



CHALLENGE

Creative Solutions wanted to renovate and apply new graphics to engage visitors in learning the rich history of Route 66 locally and nationally.





CONCEPT

Celebrate the history of the building and Route 66 with informational graphics and engaging images in a renovated service station originally established in 1937.

RESULTS

Matte vinyl on the walls that allow visitors to easily read the informational text and view the large photo images without concern for reflection of the ample lighting and windows within the facility.

Gloss Stand-offs which allow the additional text and photos to pop and contrast with the matte vinyl.

A final touch of gold and black vinyl on the main door that pays homage to the vintage look of gold leaf, with a contemporary approach.

