

Making comprehensive solutions as smooth as ice to brand a hockey arena

The Opportunity

Hockey Canada®, the national governing body of ice hockey for Canada, contacted FASTSIGNS® of Vancouver for signage to brand their arena in preparation for the ESO Cup Hockey Canada tournament.

The Challenge

The venue hosts large crowds of visitors and Hockey Canada needed to control the flow of traffic, warn attendees of restricted areas, and increase awareness about the upcoming tournament.

Hockey Canada needed signs and visual graphics that could withstand cold temperatures in their arena and adhere to various types of surfaces like concrete walls and flooring.

The Solution

The FASTSIGNS team visited the hockey arena to take measurements of the space and test signage materials in the cold environment. FASTSIGNS recommended removable interior and exterior graphics since the venue was scheduled to host another event right after this particular tournament.

“We had only a day and a half window to install all of the building graphics,” LeBlanc commented. “The primary objective was to brand the arena to create excitement and make it clear this was a major sports event.”



FASTSIGNS produced custom fabric banners for exterior light poles in the parking lot and created window graphics to brand the entrance of the arena. With careful placement of perforated window vision vinyl, FASTSIGNS helped Hockey Canada control the arena views and alleviate traffic flow issues with attendees.

Stepping inside the hockey venue, FASTSIGNS extended the theme of the ESO Cup to the flooring and the walkways. Using designs provided by Hockey Canada, LeBlanc’s team created laminated floor graphics to keep people from slipping as they moved to find their seats.





FASTSIGNS® installed graphics on concrete walls and stairways within the stadium. Using larger than life graphics of star hockey players and tournament logos, FASTSIGNS reinforced the Esso Cup's branding. The team remedied the challenge of the arena climate by using high tack vinyl material suitable for the porous surfaces and cold environments.



Outfitting the interior of the stadium with signage from all viewing points, FASTSIGNS installed colorful banners to liven up the stadium. Other visual solutions included simple, yet vibrant signs



to identify various team equipment tables and printed boards for the sponsors, scoreboards and master tournament schedules.

The venue included several light boxes with graphics not intended to be part of this event. As a result, FASTSIGNS created temporary visual graphics to place over the existing advertisements.

Working within tight corridors and clearances required precise graphic measurements by the team. FASTSIGNS provided a scissor lift to meet the large-scale height needs of this project and assembled an installation team of skilled professionals with the expertise to complete the project in a short period of time.

The Result

As the official sign and graphics provider for Hockey Canada's tournament, FASTSIGNS produced high-impact signage and visual graphics that were not only professional, but were also temporary and changeable. According to LeBlanc, all of the signs and graphics created by FASTSIGNS withstood the cold environment and high-traffic areas. The end result was that Hockey Canada was very happy with the project.

*FASTSIGNS® of Vancouver is owned by Paul LeBlanc.

