



**Continental  
Office**



## Case Study

# Michigan State University

We've had the opportunity to create branded environments for two of Michigan State University's sports teams - football and hockey. Our creative group went to work creating oversized graphics of the MSU football team on the walls of their entrance gate to depict the team's infectious spirit. We were able to maximize visual impact and turn visiting recruits into team members.

In the hockey locker room area, we wanted to brighten up the space and give it a modern feel. We displayed the storied legacy and rich history of the team through imagery and statistics, bringing a sense of pride to players today.

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