



Brand Guidelines

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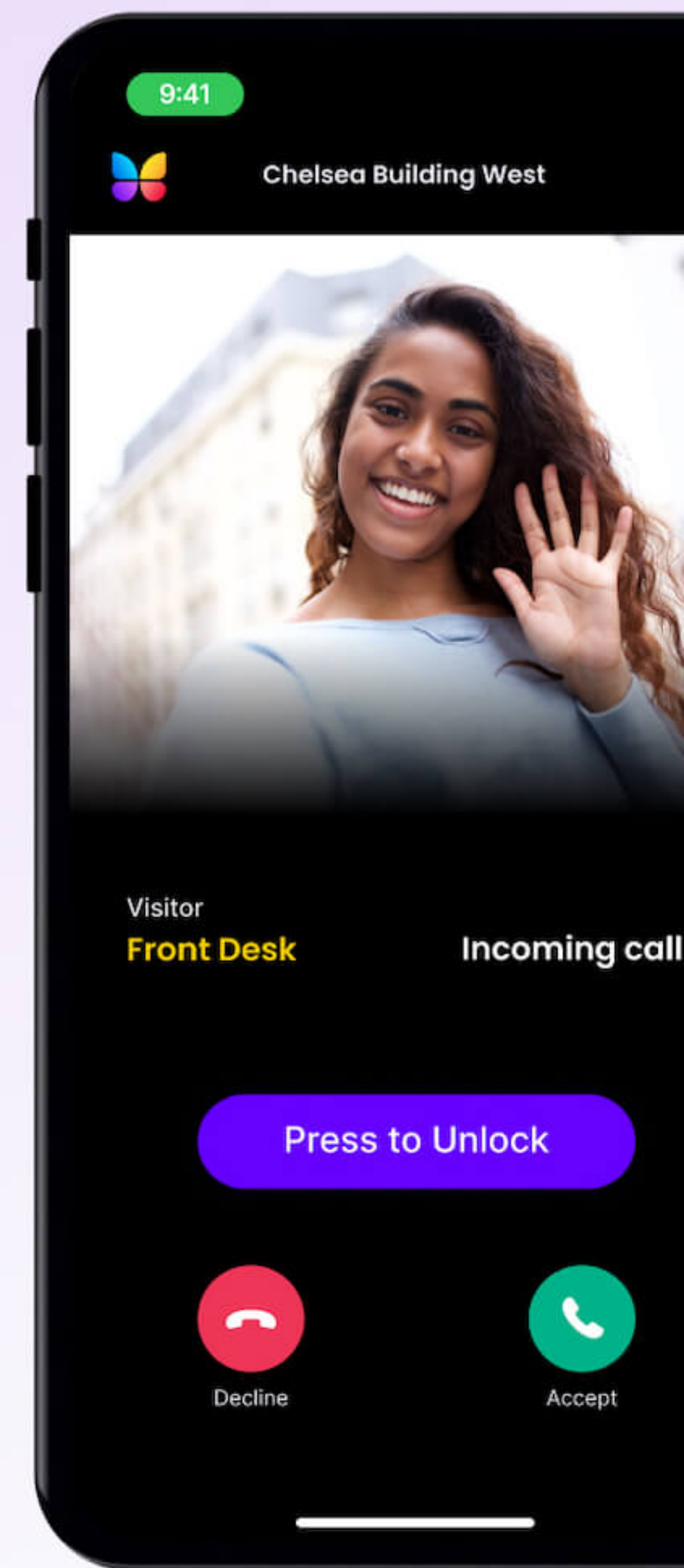
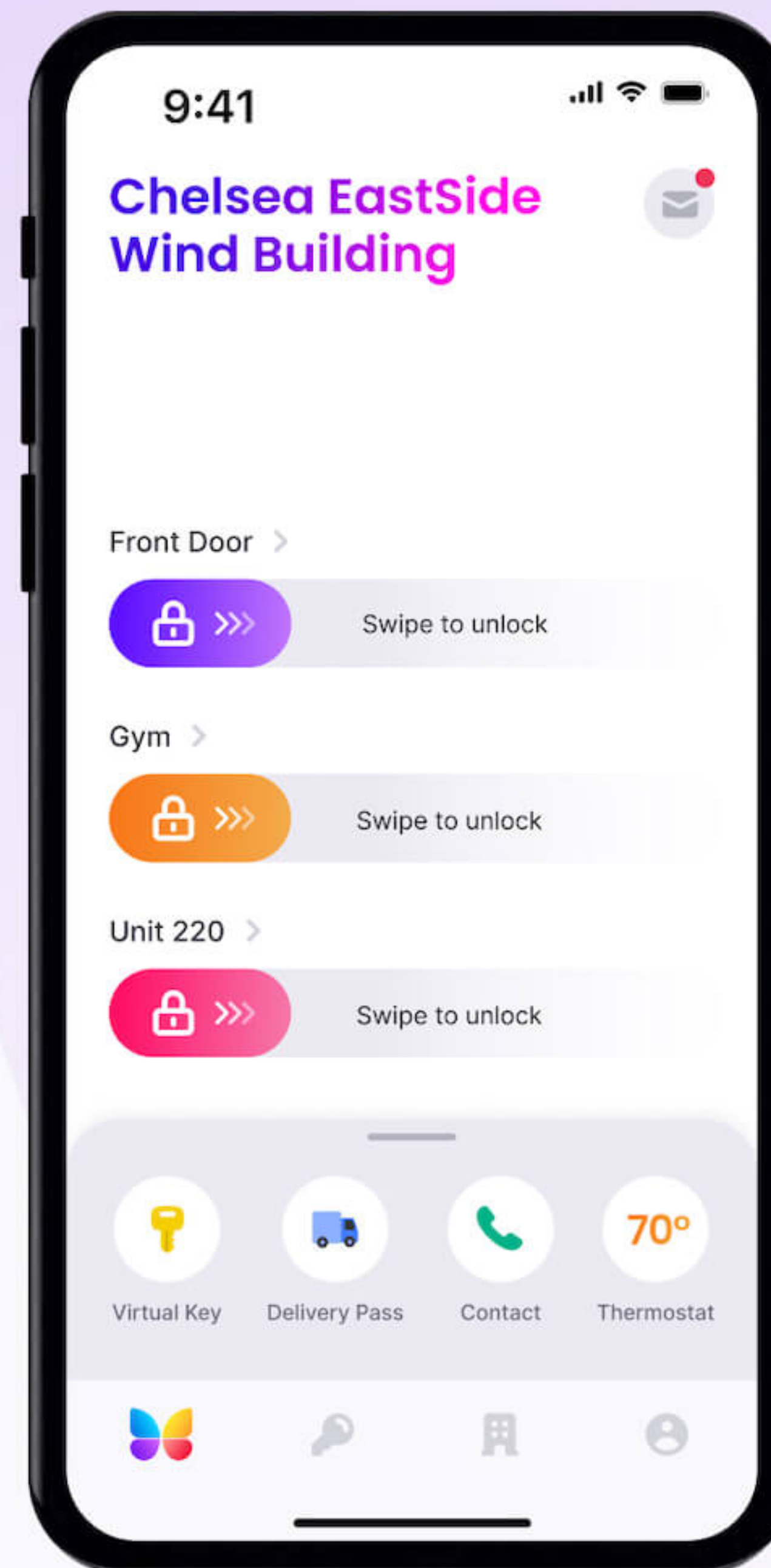
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Who we are

Founded in 2014, ButterflyMX is on a mission to empower people to open and manage doors & gates from a smartphone. Our products are installed in more than **10,000+** multifamily, commercial, gated communities, and student-housing properties worldwide, including properties developed, owned, and managed by the most trusted names in real estate.

Our features are designed for developers, owners, property managers, and tenants. And our products lower operating costs and improve tenant satisfaction. Developers and owners no longer need to run building wiring or install in-unit hardware. Property managers can grant building access, revoke permissions, and review entry logs from an online dashboard. Residents can open doors from their smartphones, issue visitor access, and see who is trying to enter the building.



Our brand

Property access made simple

Every brand interaction should feel welcoming, simple, and friendly. Use the following list to guide all design and communications.

- ✓ Open
- ✓ Friendly
- ✓ Simple
- ✓ Convenient
- ✓ Welcoming
- ✓ Accessible
- ✓ Inclusive
- ✓ Delightful
- ✓ Aspirational
- ✓ Modern
- ✓ Secure



Tone + voice

The ButterflyMX brand is **fun, cheerful, and welcoming**. We spread positivity and position ourselves as a helpful solution to improve the lives of our clients. In written content, ButterflyMX messaging is uplifting — we talk about how our products welcome people in while unlocking positive experiences for building staff, residents, and visitors.

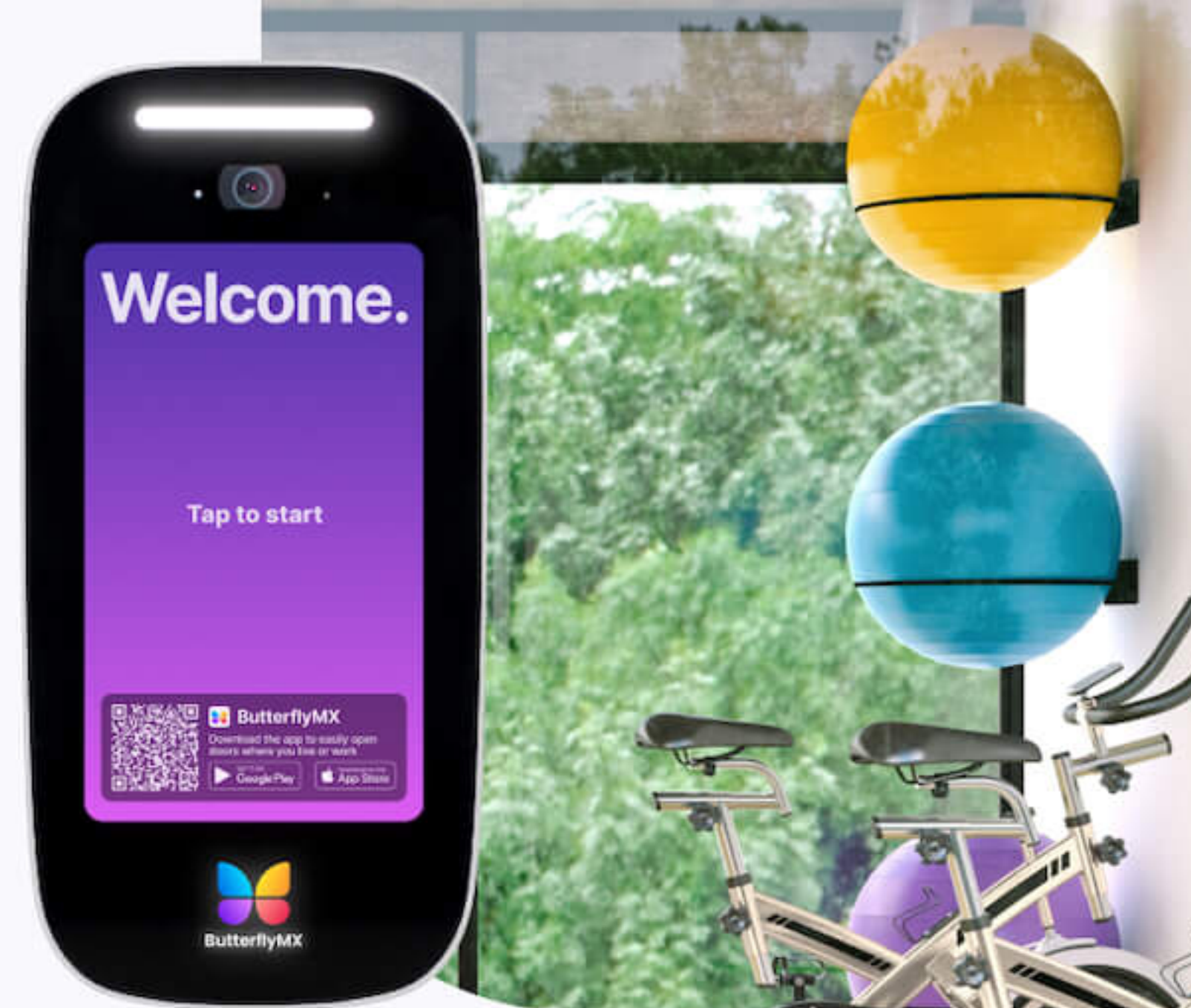
Example: ButterflyMX is your complete property access solution, providing a secure, convenient, and affordable way to manage and grant access on the go. Empower your tenants and building staff to open doors, gates, and elevators with a smartphone and ensure they never miss a visitor or delivery. Enjoy easy installation and cut costs by eliminating building wiring and in-unit hardware, and save time by integrating with popular access control and property management systems. Join the **10,000+** multifamily, commercial, gated community, and student housing properties that have made access simple with ButterflyMX.



Products

Video intercom —

To easily manage door, gate, and garage access from a smartphone or computer, see who you are letting in, and connect to your property management & access control system.



Keypad —

For smart, simple, and secure access to amenity spaces, auxiliary doors, garages, and more.

Self-guided tours —

For prospective residents to tour your property on their schedule while keeping your property safe and secure.

Key locker —

An automated key locker system that allows prospective residents to access locked amenity spaces and apartment units during self-guided tours.

Access control —

For property-wide access to any door, gate, or elevator into and throughout your entire building through the ButterflyMX mobile app, PIN codes, key fobs, and key cards.

ButterflyMX OS —

An online platform for building staff to seamlessly manage property access and integrate our products with other property management tools and services.

Vehicle access control —

Hands-free vehicle access for your gates, garages, and other property entry points.



Audience

Developers

Concerned with cost savings to maximize profits when they sell to owners.

- Eliminate costs (focus on wires, reduced installation costs, no in-unit hardware).
- Architect: can design ButterflyMX into plans. They are concerned with aesthetics + no wiring.

Property managers

Concerned with resident satisfaction and retention.

- Operational efficiency is important.
- They want renters to be safe and happy.

Owners

Concerned with occupancy level to keep their loan rate stable.

- Want to command high rent levels with shiny amenities.

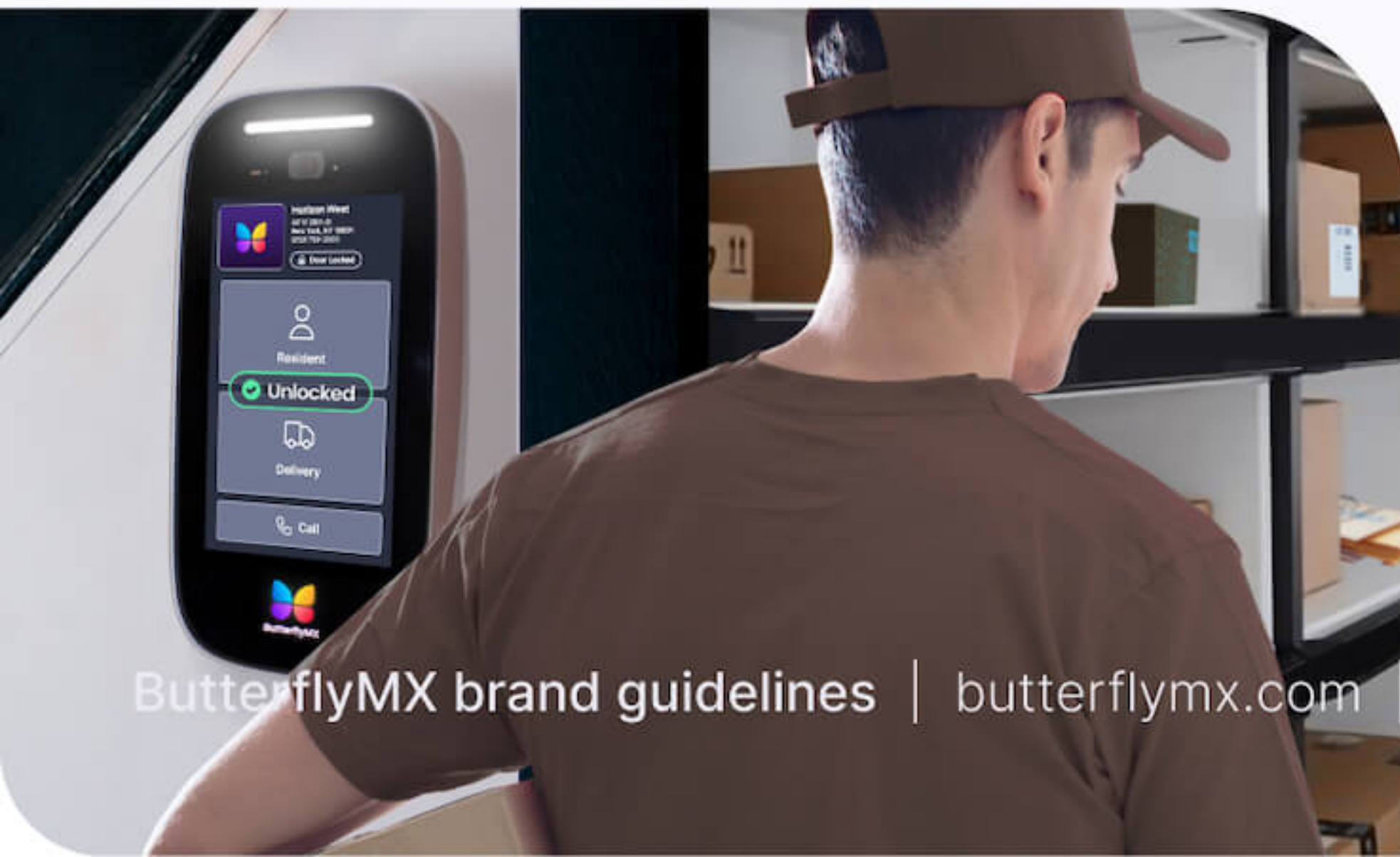
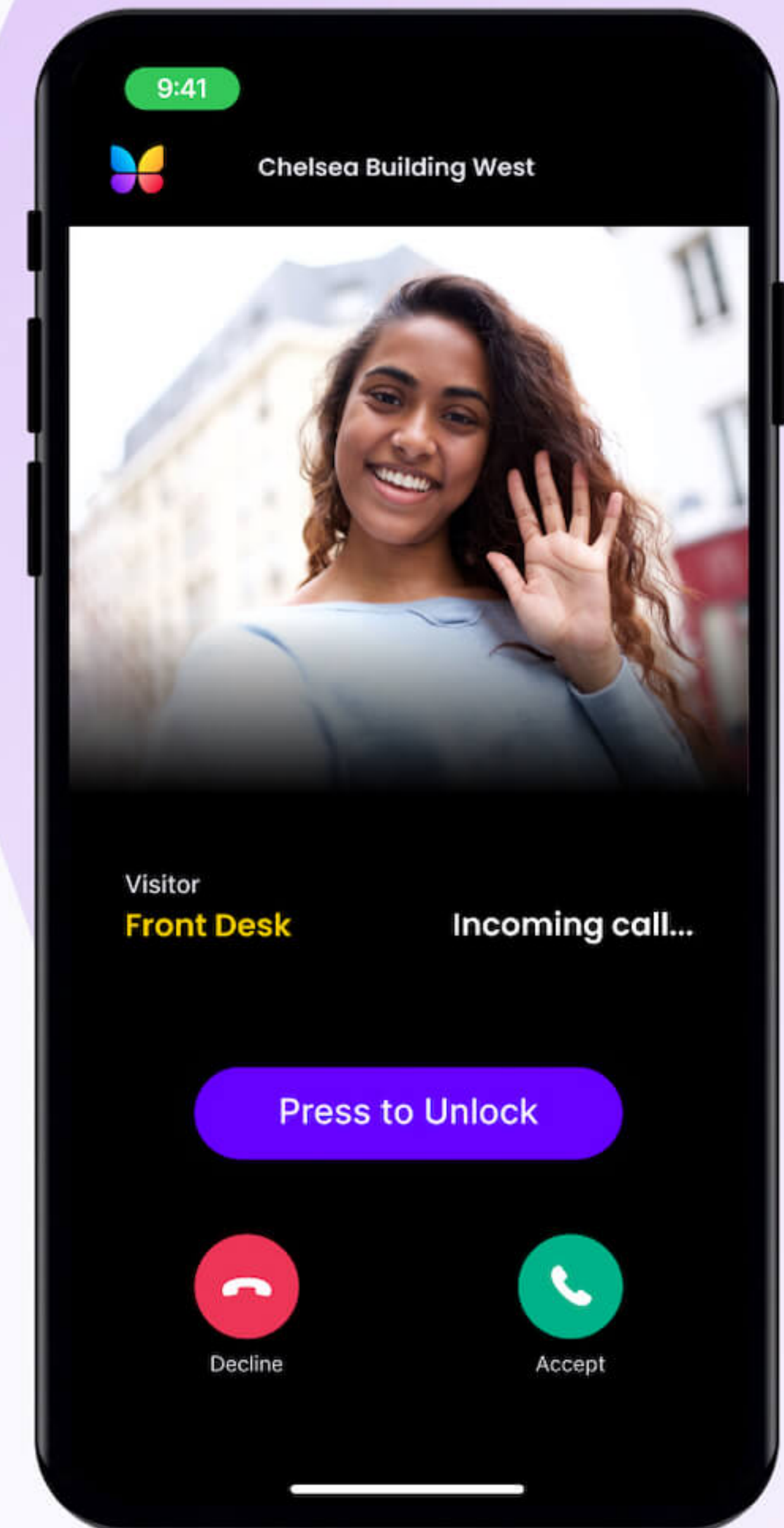
Residents

Demand convenient, secure tech and an enjoyable lifestyle.

Installers

Concerned with installation convenience, clarity, and cost.

- They have new financial incentives to sell and install our products.



01 Logo

Horizontal lines → comfort, stability, and new horizons



ButterflyMX

Butterfly → universal aspirational symbol of transformation

Gradient → aspirational glow

Symmetry → balance and ease


Curved edges → friendly and approachable



Our logo

Primary  **ButterflyMX**

Tagline  **ButterflyMX**
Property access made simple

Stacked 
ButterflyMX

- ✓ Our preferred logo is the horizontal version.
- ✓ Use the gradient versions wherever possible, the flat versions are primarily for printing on hardware and swag.

Primary  **ButterflyMX**

Tagline  **ButterflyMX**
Property access made simple

Stacked 
ButterflyMX

Logomark 

Flat 



Logo clearspace



- ✓ Minimum clearing space around wordmark and logomark = height of 'B'.
- ✓ Minimum clearing space around logomark alone = height of top wing.



Logo errors

Incorrect uses

We always want to look our best! Please **do not distort or misuse** our logo, as it is the heart of our brand identity. The following are incorrect uses of our logo:



DO NOT change the logo font color from white or charcoal.



DO NOT shorten or abbreviate our name (BMX, butterfly, etc.)



DO NOT alter the spacing of the logo or the slogan.



DO NOT stretch, squeeze, or alter the shape of the logo.



DO NOT make the logo one color.



DO NOT add a stroke to the logo.



02 Colorstory

Color palette

Our primary and secondary color palettes are a sophisticated blend that begins with a deep shade of violet, transitions into a vibrant royal purple, and is complemented by a muted light purple. Since our logo is very bright and saturated, we aim to be very intentional about the use of color and negative space. Negative space (white space) can be used to frame or surround important elements, while color draws attention to them. This balance ensures that crucial information stands out without overwhelming the viewer.

Primary color



PRIMARY PURPLE
HEX #39008f
RGB 57, 0, 143
CMYK 60%, 100%, 0%, 44%

Secondary colors



MUTED PURPLE
HEX #e5e5fe
RGB 229, 229, 254
CMYK 10%, 10%, 0%, 0%



VIBRANT PURPLE
HEX #6600ff
RGB 102, 0, 255
CMYK 60%, 100%, 0%, 0%

Grays



TEXT CHARCOAL
HEX #34343d
RGB 52, 52, 61
CMYK 15%, 15%, 0%, 76%



DARK GRAY
HEX #6a6a7c
RGB 106, 106, 124
CMYK 15%, 15%, 0%, 51%



MEDIUM GRAY
HEX #b2b2bd
RGB 178, 178, 189
CMYK 6%, 6%, 0%, 26%



LIGHT GRAY
HEX #ebeaf2
RGB 236, 236, 240
CMYK 3%, 3%, 0%, 5%

Accent colors



MUTED RED
HEX #ffe9ed
RGB 255, 233, 237
CMYK 0%, 9%, 7%, 0%



MUTED GREEN
HEX #cfe7e7
RGB 207, 239, 231
CMYK 13%, 0%, 3%, 6%



MUTED BLUE
HEX #e5e5fe
RGB 230, 238, 254
CMYK 9%, 6%, 0%, 0%



MUTED YELLOW
HEX #fff0be
RGB 255, 240, 190
CMYK 0%, 6%, 25%, 0%



MEDIUM RED
HEX #ed3657
RGB 237, 54, 87
CMYK 0%, 77%, 63%, 7%



MEDIUM GREEN
HEX #00b289
RGB 0, 178, 137
CMYK 100%, 0%, 23%, 30%



MEDIUM BLUE
HEX #427bfa
RGB 66, 123, 250
CMYK 74%, 51%, 0%, 2%



MEDIUM YELLOW
HEX #f6cf00
RGB 246, 207, 0
CMYK 0%, 16%, 100%, 4%



MEDIUM PURPLE
HEX #7167ff
RGB 113, 103, 255
CMYK 56%, 60%, 0%, 0%



03

Typography

Typefaces

Our typography consists of two font families, Poppins and Inter.

Primary typeface: Poppins

Our use of Poppins as the primary font reflects our commitment to sleek, contemporary design. With clean lines and modern aesthetics, Poppins brings versatility and legibility, contributing to a cohesive and impactful brand presence.

Secondary typeface: Inter

Inter serves as our secondary typeface, tailored for computer screens with a focus on readability. Its tall x-height ensures clear legibility in mixed-case and lowercase text, making it suitable for body copy and non-headline communications.

Primary typeface: Poppins

Poppins

Secondary typeface: Inter

Lorem Ipsum Dolor Sit Amet, Consectetur
Adipiscing Elit, Sed Do Eiusmod Tempor
Incididunt Ut Labore Et Dolore Magna Aliqua.
Fermentum Leo Vel Orci Porta Non Pulvinar
Neque Laoreet. Massa Placerat Duis Ultricies
Lacus Sed. Arcu Non Odio Euismod Lacinia At
Quis Risus Sed Vulputate. Est Ante In Nibh.



Typestyles + uses


We have four typestyles, consisting of **headings, subheadings, body, and button**. We always use Poppins for our headings and subheadings, since it's our primary typeface. Our body and button text both use Inter to achieve the best legibility. Using Inter applies to all supporting text as well. Additionally, we use sentence case for most titles.

Dark backgrounds


To achieve the best legibility, use white text on dark backgrounds.

Light backgrounds

To achieve the best legibility, use Primary Purple for headings and Charcoal for subheadings and body text.



PRIMARY PURPLE
HEX #39008f
RGB 57, 0, 143
CMYK 60%, 100%, 0%, 44%



TEXT CHARCOAL
HEX #34343d
RGB 52, 52, 61
CMYK 15%, 15%, 0%, 76%

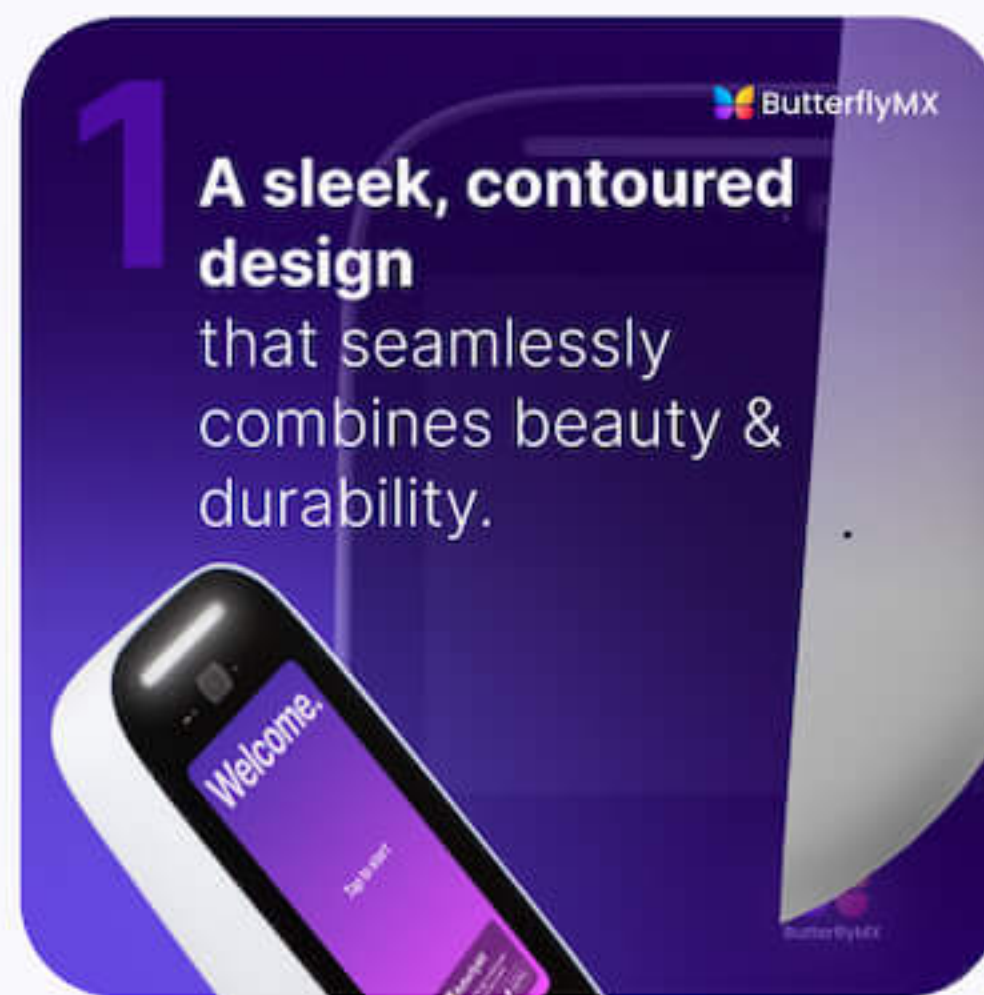


Usage	Font
Headings	Poppins Medium
Subheadings	Poppins SemiBold
Body	Inter Light
Button	Inter Medium

05 Photography

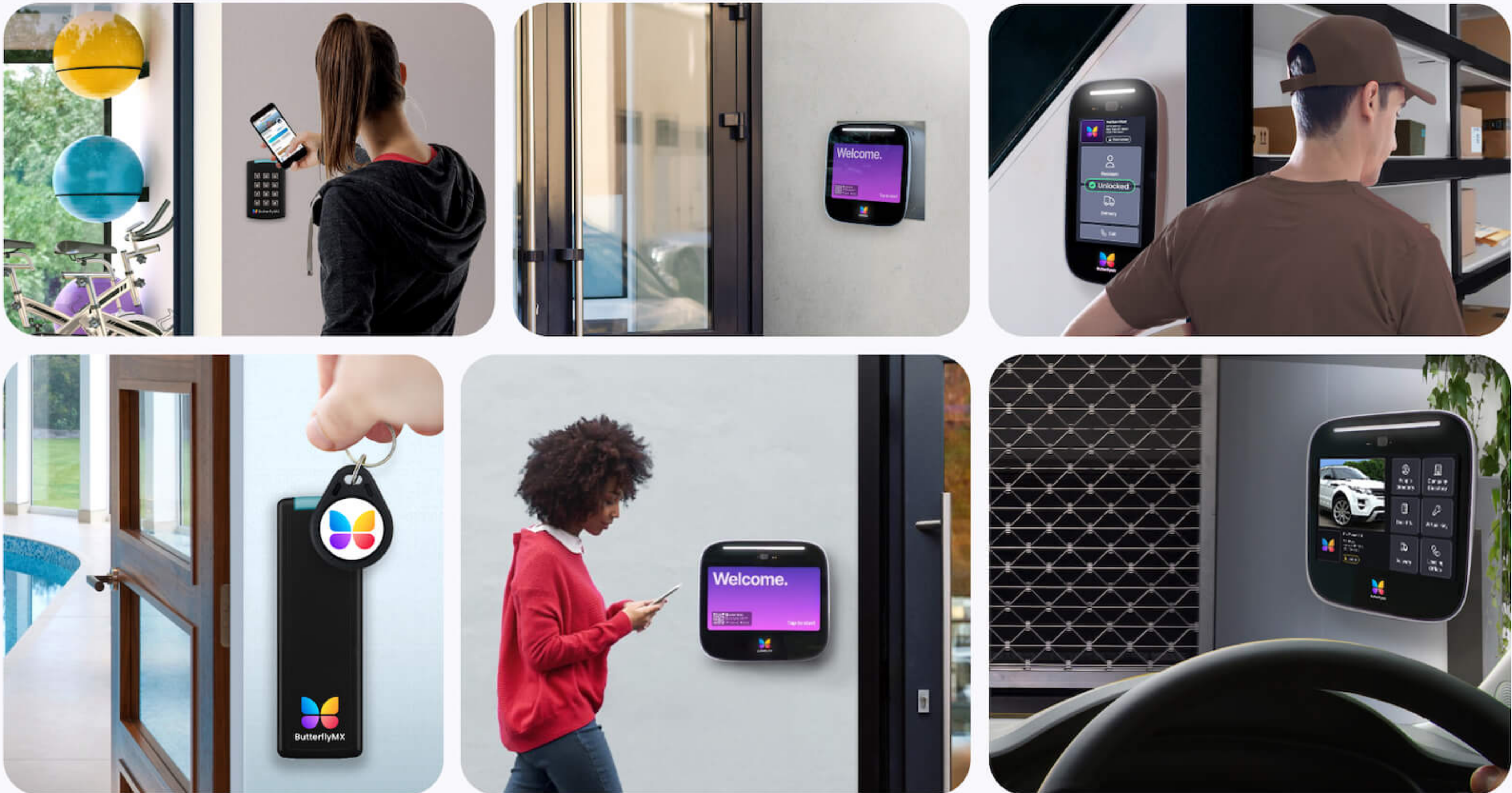
Product scene imagery

Our product imagery has a very distinct style, with highlighted products at full opacity and secondary products at a lower opacity (typically between 30% and 40%, depending on readability). Products are layered on top of a dark gradient background.



Lifestyle scene imagery

Lifestyle imagery should have a more muted, limited color palette. This is important as it helps our products pop, and doesn't battle for attention with its surroundings. When color is used in these images, it should be consistent with our existing color palette.



Connect with us

Browse our website and follow our social media profiles to see our brand in action.

Questions?

Reach out to
marketing@butterflymx.com
for additional information or specific image requests.



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INSTAGRAM
[@butterflymx_](https://www.instagram.com/butterflymx_)



X
[@_butterflymx](https://twitter.com/_butterflymx)

