

In sports we trust.

Branding the ultimate sports bar.

A bit of background...

In 2016 the owners of Memoirs, decided to create a dedicated sports bar. They transformed Colchester's old court rooms into the ultimate bar for all sports fans. It would have independent screens at every corner, pool tables and darts boards. The idea was that you could watch all the most important games live from around the world on any day of the week.

What was the challenge?

This was a new venture, but had its challenges. The biggest being that it had no on street frontage, with no possibility for outside signage. There was a possibility to create a 'walkway of sports' to the front door of the bar.

Our job was to create a bold identity that could be used across all touch points: from posters to menus, to cards and tickets. It was also to create a buzz over social media - as this could have been the only way we would be able to promote the new bar!

Our thinking and solution?

We initially looked at a number of different sources, from the building itself, to sports memorabilia. The design that was chosen was the simple, but effective roundel. This epitomised the idea of a sports bar.

Once the identity was chosen we moved on to creating collateral and extending the look and feel. The 'stencilled' graphics became a theme as did both swathes of colour and tongue in cheek headlines: 'We watch sports and drink beer'.

Even though there was no place for street side signage, we found a way. With specialist manufacturing and support from councils the listed buildings team, we created banners to hang from the lampposts.

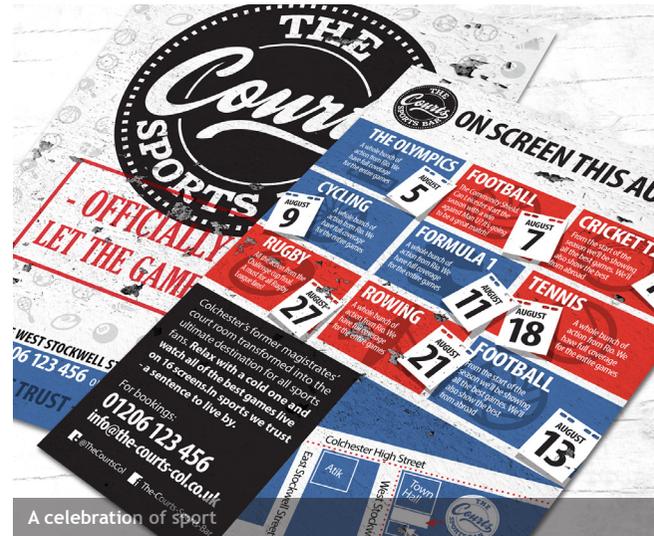
Social media was awash with each days sporting events, weekly and monthly posters were created and special ticket only events quickly becoming sell outs.

What we did

- branding
- environmental graphics
- menus
- social media
- website
- posters



Cards to look like traditional sports tickets



A celebration of sport



A simple no nonsense menu