

## A Victory for High School Athletics

**WeDo signs.** The head coach of a high school football team wanted to enhance the spirit and tradition of the program to motivate the athletes. The school's facility was old and outdated, and the coach wanted to find a way to make it more modern and appealing to the current generation of students. The drab concrete walls and old deteriorating signage in the football locker room needed a refresh. Although new paint would help update the locker room's appearance, the entire environment required a makeover to meet the coach's goal of improving team spirit. The school has a history of having one of the best football programs in the area, but over the years it experienced a loss of enthusiasm and team spirit once embodied by the students.

The result was a complete transformation in the look and feel of the locker room. The head coach was ecstatic with the signage design and mentioned that the student athletes were excited about the improvements. Attitudes were improving, team spirit was elevated, and now the school principal is considering similar signage projects in other areas of the school.

### Signage

After viewing the entire space and measuring several areas, the perfect solution for this school was large visual graphics of the football team throughout the locker room and the hallway leading into it. In working with the school, several photographs transformed bare concrete cinderblocks into life-size vinyl wall graphics. A specific type of vinyl material was used for the cinderblock walls to appear painted and not covered. Championship banners were added throughout the locker room to emphasize team spirit. Other highly visible areas were decorated with sturdy plastic signs and inspirational quotes to propel team motivation.

Transform your space using the depth of signage and design services offered from PIP—consultation, design concept, design fulfillment, printing, and professional installation.

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