



## CHALLENGE:

Saint Louis University added Grand Hall, a new residence hall and learning center, to their campus. The new building was in need of branding and Billiken spirit.

## CONCEPT:

Outfit the building with custom fabricated and printed elements with SLU branding and install all elements onsite.







### SOLUTION:

- Extra-large window decal precisely scaled and installed on the interior of seven separate floors
- Large-format wall, elevator, and window graphics
- Custom-routed and painted wayfinding signage
- Custom-routed and painted lettering and signage
- Large-format banners
- Certified installation provided throughout the entire building
- Use of various materials from frosted laminate to textured surface - textured material protects graphics from touch

