

Whitewater Creative

Design and Branding Solutions

Case Study: Star and Garter POS Marketing Materials

(Hospitality)

Project Overview

Star and Garter, a beloved pub in the heart of the community, reached out to us with a clear vision: they needed a wide range of point-of-sale (POS) marketing materials to effectively promote different aspects of their offerings, including sports, accommodation, functions, and events. Their goal was to create a set of materials that would feel cohesive, professional, and represent their unique brand, no matter where the materials were displayed within the pub.

Challenges Client Was Facing

The team at Star and Garter knew they needed flexibility in their POS materials. They required designs in various sizes to accommodate different parts of the pub, ensuring each space was visually engaging. Some of the designs would be repeated across different formats, which meant it was essential that the overall design maintained brand consistency. The challenge here was to create materials that could support a wide range of promotions while still looking like part of a unified, professional brand.

Our Approach and Process

We listened closely to the client's vision, using the pub's existing logo as our foundation. From there, we carefully chose a colour palette and typography that would work across all materials.



We made space for striking images to communicate key messages visually, whether about exciting sports events, private functions, or the pub's welcoming atmosphere. By focusing on bold, clear text, we ensured that no matter what message needed to be conveyed, it would grab attention and be easily understood by anyone visiting Star and Garter.

Our Solutions and Outcomes for the Company

To create a cohesive and professional look, we developed a set of flexible templates that could be adapted to different sizes and spaces. With a consistent use of colour, typography, and imagery, each piece felt connected, whether displayed as a large poster or a smaller flyer. The designs made it easy for Star and Garter to showcase everything from live sports and accommodation offers to private events, all in a visually appealing and brand-aligned way.

The Results and the Impact They Had for the Company

Star and Garter now has a full suite of POS marketing materials, each one carefully crafted to represent their brand consistently. The materials work together to create a seamless experience for customers, making it easier for patrons to connect with the pub's offerings. This consistency has helped to strengthen their brand presence, both inside the pub and beyond, ensuring that their key messages stand out and remain memorable.





STAR &
GARTER

METHERINGHAM

HOME COOKED FOOD NOW SERVED

MONDAY / WEDNESDAY & FRIDAY 5:30PM – 8:30PM

SATURDAY 12-2:30PM & 5:30PM – 8:30PM

SUNDAY CARVERY 12-5PM

TNT SPORTS

PRINCE'S STREET - METHERINGHAM - LN4 3BX
TEL 01526 320317 or 07311830379
Star and Garter Prince's Street Metheringham

sky sports



STAR &
GARTER

METHERINGHAM

JOIN US FOR OUR WEEKLY QUIZ

EVERY TUESDAY START TIME 8PM

TNT SPORTS

PRINCE'S STREET - METHERINGHAM - LN4 3BX
TEL 01526 320317 or 07311830379
Star and Garter Prince's Street Metheringham

sky sports



STAR &
GARTER

METHERINGHAM

WHY NOT HOLD YOUR FUNCTION OR PARTY HERE?

LET US TAKE THE STRESS WITH FULL
CATERING OPTIONS AVAILABLE

ASK A MEMBER OF OUR TEAM FOR MORE DETAILS

TNT SPORTS

PRINCE'S STREET - METHERINGHAM - LN4 3BX
TEL 01526 320317 or 07311830379
Star and Garter Prince's Street Metheringham

sky sports



STAR &
GARTER

METHERINGHAM

LIVE ENTERTAINMENT & THEME NIGHTS

WATCH OUT FOR REGULAR UPDATES
AND CHECK OUT OUR FACEBOOK PAGE

TNT SPORTS

PRINCE'S STREET - METHERINGHAM - LN4 3BX
TEL 01526 320317 or 07311830379
Star and Garter Prince's Street Metheringham

sky sports



STAR &
GARTER

METHERINGHAM

SUNDAY CARVERY AVAILABLE EVERY SUNDAY 12-5PM

TRADITIONAL ROASTS WITH ALL THE TRIMMINGS

ADULTS £12.75 | CHILDREN £7.95

TNT SPORTS

PRINCE'S STREET - METHERINGHAM - LN4 3BX
TEL 01526 320317 or 07311830379
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sky sports



Services:

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✉ enquiries@whitewater.co.uk

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