Aurélian Button.

BRAND
DIRECTOR
B2B IDENTITY

BASED	PHONE	MAIL	STATUS
TOULOUSE	+33 6 18 22 95 07	bonjour@aurelianbutton.fr	Available immediately

01 Pitch

BRAND IDENTITY · IDENTITY SYSTEMS · B2B COMMUNICATION STRATEGY

I work with leaders who have a solid company but a brand that no longer reflects it. I run a half-day alignment workshop with the CEO, managing director and partners that frames the vision, the message and the identity. I then drive the production: identity, materials, website, art direction of photography, on my own or with the right partners.

02 What I handle

04 AREAS

STRATEGY

Alignment workshop, brand audit, brand architecture, editorial territory.

IDENTITY

Logo, visual system, brand guidelines, design system, signage, stationery.

WEB

UX/UI, Adobe XD and Figma mockups, independent WordPress and Elementor production.

EVENTS

Booth art direction, scenography, booth-builder management, point-of-sale.

03 Experience

2003 TO 2026

Since 2018 — Brand Director, ISUKLO
Toulouse
Consulting, art direction and production for industrial SMEs and founder-led companies. Full cycle handled independently.

2020 to 2023 — Head of Creative, LP Promotion
Toulouse
Guardian of the Group's brands. Art direction of institutional materials, SIMI booth across three editions, Grands Projets catalogues, around seventy tender responses.

2012 to 2017 — Consultant, qualitative brand research
Paris
Brand research and consumer insight for L'Oréal, Ferrero, Unilever, Kellogg's.

2003 to 2008 — Qualitative Research Analyst, Kantar Millward Brown
Paris
Brand and communication research for international FMCG advertisers.

04 Education

UX Design course, OpenClassrooms	2023
Graphic Design, CalArts, Valencia, California, USA	2010
Advertising diploma (DUT), Bordeaux III	2003
Audiovisual diploma (BTS), Toulouse	2001

05 Tools

Adobe Creative Suite · Cinema 4D

Figma · Adobe XD

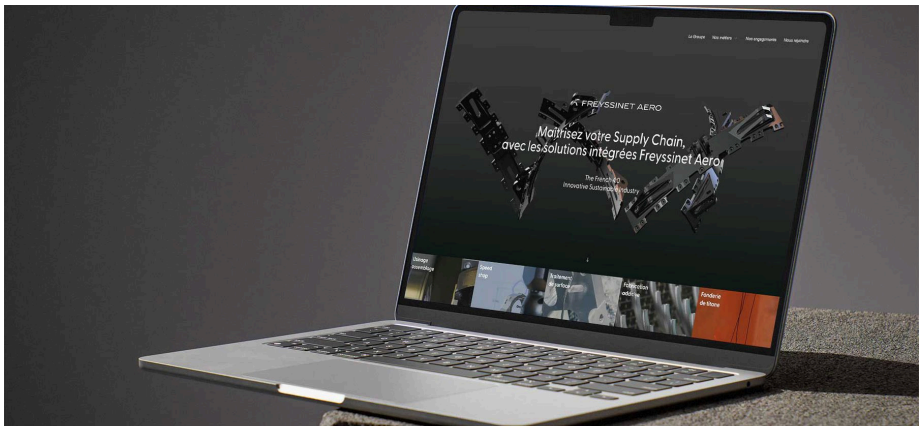
WordPress · Elementor

Magnific · Luma AI · Claude (Cowork and Code) · ChatGPT · Midjourney

Case studies.

PORTFOLIO 2026
SIX PROJECTS · 2018 TO 2025

A selection of six projects, produced between 2018 and 2025, for industrial SMEs, large groups and entrepreneurs.
Full portfolio at aurelianbutton.fr.



360° IDENTITY · SME — N° 01

Freyssinet Aero, a founding rebrand

Aerospace and defense SME, full cycle handled solo. Audit, brand architecture, identity, WordPress website, SIAE Le Bourget booth, art direction of photography. Ongoing relationship in 2026.



EVENTS · REAL ESTATE — N° 03

LP Promotion, SIMI Booth

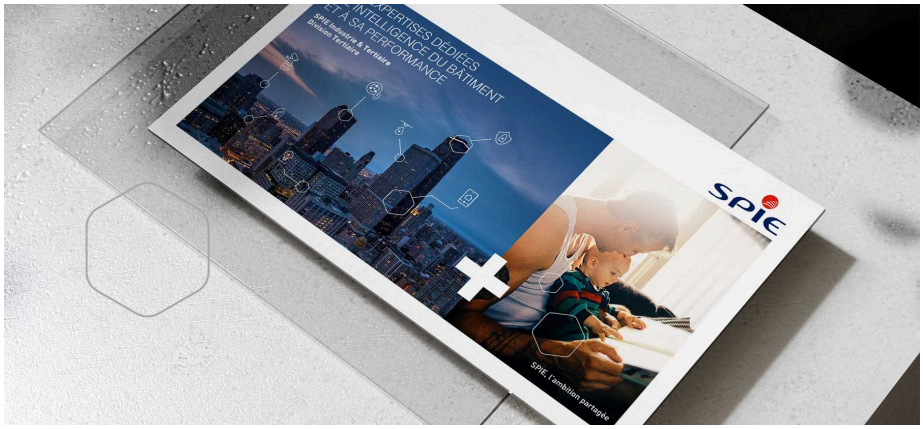
A booth designed to last three editions. Demountable structure, re-printable cladding, a decarbonisation logic. SIMI 2022, 2023, 2024 in Paris.



FOUNDER IDENTITY · WEALTH MANAGEMENT — N° 05

Nespoulous GP

Brand for a wealth-management firm. Alignment workshop, logo, identity, website. Still live four years after delivery.



CAMPAIGN SYSTEM · LARGE GROUP — N° 02

SPIE Industrie & Tertiaire

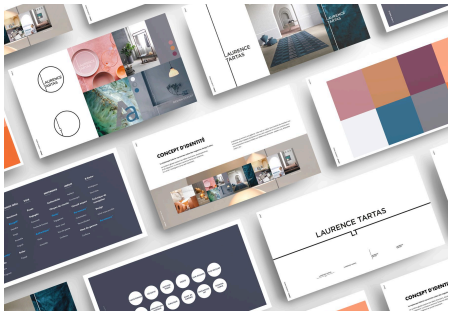
Tertiary Division of a large multi-technical group. Baseline « Penser aujourd'hui le monde de demain », proprietary iconography, rollouts over several years.



EDITORIAL DESIGN · REAL ESTATE — N° 04

LP Promotion, Grands Projets

A references catalogue, an A4 portrait institutional book designed as a trade-show sales tool, dense editorial architecture, unified photo treatment.



FOUNDER IDENTITY · INTERIORS — N° 06

Laurence Tartas

Launch of an interior-design curation brand. Alignment workshop, stylescapes, identity, materials, for an ethical-resale business.