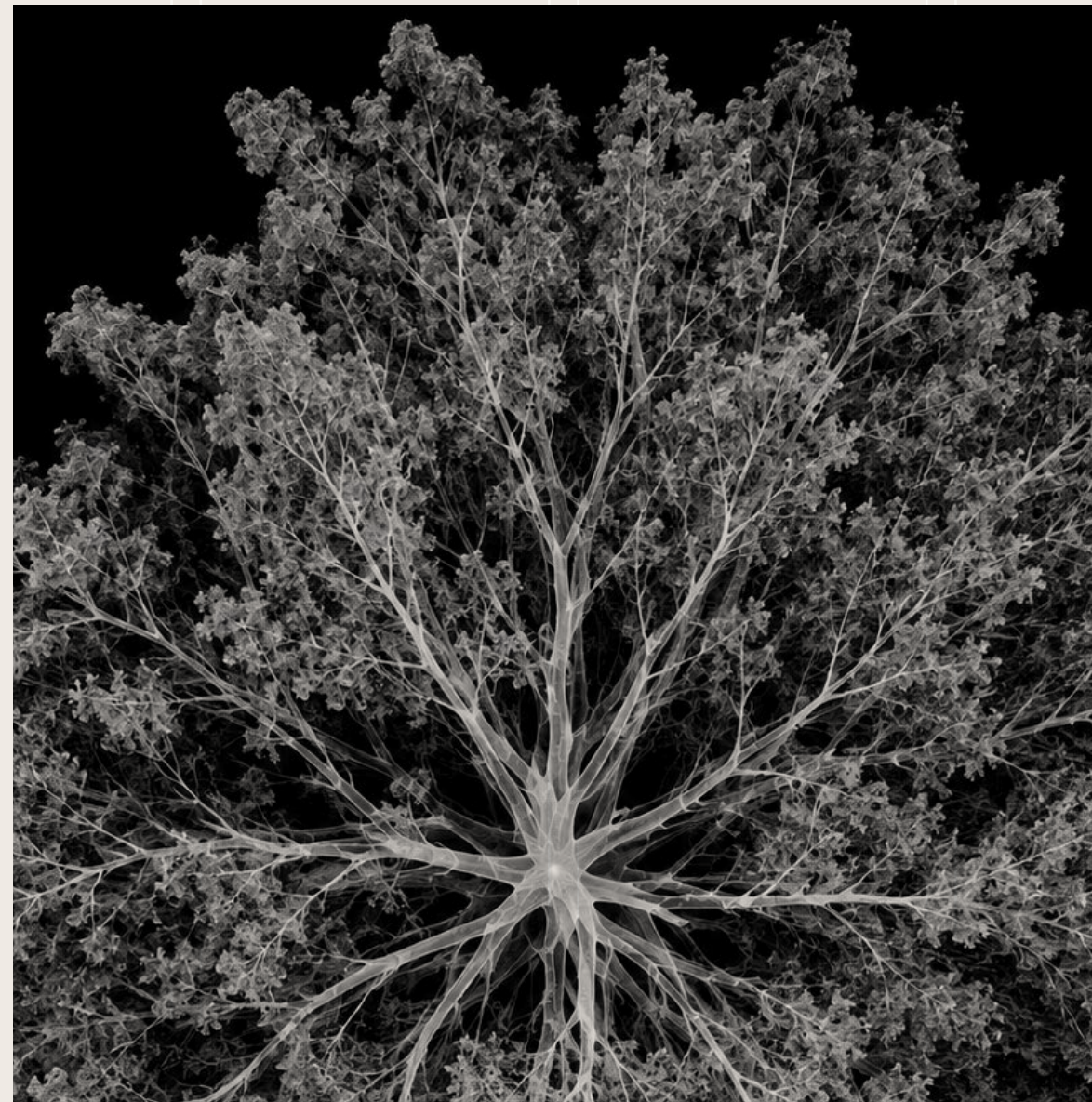




Upperstory

Welcome to Upperstory.



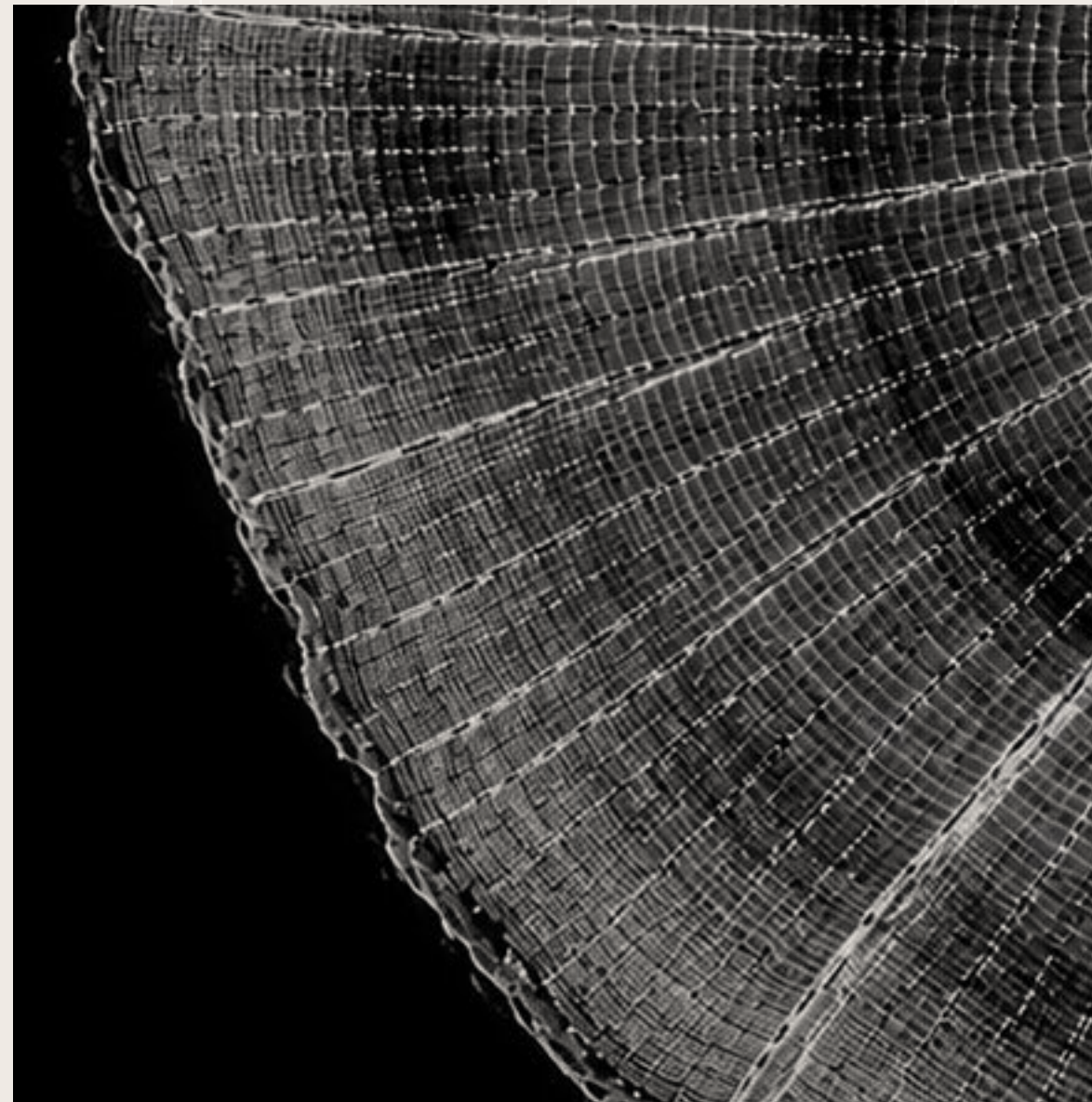
Founded by Joshua Catchpole, Upperstory exists to provide a creative and affordable alternative to larger agencies.

We're a micro studio that believes great work happens through focused collaboration, not endless committees. We work closely with founders and teams to build brands that feel clear, considered and built to last.

Because a camel is a horse designed by committee.

Less layers.
Less meetings.
More focus.

Small by design.



We believe smaller teams create better work.

By staying intentionally small, we move quickly, communicate clearly and keep the people doing the work close to the people making decisions.

Our Services.

Brand Systems

Creating identities that bring clarity and consistency.

- Brand strategy
- Naming
- Visual identity
- Logo systems
- Typography and colour
- Brand guidelines
- Illustration and iconography

Digital Experiences

Websites and interfaces designed to communicate and convert.

- Website design
- Webflow development
- Squarespace development
- Framer development
- UI and UX
- Landing pages
- Email templates

Rollout Materials

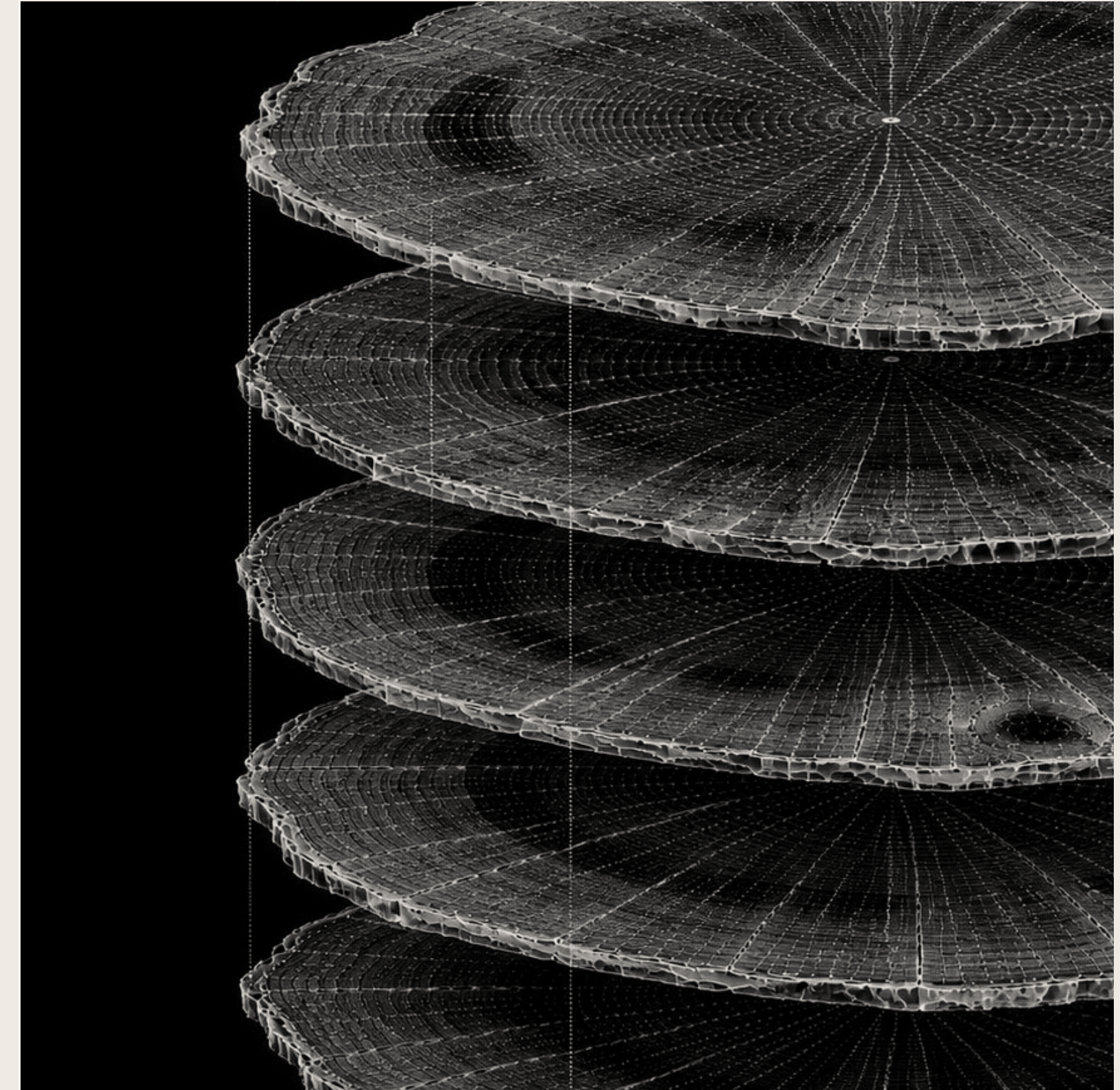
Everything needed to put a brand into the world.

- Social assets
- Pitch decks
- Photography & Imagery
- Campaign graphics
- Print materials
- Motion and animation
- Art direction

How we work.

- | | | |
|----|-------------------|----------------------------------|
| 01 | Roots | Discovery and strategic clarity. |
| 02 | Define | Positioning and brand direction. |
| 03 | Design | Identity and Visual System |
| 04 | Ecosystem | Touchpoints and implementation |
| 05 | Activation | Launch & Rollout |

Each stage builds on the last so nothing feels disconnected or rushed.



Good fit over niche.

We don't believe great work comes from limiting ourselves to one industry.

Instead, we look for businesses with:

- 01 **A clear vision.**
- 02 **People who care deeply about what they do.**
- 03 **Ambition to grow.**
- 04 **Trust in the creative process.**
- 05 **A desire to build something lasting.**

Whether you're in healthcare, technology, hospitality or professional services, good partnerships matter more than categories.



Thoughtful work
lasts longer.

Femtech / E-commerce

Leio Health

Brand Identity & Rollout Materials

leio



From Scattered Knowledge to AI Systems

Transform your business experience
automates work, protects your IP, and unlocks
revenue.

[Book a demo →](#)

[See how it works](#)

AI Solutions

Uthereal

Brand Identity, Website & Rollout Materials

Government

For The Long Haul

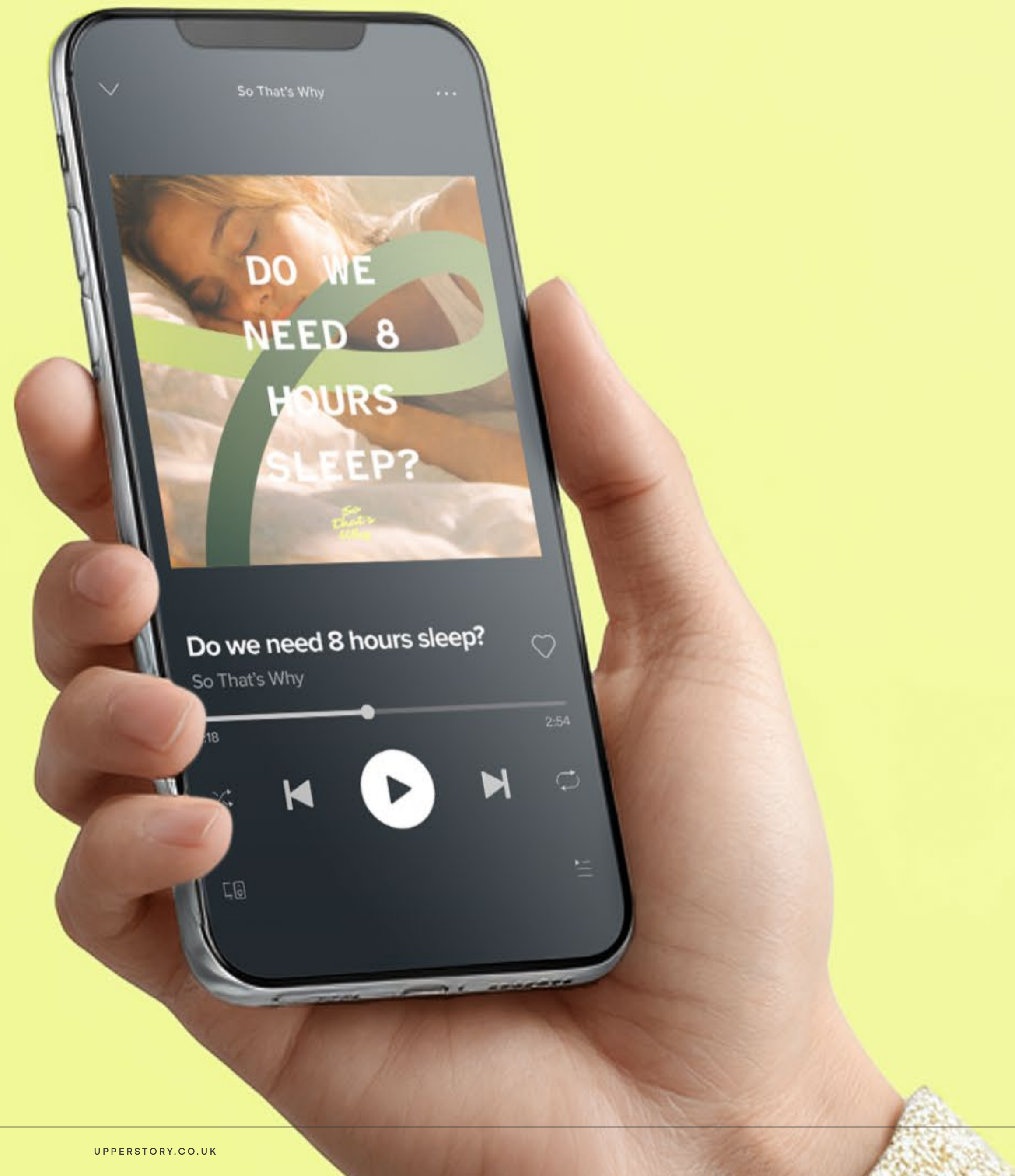
Brand Identity, Website & Rollout Materials



Podcast

So That's Why

Brand Identity & Rollout Materials



SaaS

Tetrix

Brand Identity, Website & Rollout Materials

Marketing / Creative

Unite

Brand Identity & Rollout Materials



THE AGENCY ALTERNATIVE

Thoughtful work
lasts longer.

Distinctive doesn't
have to shout.

Why Clients Choose Upperstory.

- | | | |
|----|---------------|---|
| 01 | Founder-led | You'll work directly with the person doing the work. |
| 02 | Flexible | Small enough to adapt, experienced enough to deliver. |
| 03 | Collaborative | Ideas improve through conversation, not hierarchy |
| 04 | Thoughtful | We design systems, not just decoration. |
| 05 | Practical | Beautiful work that functions in the real world. |

Extended Network.



When projects require additional expertise, we bring together a trusted network of collaborators across copywriting, development, photography, motion and marketing.

You always deal with one point of contact, while benefiting from the right team for the job.

Systems.
Not decoration.

Let's Build Something Together.



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Upperstory