



# CRUSH IT!

*A Stand-Out Sign for an Experiential Business*

Crush It! is a “virtual sports lounge” where enthusiasts can kick back and participate in a wide variety of game activities in a comfortable environment indoors, with Golf, Baseball, Soccer, Football, Basketball, Carnival Games, Hockey, Dodgeball, and Laser Shot (crushitsports.com).

Each sport has its own separate area and multiple ways to play individually or in groups.

Federal Heath worked with the founder to produce a sign that would establish the new brand and stand out among other signs in the area.

## Highlights

- » Imaginative sign design
- » Value engineering for manufacturing & installation
- » Distinctive LED column overlays
- » Installed on existing poles



## A Leap of Faith

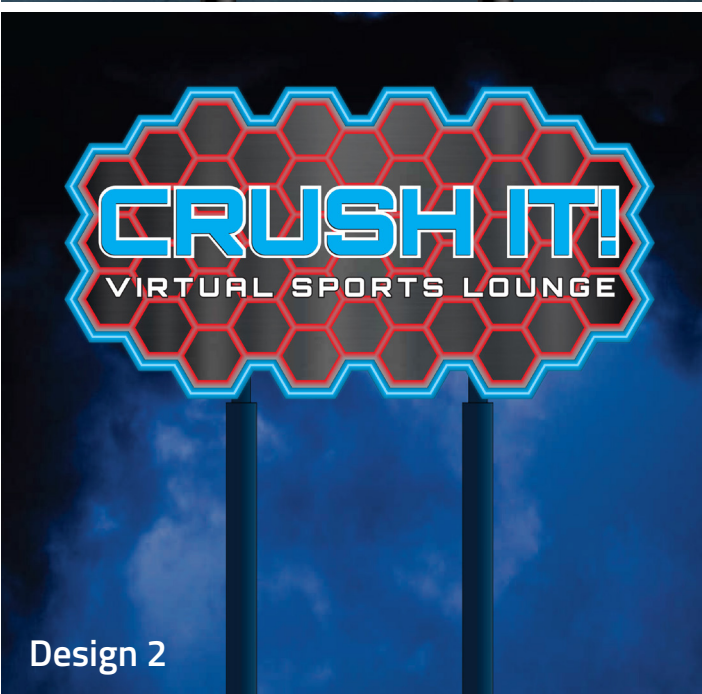
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Crush It! founder Mike Speets loves sports. Inspired by his late hero and role model - his entrepreneurial father - "I decided to finally take the leap of faith and start my own business in something that I am totally in love with. My vision for Crush It! Virtual Sports Lounge is to create a place where people can come and have a blast with friends, family, coworkers or even solo."

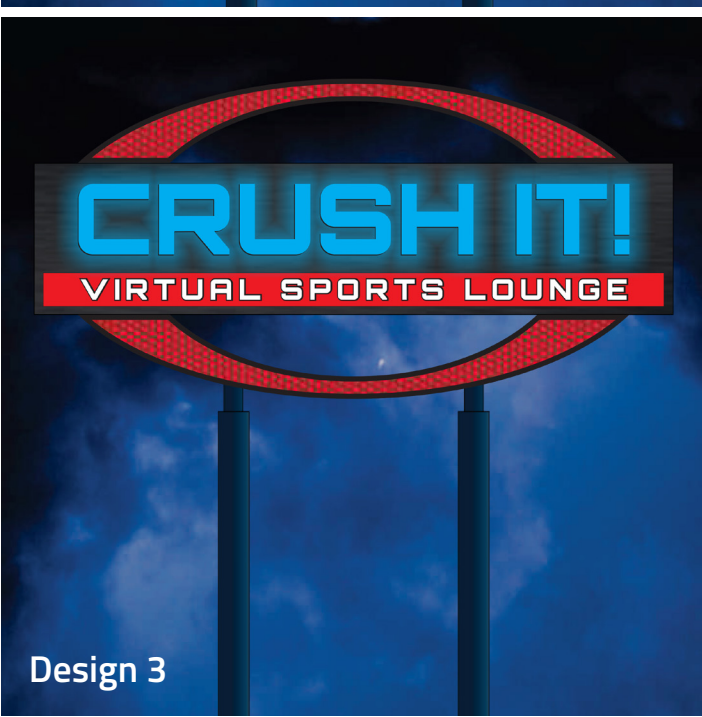
Speets built the business in a former restaurant space with an existing pole sign. He challenged Federal Heath to design and produce a sign that would inspire new energy for the location.



Design 1 - Approved



Design 2



Design 3

## An Imaginative Design

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Design work began with a few parameters, such as the logo, square footage, and a high-tech look, along with permission to “use your imagination.” Those were magic words to the project’s designer, whose experience includes 15 years in custom set design for theme parks.

There he learned to forget about the limitations that come to mind when you know all about manufacturing and focus on the creative side.

He quickly produced three options, breaking up the visual space with different shapes. The winner included dual-colored letters that appear in color during the day and shine white at night. It also included a signature element with lighted column overlays.

## An Eye on Costs

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With an approved design, our project manager worked with engineering and manufacturing to achieve the desired look within the customer’s budget.

Some brainstorming led to using a flush-mounted LEDStripe material instead of routing out the green stripe. They also worked out the best way to build weatherproof column overlays with the perfect amount of visible light.

With some effort, Federal Heath was able to secure the city’s archived records of the previous sign’s engineering. That meant we could prove out our computations for needs like wind load and our customer could use the existing poles – a definite cost saving for them.

Finally, we eased the installation process by manufacturing the sign in three sections, making it easy to slide on to the poles.



## Ready to Play

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While Mike Speets focused on building his new business, Federal Heath's account executive, project manager, manufacturing manager, and project designer collaborated to make the most of his sign and create a seamless process through surveying, permitting, subcontractors, manufacturing, scheduling, and installation.

The final product makes a striking statement for Crush It! both day and night. We're proud to be part of kicking off this company with a sign that included so many different elements.

[www.federalheath.com](http://www.federalheath.com)

## At a Glance

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**Crush It! Letters.** LED-illuminated channel letters, backed by clear polycarbonate with blue vinyl for halo effect. Face white acrylic with blue dual color film.

**Green Stripe.** LED Stripe with flush mounts. Fins. Aluminum tube open top and bottom, with flush-mounted blue LEDStripe.

**Virtual Sports Lounge.** Routed out and backed with white polycarbonate. Copy is black dual color vinyl.

**Back Lit Column Overlays.** Steel pipe with perforated, round radius surrounds backed with weatherproof white LEDs.