

# MOOIE BOULES

OUR STORY, OUR BRAND, OUR GAME

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AS PART OF THE GRADUATION PROJECT

"DEFINING THE BRAND MOOIE BOULES: CREATING A BRAND BOOK"

IS IT POSSIBLE TO FEEL LIKE BEING  
ON A HOLIDAY IN MY OWN CITY?

Oui, mon ami.



BUT.. HOW?

Let me explain.

# WHAT IS INSIDE?

- The start
- Our journey
- What we are doing
- Activity #1: Boules
- Activity #2: Drink & Eat
- Activity #3: Party
- Where we are going
- Meet us
- Our values
- Our differentiation
- What we give
- Our customers

BRAND

- Guiding principles
- Our message
- Graphics
- Tone of voice

COMMUNICATION

- Styling
- Manifest
- Content
- Website

APPLICATION



# BRAND

What is our brand?



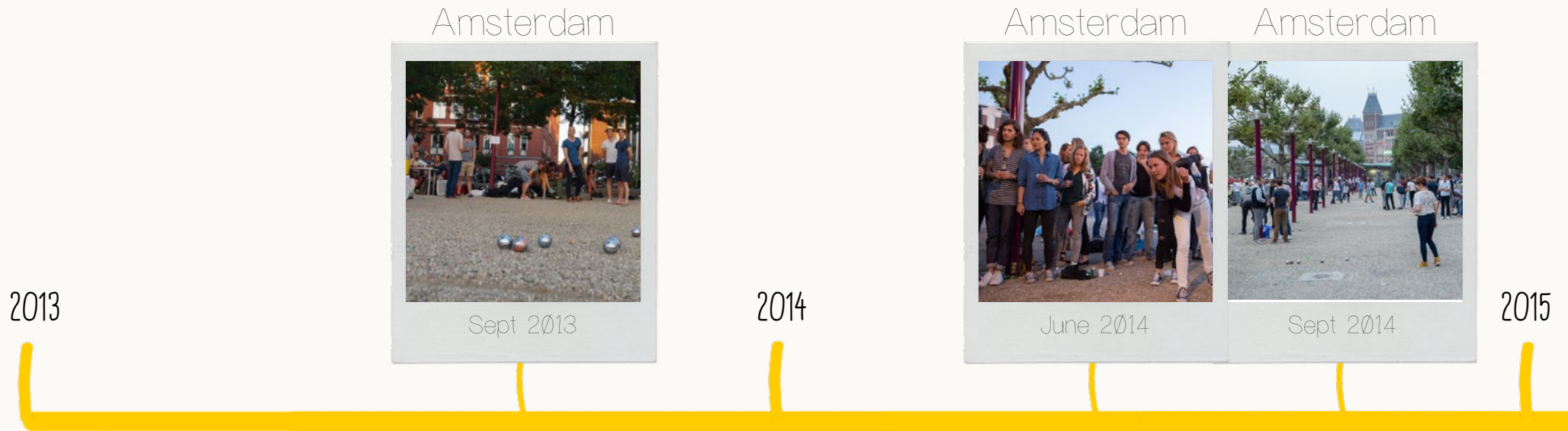
# THE START

We exist because  
we want to enjoy our lives together.

That's why we brought food, drinks and music  
to a square in a big city and decided to play boules.  
That is the beginning of what we are still doing.



# OUR JOURNEY



This spread shows the timeline with the most important events.

From tournaments with friends in Amsterdam,  
to festivals and tournaments in other cities,  
to our pop-up bar in nov/dec 2016.





Amsterdam



July 2015

Amsterdam



2016

April 2016

Amsterdam



July 2016

Amsterdam



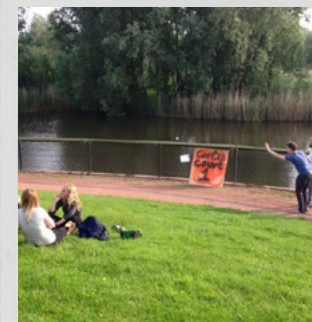
2017

Nov/Dec 2016



July 2015

Haarlem



June 2016

Utrecht

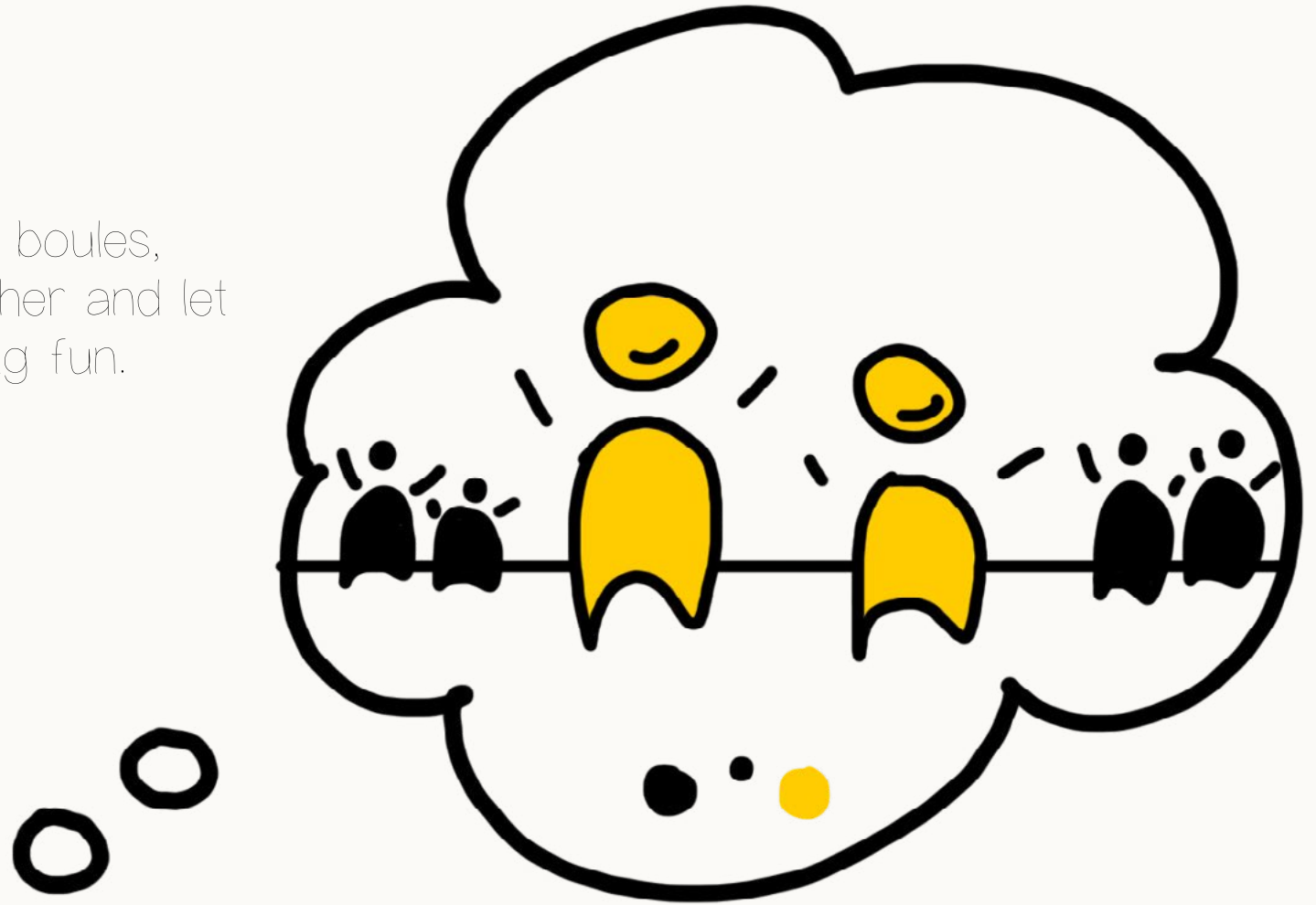


July 2016

Breda

# WHAT WE ARE DOING

Through the usage of boules,  
we bring people together and let  
them experience having fun.





# ACTIVITY #1: BOULES

Boules is a simple game, with the goal to throw metal balls as close to the small wooden ball as possible.

For all sexes, all sorts and all ages.

Sociable, yet tremendously competitive.





# ACTIVITY #2: DRINK & EAT

To eat and drink during the day, in the evening and in the middle of the night.

Providing you with French inspired food and drinks, making sure you have energy enough to be social, play boules and party. And to enjoy our life.





# ACTIVITY #3: PARTY



By music of upcoming sing-songwriters, DJs and bands, you are supported to enjoy your time throughout the day.

Whether it is dancing, singing, partying, humming or just listening: we make sure you are able to do it.

# WHERE WE ARE GOING



Mooie Boules facilitates the meeting place for young and old in all major Dutch cities.



By 2022, 5 permanent bars have been opened.



# MEET US

The initiators



Rogier, Thomas, Koen & Jesse

We have a rich experience in business and events, like:

**Aimfor  
themoon**

**THE GREEN  
VILLAGE**

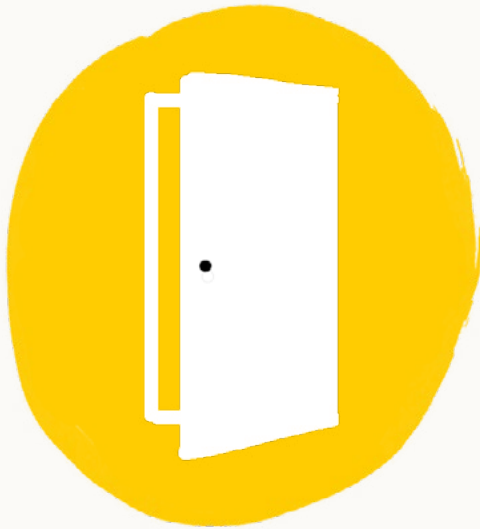
**adidas**

 **VinylExpress**

But without the support of our family, friends and colleagues, we would not be here.

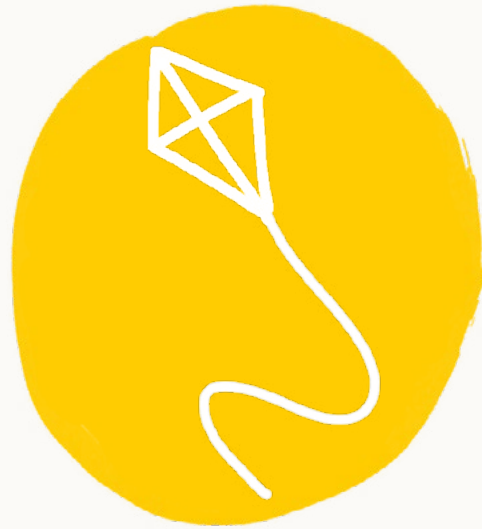


# OUR VALUES



## ACCESSIBLE

We create an ambiance in which everyone feels free to join



## PLAYFUL

We take life seriously, but like to play in our leisure time



## TOGETHER

We help each other and like to be with each other



## DEVOTED

Our customers and we are dedicated to Mooie Boules and the game

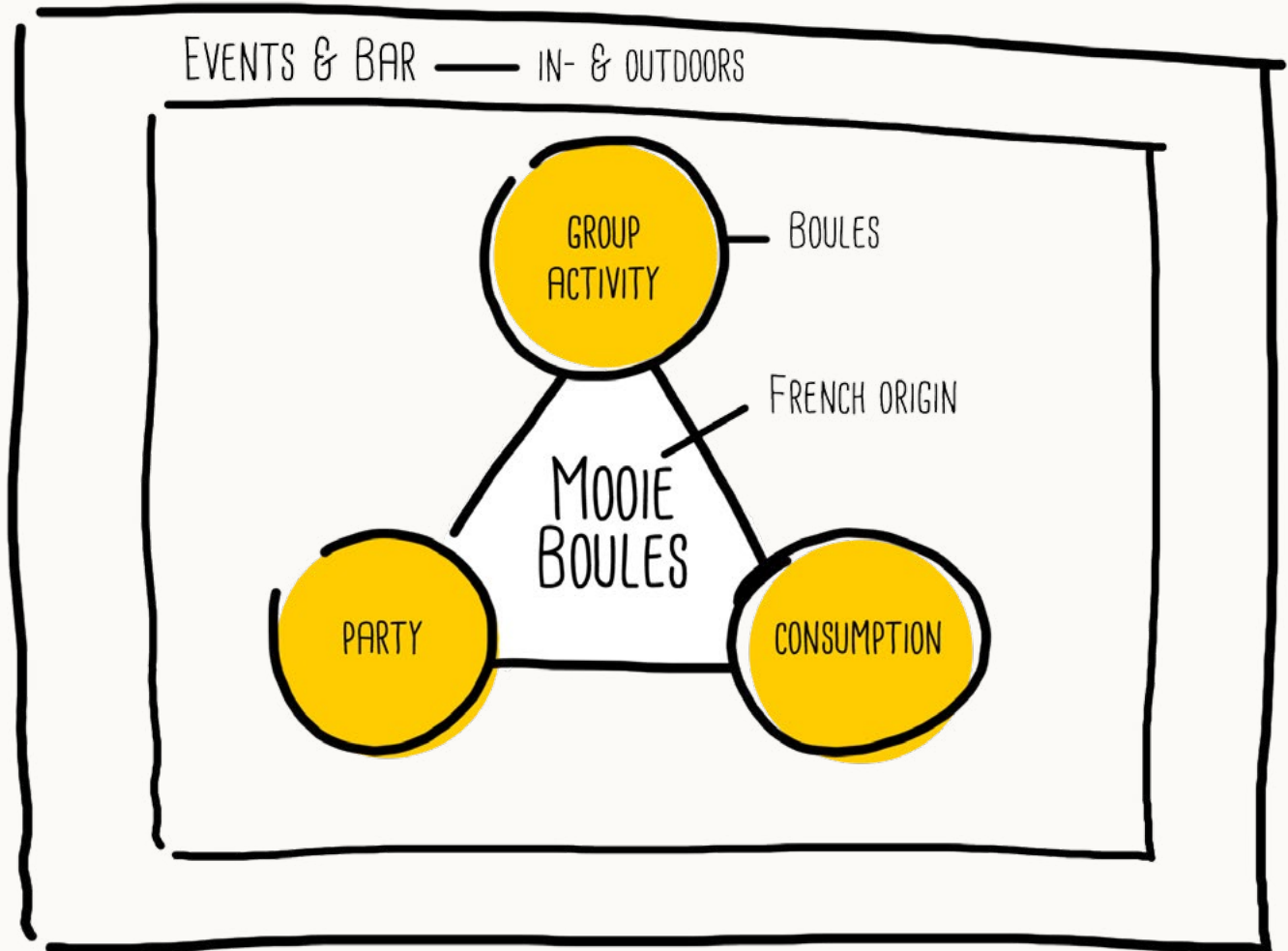
# OUR DIFFERENTIATION

Within the leisure market, we combine three main activities: a group activity (boules), consumption & party

We put that into one place with a touch of French.

C'est tout.

## LEISURE MARKET





# WHAT WE GIVE

We provide a feeling of being on a French holiday in the middle of the city. It is an easy escape from daily life, where you are free to do whatever you want.

Because life is too short to not enjoy it.

En vacances!



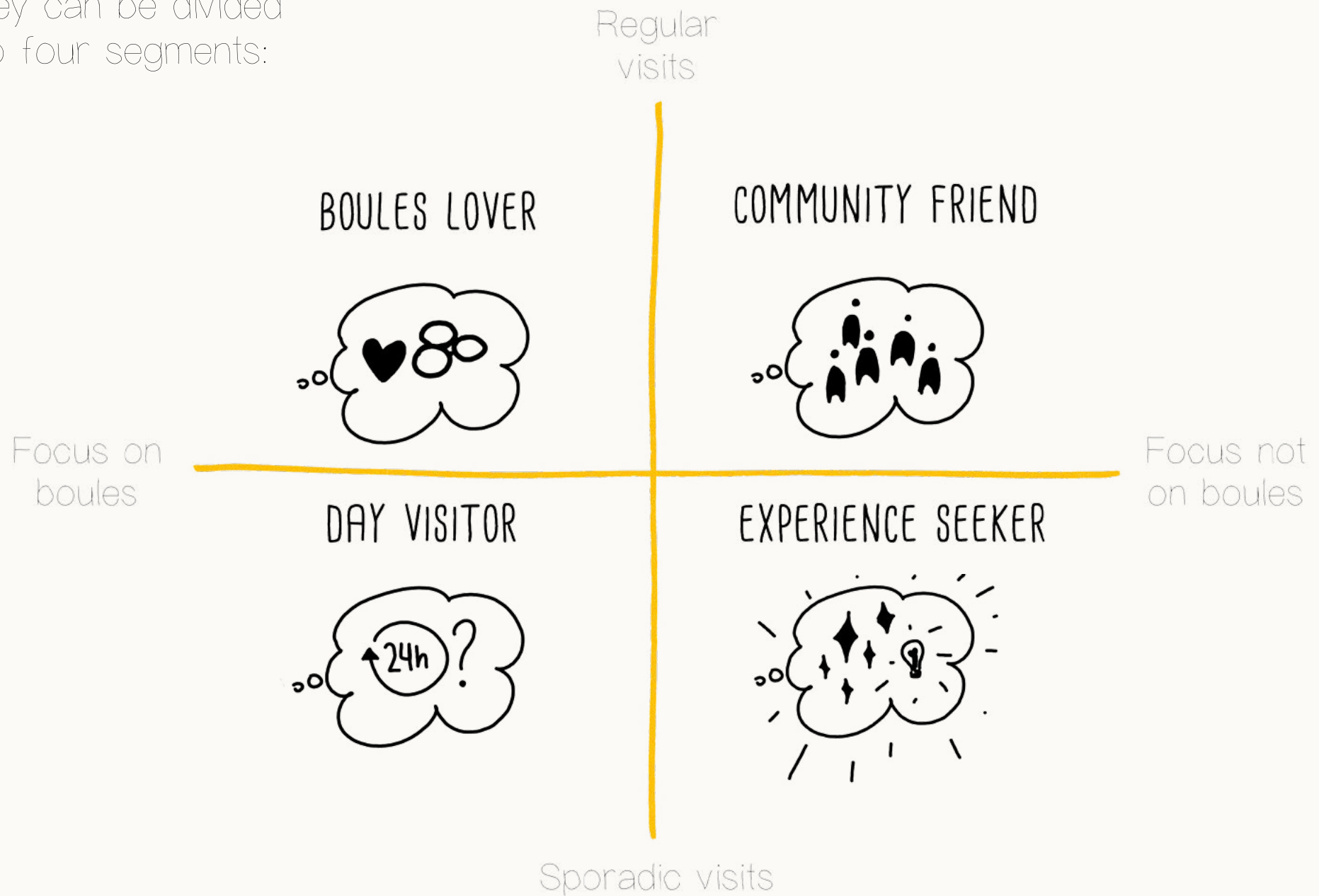
# OUR CUSTOMERS

Our customers are  
bon vivants

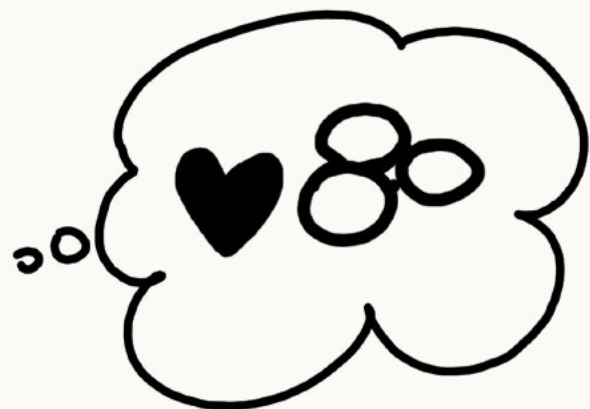


Bon vivants are persons with a free spirit and a happy disposition, who enjoy sensuous pleasures in life such as food and drinks.

They can be divided  
into four segments:







## BOULES LOVER



### Needs

- Develop boules skills
- Doing the game with relatives
- Connect with new people
- Outside and inside play

### Boules experience



### Identifiers

- Fanatic
- Serious
- Strict game rules



### Favorite place

Outdoor tournament in the city centre

### Why Mooie Boules?

Connecting with other boules enthusiasts

### Success when?

Playing together with new people and sharing the love for the game

"I like to meet others who also like the game, but are from different kinds of age and backgrounds"



## COMMUNITY FRIEND



### Needs

- Getting away from work
- Relaxation
- Connect with people

### Boules experience



### Identifiers

- Bigger groups of people together
- Knows the returning visitors
- Often known by employees



### Favorite place

Where likeminded people come

### Why Mooie Boules?

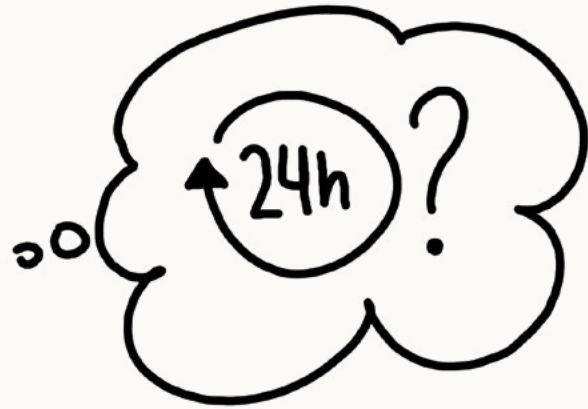
The people

### Success when?

Coming to meet new and old friends

"You do not need to do boules, but you are able to do it. And that's why I really like it."





## DAY VISITOR



### Needs

- Able to spend a part of the day
- Unique experience
- Welcome talk
- Instructions for boules

### Boules experience



### Identifiers

- Does not know how it works
- Reserved attitude
- Limited time



### Favorite place

A new city or place they can have a complete experience

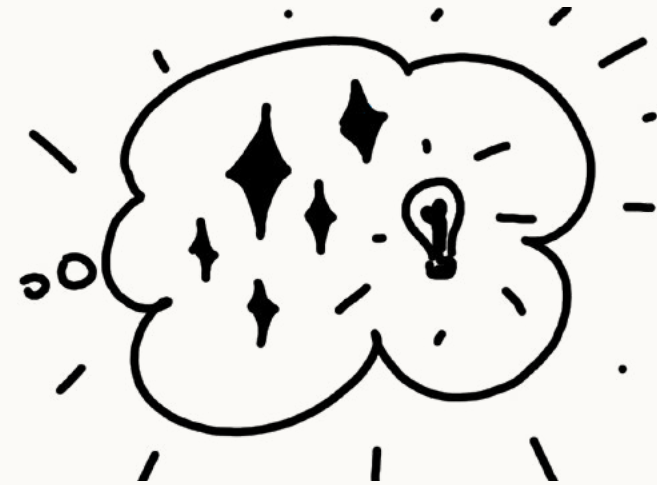
### Why Mooie Boules?

Special way of filling in the day

### Success when?

They tell relatives about their experience at home

"I just want to have a good day, by doing something great.  
A nice get away"



## EXPERIENCE SEEKER



### Needs

- Something new and/or innovative
- No planning
- Exclusivity

### Boules experience



### Identifiers

- Likes exclusive and special events
- Triggers friends to join
- No fixed places to go



### Favorite place

None, like to change the place almost every time

### Why Mooie Boules?

Unique activity together with an unique experience

### Success when?

Stimulating others to join them because they have to experience it some time

"You know, the party is not really what makes it distinctive.  
It's more a fun day activity."





# COMMUNICATION

How do we bring our brand to life?





# GUIDING PRINCIPLES



ACCESSIBLE AUTHENTIC



CONNECTING COMPETITIVE





## PLAYFUL AMBITIOUS

Our guiding principles show in which way we communicate our core values. They show the feelings we want to arise in the people's hearts.



## URBAN FREE



# OUR MESSAGE



YOUR HOLIDAY VIBE  
IN EVERYDAY LIFE

This is the essence of what we communicate.  
Keep this in the back of your mind  
and we will grow.

# GRAPHICS

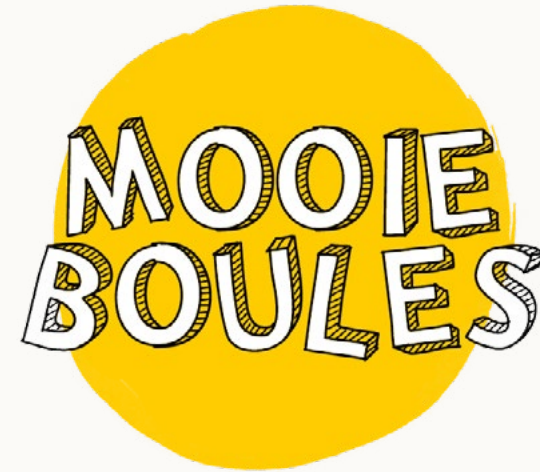
## LOGO

Please **DON'T** do this to our logo:

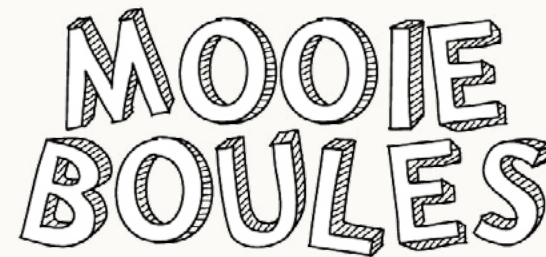
- Do crazy things with it
- Delete the sunny color
- Try to redesign the logo
- Abuse proportions

Merci beaucoup!

Regular:



When the yellow dot is ugly:





# Fonts

## Main title (PWSHaded, medium)

AA BB CC DD EE FF GG HH II JJ KK LL MM  
NN OO PP QQ RR SS TT VV WW XX YY ZZ  
1 2 3 4 5 6 7 8 9 0

## First title (Cardenio Modern, medium)

AA BB Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
NN Oo Pp Qq Rr Ss Tt Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0

## Second title (Writingishard, regular)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0

## Normal text (Arial, regular)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0

## EXAMPLE

This is a title

This is normal text. Nat estorro  
magnam, non rehent voluptatiis  
repro beraeria suscollaut velit-  
tus erci officia quodi comnis dit  
esequis ulparum et venimagnis  
et qui aliciisit rerspe pa inisita-  
tius dolorita doluptas minumen  
imagnis temquas magnimuscia  
sumquiaae.

# COLORS

Yellow is our highlight color.  
It is used to give special attention.



#ffcc00

Black and white are our basic colors,  
both used for text and backgrounds.



#000000



#ffffff



# TONE OF VOICE

We speak down to earth, amical et un petit peu français.  
We talk as friends: personal, playful and real.





# APPLICATION

What does communicating this way look like?



# STYLING

These pictures create inspiration for the styling. The styling should give the idea that you are on a French village square. This is done by, for example, wood, plants and steel chairs.



SIMPLE STEEL CHAIRS



DRAWINGS ON THE WALL







PLANTS



OPEN SPACE



LITTLE LIGHTS



(CHALK) DRAWINGS



# MANIFEST

A manifest is created, which captures the mindset of our customers.

We are the free spirits. We like to enjoy our life, are open and spend our time valuable. Love to meet others, but stick to old friends. We rejoice food, drinks and making memories. We work hard, but play harder. And oui, we like a game of boules, even if we are bad at it. **C'EST LA BELLE VIE, MON AMI.**



# CONTENT

An example of a post is presented on the right.

Content includes:

- Polaroid template
- Big title
- Playful text
- New logo



# WEBSITE

The website will represent the vibe of Mooie Boules, of which the first part displayed on the right.

This is the link to the PDF of the total website: [goo.gl/nZScQV](https://goo.gl/nZScQV)

The website includes:

- About: summary of Mooie Boules (food hall)
- Agenda / reserve: show the events and option to reserve
- Menu & Music: show food, drinks and music at Mooie Boules
- Events in other cities: shows events next to the food hall
- Contact: get in touch with Mooie Boules





[ABOUT](#) [AGENDA](#) [RESERVE](#) **MOOIE BOULES** [MENU & MUSIC](#) [EVENTS](#) [CONTACT](#)

BONJOUR BON VIVANTS!

...together at one place.







C'EST TOUT

Want to see more? Check our socials @MooieBoules.

AU REVOIR!