



STUDIO GU BRÀTH

OURWORK

BRAND | GRAPHIC | WEB | MARKETING



Studio Gu Bràth is an independent full service 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

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

CREATIVE - COLLABORATIVE - CONSISTENT

BRAND

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.

GRAPHIC

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

WEB

Your website is a vital branded touchpoint for your business. It's where your story comes to life, engaging customers through every interaction. We design and build sites with clarity, creativity, and purpose, bringing your story to life across every page, online.

MARKETING

Marketing at Studio Gu Bràth is about storytelling with spirit. From email to social media, and strategy to campaign planning, we help you communicate clearly and creatively, letting your voice and brand shine through every message and branded touchpoint.

OUR WORK

BRAND | GRAPHIC | WEB | MARKETING

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





BRAND

ALLANWATER POTTERY



ALLANWATER POTTERY

Background

Allanwater Pottery is a new pottery studio in Dunblane, created as a welcoming community space with a focus on making pottery accessible to everyone. As the studio prepared to update its website and design materials, it was clear that the brand first needed to be clarified and consolidated to support this investment.

Approach

We worked closely with Elaine at Allanwater Pottery to understand the business, its goals, and the role it plays within the local community. The future vision for the studio was central to the process and shaped the brand strategy from the outset.

To properly immerse ourselves in the brand, we visited the pottery to experience the space first hand and observe how customers and the community engaged with it. This was followed by a discovery session with Elaine and members of the community, using their own words and experiences to inform the direction of the brand.

From this insight, we developed the brand through several iterations, refining the positioning, language, and visual direction.

Existing assets were expanded and clarified rather than replaced, allowing the brand to evolve while remaining authentic. The process resulted in a clear and unified identity that could be understood and used confidently by everyone involved.

Outcome

We delivered a comprehensive brand guidelines document designed to support consistency and future growth. This included:

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

The final guidelines provide Allanwater Pottery with a clear, shared understanding of its brand across the studio and wider community. They now act as a strong foundation for ongoing design and marketing work, helping the business communicate more consistently, connect more deeply with its audience, and grow with confidence.

“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





BRAND | GRAPHIC | WEB

STIRLINGWATCHANDCLOCK



STIRLING WATCH AND CLOCK

Background

Stirling Watch and Clock is an established family business with over 30 years' experience, offering watch and clock repair, retail, and engraving from a workshop in Alva. As the business looked to develop an online presence, there was a need for a web ready brand system that reflected its craft, heritage, and expertise while supporting clear communication with existing and new customers.

Approach

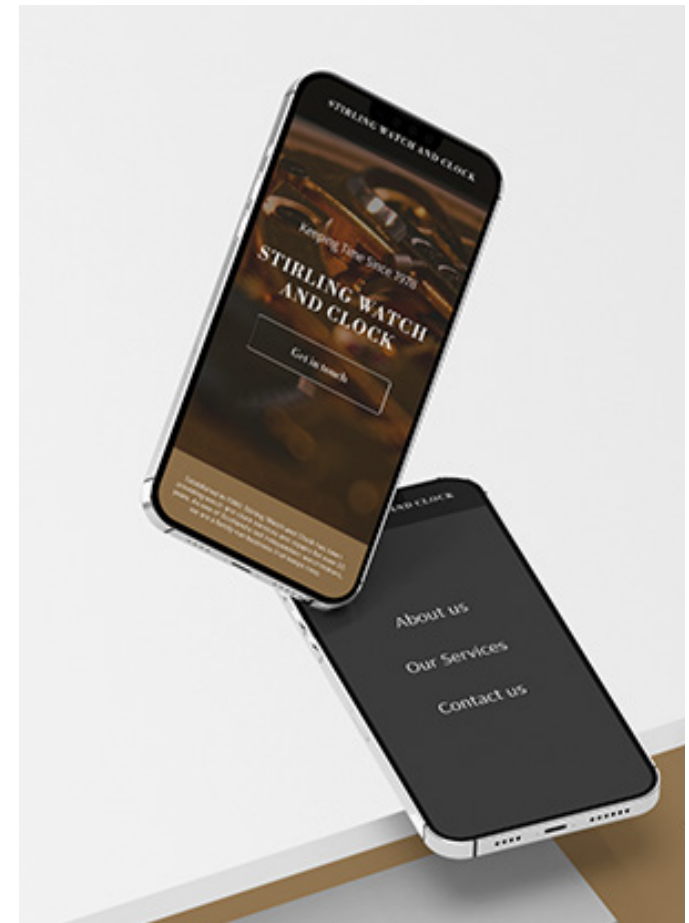
Working collaboratively with Graham, we created a distinctive and recognisable visual identity, including a logo mark, colour palette, and typography system suitable for both digital and print. Alongside this, we developed a clear brand narrative and writing style to shape the tone of the business online.

This identity was applied across the design and launch of an easy to use website on the business's own domain, ensuring the brand was clearly represented across all key digital touchpoints.

Outcomes

The project resulted in a cohesive brand identity and the successful launch of www.stirlingwatchandclock.co.uk, giving the business ownership of its digital presence and a clear platform for customer enquiries. Business stationery was also updated to match the new identity, ensuring consistency across online and offline materials.

Studio Gu Bràth continues to support Stirling Watch and Clock on a retainer basis, keeping the website up to date and the brand consistent as the business grows.



“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



BRAND | GRAPHIC | WEB

GLOBAL VILLAGE CAFE



GLOBAL VILLAGE CAFE

Background

The Global Village Café is a funded community project supporting migrant communities in Central Scotland to improve their English through informal, food based learning. As a new initiative, the project needed a clear and welcoming brand that could stand out among established local food and community programmes.

The team also required a range of print and digital materials to support delivery and promotion.

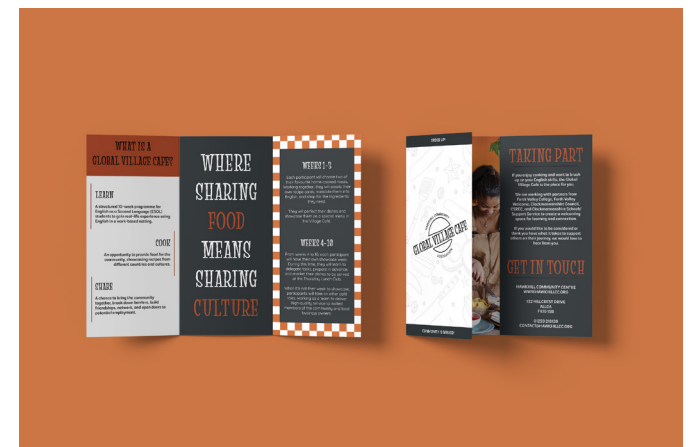
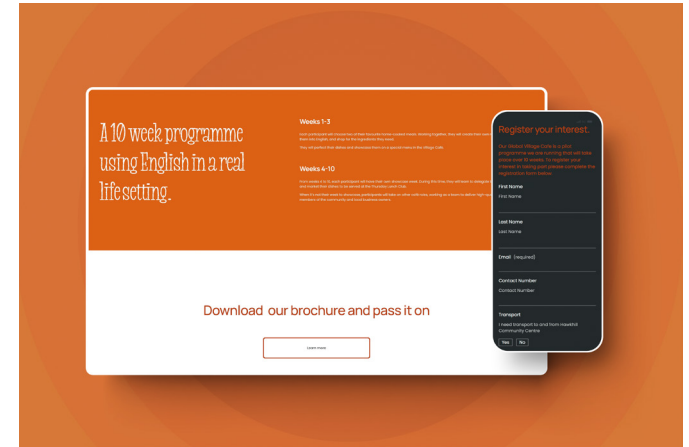
Approach

We developed a distinct, inclusive brand identity designed to feel accessible to people using English as a second or additional language. Clarity and simplicity guided both the visual design and content structure.

Using Adobe InDesign, we designed the participant workbook and promotional materials, then wireframed and built a responsive landing page on the client's existing website to support sign ups. All outputs were created from a shared visual system to ensure consistency across print and digital formats.

Outcome

The project launched with a cohesive brand identity, printed workbooks and flyers, promotional posters, a course completion certificate, and a clear landing page to collect sign ups. The new materials helped raise awareness and contributed to early engagement from both partners and participants ahead of the course start date.



“Doug was fantastic. It was like having an extra member of the team. He took the time to understand the brief, filled in the blanks, and worked with us to develop the project. We can't thank him enough. The workbook really pulled the project together and featuring quotes by famous chefs sets an inspirational tone, perfect for what we are doing here.”

CARRALYNN, PROJECT OFFICER, GLOBAL VILLAGE CAFÉ



WEB

PATISSIERE FLORENTIN



PATISSIERE FLORENTIN

Background

Patissiere Florentin is an artisan bakery in Stockbridge, known for its French inspired pastries, cakes, and bites. Despite a strong local reputation and loyal customer base, its website no longer reflected the quality or elegance of the brand. The existing site was outdated, difficult to update, and lacked the clarity and visibility needed to attract new customers and support online engagement.

Approach

We redesigned the website to create a refined, mobile friendly digital experience that mirrored the relaxed, inviting atmosphere of the bakery itself. The focus was on showcasing the menu and seasonal offerings through strong visuals, clear navigation, and well structured content.

To minimise disruption, a holding page provided essential information while development took place remotely. The new site was built and launched on the existing URL, with SEO best practice embedded throughout and an interface that allows the team to easily update menus and content internally.

Outcome

The finished website now acts as a polished digital storefront, making it easy for customers to explore the menu, find key information, and stay up to date with seasonal specials. In the first 28 days following launch, search impressions increased by 4.58k, with the site achieving an average ranking position of 1.4 for branded keywords.

The new platform has improved visibility, increased traffic and engagement, and better reflects the craftsmanship and quality of Patissiere Florentin both online and in store.

“Doug completely transformed our website. What we had before was outdated, hard to use, and no longer reflected what we were trying to do. Doug came in, made sense of what was already there, and turned it into something genuinely useful. The new site has made a real difference to how people find information and engage with us. It feels easier, more welcoming, and far more up to date. The whole process was straightforward, collaborative, and stress free, which mattered a lot given how limited our time and capacity were. I would happily recommend Studio Gu Bràth to anyone needing to breathe new life into a tired website.”

WILL FUNG, OWNER, PATISSIERE FLORENTIN





BRAND | WEB

ABERDOUR JAMS AND CHUTNEYS



ABERDOUR JAMS AND CHUTNEYS

Background

Aberdour Jams and Chutneys is a craft, independent producer selling homemade jams, chutneys, and bakes based on time served family recipes. While the products were well loved, the business lacked a clear digital presence that reflected its values, story, and ambition. Some branding existed, but it needed to be reshaped and refined for online use, and there was no central place to clearly communicate what the business stands for.

Before investing in a new website, the business needed its foundations brought together. This included clarifying its mission, vision, and values, and shaping a consistent brand narrative that could be carried confidently across digital channels.

Approach

We began by consolidating the brand, working closely with the business to define its mission, vision, and values, and to articulate what makes Aberdour Jams and Chutneys distinctive. From this, we refined the brand direction and created clear, authentic web copy that reflected the

personality of the business and the care behind the products.

With the brand foundations in place, we designed and built a website that was simple, warm, and easy to navigate. The site was created to showcase the products, tell the story behind the business, and make key information easy to find, while remaining straightforward to update and manage.

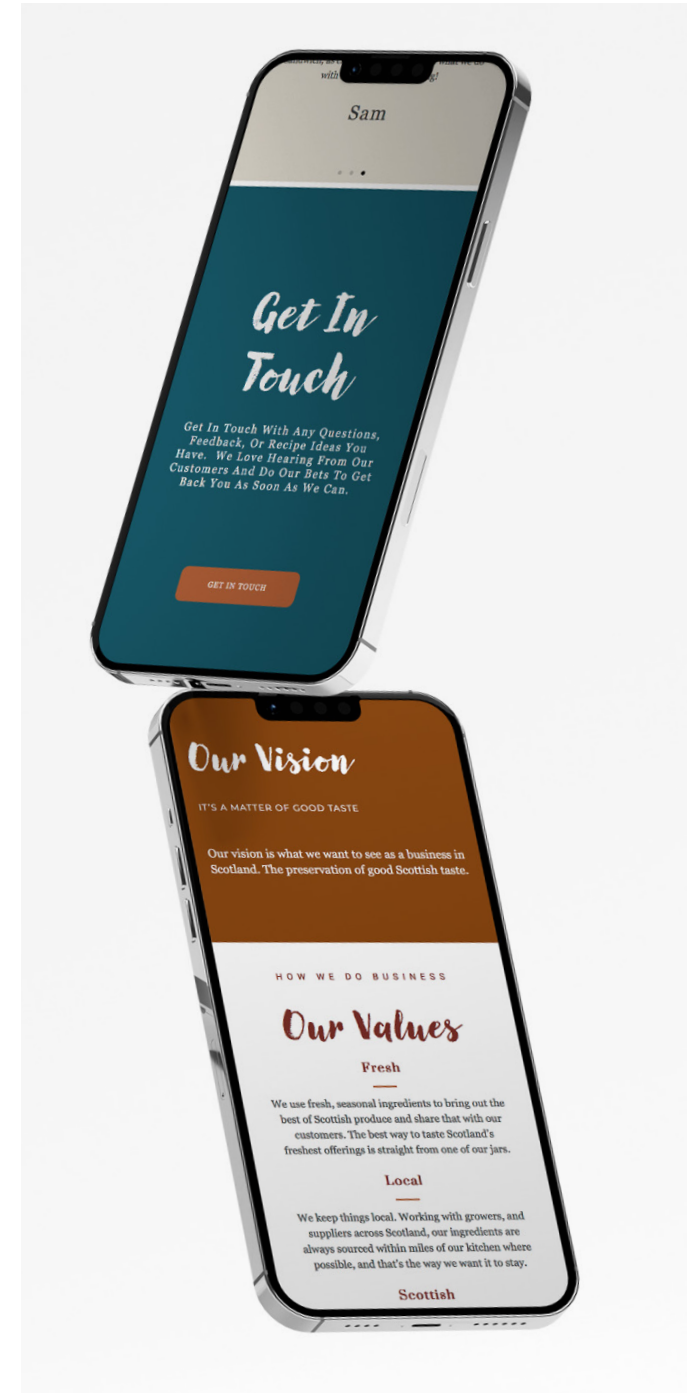
Approach

The finished website provides Aberdour Jams and Chutneys with a clear, confident online presence that reflects the quality of its products and the values behind them. The consolidated branding and messaging now give the business a shared language and direction, supporting consistency across future marketing and communications.

The site acts as a strong digital base for the business, helping customers better understand the brand, explore the range, and connect with the story behind the produce.

“Doug helped us define our mission, vision, and values and turn that into something that genuinely felt like us. We were already using social media but wanted to take the next step with a website. Doug built a site that feels warm and clear, with copy that tells our story properly and makes it easy for customers to understand who we are and what we do. The new site feels like a real step forward for the business and gives us confidence in how we present ourselves online. The process was supportive and straightforward, and we’re delighted with the result.”

CONNOR GIBSON, OWNER, ABERDOUR JAMS AND CHUTNEYS





BRAND | GRAPHIC | MARKETING

CENTRAL SCOTLAND REGIONAL EQUALITY COUNCIL



CENTRAL SCOTLAND REGIONAL EQUALITY COUNCIL

Background

Central Scotland Regional Equality Council (CSREC) provides human rights advocacy and support to migrant communities in Central Scotland. For over 40 years, they have championed equality and inclusion. To continue this success, CSREC wanted to engage growing communities in new initiatives that protect human rights, ensure access to opportunities, and help potential partners understand what collaboration across the sector looks like.

Approach

We began by exploring CSREC's rich history of delivering vital support and gathered feedback from service users about their lived experiences. This insight shaped our branding strategy.

Our process included:

- Distilling their charitable purpose into a clear vision, mission, and values.
- Establishing a shared, simple vocabulary to communicate services and impact.
- Building on their existing logo to create a flexible brand system for digital and print applications.

- Developing comprehensive brand guidelines to strengthen consistency across social media, print, digital marketing, and project materials.

All materials were designed to reflect a tone that is informed, trusted, supportive, and easy to understand.

Outcomes

We delivered:

- A refreshed brand identity and positioning aligned with key target audiences.
- Brand guidelines to ensure consistency.
- Printed marketing collateral to communicate services effectively.
- Updated resources such as workshop slides.
- Easy-to-use branded templates for internal teams.

Our support has enabled stronger brand consistency, improved recognition, and a more professional impression across all touchpoints.

It takes more than just ideas to bring marketing to life. Doug turned our ideas into meaningful impact. His unique sense of creativity and innovation, coupled with his exquisite marketing expertise, brought a new energy to CSREC. We are thrilled he is part of our team.

EMAN HANI, CEO, CENTRAL SCOTLAND REGIONAL EQUALITY COUNCIL





GRAPHIC

ANLOCHRÀN



AN LOCHRÀN

Background

An Lòchran, Glasgow's Gaelic Centre, is a volunteer run community initiative supporting Gaelic language and culture. In 2025, the centre took part in World Gaelic Week for the first time, delivering a programme of funded events aimed at promoting Gaelic and encouraging new audiences to engage with the centre.

As a first year participant, the team wanted to make a strong impression while working within tight constraints. There were no formal brand guidelines in place, limited marketing budget, an ageing website CMS, and a requirement to balance bilingual content, community expectations, and funder compliance.

Approach

We designed a digital programme in Adobe InDesign that clearly presented the full schedule of events in both Gaelic and English. The design used a consistent colour palette and stylised assets that reflected An Lòchran's identity, while aligning with the wider campaign requirements set by the funder.

A dedicated landing page was created to host the downloadable programme and act as a central hub throughout the campaign. This page was used consistently across marketing activity, improving clarity and access to information despite technical limitations of the existing website.

Outcome

The campaign landing page received 465 visits during the month of World Gaelic Week, with 160 programme downloads, making it the second most visited page on the site after the homepage during the campaign period.

The assets created for the programme now provide lasting value, giving An Lòchran reusable visual elements to strengthen future marketing and communications. The project helped maximise campaign visibility, support event attendance, and establish a strong foundation for the centre's ongoing participation in World Gaelic Week.

“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 LOCHRÀN





BRAND | GRAPHIC | WEB | MARKETING

HAWKHILL COMMUNITY ASSOCIATION



HAWKHILL COMMUNITY ASSOCIATION

Background

Hawkhill Community Association delivers vital services including youth engagement, a community shop, recreational spaces, and education programmes. Based in one of Scotland's most deprived areas, the centre plays a crucial role in supporting and empowering its local community.

Despite this impact, the association lacked a clear brand identity and had no active website. Inconsistent visuals and messaging, combined with the absence of brand guidelines and a digital presence, limited its ability to communicate effectively with residents, partners, and funders, and made future growth harder to support.

Approach

We worked closely with the Hawkhill team to create a cohesive brand identity grounded in the centre's values and grassroots energy. This included a new logo, colour palette, tone of voice, and clear brand positioning, all documented in practical brand guidelines to ensure consistency across projects and partnerships.

Building on this foundation, we designed and launched a new, accessible website that reflected the refreshed brand and acted as a central hub for information, services, events, and enquiries. The site was designed to be easy to navigate and simple for the team to manage internally.

Outcome

The refreshed brand gave Hawkhill a confident, unified identity, with the strapline "empowering growth, giving communities wings" capturing the centre's ethos. Staff and volunteers have embraced the new look, which is already in use across communications and volunteer recruitment activity.

The new website now provides a welcoming digital front door, improving access to information, increasing enquiries, and supporting stronger engagement with the community. Together, the brand and website have helped Hawkhill communicate its impact more clearly, present a more professional profile to funders and partners, and progress its strategic goals with confidence.

"Doug was absolutely brilliant... refreshing our branding and crafting a fantastic new logo, strapline and approach. We're delighted with the results and would happily recommend Doug to anyone looking for expert, friendly support."

SANDRA FORSYTH, DEVELOPMENT MANAGER, HAWKHILL COMMUNITY ASSOCIATION





BRAND | GRAPHIC | WEB | MARKETING

STIRLING PHOTOGRAPHY FESTIVAL



STIRLING PHOTOGRAPHY FESTIVAL

Background

The Stirling Photography Festival began as a youth photography festival and has grown into an inclusive community for photographers of all levels. The festival has previously been delivered through a combination of grant funding and public support, including backing from Visit Scotland, The Barracks and Robertson Trust, and match funding through Stirling Council's Invest in Stirling Crowdfunder.

As arts funding became increasingly competitive and harder to secure, it was clear that reliance on grants alone was unsustainable. The festival needed to shift towards local sponsorship, positioning itself as a shared investment in Stirling's creative community, particularly in the context of celebrating Stirling 900.

However, inconsistent branding and unclear messaging made it difficult to communicate the festival's impact, value, and sponsorship opportunities effectively.

Approach

We focused on consolidating the festival's brand and sharpening its narrative to better reflect its purpose, values, and community impact.

Key messaging was developed around a unifying idea that brought clarity and confidence to communications, brought together under the phrase "Let's Click".

This refreshed brand was applied across updated collateral and a redesigned website, clearly communicating the festival's mission, vision, values, and sponsorship opportunities. We also designed a dedicated sponsor pack with clearly structured, tiered sponsorship options, making it easier for local businesses and organisations to engage and support the festival. All work was delivered with the realities of a volunteer led team and limited budgets in mind.

Outcome

The updated website became a clear and accessible platform for communicating the festival's identity, ambitions, and funding needs. Improved clarity and consistency helped increase visibility, understanding, and engagement. The new sponsor pack successfully reframed sponsorship as a community led investment and directly contributed to securing private funding. For the first time in the festival's history, delivery was achieved entirely through private sponsorship, creating a more sustainable foundation for future festivals.



"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



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