

A new brand for the next ten shops

Oat & Ember can grow from 14 shops to 24
with a brand built for the next chapter.



You're preparing to grow

The brand needs to be ready
before Oat & Ember opens
10 more shops beyond its
current 14.

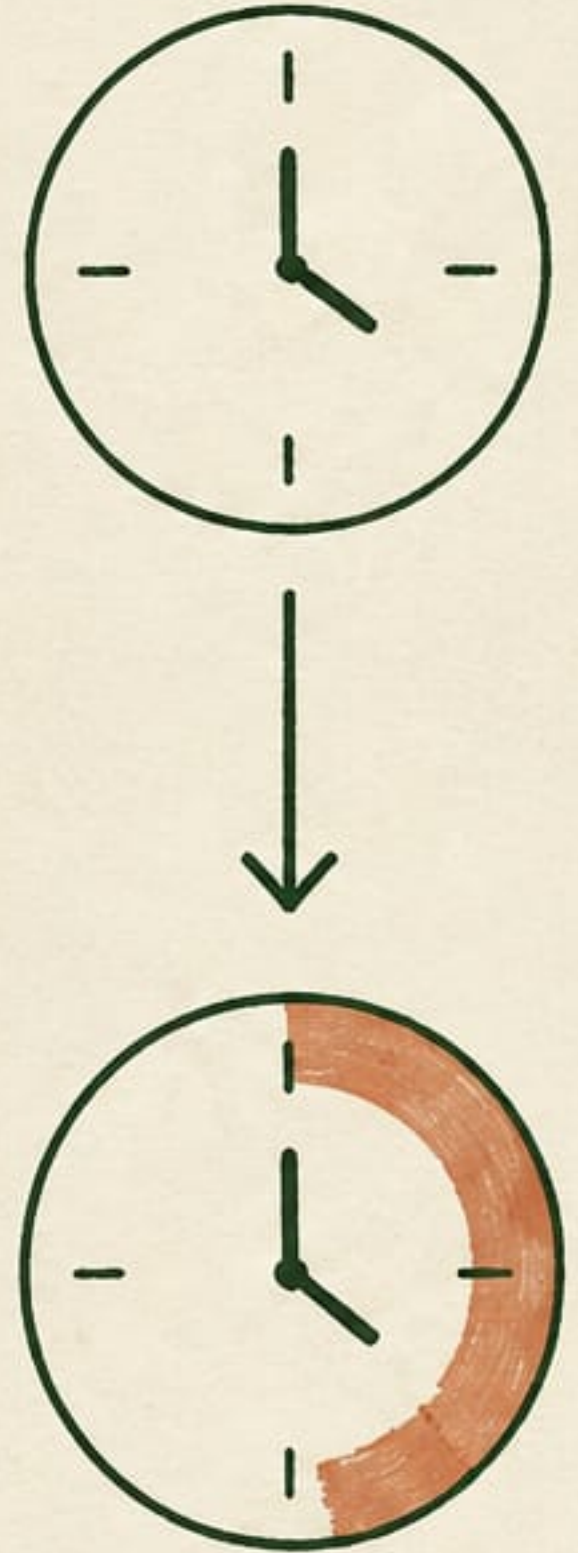
14 shops

10 more

Help new shops break even even sooner

The measure of success is for new shops to break even 2 months sooner.

2
months
sooner



A clear three-phase path

Discover —
2 weeks

Design —
5 weeks

Roll out —
3 weeks

10 weeks total

Everything needed to bring the brand to life

The work includes the core identity and practical tools for shops and launch.

01	brand strategy
02	logo and identity system
03	packaging for 6 product lines
04	shop signage guide
05	launch kit



Ten weeks from discovery to roll out.



Total: 10 weeks

One fixed fee of \$68,000
in three payments.

\$68,000

The full engagement costs \$68,000,
paid in three payments.

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② 

③ 



Kickoff workshop

The next step is to begin together
in a kickoff workshop.