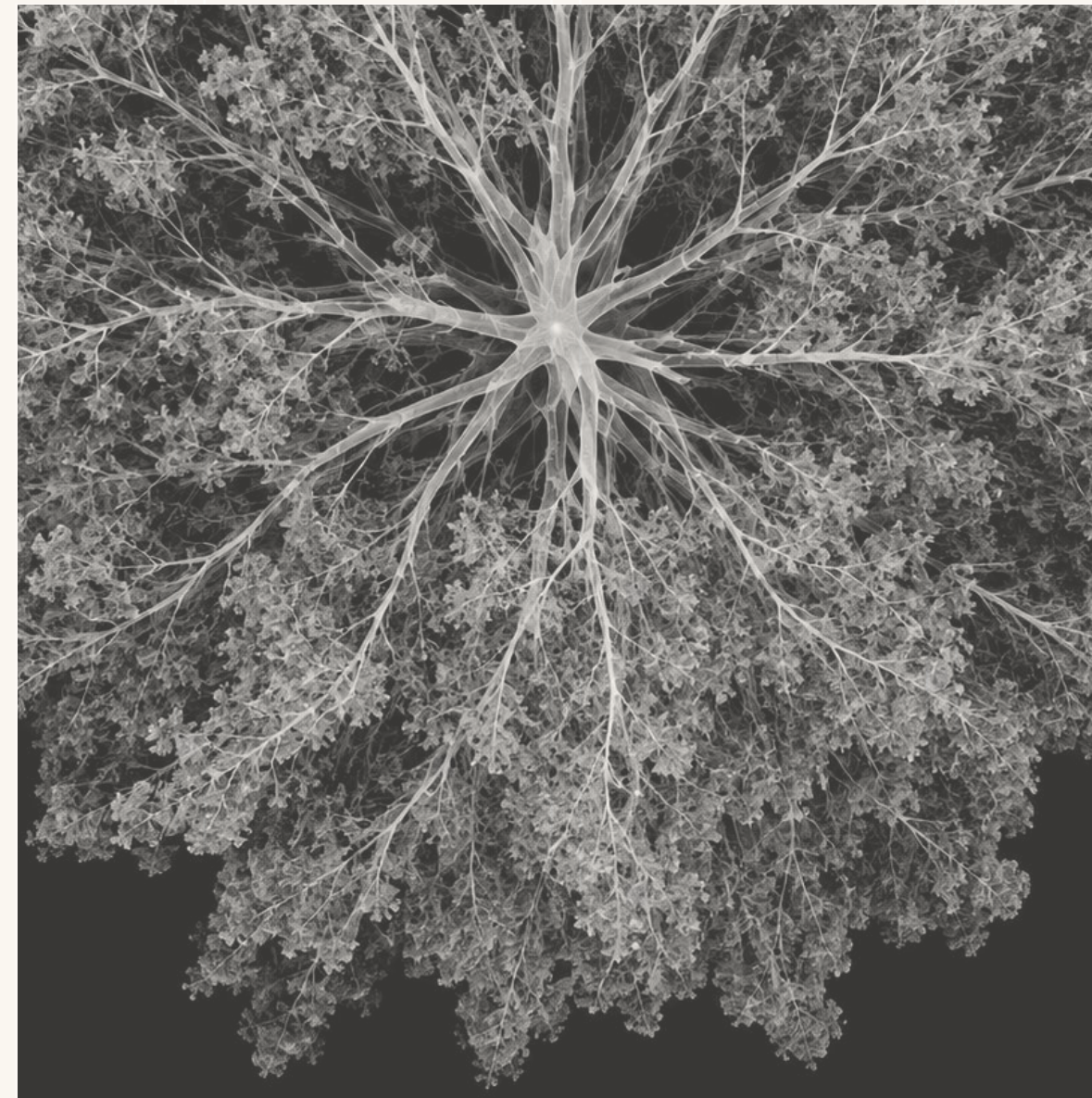




Upperstory

Welcome to Upperstory.



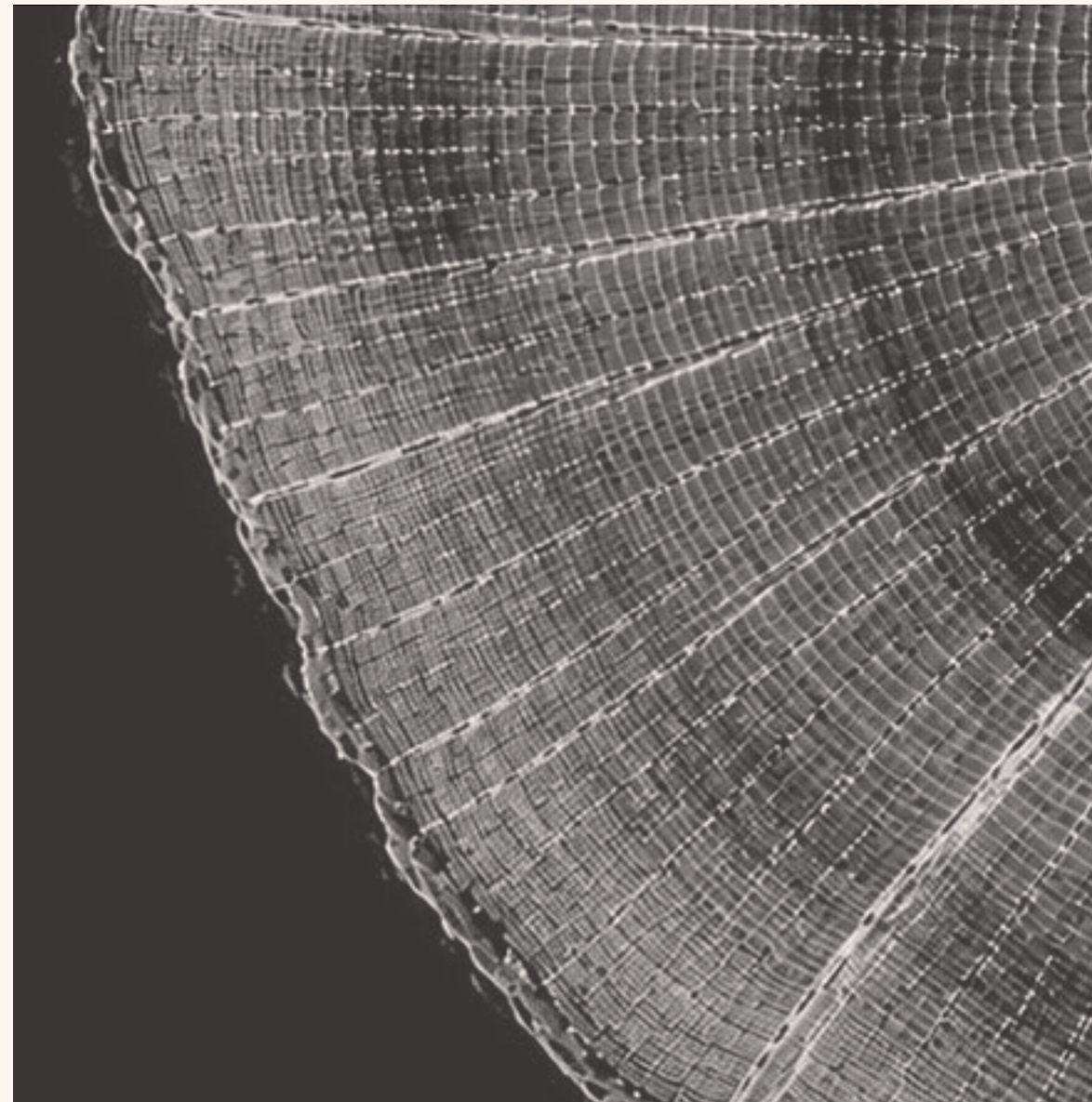
Founded by Joshua Catchpole, Upperstory exists to provide a creative and affordable alternative to larger agencies.

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.

Fewer layers.
Less committee.
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

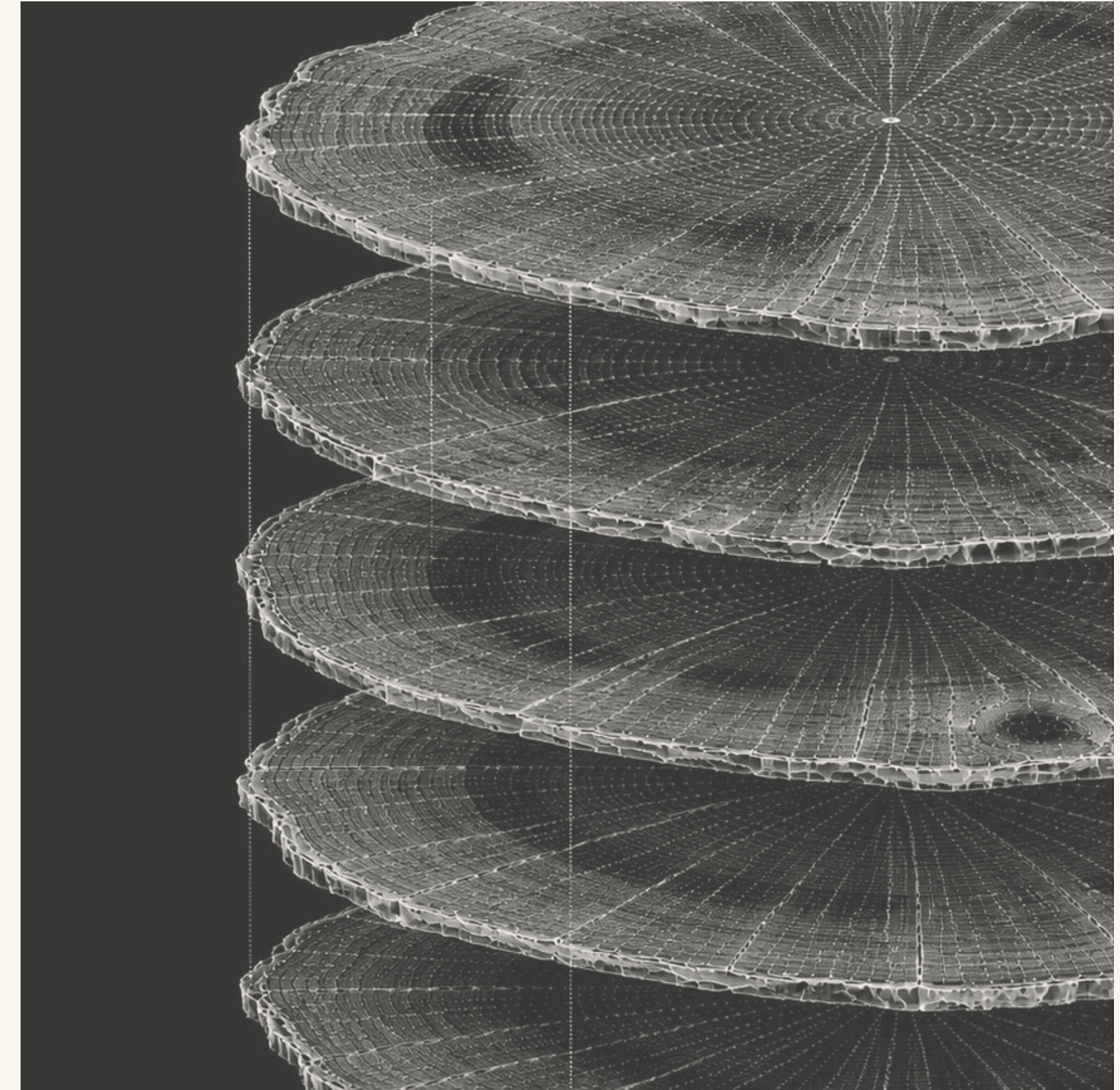
Everything needed to put a brand into the world.

- 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.



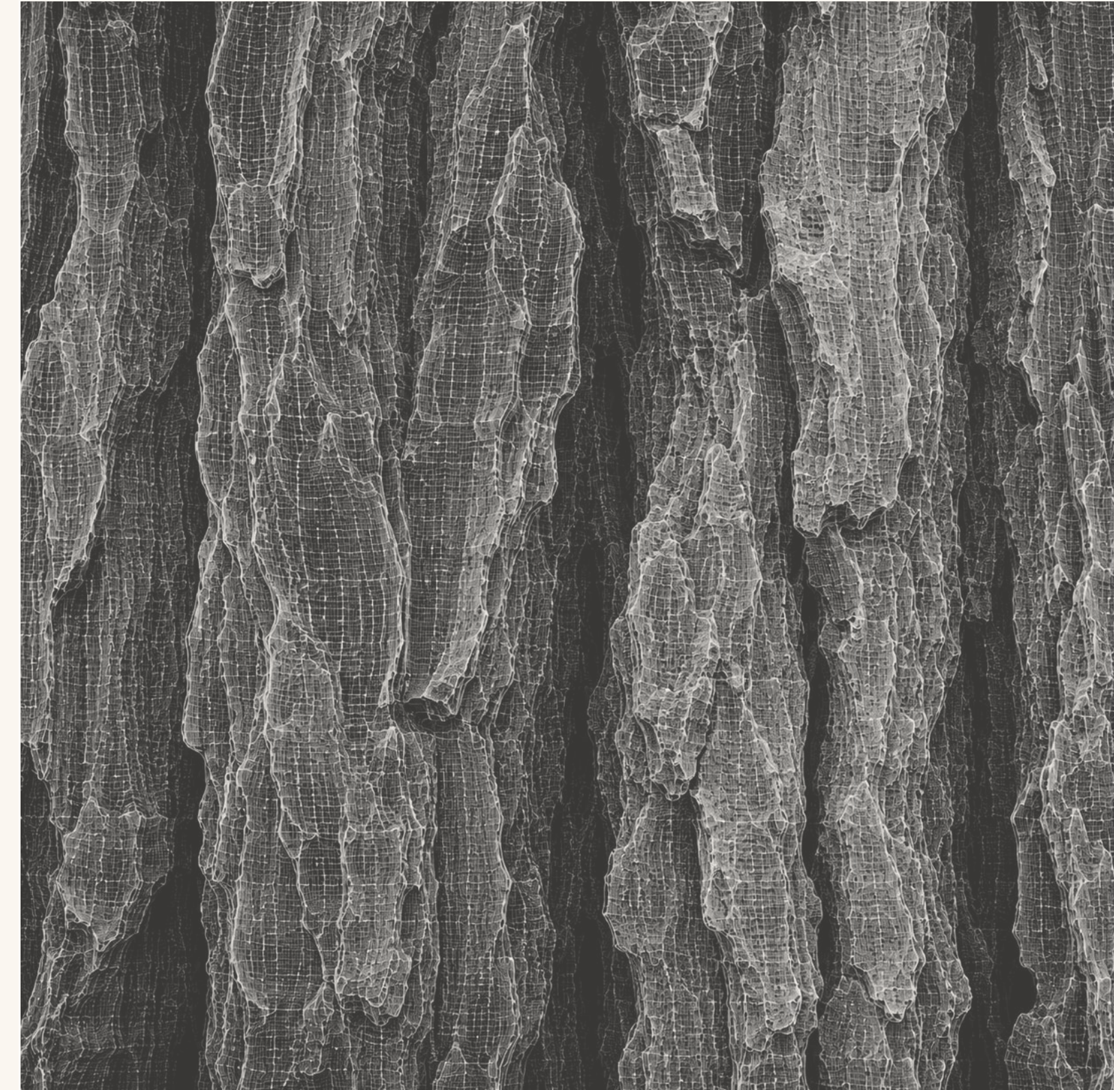
Good fit over niche.

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 industry sectors.



Thoughtful work
lasts longer.

Femtech / E-commerce

Leio Health

Brand Identity & Rollout Materials

leio



AI Solutions

Uthereal

Brand Identity, Website & Rollout Materials

Government

For The Long Haul

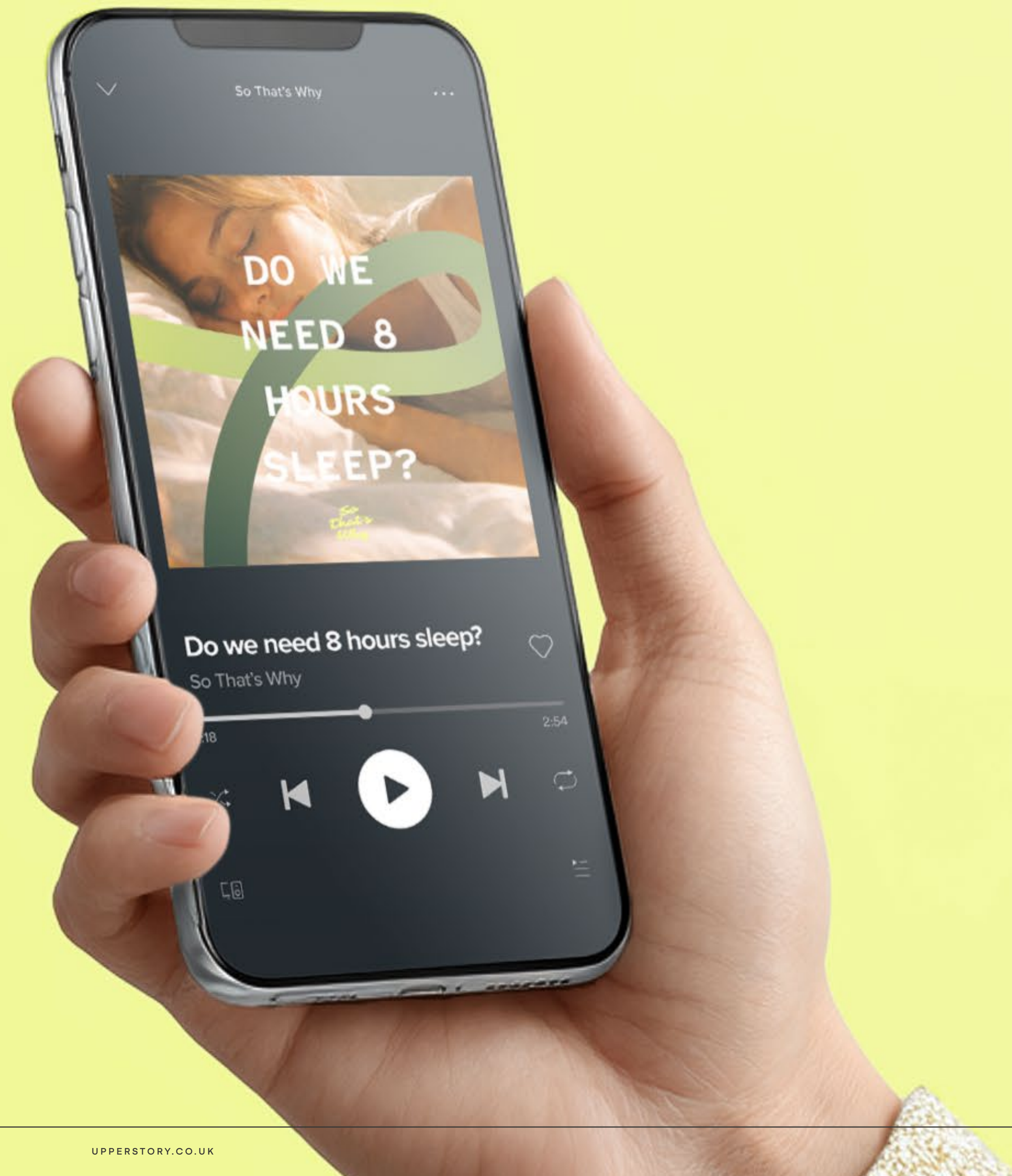
Brand Identity, Website & Rollout Materials



Podcast

So That's Why

Brand Identity & Rollout Materials



SaaS

Tetrix

Brand Identity, Website & Rollout Materials

Marketing / Creative

Unite

Brand Identity & Rollout Materials

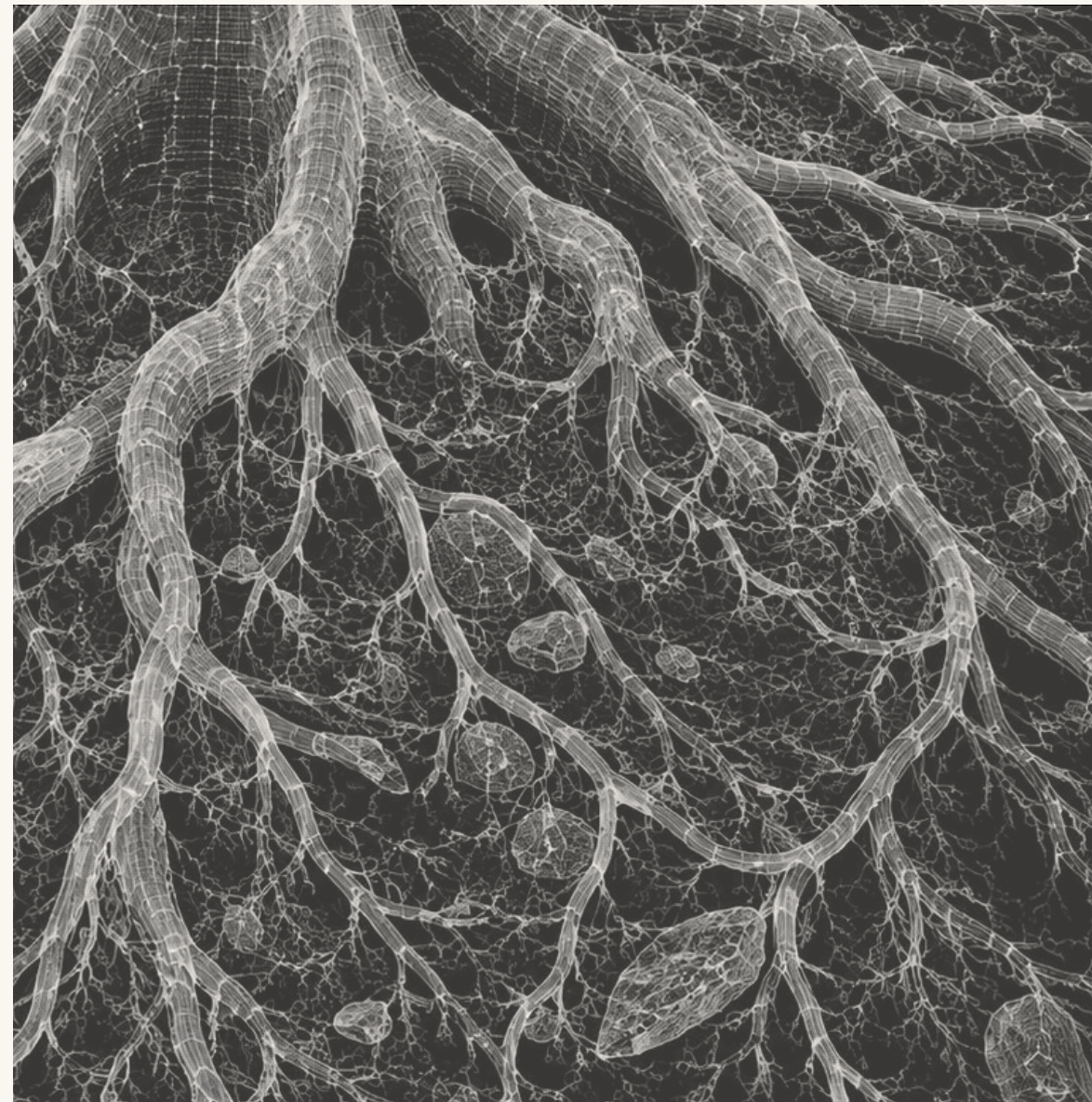


Distinctive doesn't
need to shout.

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 and build 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 are worth
more than decoration.

Let's Build Something Together.



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Upperstory