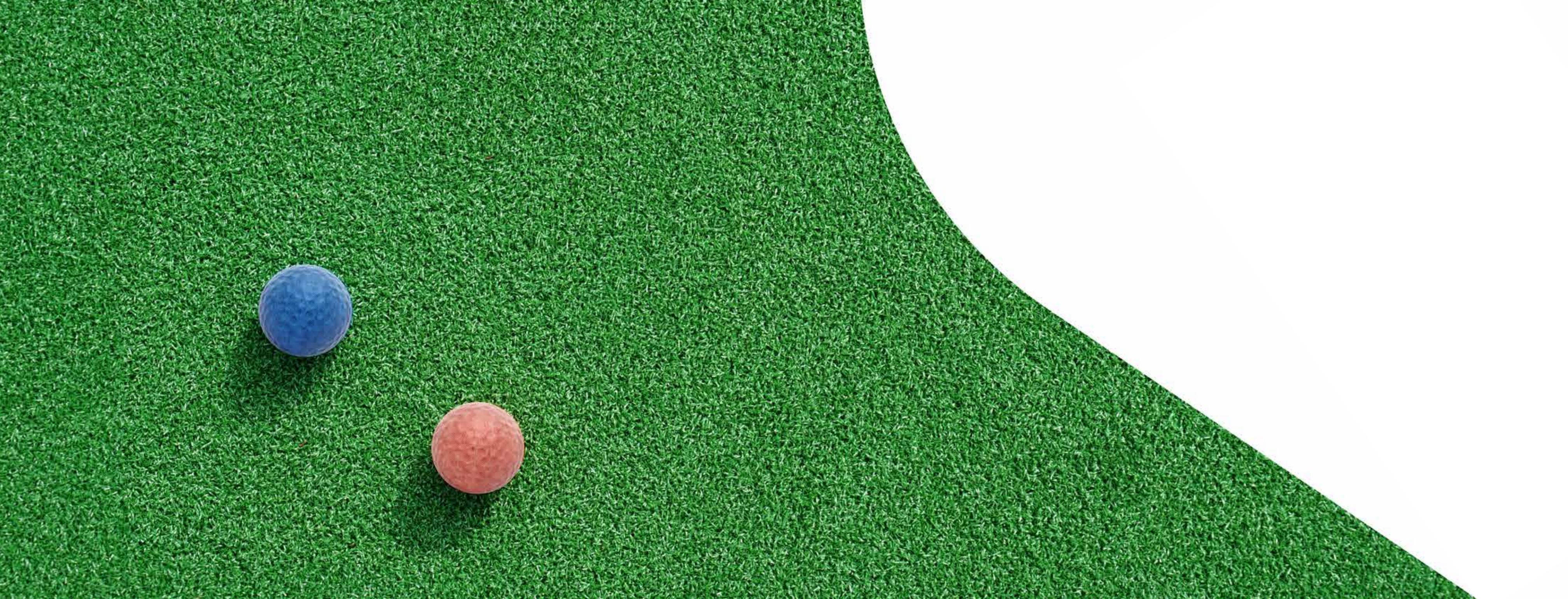


MULLIGAN ISLAND



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contact information
photo credits

BRAND

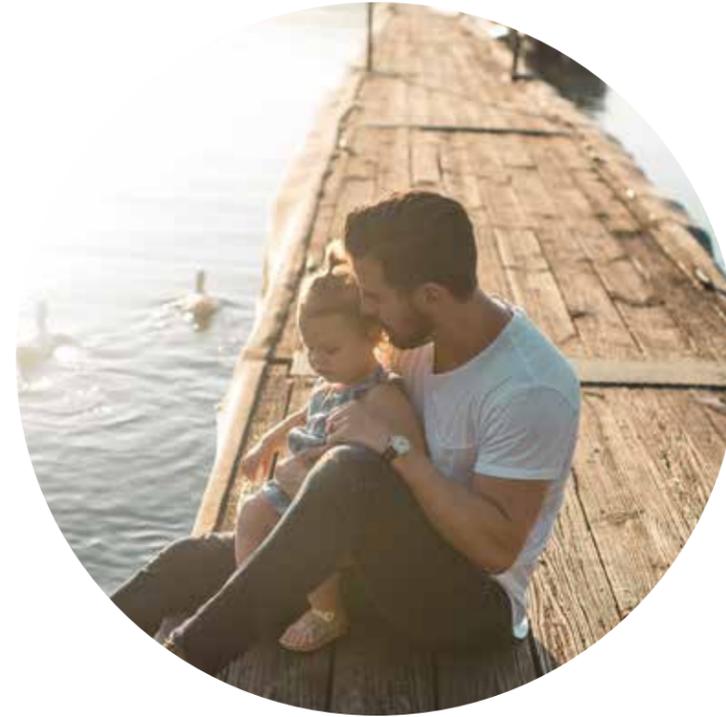


OUR STORY

Mulligan Island was born from our family's love of mini golf. For years it has been something our family does on vacations and weekend get-aways, but we've never had a good course anywhere near home. The flagship location sits on the shore of beautiful White Bear Lake, in our hometown. This boardwalk-inspired mini golf course is home to retro designs, carnival treats, and fun for the all. Whether it's family night or date night, Mulligan Island provides fun for everyone!

the Servatius family



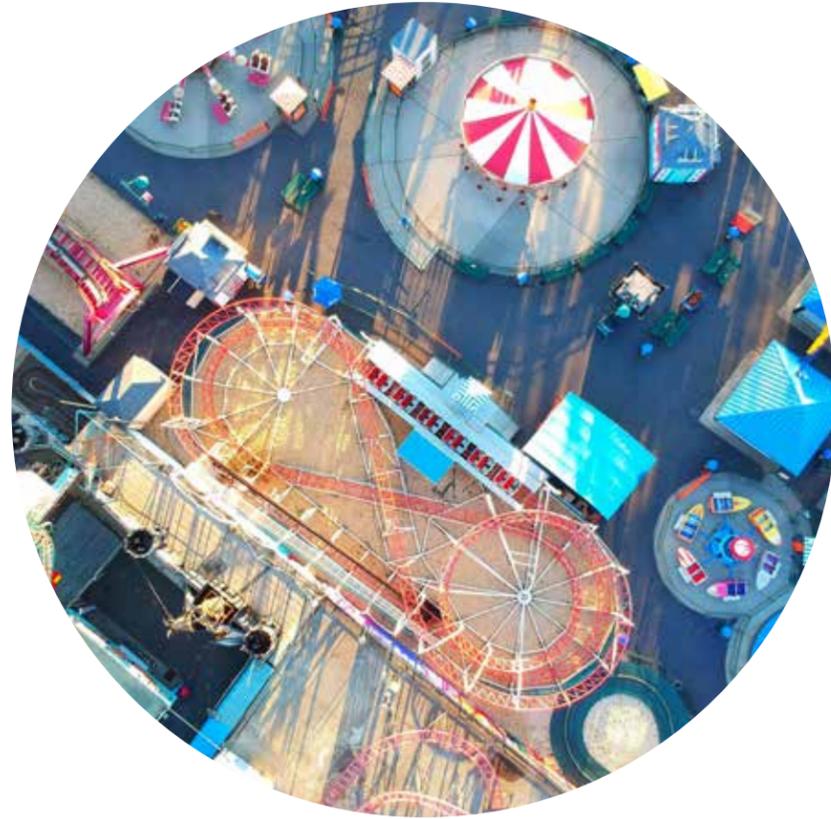


BREEZY

FAMILY



AMUSEMENT



RETRO



PRIMARY LOGO



PARTIAL PRIMARY

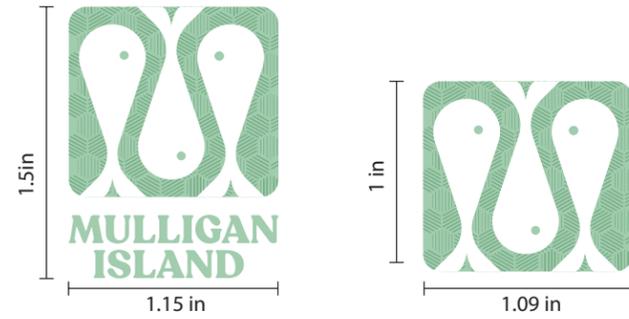


CLEAR SPACE



SECONDARY LOGO



MINIMUM SIZE**RECOLETA BLACK**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890**

Brandon Grottesque Black

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz**

Brandon Grottesque Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

LAKE BLUE

#165a91 P 107-1 C

FAIRY FLOSS

#ffb5a6 P 488 U

FAIRWAYS

#6fa87e P 140-4 C

BAY BLUE

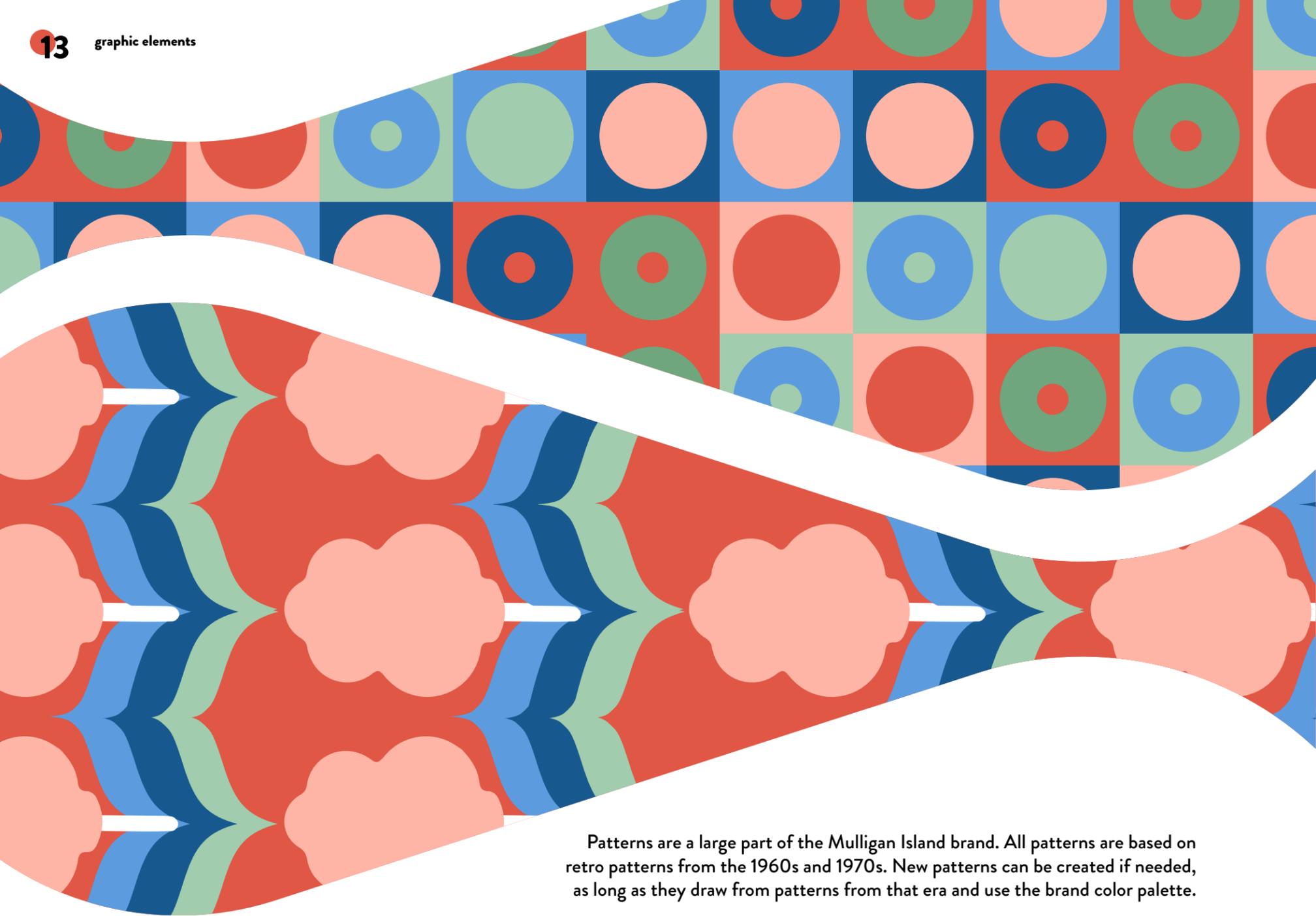
#5c9dde P 112-13 U

SUNSET

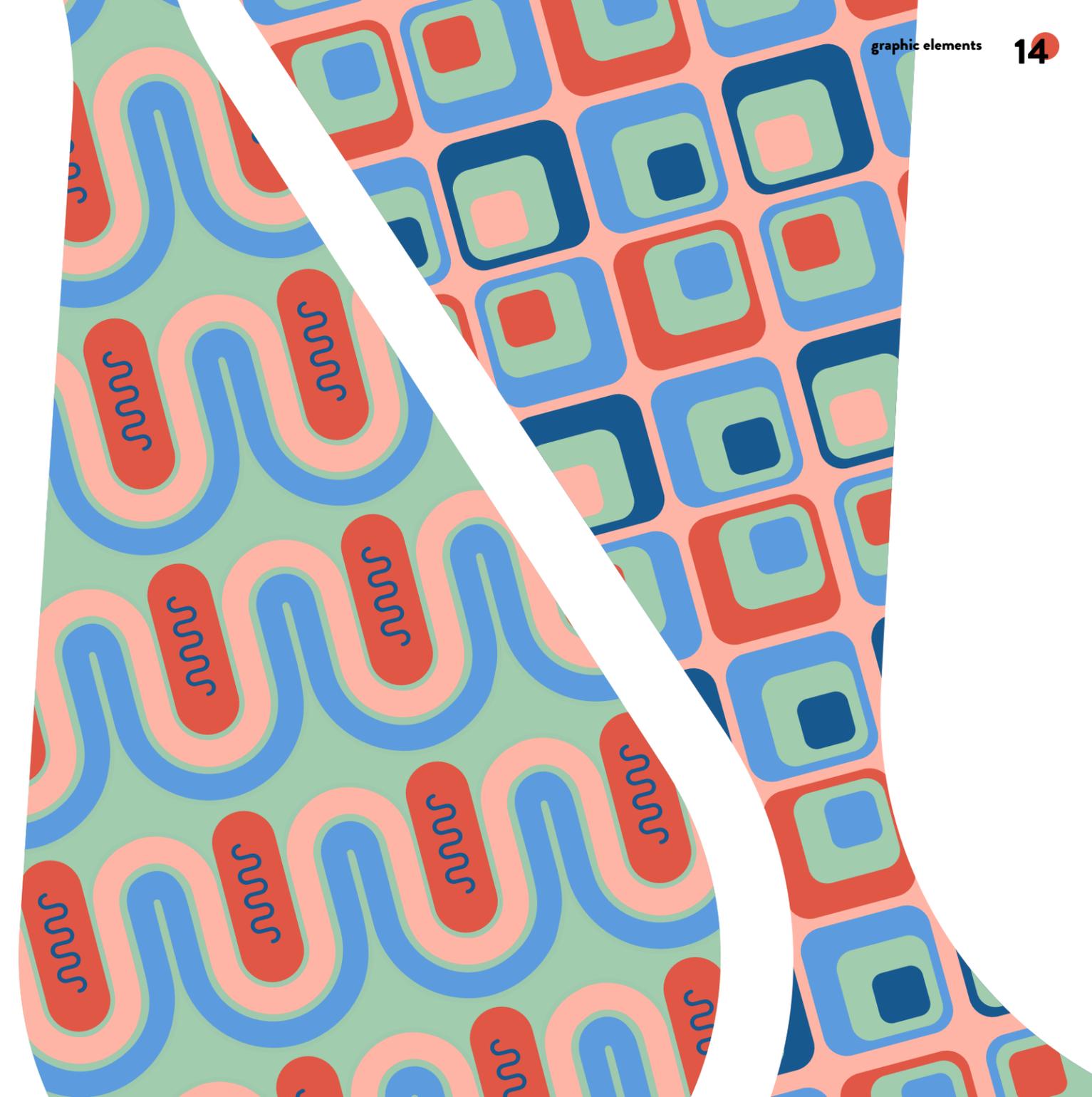
#e25744 P 1788 C

MINT CHIP

#a1ccae P 130-3 U



Patterns are a large part of the Mulligan Island brand. All patterns are based on retro patterns from the 1960s and 1970s. New patterns can be created if needed, as long as they draw from patterns from that era and use the brand color palette.



APPLICATIONS



CLUBHOUSE

CLUBHOUSE BUILDING

The clubhouse should be bright and inviting. Brand colors and weathered wood give the appearance that it has been there for years.

SNAPCHAT FILTER

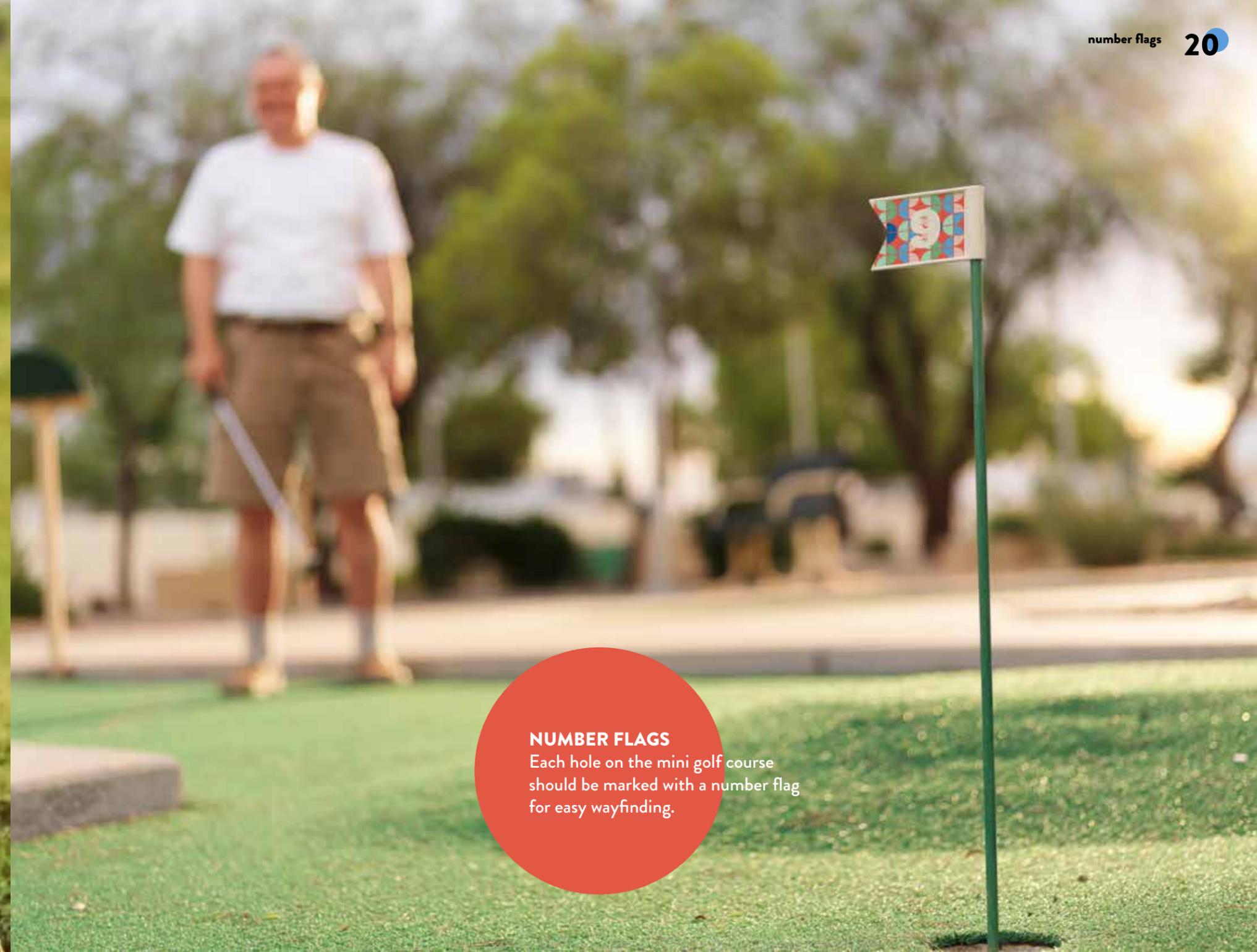
Snapchat filters can be customized for locations and events but should always represent the Mulligan Island brand.





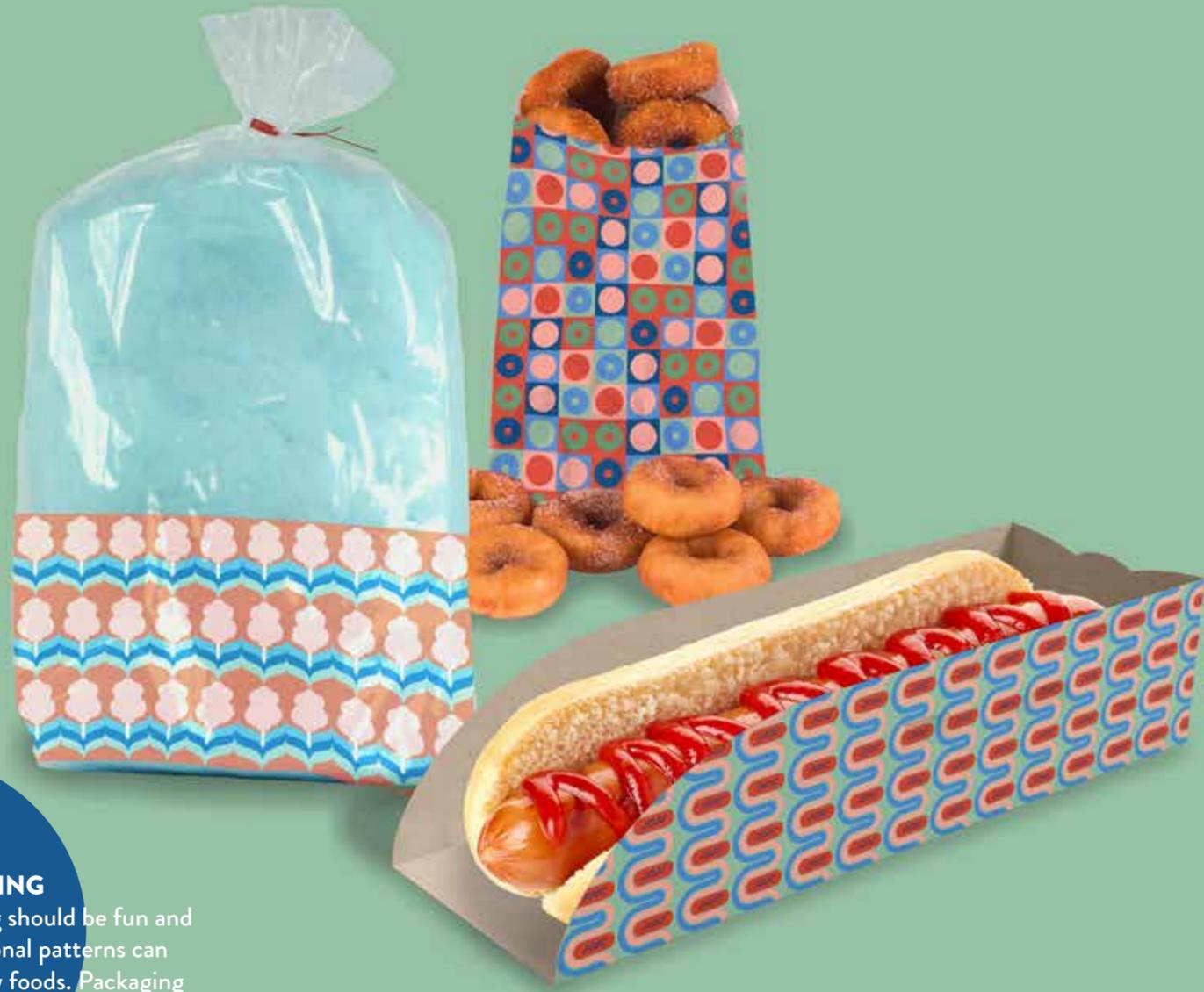
COURSE SIGNAGE

All course signage should be displayed throughout the course. At least two brand colors (p. 11 & 12) should be used on each sign.



NUMBER FLAGS

Each hole on the mini golf course should be marked with a number flag for easy wayfinding.



FOOD PACKAGING

All food packaging should be fun and patterned. Additional patterns can be created for new foods. Packaging patterns should incorporate all brand colors and be based on retro patterns.



GOLF CLUB AND BALLS

Custom-made golf clubs highlight the fish shape from the Mulligan Island logo. Golf balls should use all brand colors except Mint Chip & Fairways (p. 11 & 12).



SANDWICH BOARD MENU
 Golf and refreshment prices should be displayed on an easy-to-read sandwich board menu. These menus should be placed throughout the property to allow guests easy access to pricing.



SCORE CARD
 Score cards should be free and available to all guests. Cotton Candy (p. 11) should be used on the inside of the cards so guests can record their scores. The outside of the card should showcase the score card pattern (p. 14).

WELCOME TO THE FAMILY

If you have any questions, or want to know more about our story, please don't hesitate to reach out. We are here to help!

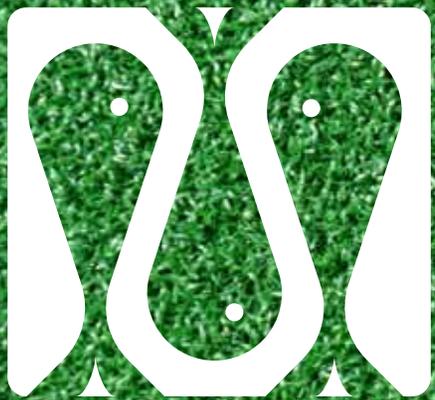
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THANK YOU

Mulligan Island would like to thank Unsplash, iStock and their wonderful contributors for the photography used in this book. We would also like to thank the Servatius family for the family photos used in this book.



**MULLIGAN
ISLAND**