



# Keeping Central Virginia's Premier Health & Fitness Brand in Shape

## *Case Study: American Family Fitness*



### **SIGN PROGRAMS THAT EVOLVE WITH THE BRAND**

American Family Fitness is Central Virginia's premier chain of health and fitness clubs. Since their facilities are open 24 hours a day, seven days a week, they wanted to ensure that their bold, family-friendly image was easily recognizable day and night. To keep their image modern and vibrant, they've gone through several re-imaginings over the last ten years, each time requiring new signage at all of their locations.

"Holiday Signs has been through three brand changes with us," said Brian Evans, President of American Family Fitness.



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### **SIGNS NEED TO STAY FIT TOO!**

"They really understand what we need to be successful," Brian said. "We require both interior and exterior signage and it's helpful for us to get it all at one place. And because we are open 24 hours a day, we rely on Holiday to make sure that all of our signs are lit and looking good around the clock," he continued.

"Our signage program is a big part of our success, and it's nice to have a partner that we can count on to do a good job in a timely manner and at a fair price."

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understands  
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### ***Case Study- American Family Fitness:***

- Central Virginia's premier health & fitness chain
- Signage must convey high-quality image 24/7
- Holiday Signs managed signage through three re-imaging programs



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