



Case Study: ACAC Fitness and Wellness Centers Short Pump, Virginia

ICONIC STATUS NEVER EASY

Many times a unique architectural feature of a building, if properly exploited, can become an icon gaining immediate attention while making a lasting impression on all who see it. One such feature is a radius wall that was part of a recent project at Short Pump's new ACAC Fitness and Wellness Center. Holiday Signs created a powerful brand statement by adding eye-catching signage to the building's focal point: a prominent curved wall.

But it's never easy. Since what's built may differ from what's designed, we had to wait until the EIFS and window mullions were in place to make sure our signage matched up with the finished radius wall dimensions.

We couldn't just rely on the construction drawings because the EIFS shape might change during the application and shaping process. That put us on a fast track to construct the signs and have them ready in time for the grand opening.

BRAND AWARENESS PLUS CALL TO ACTION

The project was certainly a technically challenging endeavor to complete and the customer was very happy with the final product. Not only did it look amazing, but



A panoramic daytime view of the new branding signs installed on the building's radius corner in busy Short Pump, Virginia.

***"I can't tell you how many
people
have called to tell me
they've seen our sign and would like to
become members."***

right from the start it did a tremendous job in attracting new business.

"Our sign can be seen from the freeway, and I can't tell you how many people have called to tell me they've seen it and would like to become members," observed Chris Craytor, Vice-President of Development for ACAC.

The ability to reproduce a company's logo on an elevated radius wall, and then safely install it at a busy urban intersection is not an easy task for most sign companies. Even more important is that our clients' signage does its job in attracting new customers.

"We are very pleased with the results," said Craytor.

"Holiday Signs worked around a very tight schedule and some serious technical complexities to come up with a really great finished product that works!" he said.



What appears simple in the finished product took many hours of calculations and planning.

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