

MICHIGAN STATE UNIVERSITY

SPARTAN STADIUM AND MUNN ICE ARENA
EAST LANSING, MI

BRANDING CASE STUDY
ATHLETICS



Property of Continental Office™



OVERVIEW

Continental Office's partnership with Michigan State University included the development of branded environments for two of the university's athletics teams—football and men's hockey.

Managers of MSU's Spartan Stadium sought an exciting entrance to entice recruits. The projects for the men's hockey team provided a brighter and more modern look for their locker room.

DESIGN

Both space express the history, excellence, and excitement of the athletics program, while leaving a lasting, positive impression.







INSPIRATION

MSU's storied legacy is honored through powerful historic imagery.



CONFIDENCE

Bold messaging and reminders of success can be found near the locker room to bolster team pride and confidence.



HISTORY

The hockey team's rich history is shared through branded statistics.