Saltwick Studio

Proposal for Bramble & Oar

As good on the sign as it is on the water

A new brand identity for Bramble & Oar, built from the shore, for the May season.

INVESTMENT	**Three packages, from £4,500, excluding VAT**
NEXT STEP	**Choose a package and reply. We'll send our two-page project agreement and the first invoice.**
PREPARED FOR	Callum Reid, Owner, Bramble & Oar
PREPARED BY	Leila Haddad, Creative Director, Saltwick Studio
DATE	21 November 2026
STAYS OPEN	30 days from the date above

Why this matters now

You put it in one line: you want a brand that looks as good as the experience. That is a good brief to be given, because the experience already exists. It's out on Loch Lomond, and it sets the standard.

Your logo is a free template you made yourselves in 2016. The next step is a brand made for Bramble & Oar alone, from the shore up, that meets the standard the experience has set.

May gives this a clear shape. The Launch package runs eight weeks from signing, so a December start has the new identity and its launch assets finished well before the season opens.

What we understand

- Bramble & Oar is a family-run kayak and paddleboard hire on Loch Lomond. You're deciding on this with your sister Mairi, by 5 December.
- You want a brand that "looks as good as the experience", in place before the May season.
- Your current logo is a free template you made yourselves in 2016.
- Your worry is looking "too corporate" for a family business.

That last point is the one we've built the plan around. From what you described, you want to look as considered as the trips feel, and still look like a family runs it. A good identity does both. Nothing in it should look as if it came from somewhere other than your shore.

Strategic direction

The idea: as good on the sign as it is on the water. One standard, set by the experience you already run, and carried onto everything people see before and after they get in a boat.

Three things turn that idea into design decisions:

1. **Started on the shore.** We begin with a half-day workshop at your hire base, with your team, and with photos of your site and fleet. The look comes from your loch and your boats, not from a template.
2. **Warm, not corporate.** Every choice of mark, colour and type answers the question you gave us: does this still look like a family runs it?
3. **One brand wherever you're seen.** The same mark and colours on the hire hut, the team's T-shirts, the website and social, with rules your team can follow without us.

This route fits because it answers your worry with process, not promises. The brand is drawn from your place and your people, then built straight into the things you use on the water.

The package at a glance

A new brand identity for Bramble & Oar

- **Three packages:** Essentials £4,500, Launch £8,200, Full £12,600, excluding VAT.
- **We recommend Launch:** it puts the new brand on the hire hut, the team's T-shirts, the website and social.
- **Timeline:** Launch runs eight weeks from signing.
- **How it runs:** a workshop on your shore, two identity routes, one refined over two rounds, then the final files.
- **Payment:** 50% to start, 50% on handover of the final files.
- **You receive:** the final chosen identity, yours outright on final payment.

What we'll do

1. Discovery and the shore workshop

In all three packages.

- **What we do:** a discovery call, then a half-day workshop on the shore at your hire base, with your team.
- **What you receive:** a half-day workshop at your hire base, and a design process that starts from your place and your people.
- **What we need from you:** photos of the site and the fleet, your current logo files, and access to the team for the workshop.

2. Moodboards and two identity routes

In all three packages.

- **What we do:** moodboards first, then two distinct identity routes for Bramble & Oar.
- **What you receive:** two routes to compare side by side, so you and Mairi choose one together.
- **What we need from you:** your feedback within 3 working days.

3. Your brand identity

In all three packages.

- **What we do:** refine the route you choose over two rounds, then prepare the final files.
- **What you receive:** a logo suite, your colours, your type and a one-page brand sheet.

4. Brand guidelines

In Launch and Full.

- **What we do:** set out how the brand works, so anyone on your team can use it well.
- **What you receive:** a 24-page brand guidelines PDF.

5. Launch assets

In Launch and Full.

- **What we do:** carry the new identity onto the places your customers see it first.
- **What you receive:** website hero graphics, 10 social templates, signage artwork for the hire hut and staff T-shirt artwork.

6. Packaging and merchandise

In Full.

- **What we do:** extend the brand to the things people take home.
- **What you receive:** packaging for the gift voucher, and the merchandise range: water bottle, tote and dry bag labels.

Deliverables, formats and rights

Deliverable	Essentials	Launch	Full
Logo suite, colour and type	Included	Included	Included
One-page brand sheet	Included	Included	Included
Brand guidelines, 24-page PDF		Included	Included
Website hero graphics		Included	Included
10 social templates		Included	Included
Signage artwork for the hire hut		Included	Included
Staff T-shirt artwork		Included	Included
Gift voucher packaging			Included
Merchandise range: water bottle, tote, dry bag labels			Included

- **Routes and rounds:** two identity routes at the first presentation; the one you choose is refined over two rounds.
- **Ownership:** on final payment, you own the final chosen identity outright. We may show the work in our portfolio after launch.

Investment

Three fixed prices, one for each package. Choose the one that fits how far you want to go before May.

Essentials

£4,500

The new identity, ready for you to use.

- Logo suite, colour and type
- One-page brand sheet
- Discovery, the shore workshop, two routes and two rounds

Launch

£8,200

Recommended. The new brand on the hut, the team, the website and social.

- Everything in Essentials
- 24-page brand guidelines PDF
- Website hero graphics
- 10 social templates
- Signage artwork for the hire hut
- Staff T-shirt artwork

Full

£12,600

Launch, plus the things people take home.

- Everything in Launch
- Gift voucher packaging
- Merchandise range: water bottle, tote, dry bag labels

Payment plan

When	What it is for	Essentials	Launch	Full
To start	50% of the fee	£2,250	£4,100	£6,300
On handover of final files	50% of the fee	£2,250	£4,100	£6,300
Total	**Excluding VAT**	**£4,500**	**£8,200**	**£12,600**

All prices exclude VAT. Saltwick Studio is VAT registered, and VAT is added at 20%.

This proposal sets out the work and the fee. Work begins once you sign our two-page project agreement and pay the first invoice.

Assumptions, exclusions and changes

- The price is fixed for the package you choose.
- We show two identity routes, and refine the one you choose over two rounds.
- The timeline rests on your feedback arriving within 3 working days each time.
- You supply photos of the site and the fleet, your current logo files, and access to the team for the workshop.
- Extra rounds or new items are quoted before we start them, at £520 a day.

Roadmap

1. **Discovery:** the discovery call and the half-day workshop on the shore.
2. **Moodboards:** the look and feel, for you to react to.
3. **Two identity routes:** you and Mairi choose one.
4. **Refinement:** the chosen route, over two rounds.
5. **Final files:** the identity, plus the guidelines and launch assets in Launch, and the packaging and merchandise in Full.

For Launch, the project runs eight weeks from signing, resting on your feedback within 3 working days.

The first 30 days

For the Launch package.

- **Week 1:** the discovery call and the half-day workshop on the shore at your hire base. Before it, we need the photos of the site and fleet and your current logo files.
- **Week 2:** moodboards.
- **Week 3:** we present the two identity routes. You and Mairi choose one within 3 working days.
- **Week 4:** the first round of refinement on the route you chose.

Weeks 5 to 8 bring the second round, the brand guidelines, the launch assets and the final files.

Why us

The two of us do the work: Leila Haddad, creative director, and Rory Paterson, designer.

In 2025 we rebranded Larchmoor Gin. In their words:

> *"Saltwick gave us a brand we're proud to pour."*

They also wrote that "orders through our site doubled the month after launch". That was their result; we share it as what happened for them, not as a promise for you.

For Bramble & Oar, we start on your shore.

Next step

Choose a package and reply to this proposal.

We'll send our two-page project agreement and the first invoice. Once you've signed and paid it, we'll book the workshop on the shore. This proposal stays open for 30 days from 21 November 2026.