

# WABASH COLLEGE

ATHLETIC FACILITIES  
CRAWFORDSVILLE, IN

**BRANDING CASE STUDY**  
ATHLETICS



**Continental  
Office**

Property of Continental Office™





## OVERVIEW

Wabash College and Continental Office are in the midst of a longstanding partnership to update the athletic facilities around campus. Starting with the state-of-the-art Little Giant Stadium, Continental Office's Branding team produced and designed various elements of donor, wayfinding, and complementary elements to honor the college's rich history and give fans, students, staff, and prospective students a place to be proud of.



## LITTLE GIANT STADIUM







## THE STEPHENSON GATEWAY PLAZA MONUMENT

The Stephenson Gateway Plaza offers the opportunity for fans to connect as they enter the main stadium gates. The limestone monument shows gratitude to the Stephenson family for their donation, while complementing the Stadium Seal, which is engraved on the front of the stadium. The monument has become a “fan-favorite” photo moment for the Wabash community.











## THE HALL OF GIANTS

The Hall of Giants celebrates Wabash's rich tradition of athletic excellence and features some of the most talented, dedicated, and hardworking student-athletes, coaches and staff.

The 38 Giants surround the support beams of the stadium since they are the metaphoric foundation of Wabash athletic pride.





**Mac Petty H'82**  
LED WABASH TO THE 1982 NCAA DIVISION II NATIONAL BASKETBALL CHAMPIONSHIP WITH A 24-4 RECORD; NATIONAL COACH OF THE YEAR IN 1980; LED WABASH TO 497 WINS IN 35 SEASONS, INCLUDING FIVE TRIPS TO THE PLAYOFFS.



**Stan Parrish**  
LED WABASH FOOTBALL TEAM TO A 42-3-1 RECORD IN FIVE SEASONS, INCLUDING TWO UNDEFEATED SEASONS (8-0-1 IN 1980 AND 10-0 IN 1982). WENT ON TO COACH AT MARSHALL AND KANSAS STATE, AND AS AN ASSISTANT AT MICHIGAN AND IN THE NFL WITH THE SUPER BOWL CHAMPION TAMPA BAY BUCCANEERS.









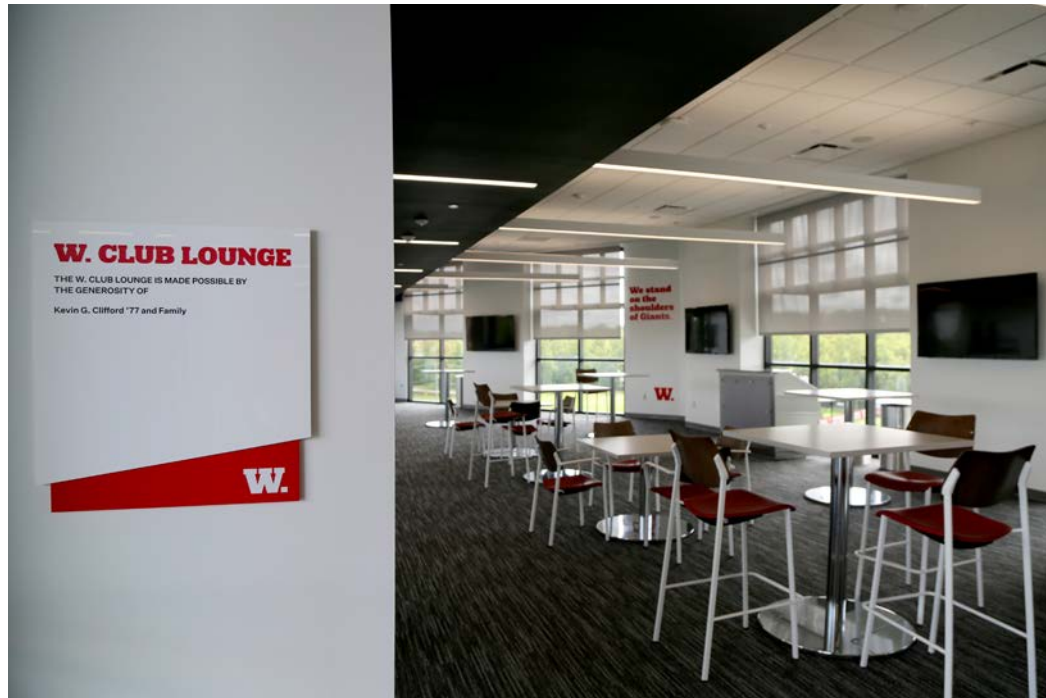
WABASH DONOR RECOGNITION

In addition to the various dedication plaques throughout the stadium, The Wabash Donor Wall features over 200 donors in an egalitarian manner so that all donors, regardless of donation, are represented and thanked equally.

The clear donor plaques allow the bright “Wabash.” to bring energy into the gray stadium interior, and create another photo moment for football fanatics.







## LITTLE GIANT STADIUM - SUITE LEVEL

The W. Club Lounge is a social space that features four premium indoor suites. The space is branded with historic photos from the Wabash athletic program. The wayfinding and donor signage systems continue from the ground floor up to the suite level to create consistency throughout the stadium.







## CHADWICK COURT



## A LASTING PARTNERSHIP

In addition to Little Giants Stadium, Continental office extended the refreshed Wabash brand in Chadwick Court and Shelburne Wrestling Center, all using flexible production methods that allow Wabash to easily update as the need to recognize successful programs and athletes continues.

## BEFORE









BEFORE





