

**ELLIE  
PHILPOTT**



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# LOCO

## PLANT BASED SPANISH HAM

### Bulletproof Competition Shortlist

Vegan Spanish alternative-ham brand created from the word 'Loco', meaning crazy in Spanish. Loco is inspired by 'The Pig of St Antony', a tradition from La Alberca in Spain, where every 6 months of the year, a village 'pet' pig is auctioned off and served in local tapas bars. The Loco pigs are celebrating life through the applications of this brand as they have been 'saved from the chop'.



# LoCo

PLANT BASED SPANISH HAM



**LONO**  
SAVOURY & SMOKEY

PLANT BASED | BETTER FOR THE PLANET | HIGH IN PROTEIN

80g

# LoCo

PLANT BASED SPANISH HAM



**CHORIZNO**  
SALTY & SPICY

PLANT BASED | BETTER FOR THE PLANET | HIGH IN PROTEIN

80g

# LoCo

PLANT BASED SPANISH HAM



**JANON**  
SAVOURY & SMOKEY

PLANT BASED | BETTER FOR THE PLANET | HIGH IN PROTEIN

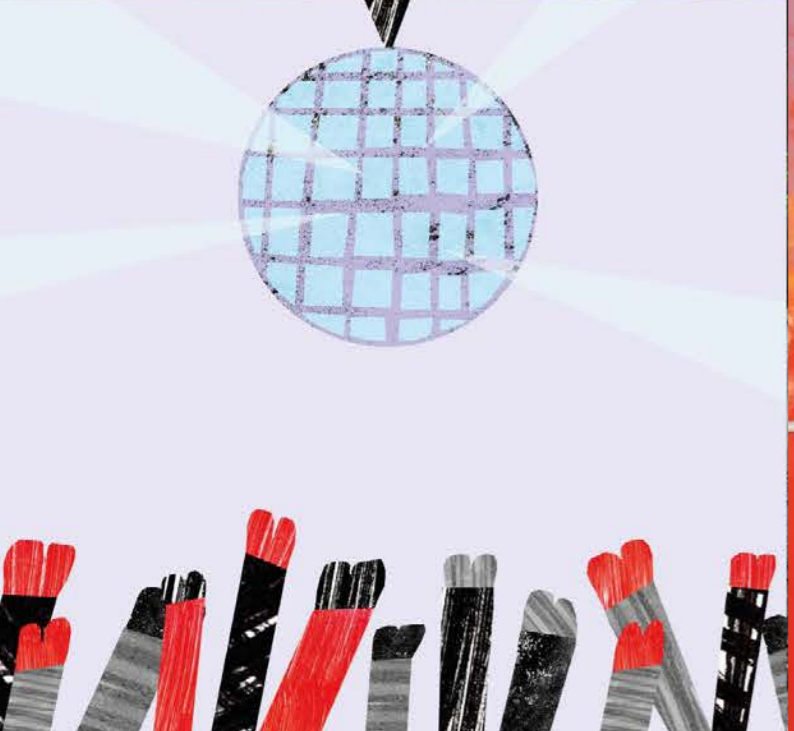
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**SMOKEY  
PAPRIKA  
CHORIZNO**



**KEEPING  
TAILS  
TWISTIN'**



**KEEPING  
TROTTERS  
TROTTIN'**



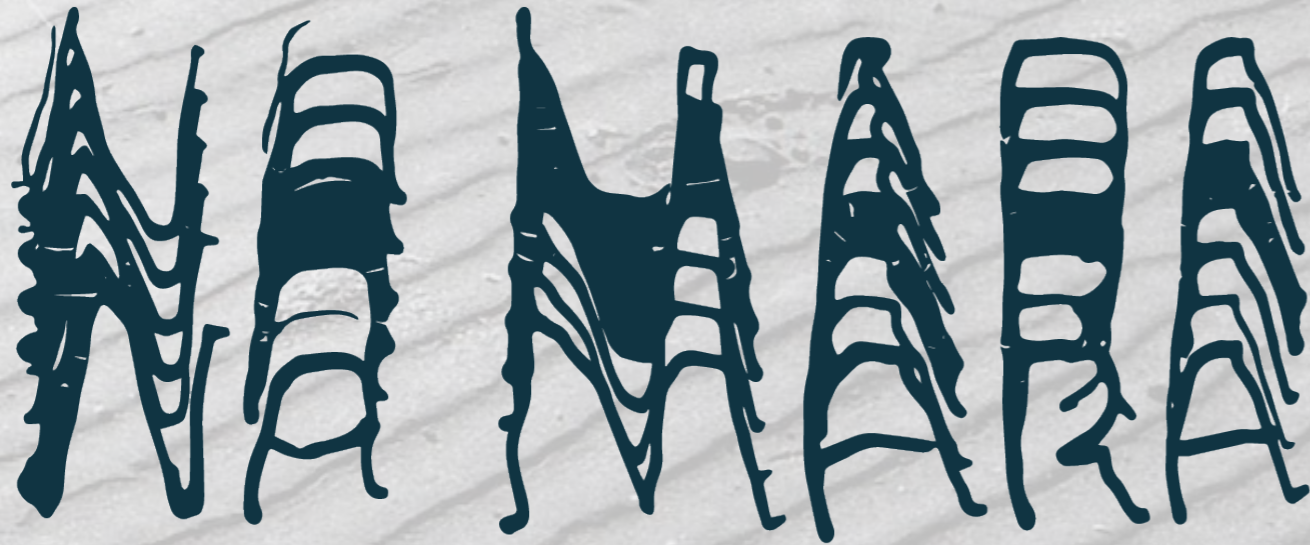






HYDROPOWERED WHISKY FROM PENTLAND FIRTH

EST 2023



## SINGLE MALT SCOTCH WHISKY

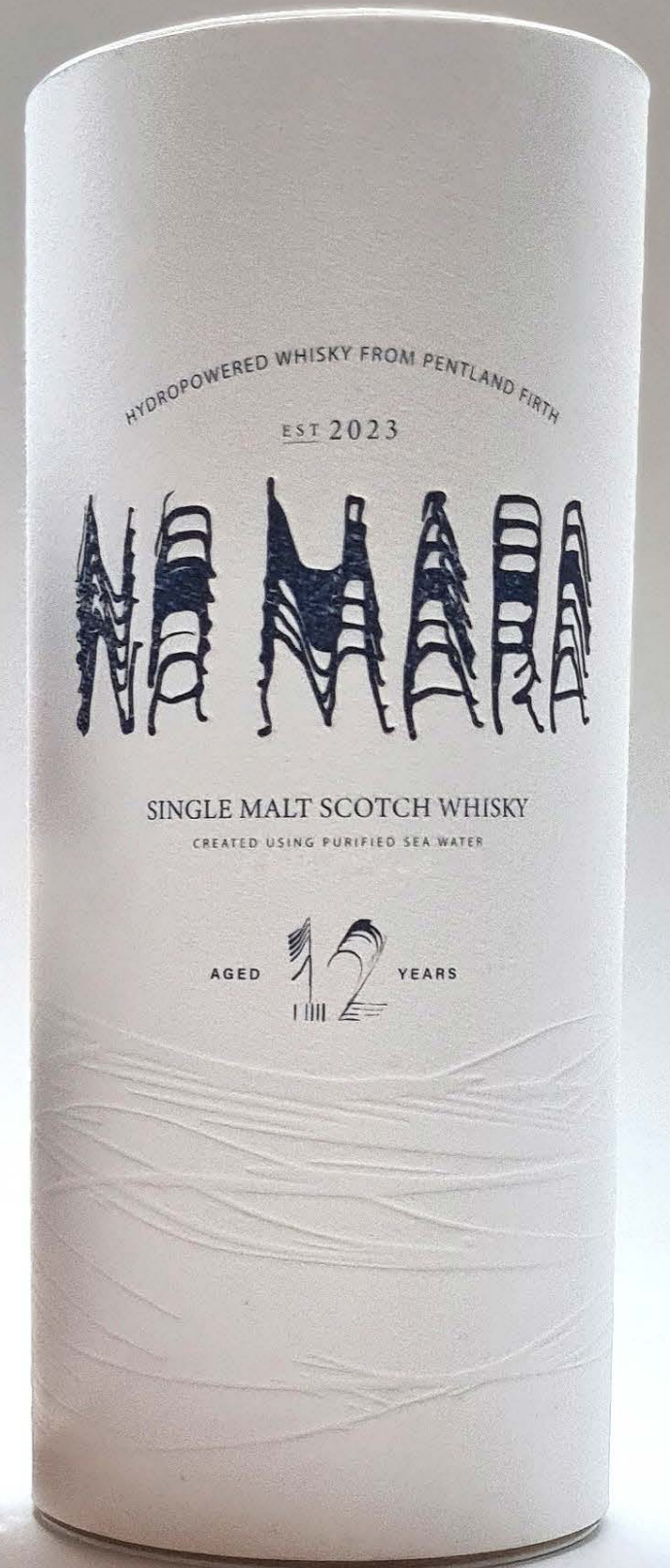
CREATED USING PURIFIED SEA WATER

AGED UNDERWATER BY THE SCOTTISH TIDES

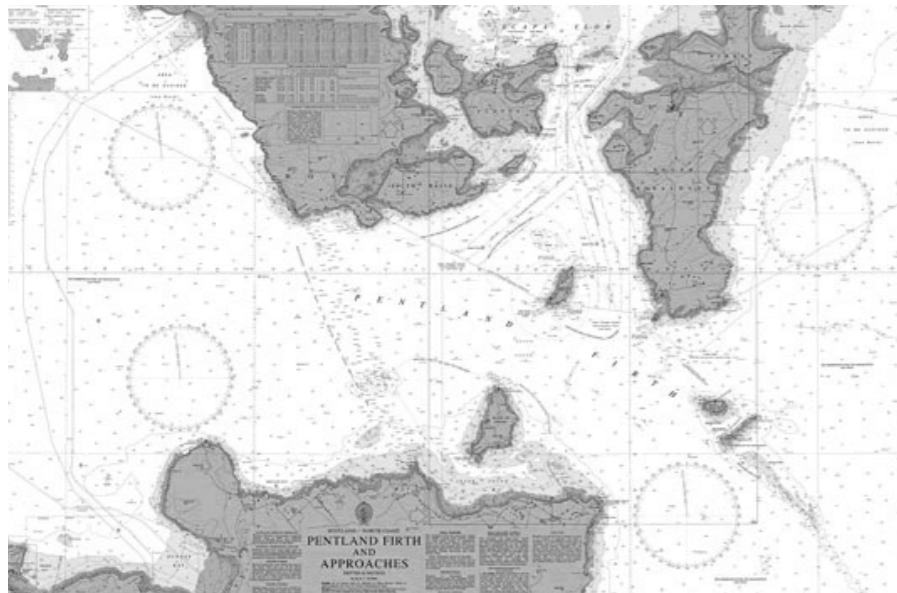
### Brand Opus Competition Shortlist

Creation of a sustainable Scotch Whisky brand that is produced using tidal power from The Pentland Firth in Scotland. The Pentland Firth off the Northern coast of Scotland is one of the most efficient parts of the ocean to produce energy from tidal power due to its high speed currents and positioning.

The branding for Na Mara meaning 'of the sea' in Scottish Gaelic is inspired by rill marks left in the sand from movement of the tides.









AGED  
UNDERWATER  
IN OAK BARRELS



FROM PURIFIED SEA WATER

[www.namarawhisky.co.uk](http://www.namarawhisky.co.uk)

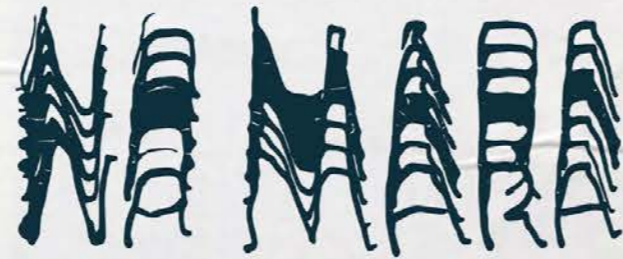
NAMARA

@namarawhiskyco

TURNING  
THE TIDES



OF WHISKY DISTILLATION



HYDROPOWERED SINGLE MALT WHISKY

A NEW  
DIRECTION  
FOR SCOTTISH WHISKY  
HYDROPOWERED WHISKY FROM PENTLAND FIRTH



HARNESSING THE  
POWER  
OF  
NATURE



[www.namarawhisky.co.uk](http://www.namarawhisky.co.uk)

NAMARA

@namarawhiskyco



# BIG BLOOMERS

Visual Identity for plus size lingerie brand, Big Bloomers, celebrating diversity in the female form. This identity is all about being loud, proud and comfortable in your own skin, no matter your size.





**THE BEAUTY  
OF SUPPORT**



[www.bigbloomers.co.uk](http://www.bigbloomers.co.uk)

**COMFORT  
STEMS  
HERE**



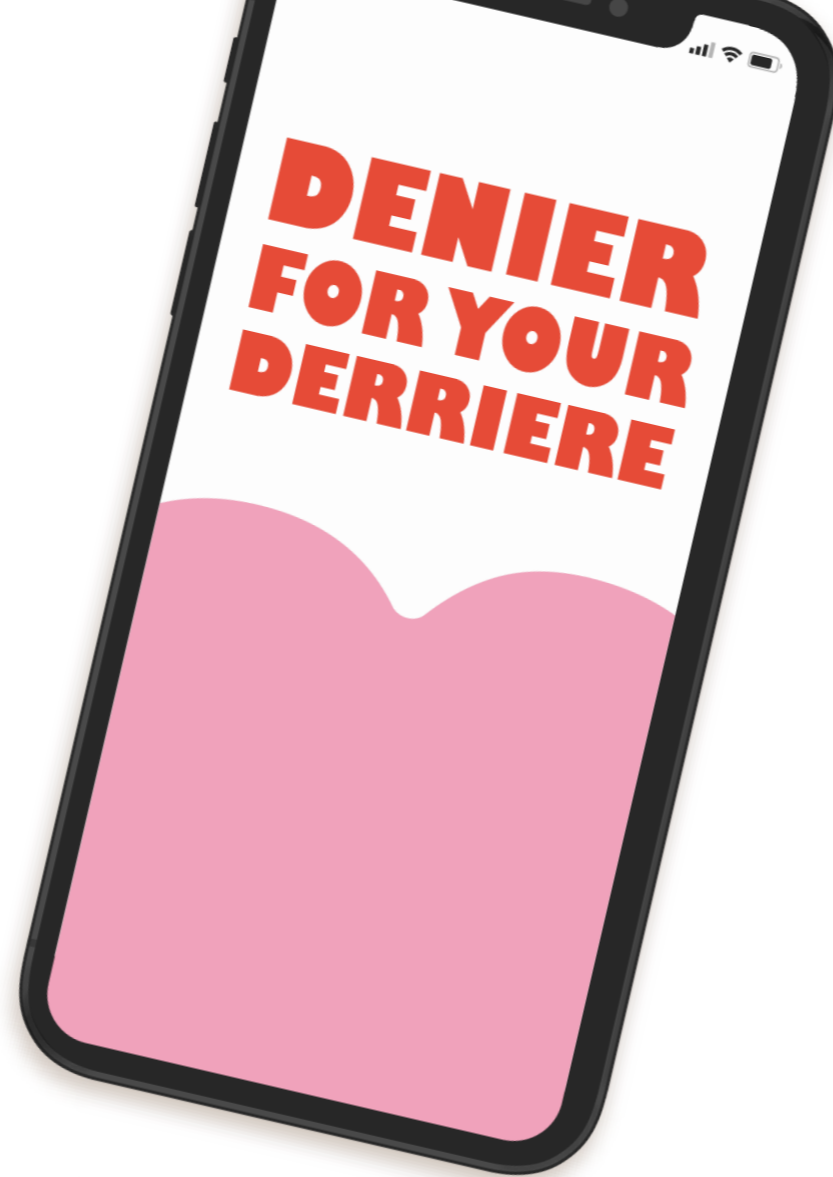
[www.bigbloomers.co.uk](http://www.bigbloomers.co.uk)

**ROOM TO  
BLOOM**



[www.bigbloomers.co.uk](http://www.bigbloomers.co.uk)







# PROPER NUTTY



Proper Nutty is a fairtrade peanut butter brand whose production process is unique within the industry. The concept for this re-brand was to combine the 'nutty' personality of the founders with the 'proper' methods they use to manufacture their peanut butter.



