



Before

### BRANDING A NEW ATHLETIC CENTER

#### Case Study: Ferrum College's Hank Norton Center

##### CHALLENGE:

- Our client had built a new building with help from generous donors;
- They wanted to name the new athletic center in honor of a major donor;
- They sold room naming rights to attract additional funding and needed to mention donors throughout the building on room signs and also in special donor recognition areas.

##### APPROACH:

- We worked closely with the office of the president and the development department to create effective ADA compliant interior signage with flexible donor and room naming;
- We used existing colors and architectural elements in our designs;
- We incorporated a new, updated campus map into the project that



After



included the new facility.

##### END RESULTS:

- The customer was very satisfied with the look and function of the new branding and wayfinding system for the facility;
- We completed the project for their Open House and donors were excited to see recognition for their contributions;
- The new building signage became part of news stories and photos in the college's PR and marketing of the new facility;
- We helped with more signs for the facility later when renovations were made to the football stadium press box.

Contact: Holiday Signs

[www.holidaysigns.com](http://www.holidaysigns.com) (804) 796-9443

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