



# SAUGA

TRADITIONS REIMAGINED

Sauga Fishing Village is a small village in Estonia that embodies a harmonious coexistence with nature. There life revolves around the rhythms of the waves and the bounty of the sea sustains both livelihoods and a deep-rooted sense of belonging. Family members have been involved in fishing and seafaring for generations. Nowadays locals uphold age-old traditions passed down through generations and breathe new life into the culture of fishing.

The branding seeks to encapsulate the timeless allure and rustic charm of Sauga traditional fishing village. Inspired by the symbiotic relationship between the community and the sea, the brand evokes a sense of authenticity and nostalgia. Warm, earthy tones reminiscent of weathered wood and sun-kissed shores dominate the colour palette, while typography reflects the balance between heritage and modernity. Custom made linocut illustrations add a whimsical touch and honour age-old traditions.



PHOTO: RIVO KINGI

The brand narrative of Sauga Fishing Village celebrates the rich tapestry of coastal life, inviting people to embrace a more connected existence rooted in tradition and community.



THE CAPTAINS OF

SAUGA



Family members of Sauga Fishing Village have been involved in fishing and seafaring for generations. The new logo draws inspiration from its former design, keeping the rugged charm of Sauga's old captain, and adding a touch of vintage lure boxes. The result is an emblem with a nostalgic feel, featuring a crafted illustration of the seasoned captain.

The captain's stoic demeanour, worn hat, pipe, and windswept beard evoke tales of seafaring adventures, while the vintage typography adds a timeless elegance. Dark green reminiscent of rolling rivers along with reds of buoys and old boatsheds infuse the logo with a sense of heritage.

The spirit of seafaring and the wisdom of the old captain converge in a timeless journey of exploration and wonder, beckoning adventurers and nostalgic souls alike to embark on a voyage of discovery.

BEFORE:



AFTER:





# LIFE AT SAUGA

In their recent years of activity, Sauga has been awarded the Green Key label: An internationally renowned eco-label for tourism businesses, acknowledging companies that follow sustainable development principles in their operations. Under the Your Green Holiday label, they offer services perfect for those who value sustainable holidays and wish to contribute to a cleaner environment, such as trash fishing — catching “treasures” that don’t belong in the wild, thus leaving greener rivers behind.

Sauga was listed in National Geographic Traveller (UK) as one of the places in Europe for alternative winter experiences with ice fishing.

The future for Sauga holds building new bridges between past and present as they bring in more old sailing and marine vessels, restoring them and introducing them to younger generations by creating an on-site museum with various hands-on workshops.

