

# OBERLIN COLLEGE

ATHLETIC FACILITIES  
OBERLIN, OH

**BRANDING CASE STUDY**  
ATHLETICS



**Continental  
Office**

Property of Continental Office™



## OVERVIEW

Oberlin College and Continental Office are in the midst of a multi-year project to update the college's athletic facilities. Starting in 2016, Continental Office's Branding team began by designing and installing a new Athletic Hall of Fame in the main foyer outside Oberlin's basketball arena.

The project has since expanded to ingrate Continental Office's furniture capabilities to enhance the experience inside six adjacent areas within the same facility.



## DESIGN

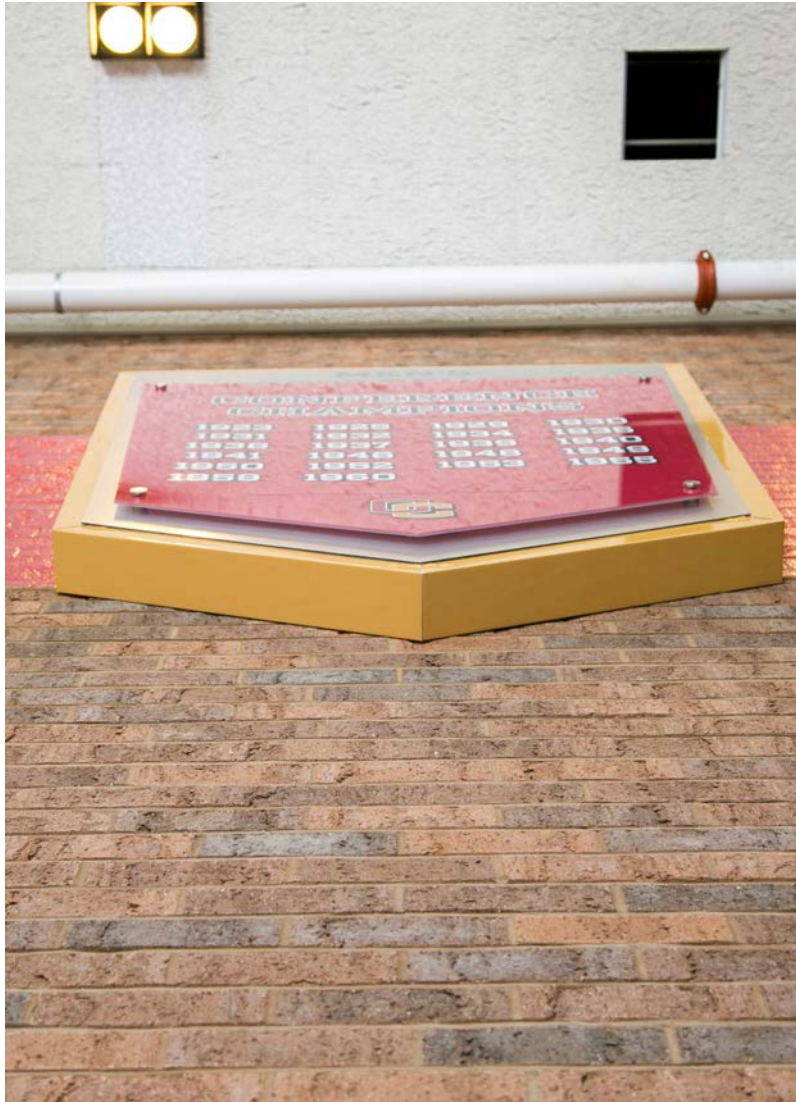
While the main athletics facility at Oberlin College dates back to the 1960s, the improvements designed by Continental Office allow for a more modern look and feel. The integrated solution of branding and furniture ensures a consistent design approach throughout the updated areas. The improvements create comfortable settings that have become destinations for students and fans.











## CRAFTED

Plaques and banners were carefully designed and manufactured to create outstanding results.



## HISTORICAL

Historic team photos are elegantly incorporated in the space through oversized duotones that add branded color to the environment.



## SIGNIFICANT

Large, sizable moments throughout the space further emphasize the importance of Oberlin's athletic history.









## DEDICATION

Oberlin's hall of fame members are printed directly on aluminum plaques to create a noteworthy contrast against the red metal panel.



## EDUCATION

Many educational moments can be experienced whether found on a large wall or on a support column,



