

Molloy's

FAMILY PUB · EST. 1901

A hundred and twenty years on the corner. Everyone knows it. The brand just stopped keeping up with the pub — so we tidy it, not replace it.

BUSINESS	ESTABLISHED	SCOPE	DELIVERABLE
Traditional family pub	1901	Refresh + 6 templates	Brand Refresh · €1,350
Keep	Dating it	Refreshed	Six templates
WHAT SURVIVES	WHAT TO FIX	PALETTE & TYPE	BUILT, NOT DESCRIBED
Applied	Before/after	Rollout	Two rounds
SIGN · BOARD · PROFILE	SIDE BY SIDE	IN ORDER	OF CHANGES

Portfolio sample. Molloy's is a fictional pub, created to show a full brand refresh — including the **six actual post templates** in the new setting, not just the reasoning. A real refresh is built from the pub's own sign, glass and history.

WHAT SURVIVES, WHAT DATES IT

Tidy the pub's own marks

Molloy's isn't broken — it's inconsistent. The gilded name on the window is beautiful; the Facebook page a nephew set up in 2016 is a different world. A refresh here keeps everything a regular would miss and fixes only what makes the pub look like it stopped trying.

KEEP — MUST SURVIVE THE CHANGE

The gilded window lettering

KEEP

Hand-gilded, decades old, and better than anything a refresh would draw from scratch. The new wordmark is traced from *this*, not invented.

Bottle green & gold

KEEP

The colours of the front, the taps and the glass. A century of recognition sits in that pairing — it anchors the refresh.

The apostrophe

KEEP

“Molloy's”, not “Molloys”. It's a family name and a promise. Every current version drops it inconsistently; the refresh locks it in.

DATING IT — FIX, DON'T CHERISH

The clip-art pint icon

RETIRE

Added for the first printed menus, unrelated to the gilded front. It cheapens a pub that's otherwise genuinely handsome.

Three fonts, no system

FIX

The sign, the specials board and the socials use three unrelated typefaces. One serif for the name, one clean sans for everything else.

The socials look like a different pub

FIX

Neon-filtered photos, a stretched logo, all-caps captions. None of it matches the room you actually walk into.

THE TEST FOR EVERY CHANGE

Would a regular of forty years notice, and mind? If yes, it stays. If they'd never clock it — the filter, the clip-art, the third font — it's fair game. A refresh earns its keep by being invisible to the people who love the place and obvious to the ones who've never walked in.

THE REFRESHED DIRECTION

The window is the reference

Everything is pulled from the pub itself — the gilded name, the green front, the brass. A correction, not a rebrand.

THE WORDMARK — TRACED & TIDIED



Indicative — the real wordmark is drawn from the gilded window, not this stand-in face. The “Est. 1901” lockup is new, and earns its place.

PALETTE — LOCKED FROM THE FRONT



Green and gold carry almost everything; cream is the paper; oxblood is the one accent — for a special, a “sold out”, a match day. *Values to be locked from the real paint and gilding.*

TYPE — ONE SERIF, ONE SANS

The name, and headlines.

NEWSREADER — TRACED-SERIF FEEL

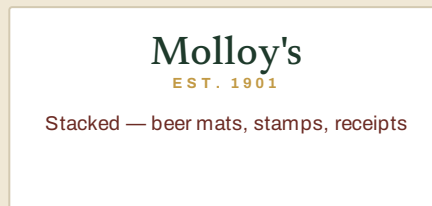
Everything else — times, prices, the board.

ARCHIVO — CLEAN, MODERN, LEGIBLE

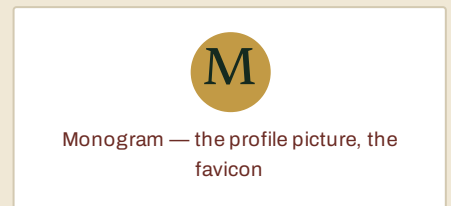
THE MARK, AT THE SIZES IT ACTUALLY LIVES AT



Reversed — the sign, the profile header, the van



Stacked — beer mats, stamps, receipts



Monogram — the profile picture, the favicon

WHERE EACH COLOUR GOES

■ **Green** — the ground of almost everything: signs, the van, most posts.

■ **Gold** — the name, the rules, the “Est. 1901”. Never a full fill.

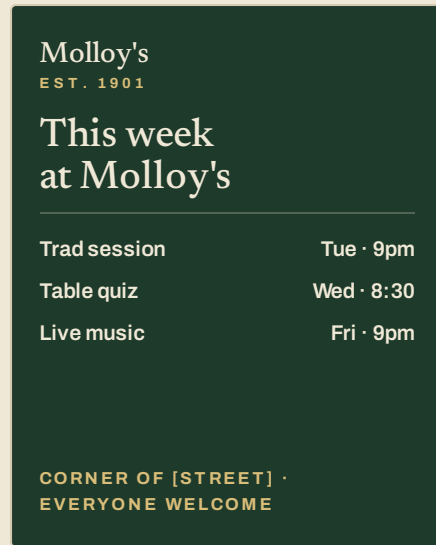
■ **Cream** — the paper, the menu, the calm posts.

■ **Oxblood** — one accent only: a special, a sold-out, a match day.

SIX POST TEMPLATES · BUILT, NOT DESCRIBED

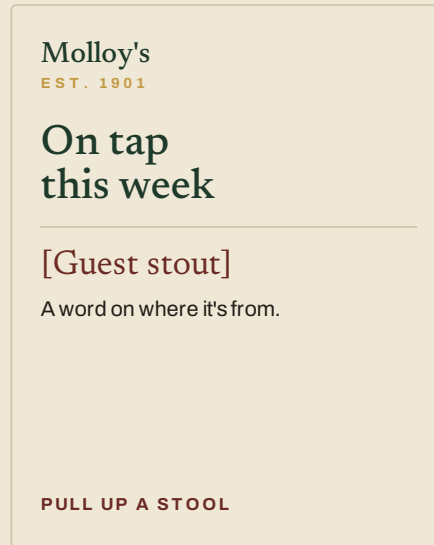
A year of posts, decided

Six frames that cover almost everything a pub posts. Swap the words, keep the frame — nobody has to make a design decision again. Three need no photograph.



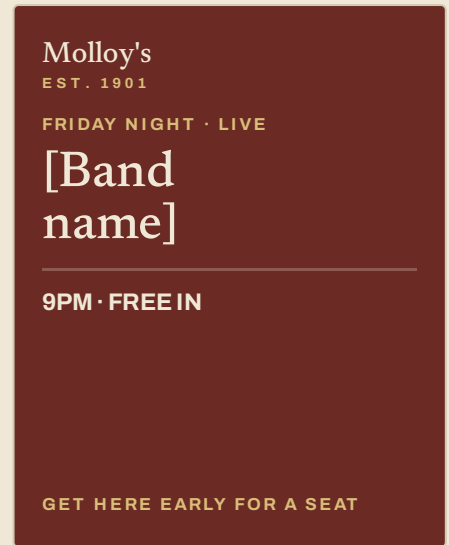
01 · WHAT'S ON

The weekly listings. No photo needed — post every Monday.



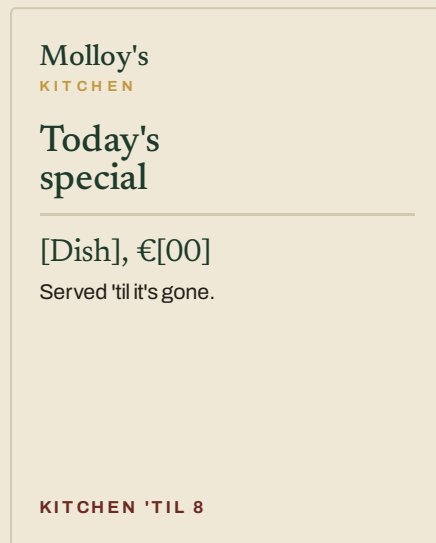
02 · ON TAP

The guest beer / pour of the week. Photo optional.



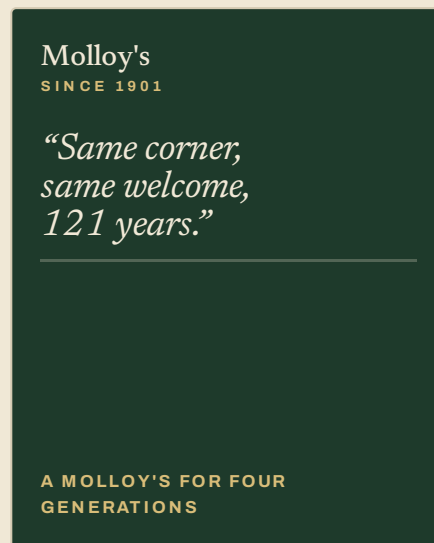
03 · LIVE MUSIC

The Friday gig. Big name, oxblood for a bit of noise.



04 · FROM THE KITCHEN

The food special. Photo of the plate drops in the top.



05 · SINCE 1901

The heritage / quote tile. No photo — the story is the post.



06 · MATCH DAY

Fixtures. Gold to stand out in the feed. No photo needed.

HOW IT LOOKS APPLIED

The same pub, joined up

The refreshed system across the three places people meet Molloy's. Schematic, to show the correction.



Indicative artwork. In a live refresh each surface is a proof from the real files — but the through-line is the point: one wordmark, green and gold, the same room whether you meet it on the street, the board, or the phone.

THE ROLLOUT — IN ORDER, NOT ALL AT ONCE

Change it deliberately

A refresh done half-way looks like a mistake. Done in order, nobody notices the seams — they just notice it looks after itself again.

1 Start where it's worst, and free

The socials, this week. Drop the six templates in, kill the neon filter, fix the profile picture. Biggest visible lift, zero cost.

2 The printed things next

Specials board, menus, table cards — reprinted in the new type and colours as they run out, not binned early.

3 The sign last, and carefully

The gilded window stays. Any new signage (the van, a new hanging sign) is drawn from it — the last thing to change, and the one to get exactly right.

4 One green, given to everyone

The locked green and gold values go to the sign-writer, the printer and the nephew on the socials, so a fourth version never gets made.

HOW THIS TIER WORKS

The refresh includes *two rounds of changes* — one on the direction, one on the templates — so it lands the way the pub actually wants it. Everything is yours to keep: the wordmark, the palette values, and the six editable templates, handed over as files you own outright.

Molloy's · a refresh is a correction, not a rebrand.

Prepared by The Once Over · portfolio sample · Molloy's is an invented business