

# Whitewater Creative

## Design and Branding Solutions

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### Case Study: The Taverners Rebrand (Hospitality)

#### Project Overview

The Taverners, a 17th-century pub in Godshill, Isle of Wight, was taken over by new owners who wanted to refresh its brand. They were looking to create a new identity that would honour the pub's deep-rooted history and its location, while establishing it as a welcoming and improved space for both the local community and visitors. The owners had a clear vision for the pub's transformation and chose green tones as their starting point for the rebrand, as they symbolised both the natural beauty of the surrounding area and the fresh new approach they wanted to bring to the space.

#### Challenges Client Was Facing

The new owners needed a complete rebrand that reflected their vision for the pub's future. They wanted to create a new logo, update the colours, typography, and develop a full suite of marketing materials that would not only symbolise the transformation of the pub but also respect and acknowledge its rich heritage in the village. The challenge was to strike the perfect balance between creating a modern, vibrant brand that would resonate with both the local community and the growing number of tourists visiting the Isle of Wight, while still honouring the pub's deep history and welcoming atmosphere. It was important that the new identity reflected the owners' passion for the pub and the welcoming environment they aimed to cultivate.



## **Our Approach and Process**

The Taverners is located in Godshill, a village with a rich history, and we wanted to incorporate that heritage into the new brand. The pub is nestled in the heart of the Isle of Wight countryside and has a strong connection to the area's history. We created an illustration of the pub's exterior to serve as the focal point of the new logo, representing its history and location. The colour palette was inspired by the natural greens of the surrounding countryside, reflecting the pub's connection to the land.

We also researched the history and location of the pub, using that as the foundation for the new identity. The rebrand centred on creating a design that honoured the pub's heritage while ensuring it stood out in the community.

## **Our Solutions and Outcomes for the Company**

The new branding highlights the pub's history, location, and welcoming vibe. The illustration of the pub's exterior ties it directly to the community and its rich past. The complementary green tones evoke the countryside and resonate with the natural surroundings. With the rebrand complete, The Taverners now has a strong, cohesive identity that accurately reflects the pub's new chapter.

## **The Results and the Impact They Had for the Company**

The Taverners has successfully re-established itself with its new identity, which resonates with both locals and visitors. The rebrand has helped the pub strengthen its position in the village, and the suite of marketing materials provides the owners with everything they need to promote the pub effectively. This project has positioned The Taverners as a welcoming and historic place to visit for food, drink, and relaxation.

  
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