



CASE STUDY:

spire institute & academy facilities branding



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situation

Officially opened in 2009, the SPIRE Institute was constructed in Geneva, OH as a designated Olympic and Paralympic Training Site. It is a world class, mega-facility specializing in education, training, development and competition within a wide variety of sports.

When Baltimore, Maryland based investment firm Axxella, LLC. acquired the facility in 2019, they recognized the immediate need to brand the complex to match their marketing and communication efforts.

The 850,000 total sq ft facilities include the indoor track, aquatics facility with multiple pools, multi-sport courts, and outdoor stadium all of which offers students an unparalleled environment for athletic development and competition.

They called Britten, Inc., the award-winning experts in facilities and event branding.





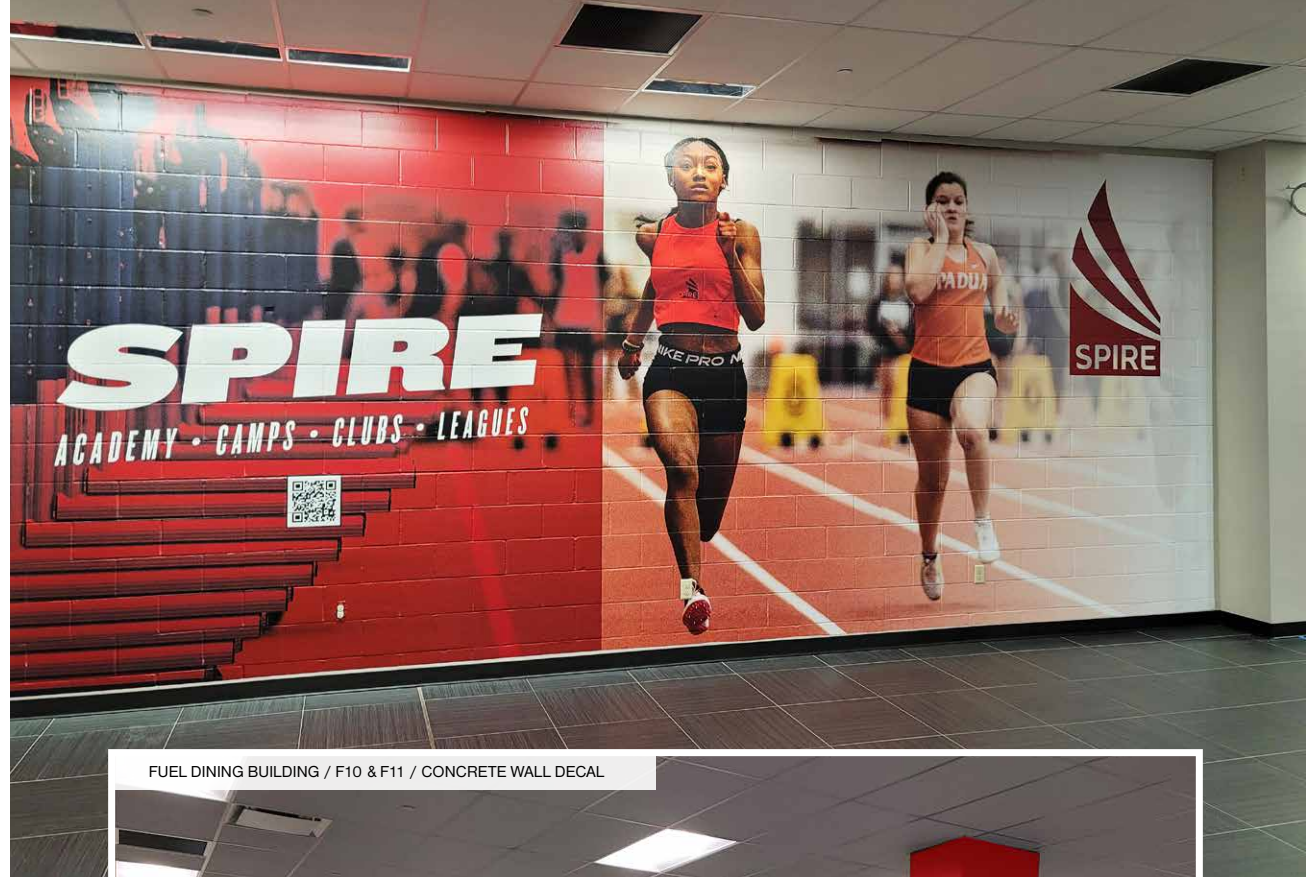
solution

Working with the master developer (Blue Ocean), Britten dispatched a site survey crew to document every inch of the sprawling, 177-acre campus.

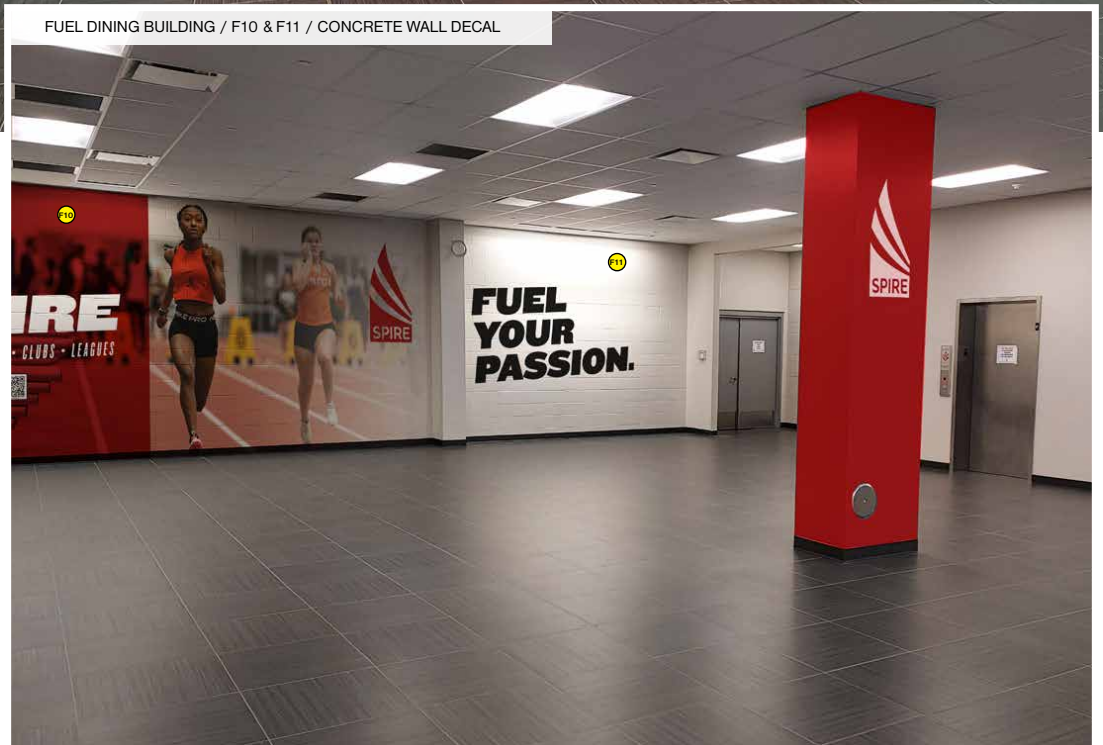
Capturing hundreds of photographs, scrutinizing floor plans, and maximizing the potential of key areas for displays were all closely considered.

Drawing from a decorated portfolio of proprietary display systems and time-tested techniques, Britten proposed large format signage extrusion (BannerBar™) in prominent areas, patented wind-spilling banner brackets (BannerSaver™) for the entrance boulevard, and leveraged industry connections to procure the amount of specialty 3M decal required to cover so much territory, to name just a few..

Britten's design team developed the complete graphics package in compliance with brand standards and utilizing high resolution graphics of former standouts (including NBA All-Star LaMelo Ball) and a world-class roster of brand ambassadors (including Olympic Gold Medalist Caeleb Dressel and NBA Hall-of-Famer Dikembe Mutombo).

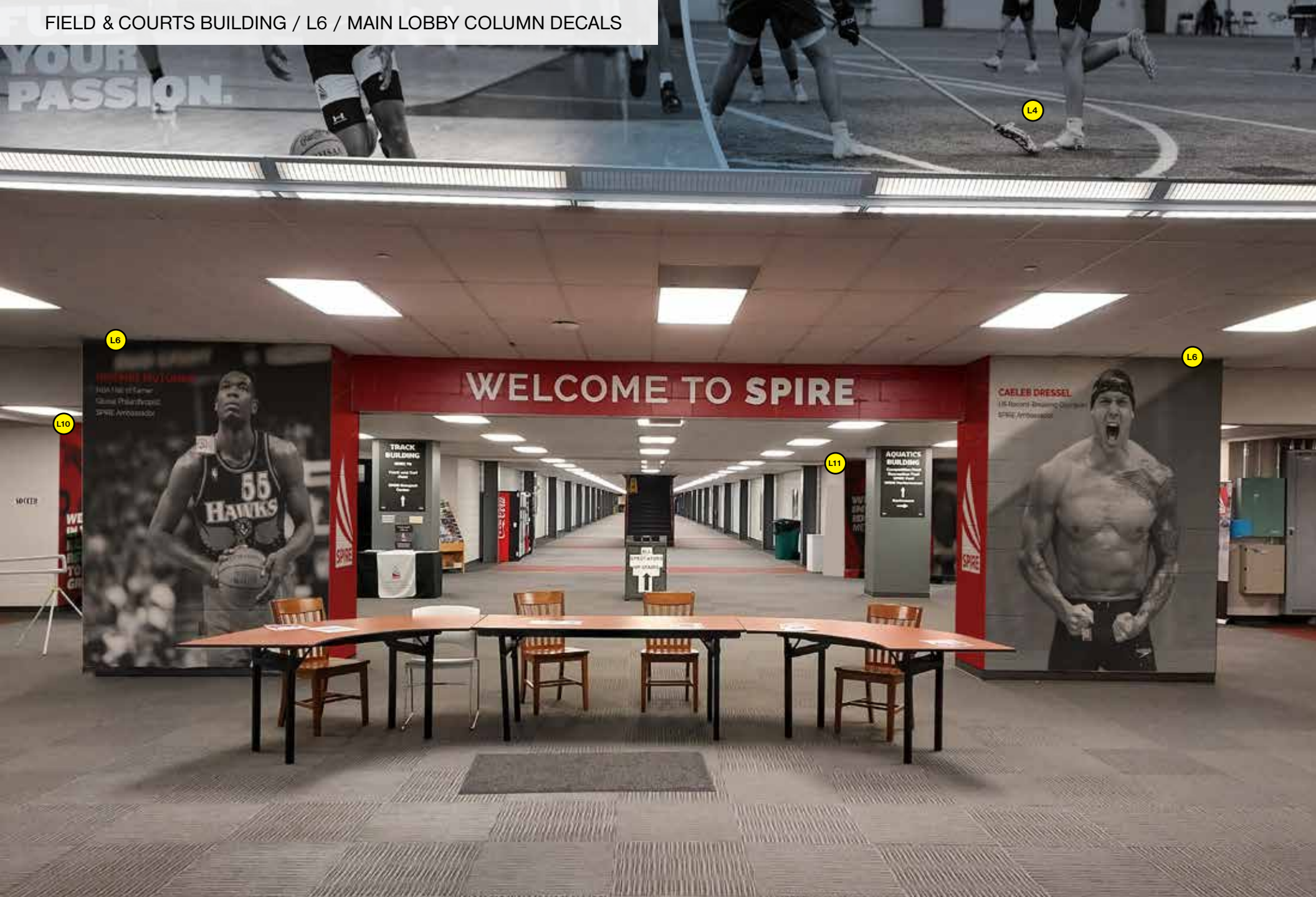


FUEL DINING BUILDING / F10 & F11 / CONCRETE WALL DECAL



CLIENT SPIRE INSTITUTE	PROJECT FACILITY REBRANDING (PHASE ONE)	DATE 7/7/2022	DRAWING # v18	ACCOUNT MANAGER ERICA BERRY	DESIGNER MIKE DUDEK
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SPIRE INSTITUTE

PROJECT
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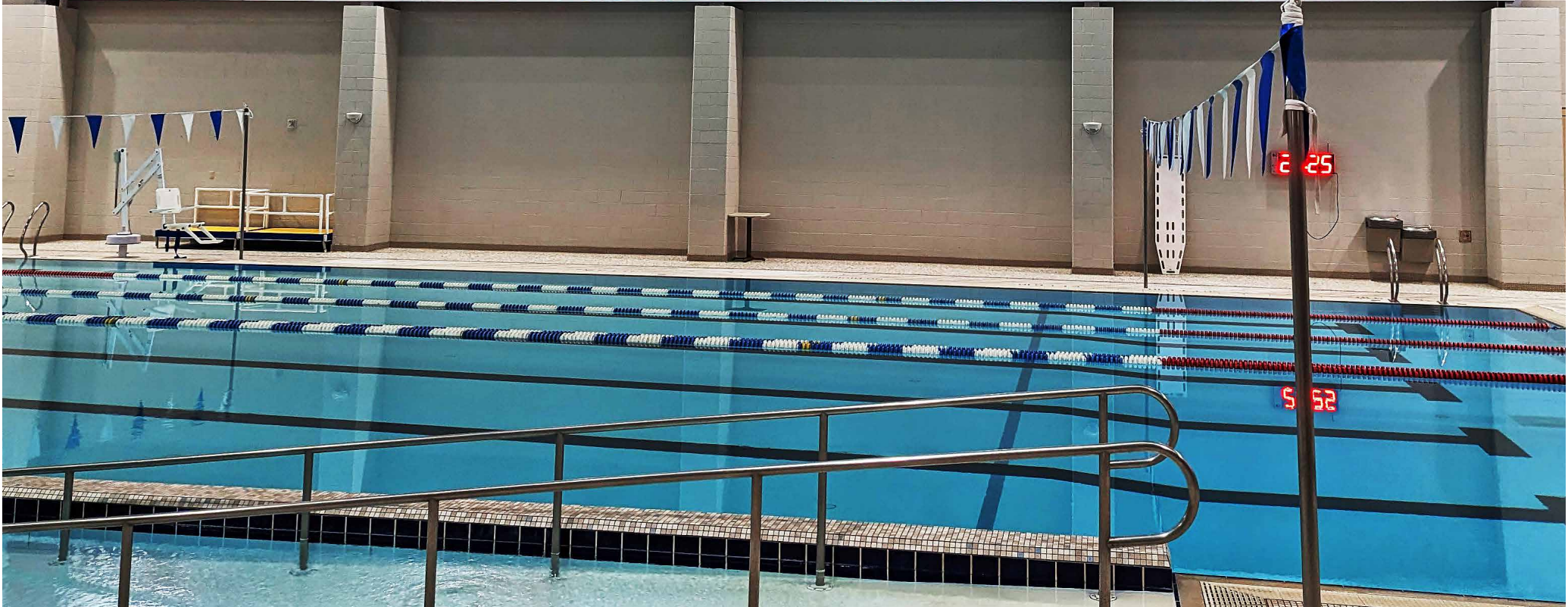
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ACCOUNT MANAGER
ERICA BERRY

DESIGNER
MIKE DUDEK

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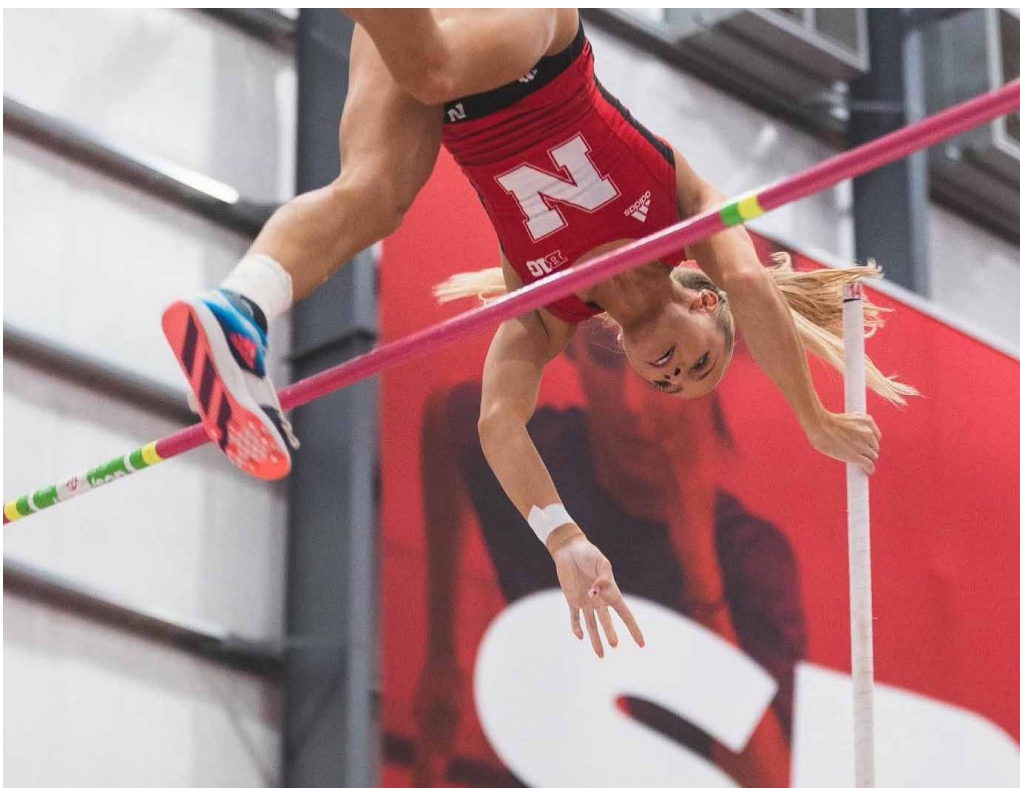




Image - Cleveland Business Journal

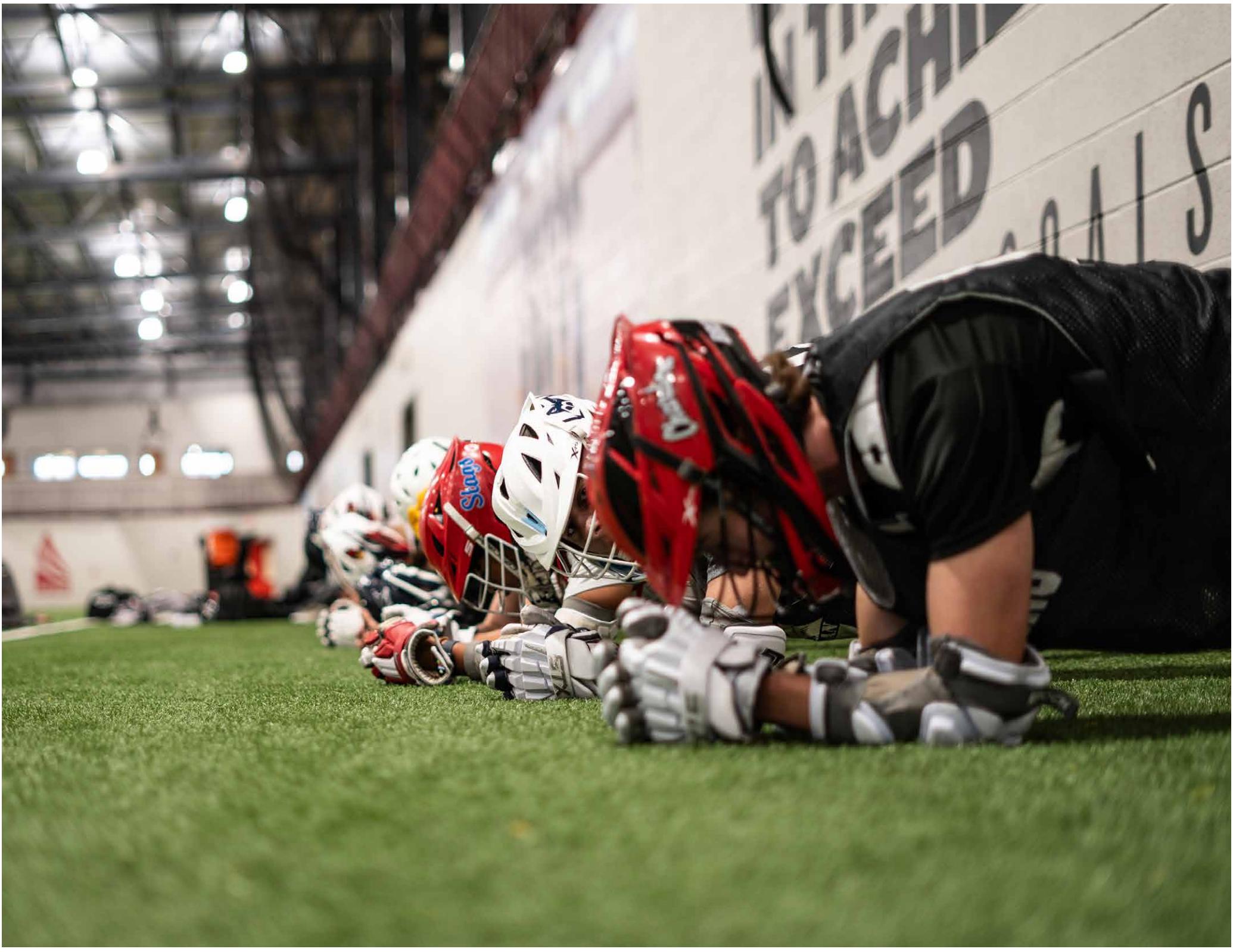






WE BELIEVE
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RESILIENCE
REQUIRED
TO ACHIEVE
GREATNESS.







impact

SPIRE Academy has injected \$57.5 million into the local economy, increasing household and business earnings by \$18.5 million and sustaining over 700 jobs. Its impressive facilities, including 800,000 square feet of indoor spaces and a multi-purpose outdoor stadium make it a sought-after venue for sporting events.

The Academy hosts prestigious events like the 2023 USA Wrestling U23 Nationals, U20 World Team Trials and the 2023 USA Track & Field National Youth Outdoor Championships. It will also host more events in 2024. SPIRE Academy is adding two on-campus dormitories and partnering with Ashtabula County Medical Center to improve healthcare access.

"It's a big lift, and we have to keep going and going, but it's moving in the right direction", says Jeff Orloff, President of SPIRE Academy.



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**SPIRE
ACADEMY IS
ON THE
CUTTING EDGE
OF DEVELOPING
SPORTS
PROGRAMMING
THAT ALLOWS
ITS STUDENTS
TO ACHIEVE
AND REACH
THEIR PEAK
POTENTIAL.**

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