



## The Challenge

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Concordia College was looking to refresh the look of their campus in Moorhead, MN, using both indoor and outdoor branding. They were seeking guidance on how best to translate design elements into physical graphics to engage current and prospective students, alumni, and donors. Through a relationship with a Concordia alumnus, The Vomela Companies were chosen to identify opportunities for unique and engaging graphics across the campus.

*"Vomela's team brought amazing ideas to the table and handled all logistics making it easy for us."*

-Josh Lysne  
Associate Vice President, Chief Marketing Officer  
Concordia College



## The Solution

The large scope of the project required a range of print capabilities, and The Vomela Companies tapped into our national network of print experts to meet the challenge. Outdoors, we worked with an installation team to implement a vinyl skyway wrap, which is in a high-visibility area on campus. We also installed a large format sign at the main entrance of Memorial Auditorium, the home of the Concordia Cobbers' basketball, volleyball, and wrestling teams.

Inside the auditorium, we printed and installed a large Magnamount signage system, which allows the college to seamlessly swap out magnetized tiles of print graphics seasonally. In the main administrative building, we tapped into the capabilities of our Salt Lake City location to create a bright, engaging lightbox. We also created a modular event graphic that has been used at college fairs and events across the region.





## The Process

This project was people-centric from start to finish. The Vomela team engaged our network of print experts to provide guidance in the form of project management, design, printing, and installation. We recommended and implemented branding opportunities that the client had never even heard of, resulting in a satisfying partnership for all involved.

