



New Orleans Saints

Illuminated Signage for a New Season



New Orleans Saints

The New Orleans Saints, 2010 Superbowl Champions, recently added a \$3-million team meeting room to their expansive training facility. Located in Metairie, Louisiana, the revamped space is complete with plush chairs, a gigantic mural of the Saints' all-time team and an immense, state-of-the-art video screen.

The fresh locker room is cushy, with fans and individual dehumidifiers in each locker. There is the sleeping room, where eight coaches can bunk for the night or an afternoon nap, along with a well-equipped trainers' room.

Beyond these creature comforts, ASI was brought on to put the finishing touches on the facility with Halo-Lit Channel Letters to adorn the two walls adjacent to the mural.



Service Offerings

- Consultation
- Design
- Fabrication
- Installation

Product Applications

- ASI LF Series Logo Fabricated Letters
- Titanium NuGold Horizontal Satin Faces
- Titanium NuGold Horizontal Satin Returns
- 120-V UL-Listed Remote Transformers
- Bright White LEDs with Light-Diffracting Film

About the Solution

ASI consulted with the client on their desired look, timeline and materials. Utilizing the Saint's custom brand font and colors, ASI designed large, brushed gold letters with Titanium NuGold Horizontal Satin Faces and Returns and Bright White LEDs with Light-Diffracting Film.

The dimensional letters are illuminated from behind, an illumination style referred to as Halo-Lit or Reverse Channel Letters, giving the letters a distinguished look.

ASI is grateful to have been able to partner on this project with the New Orleans Saints, a team that is deeply rooted in the New Orleans community, and we are excited to see what is in store for the Saints in the seasons ahead.

