




STUDIO GU BRÀTH

# OURWORK

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GRAPHIC | BRAND | WEB | MARKETING

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Studio Gu Bràth is an independent creative agency based in Scotland, telling Scottish stories with spirit. The studio's vision is in our name. Gu Bràth is the Gaelic for forever and we hope the stories we help to tell last just as long.

# OUR SERVICES

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Our mission as a studio and as a Scottish business is to tell Scottish stories. We do this through graphic design, brand design, web design and marketing. We help businesses, charities, community groups and creatives focus on what makes them unique, stand out and connect with their customers.



# OUR SERVICES

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**CREATIVE - COLLABORATIVE - CONSISTENT**

## **BRANDESIGN**

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Your brand is more than a logo. It's your voice, your values, and your visual identity. It's how people recognise you, remember you, and connect with what you stand for. At Studio Gu Bràth, we help you shape a brand that tells your story with spirit.

## **WEBDESIGN**

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Your website is a digital experience and a vital touchpoint for your audience. It's where your story comes to life. At Studio Gu Bràth, we help you shape that story online with clarity, creativity, and purpose. Let's build it together.

## **CONSULTANCY**

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Consultancy at Studio Gu Bràth is about meaningful direction, creative conversation, and actionable next steps. We ask the right questions, explore the possibilities, and guide you toward decisions that move things forward. For strategic conversations that end in more than 'it depends', speak to Studio Gu Bràth.

## **GRAPHICDESIGN**

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We don't just design, we communicate. Graphic design is storytelling through form, colour, and composition. At Studio Gu Bràth, we help you shape that story through thoughtful, purposeful design that connects with your audience. Let's design your story together.

## **MARKETING**

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Marketing at Studio Gu Bràth is about storytelling with spirit. From email to social media and everything in between, we help you communicate clearly and creatively, letting your voice and brand shine through each customer touchpoint and interaction.

# OUR WORK

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The way we work defines us.  
Studio Gu Bràth works creatively,  
collaboratively and consistently  
to support you across design and  
marketing projects.





# STIRLING WATCH AND CLOCK

## Background

Stirling Watch and Clock is an established business that has been operating for over 30 years. Owned by Graham, a watchmaker by trade, the business delivers watch and clock repairing services, retail, and engraving from their small workshop in Alva. With a growing desire to own an online presence to help communicate with existing and potential customers, and shape the business brand online, we needed to create a web friendly brand system and develop this across an easy to use website.

## Context and Key Challenges

- Established brand and business
- Working with small business budget
- Busy client schedules

## Goals & Success Metrics

- Online presence on owned URL
- Claim digital estate and assets
- Increase in enquiries



## Outcomes

Studio Gu Bràth worked collaboratively to create a unique and recognisable logo mark, colour palate, and typography system to use across digital and print works for the business. This was complemented by a cohesive brand narrative and writing style, which were used to craft compelling web copy for the development and launch of [www.stirlingwatchandclock.co.uk](http://www.stirlingwatchandclock.co.uk).

Stirling Watch and Clock's business stationary was then updated with this new visual identity and website details to allow the ordering of business cards, compliment slips, etc, to ensure brand consistency.

The Studio continues to work with Graham at Stirling Watch and Clock on a retainer basis to ensure web updates are carried out quickly and consistently.

“Doug at Studio Gu Bràth was incredibly helpful and supportive throughout the entire process. We were initially nervous about developing a website for our business—with so many options and considerations, it felt overwhelming. But Doug made everything easy to understand, clearly guided us through our choices, and helped us feel confident every step of the way. Having him available to update the website as needed is an invaluable resource. We truly can't thank Doug enough.”

**GRAHAM JOHNSTON, OWNER,  
STIRLING WATCH AND CLOCK**



# GAELIC WEEK 2025 PROGRAMME

## Background & Problem

An Lòchran, Glasgow's Gaelic Centre, is a community-driven initiative run entirely by volunteers. In 2025, the current team engaged with the World Gaelic Week campaign for the first time, creating a programme of events that were funded through the Gaelic Week initiative. This provided a valuable opportunity to promote the Gaelic language within the community and encourage new visitors to the centre.

To present this programme effectively, we designed a digital download and hosted this on a dedicated landing page and used this throughout the campaign.

## Context and Key Challenges

2025 marked the first year the team aimed to participate in World Gaelic Week. They were keen to make a strong first impression on their existing community.

The key challenges faced during this project included:

- Lack of established brand guidelines and assets
- Limited funding for marketing and design
- Outdated website CMS
- An established community with specific expectations
- Bilingual content needs for both Gaelic and English
- Stakeholder compliance, including funding statement and partner logos

## Goals & Success Metrics

- Increase website traffic and downloads of the programme
- Maximise the visibility and understanding of the campaign
- Secure event attendance and positive event feedback

## Outcomes

The 2025 programme was designed in Adobe InDesign, incorporating stylised assets and a consistent colour palette that reflected the charity's identity. A dedicated landing page was created to host the downloadable programme and used across campaign communications. This received 465 page visits over the month, with 160 brochure downloads, making it the second most visited page after the homepage during the same period. Additionally, the creative assets developed for the brochure can now be repurposed to strengthen An Lòchran's future marketing efforts, creating lasting value for the centre's ongoing promotion.

“The World Gaelic Week programme and landing page were great assets and helped present the programme of our events to our community in a way that looked professional and easy to understand.”

**DAVID DORAN, BOARD MEMBER,  
AN LOCHRAN**



# STIRLING PHOTOGRAPHY FESTIVAL

## Background & Problem

The Stirling Photography Festival started as a youth photography festival and had since grown into an inclusive community of photographers of all levels. The festival has been funded through various sources, including grant funding from Visit Scotland, sponsorship from The Barracks/Robertson Trust, and match funding from Stirling Council, including their Invest in Stirling Crowdfunder initiative.

## Context and Key Challenges

Sources of grant funding continue to be difficult to access and increasingly competitive, as funding for the arts had been drastically reduced. It was decided that we should focus efforts on pursuing sponsorship from local businesses and organisations, promoting the shared benefit of celebrating Stirling 900 as a community, and investing in local artists and initiatives.

To make this easier to achieve, and to better communicate the festival's impact, we focused on consolidating the brand, crafting key messaging, and bringing it to life through refreshed collateral and an updated website

Key challenges to overcome in the project included:

- Solely volunteer team
- Limited funding
- Strong creative opinions

## Goals & Success Metrics

- Increase in website traffic
- Increase in sponsorship
- Funding for Festival Delivery 2024

## Outcomes

The updated website and copy clearly communicated the brand, mission, vision, and values, as well as sponsorship information. This was wrapped up in two words: Let's Click. The updated site was easy to find and understand, which contributed to the successful funding of the festival in 2024, while also creating a strong platform for 2025.

“Douglas’s work has challenged us to think differently about the power of our brand and how it can be used to engage new partners, build our network of supporters, and grow the festival. In particular, against a backdrop of continuing cuts to funding in the arts, the sponsorship model has introduced a new way of working and set a new standard for what we can achieve as a festival.”

**JANIE MEIKLE BLAND,  
CREATIVE DIRECTOR,  
STIRLING PHOTOGRAPHY FESTIVAL**



# ALANWATER POTTERY BRANDING

## Background & Problem

Allanwater Pottery is a newly established pottery studio in Dunblane, a community space with a vision to make pottery enjoyable and accessible for everyone. The studio wanted to update its design collateral and website but first needed to consolidate its branding to get the most from this investment.

## Context and Key Challenges

We worked closely with Elaine at Allanwater Pottery to understand the business, its goals, and its identity as a brand. The future vision for the studio was central and shaped the brand strategy from the outset.

To immerse ourselves in the brand, we visited the pottery to experience the space and better understand its customers and community. We then held a discovery session with Elaine and members of the community to inform the design process using their own words and experiences.

From there, we developed the brand through several iterations, refining the positioning and guidelines until we achieved a clear, authentic identity.

Key challenges to overcome in the project included:

- Rural business location
- Redefining already established identity
- Expanding on existing assets

## Goals & Success Metrics

- Increase in website traffic
- Increase in sponsorship
- Funding for Festival Delivery 2024

## Outcomes

We delivered a comprehensive brand guidelines document that included:

- Brand positioning and strategy
- Mission and values
- Tone of voice
- Key boilerplate content
- Logo usage guidance
- Photography direction

These guidelines will inform future design and marketing work, ensuring consistency and recognizability while helping Allanwater Pottery connect with its community and grow.

“Working with the studio has been an invaluable experience. Doug took the time to understand what we’re building and helped us find the right way to talk about it. He challenged our thinking in a way that felt supportive, collaborative, and inspired progress. With Doug, we have expanded our design approach and defined a clear visual language that reflects who we are”

**ELAINE HILL, OWNER,  
ALLANWATER POTTERY**



**STUDIO GU BRÀTH**

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