

OHIO STATE UNIVERSITY ESPORTS ARENA

LINCOLN TOWER
COLUMBUS, OH

BRANDING CASE STUDY
ATHLETICS



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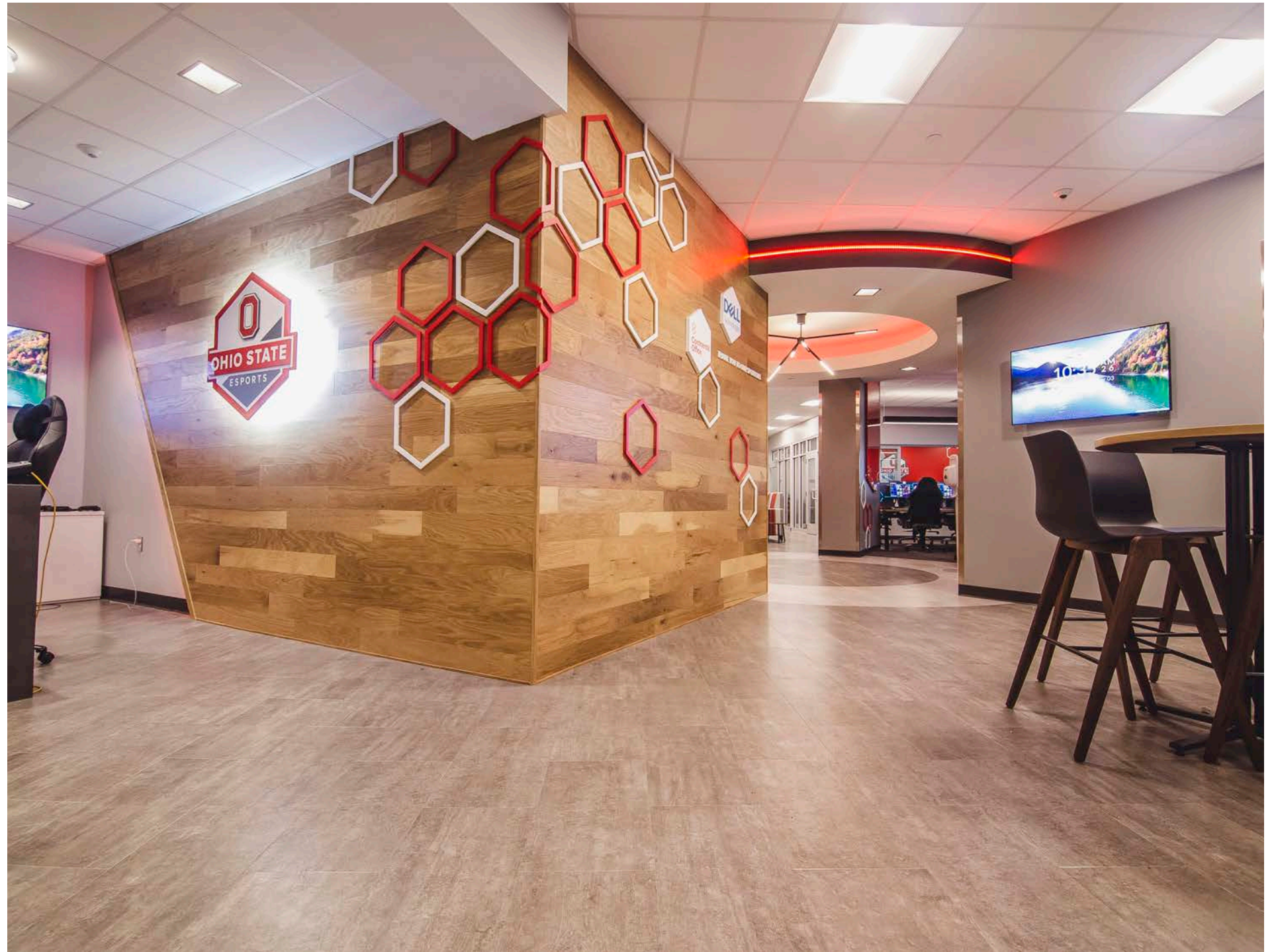
OVERVIEW

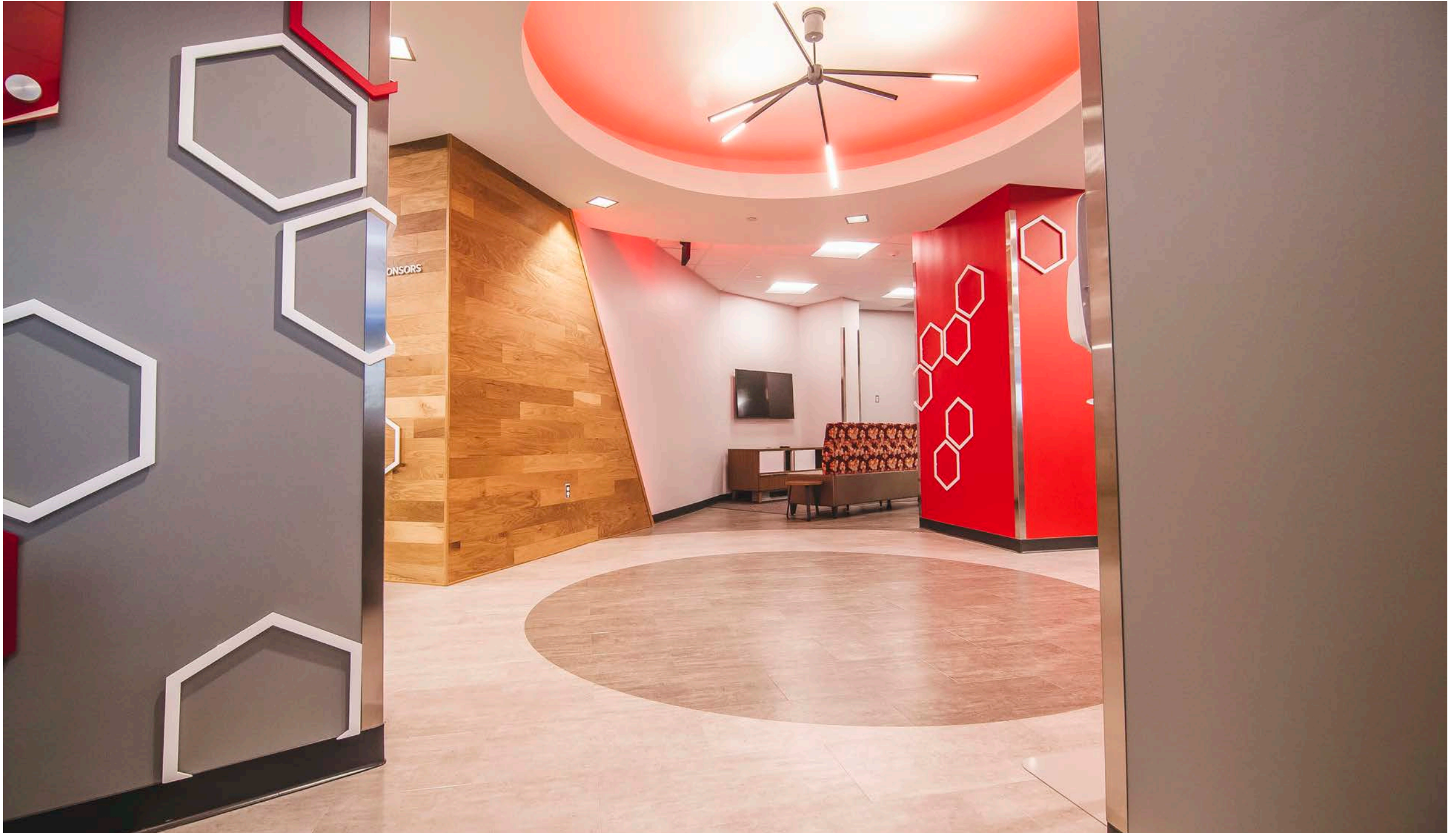
With Esports now a \$1B+ industry, The Ohio State University wanted to create a space that encouraged and empowered students to explore gaming in a welcoming and secure environment, allowing them to further discover a rapidly growing industry and delve into new areas of potential career opportunities. The arena also serves as a space for inter-collegiate varsity competition.

We worked to make a great space that inspires both casual players and competitive gamers to learn and grow.

DESIGN

The design was inspired from their pre-existing brand elements by leveraging the hexagon shape of the Esports programs primary logo. Repeating patterns of the hexagon, illuminated graphics, and a large SEG graphic help to convey the excitement and action involved in Esports while also showcasing the specific games that will be played in the arena.







DIGITAL

Consistency between physical environments and digital interfaces was a key component.



DIMENSIONAL

Custom built and easily updated SEG frames allow for the display of Corporate partnerships.



BOLD

Strong colors and sharp angles create a dynamic and enjoyable space for gamers.



PURPOSEFUL

Bold red color cut by a sharp angle draws attention to activity in the room for inter-collegiate competition.



ENERGETIC

The diagonal flow of these dimensional hexagons brings energy and charisma to the space.





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