

Scale-up Playbook

A premium framework powered by advanced AI tooling, transforming complex growth concepts into an accessible visual language.

Client: CreateFuture | Role: Creative Lead | Services: Brand & Strategy | AI Stack: Nano Banana

Discover the Scale-Up Playbook

How your North Star connects to Mission, Vision and Values

Leaders often push back on the idea of one metric.

DOWNLOAD

Hello, Nektaria

Create a soft, abstract, pastel 3D sphere with smooth, rounded contours and gentle light refractions. The object should look semi-transparent and glossy, with subtle iridescent gradients in pale blues, pinks, and purples. The lighting should be dreamy and diffuse, giving the form a glowing, ethereal, cloud-like appearance. No hard edges, no background, just the floating shape in a clean, minimal aesthetic.

Thinking

The Challenge

The Scale-up Playbook needed a clear, compelling brand identity and cohesive asset system to translate complex growth concepts into something approachable for fast-growing companies.

With multiple teams involved, from marketing to strategy, strong creative direction and alignment were essential to maintain clarity across all touchpoints.

78%

Companies with product-market fit that fail to scale

AI-Powered Workflow

Gemini's Nano Banana was integrated throughout the entire process—from initial ideation and research synthesis to asset generation and iteration cycles. This AI partnership accelerated production while elevating craft quality and execution precision.

4x

Faster ideation cycles

200+

Assets generated

1

Research

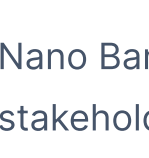
2

Ideation

3

Assets

AI-Enhanced Process



Problem Framing

Nano Banana analysed stakeholder interviews and market research to synthesize key insights and identify critical pain points.



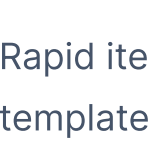
Information Architecture

AI-assisted mapping of complex scaling concepts into clear, hierarchical structures optimised for comprehension.



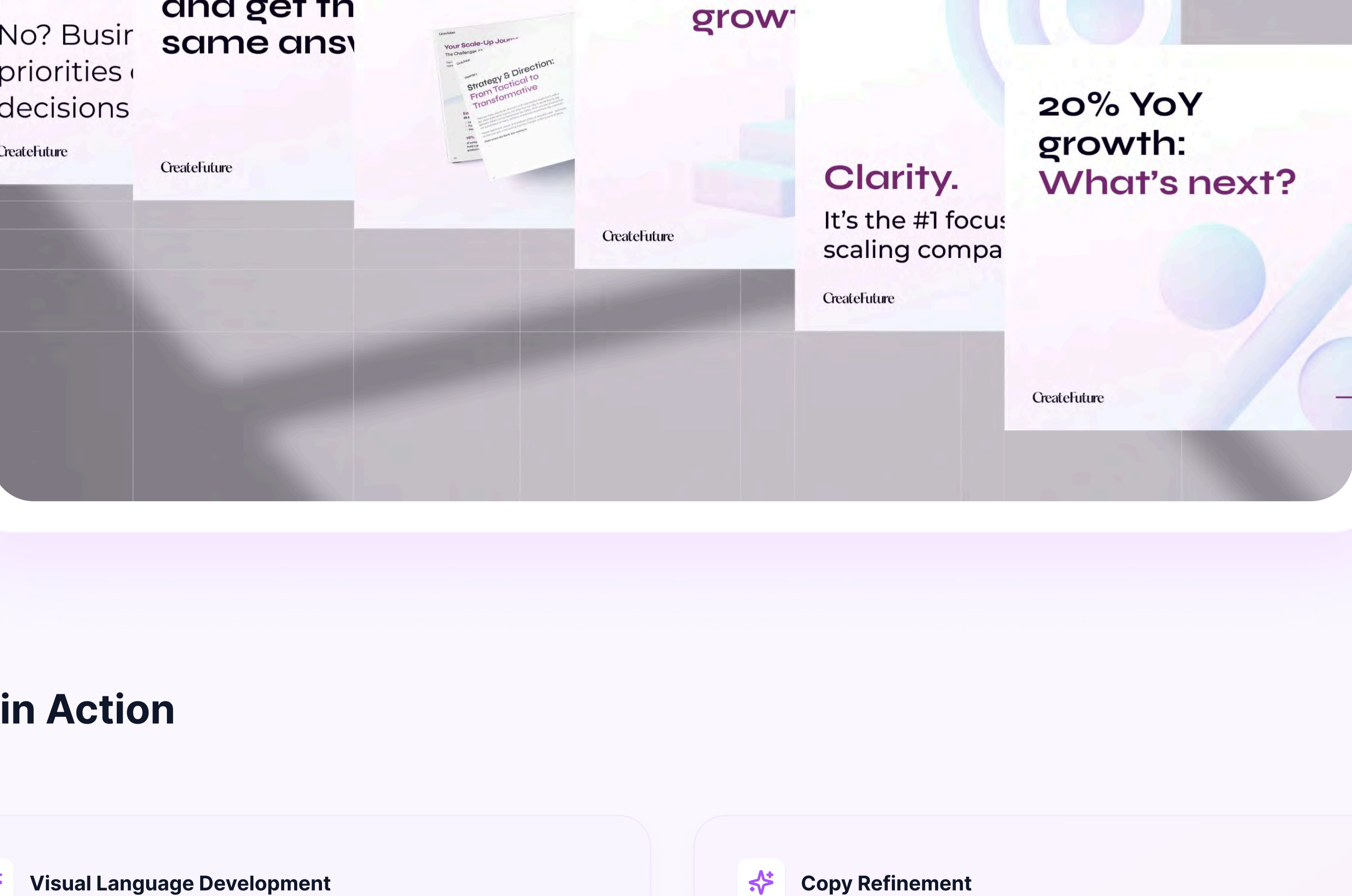
Visual System Design

Generated multiple design directions, colour palettes, and typography systems aligned with strategic positioning.

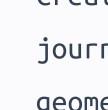


Asset Production

Rapid iteration on illustrations, templates, and marketing materials while maintaining brand consistency.



AI in Action



Visual Language Development

Prompt

Create a visual metaphor system that represents the journey from startup chaos to scaled clarity, using geometric shapes and progressive refinement.

Output

Generated a cohesive visual language using evolving geometric patterns, scattered shapes representing early-stage chaos transitioning to organized grids symbolizing scaled operations.



Copy Refinement

Prompt

Refine the North Star Metric explanation to be accessible to non-technical founders while maintaining strategic depth.

Output

Transformed technical jargon into clear, actionable language: 'A North Star is your company's true north, one metric that captures the core value you deliver to customers.'



Template Generation

Prompt

Design a workshop template for vision alignment exercises that can be used by distributed teams asynchronously.

Output

Created a modular template with clear sections for individual reflection, async collaboration, and synthesis, optimized for remote team dynamics.



Illustration Concepts

Prompt

Generate illustration concepts showing the three scaling stages with visual metaphors for growth challenges at each phase.

Output

Developed a three-part illustration series: seedling (early stage), branching tree (mid-sized), forest ecosystem (scaling), each with visual indicators of stage-specific challenges.

Nano Banana

the pocket-sized imagination machine

The Solution

As Creative Lead Designer, I shaped the visual direction and led the design team in creating the full identity for the Playbook and campaign. Working closely with the strategy team and leveraging Nano Banana's capabilities, I transformed scaling insights into an accessible visual language.

The AI partnership enabled rapid exploration of multiple design directions, automated asset generation workflows, and maintained consistency across all deliverables, from the Playbook design to digital marketing materials and templates.

Brand Identity

Information Design

Asset System

AI Integration

92%

Scale-ups say mentorship is extremely valuable

34,180

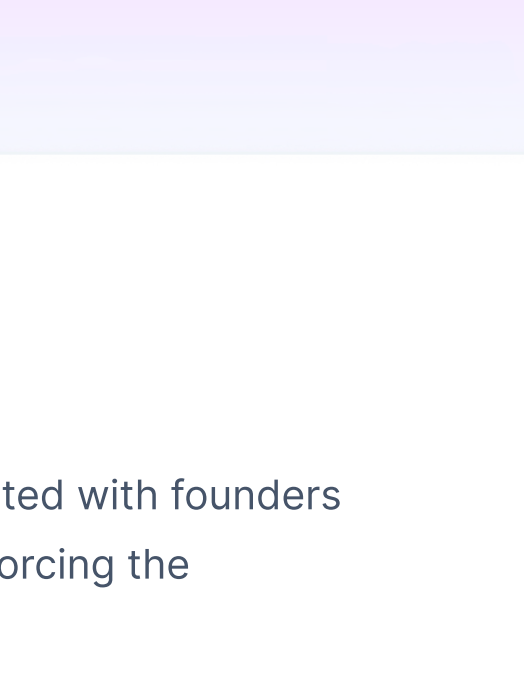
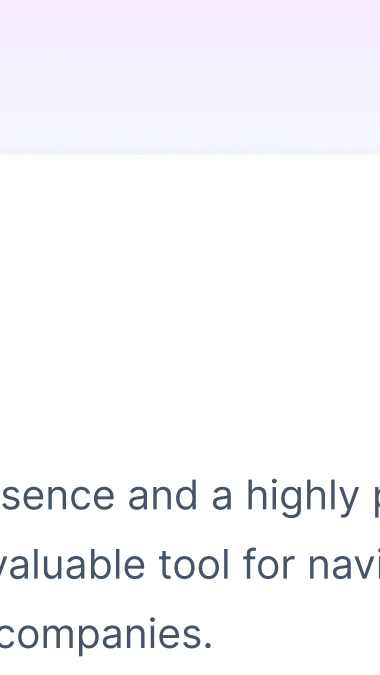
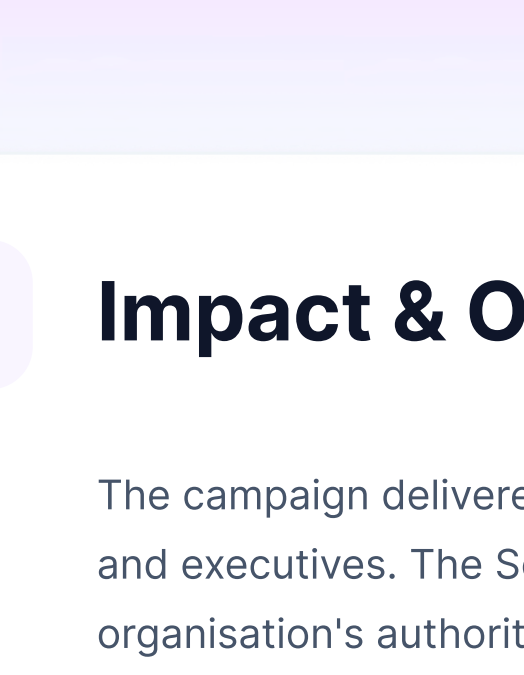
Scale-ups in the UK (+27% since 2013)

5-7%

Annual outperformance by purpose driven companies

66%

Identify hiring as biggest barrier to scaling



Impact & Outcomes

The campaign delivered a strong, unified brand presence and a highly practical framework that resonated with founders and executives. The Scale-up Playbook became a valuable tool for navigating growth challenges, reinforcing the organisation's authority in supporting high-growth companies.

The integration of Nano Banana throughout the process demonstrated how AI can elevate both speed and craft quality, enabling rapid iteration without sacrificing design excellence. This approach set a new standard for AI-augmented creative production in strategic consulting.

Audience Engagement

Strong resonance with target audience of founders and executives navigating scale-up challenges

Brand Authority

Reinforced CreateFuture's position as a trusted partner for high-growth companies

Innovation Standard

Established new benchmark for AI-augmented creative production in strategic consulting

Thank you

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