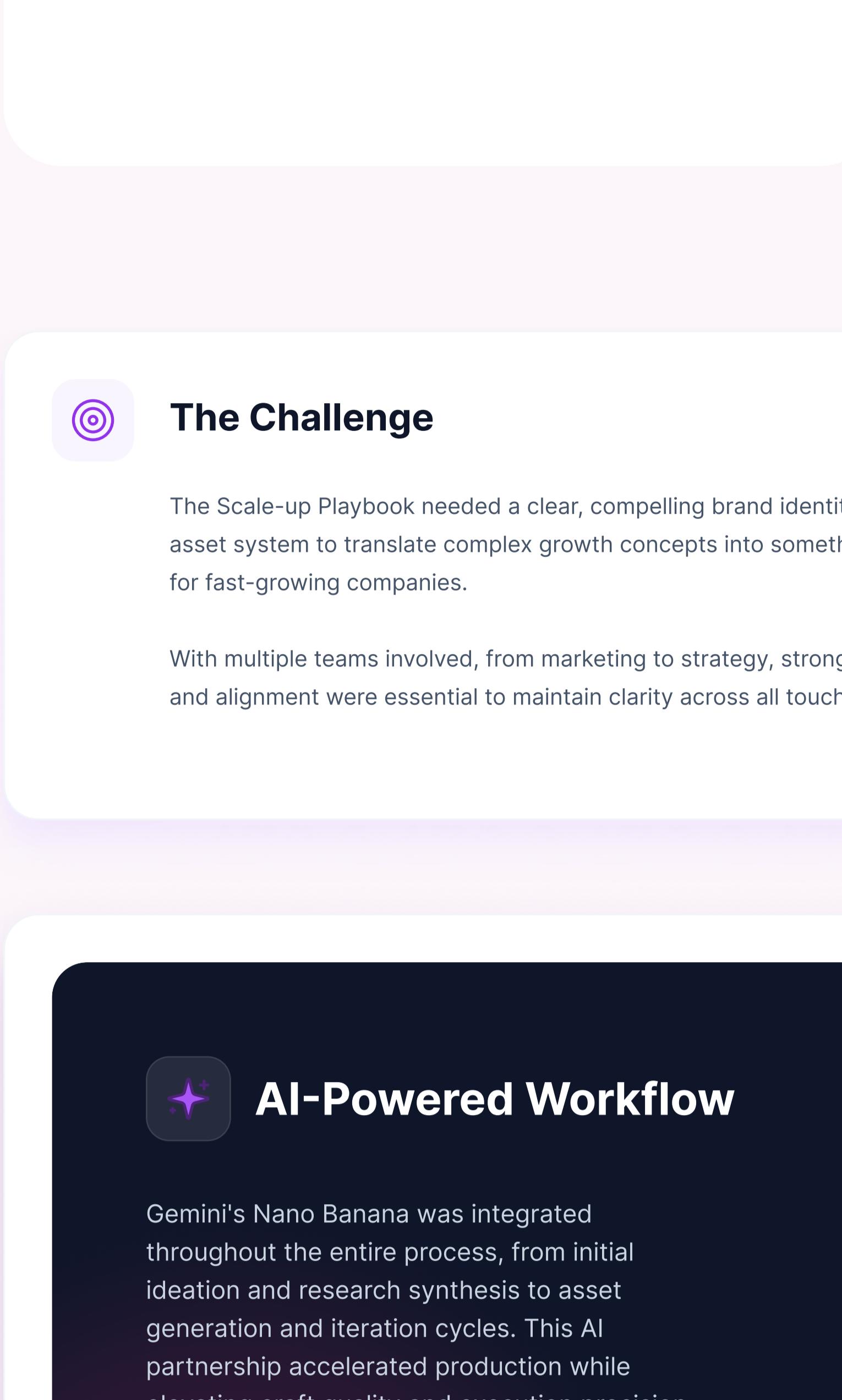


Scale-up Playbook

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



How your North Star connects to Mission, Vision and Values

Leaders often push back on the idea of one metric.

[DOWNLOAD](#)

CreateFuture

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

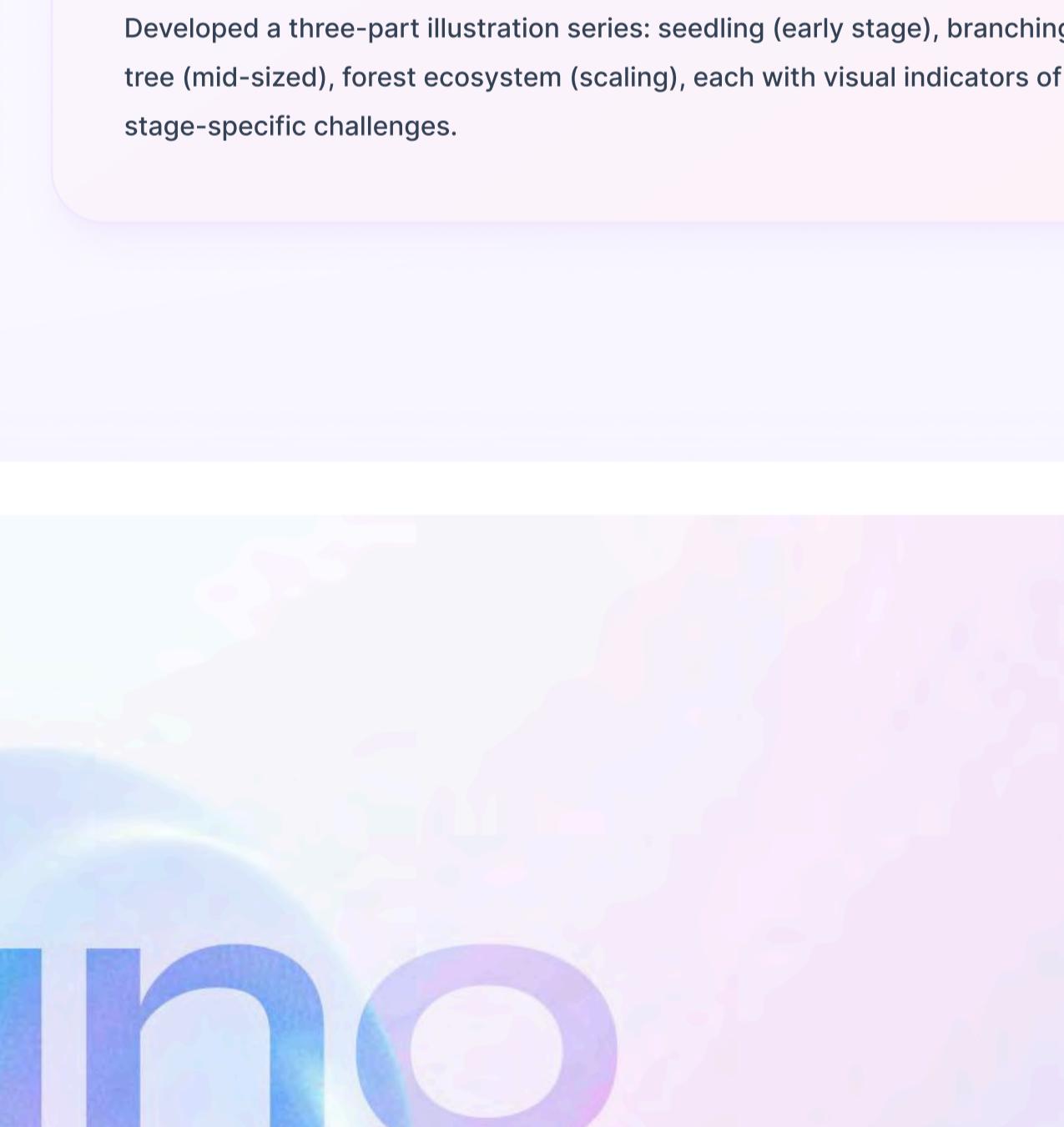
Gemini's Nano Banana was integrated throughout the entire process, from initial ideation and research synthesis to asset generation and iteration cycles. This AI partnership accelerated production while elevating craft quality and execution precision.

4x

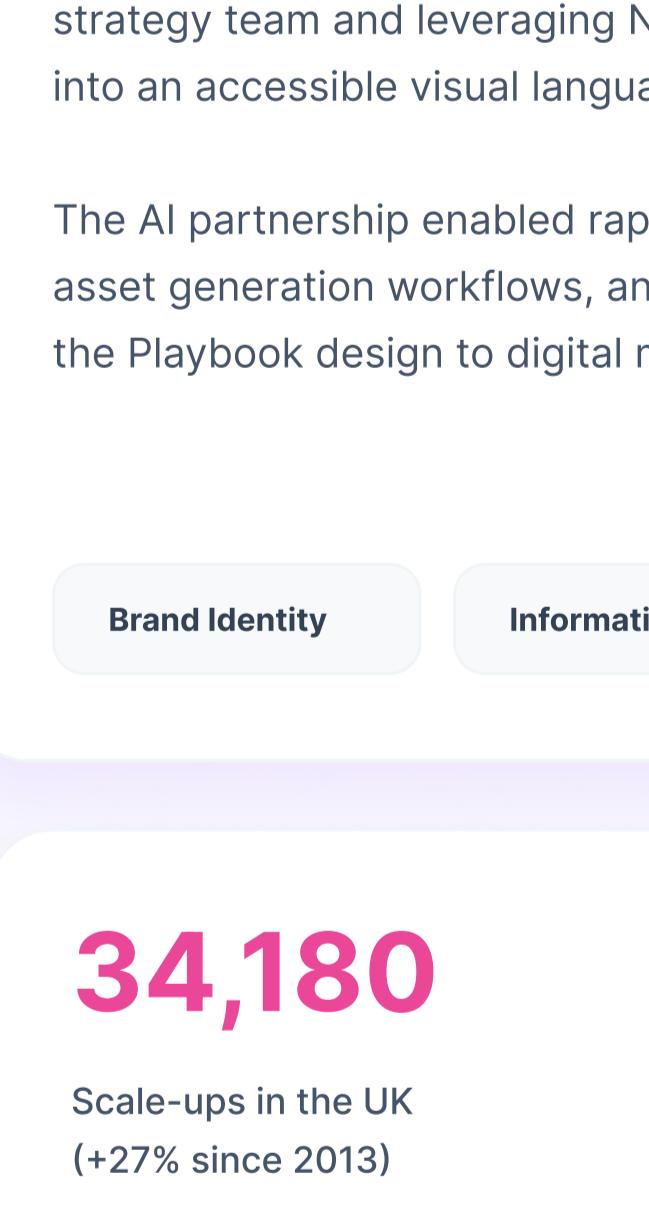
Faster ideation cycles

200+

Assets generated

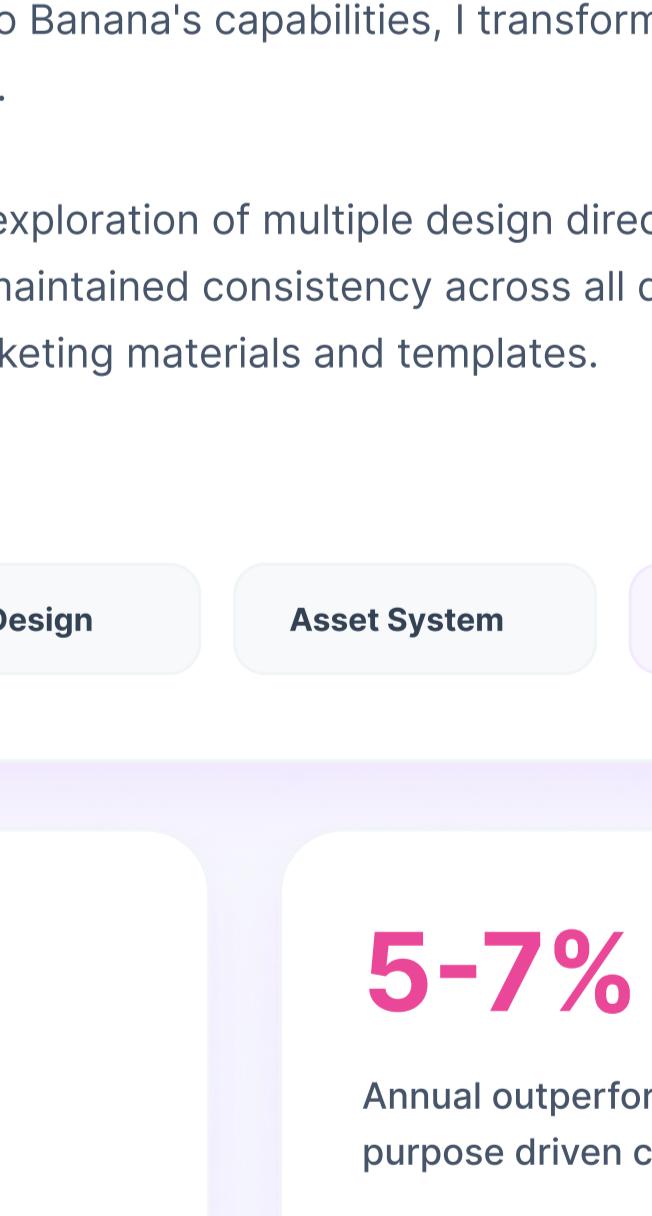


AI-Enhanced Process



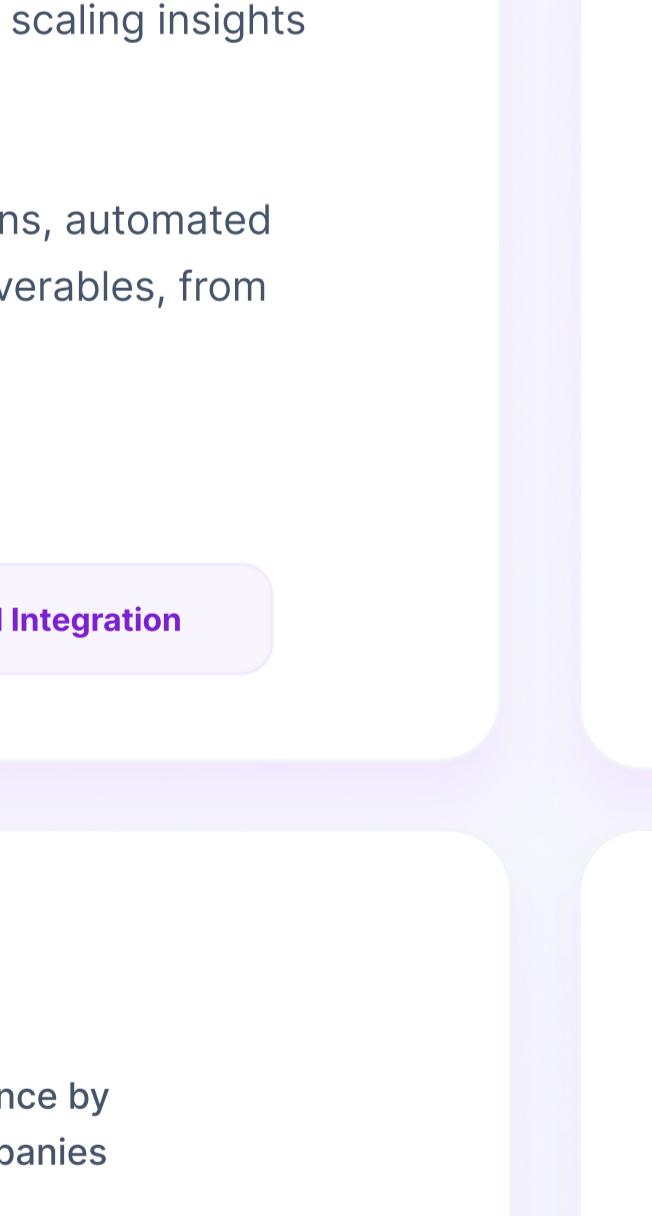
Problem Framing

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



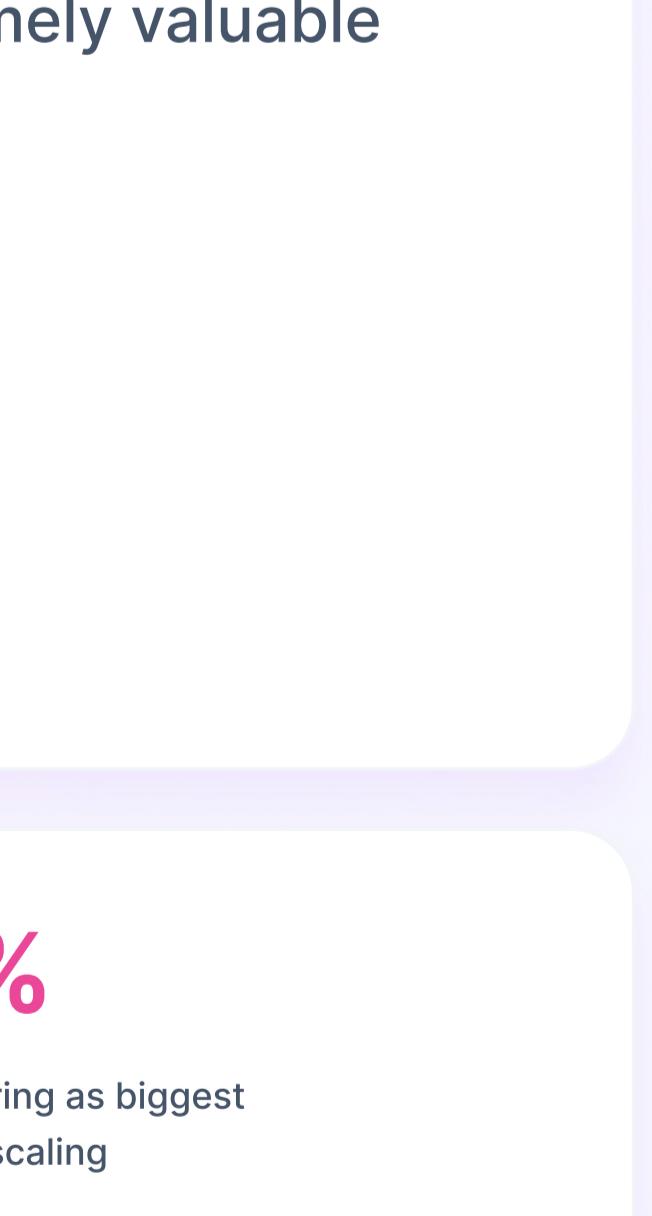
Information Architecture

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.

The Solution

As Creative Lead Designer, I shaped the visual direction and led the design team in creating the Playbook's brand identity. 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.

92%
Scale-ups say mentorship is extremely valuable

92% of scale-ups say mentorship is extremely valuable

34,180

Scale-ups in the UK

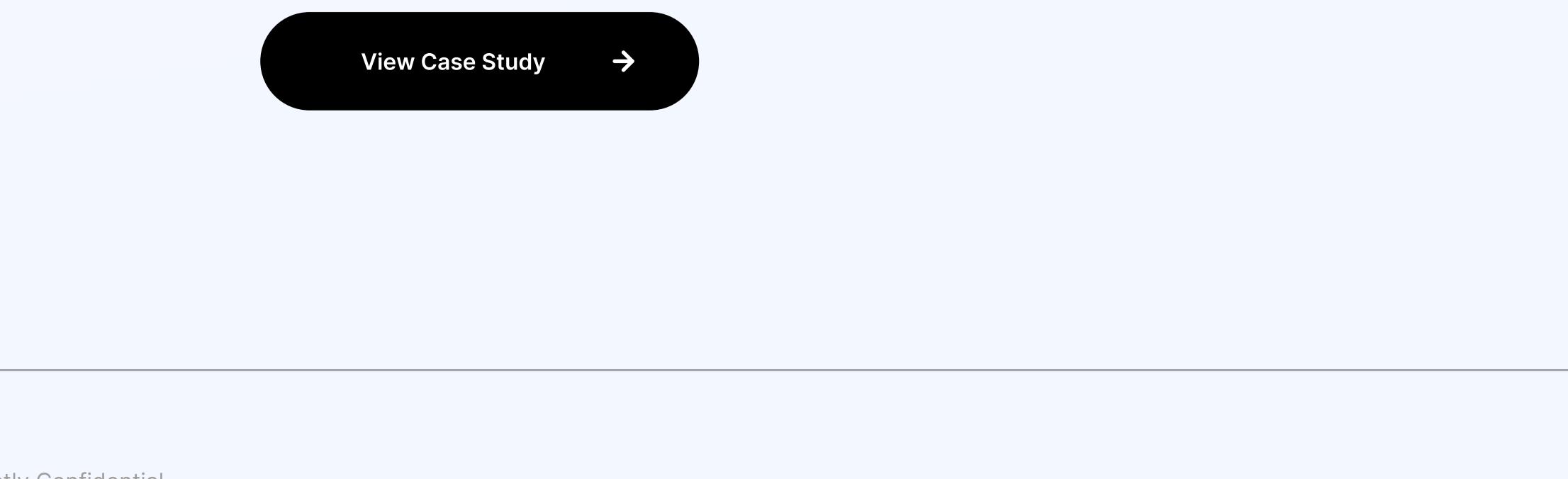
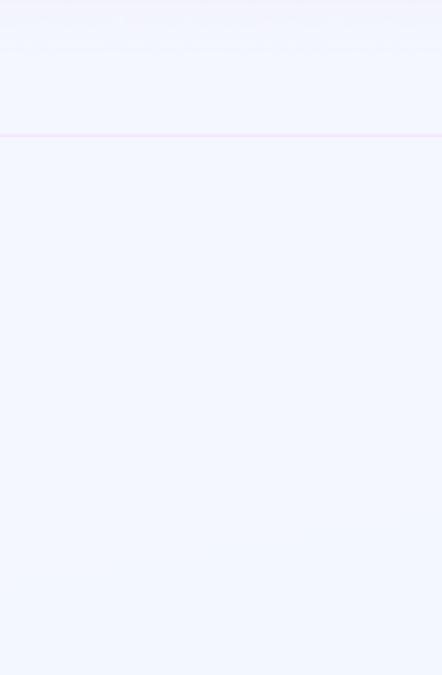
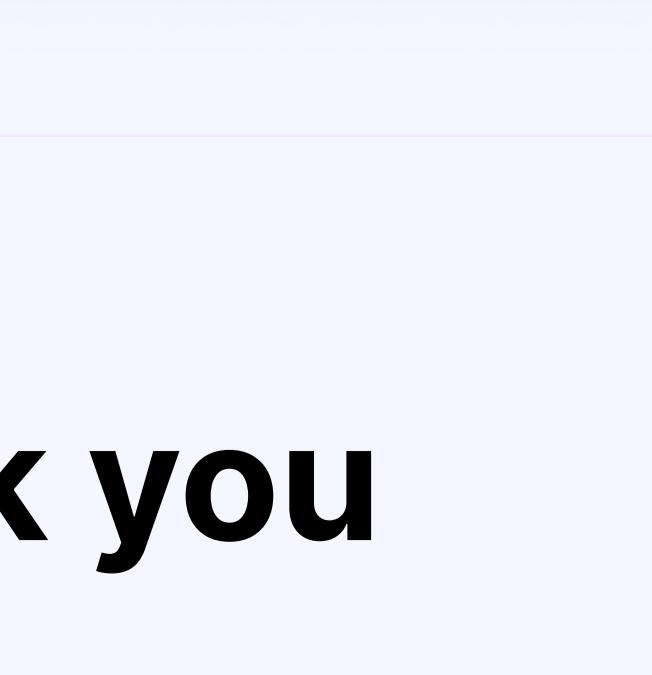
+27% since 2013

5-7%

Annual out-performance 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 audience engagement, audience of founders and executives

Brand Authority

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

Innovation Standard

Established new standard for AI-augmented creative production

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Thank you

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