or product, which we help them to implement.

**We need 5 icons to visually represent each of the 5 elements that make up our Growth formula.** We believe that a business needs to keep each of these 5 areas growing simultaneously to have successful growth. We base all our work on this model.

The 5 icons

• Real

• Human

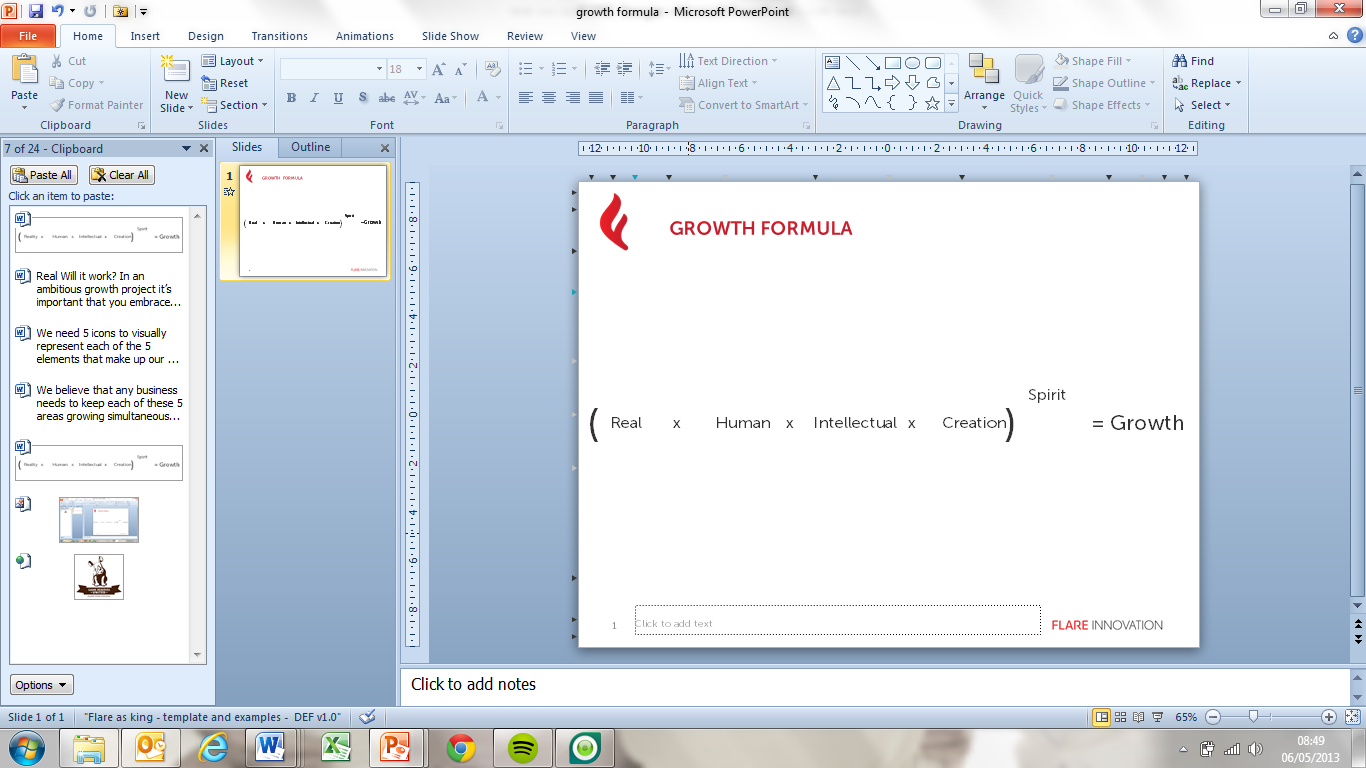
• Intellectual

• Creation

• Spirit

They come together to form a formula for success

Growth Formula (and in pdf)



They will be used whenever we talk about our point of view on innovation and growth, so they need to work across:

• Website

• Documents

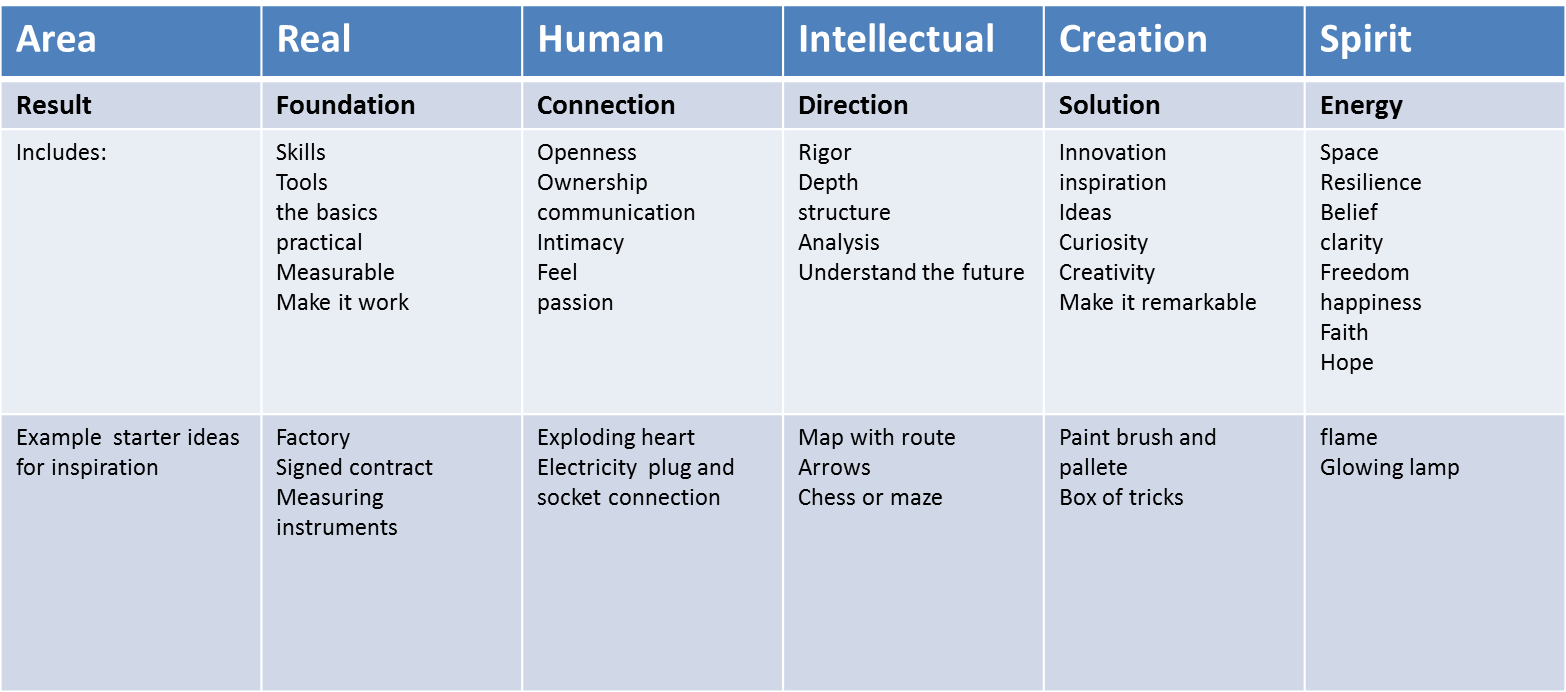
• Presentations/speeches

Requirements:

* They need to clearly visualise the meaning i.e. you get it when you first look at it.
* They need to be simple/bold enough that can be seen from far away e.g. when giving speech

Creative direction

* 5 icons that explicitly represents each of the 5 areas. People will be able to make logical leap from icon to the title. See below table for more detail on the meaning and result of the areas.



* The set of icons need to have a central theme that runs through the icons that tie the set of icons together, such as nature, senses or tools.

NB: Do not have spiritual, ethnic or flare logo theme

* No stock or age old symbols for the areas:

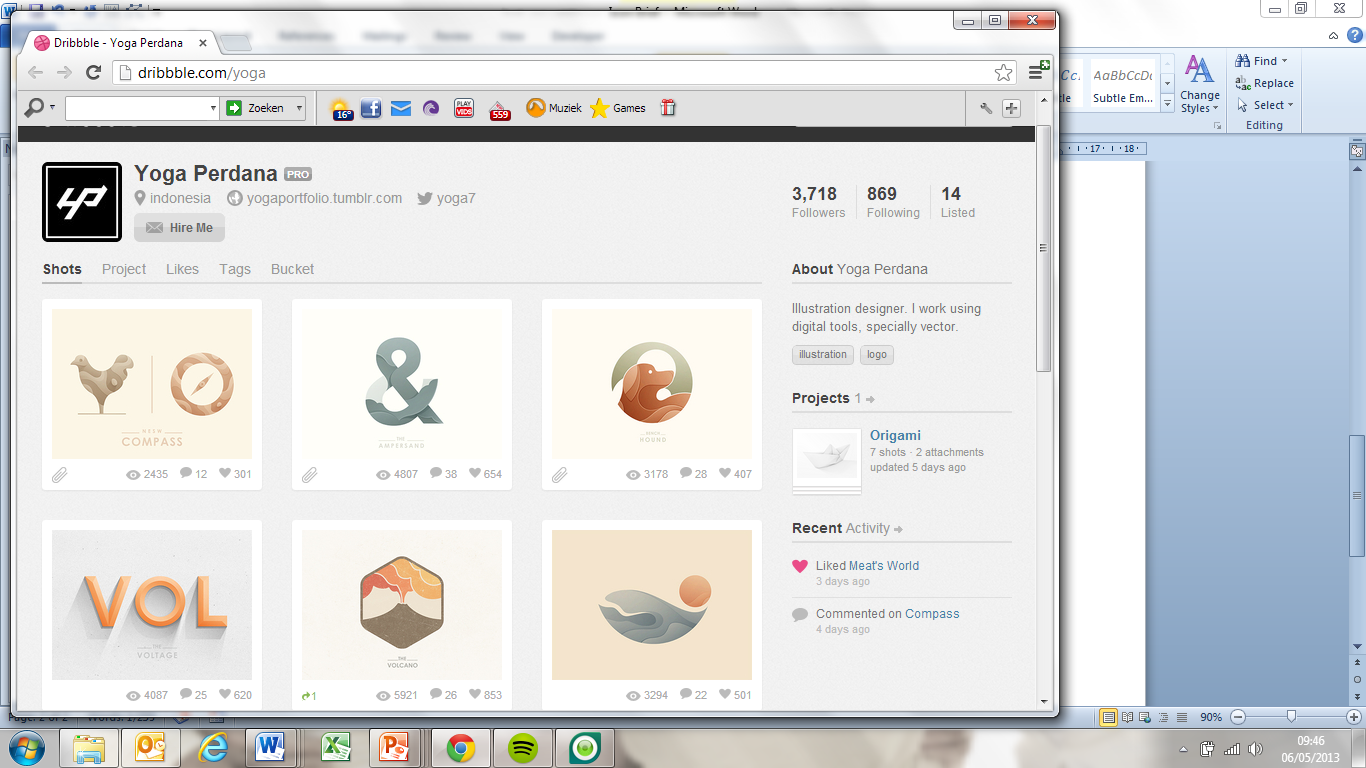
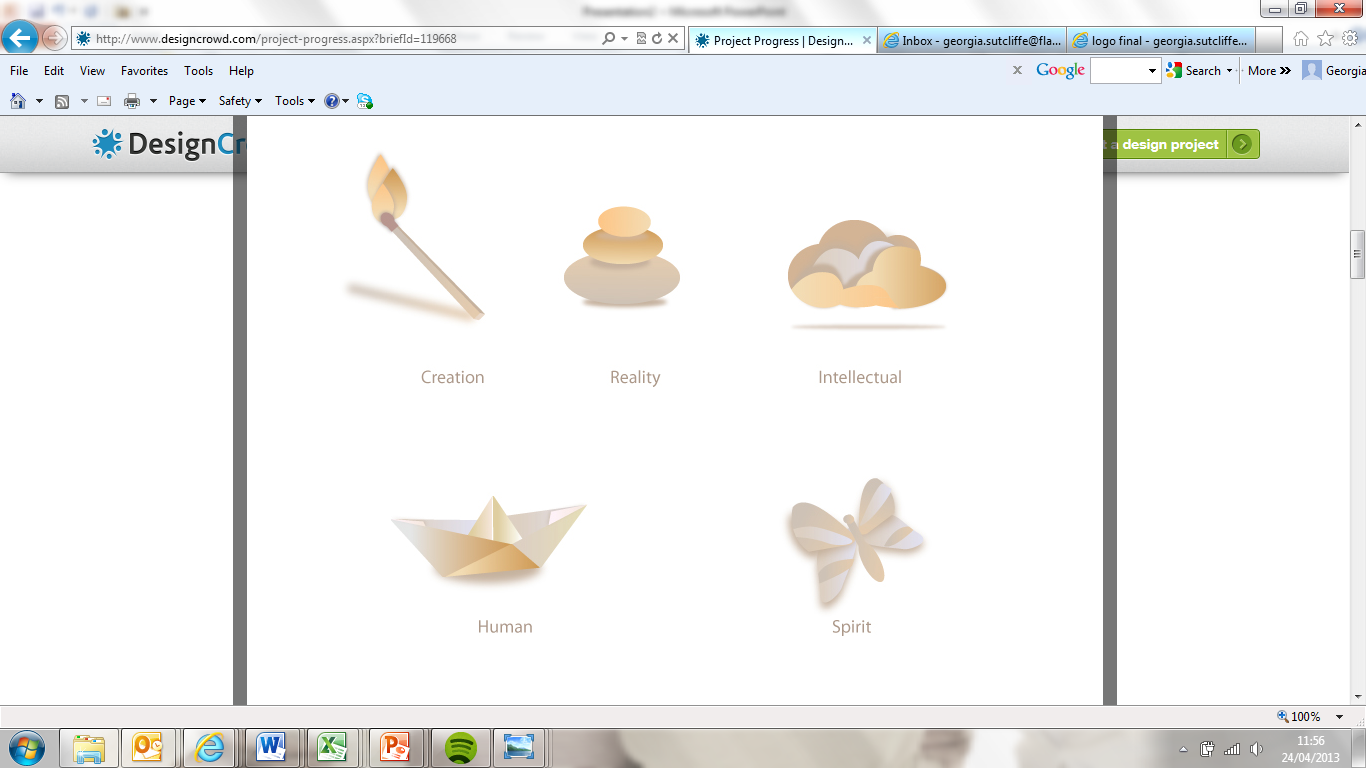
No lightbulb for creation

No cogs for intellectual

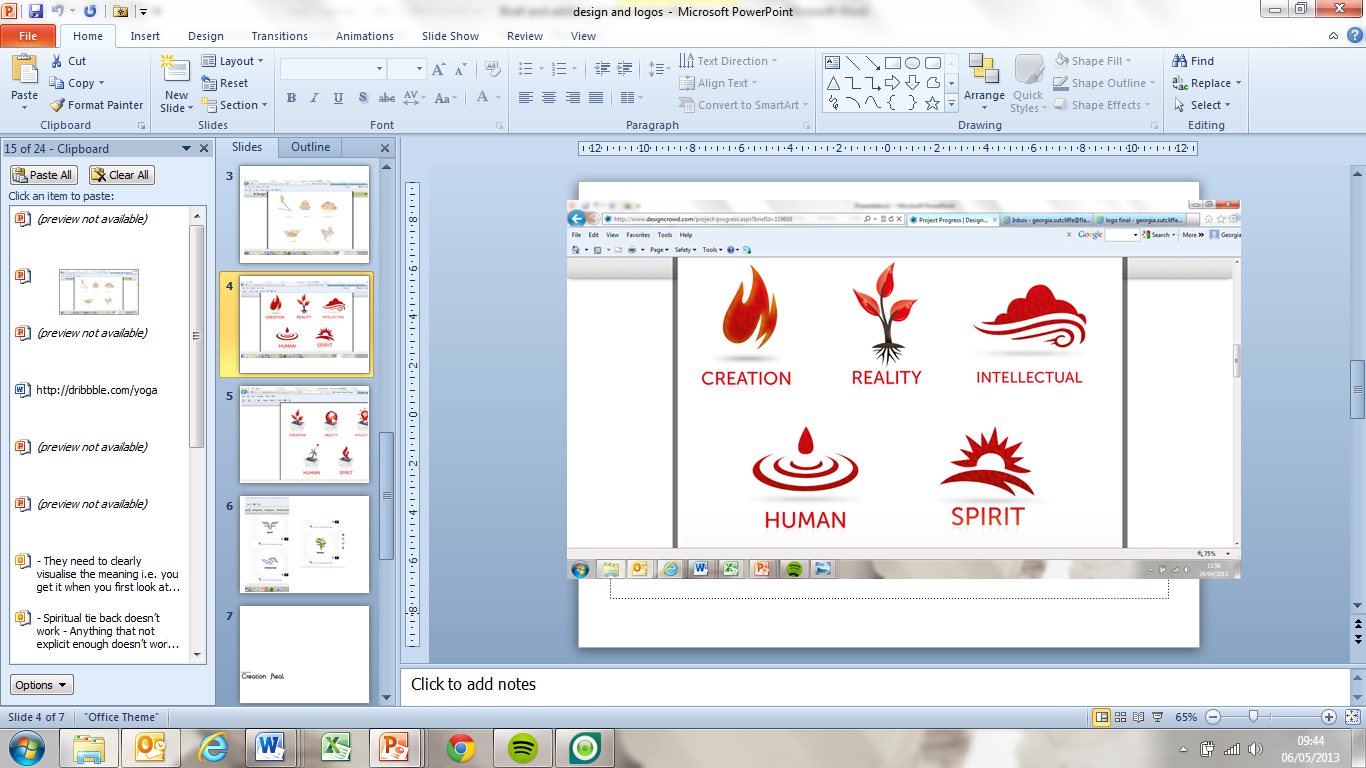
Look and feel

* Must work with Flare logo/branding
* Simple and bold- not fussy and detailed
* Can have colour- they may bring the colour to our brand colour palette
  + NB No primary/brash colours
* Not hippie/feng shui
* Not corporate but modern with depth (this brings energy and a layer of visual sophistication to the icons)

Example style:

or

Example style not to use:

or 

**Further information: The Growth formula elements**

**Real:** Will it work? In an ambitious growth project it’s important that you embrace reality. At the right moments you need to ask yourself the questions, ‘Will people buy this?’, ‘Can we make this’ and ‘How does this make money?’

**Human:** Will it connect? Ownership is key for growth projects to make it to market. Make sure you bring in the right people at the right time so that they feel ownership with their head, heart and gut, so they have the passion to deliver their best.

**Intellectual:** Will it last? To create something that goes beyond hype it is essential that you have an understanding of the future, a strategic direction to guide you. Ask ‘Does this give us a relevant role in the long run?’ and ‘Does this fit my business and brand?’

**Creation:** Is it remarkable? If you want to stand out from the competition you need to create unique solutions that positively surprise people. This is where creativity and curiosity help you to find fresh and inspiring results.

**Spirit:** Do we have the belief? Positive spirit gives you the space and resilience you need throughout the ups and inevitable downs found in growth projects. By recognizing and taking positive steps against the fears that develop you will build momentum fuelled with trust and belief.