



Kames

A fresh, modern outlook for this pioneering, family-run fish retailer from Scotland by JAMHOT.

Scotland's finest Steelhead Trout comes from Kames, an industry pioneer and family-run business founded in 1972, and the first in Europe to supply premium fresh-water fish to top retailers across the world. Jamhot partnered with Kames to create a new brand identity that would help take the company forward and support its move into the direct-to-consumer market. Plenty of white space, blue ink fish illustrations, and the pop of a bright red sans-serif type lend Kames a fresh and modern presence for the retail market. Details such as fish patterns and the cropping of these across the business cards draw the mind to free-swimming schools of fish. Overprint, scale patterns, tone of voice, and a mono-line weight stamp add a welcome depth and variety to a simple and immediate concept of fresh fish for all.

