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## New Environmental Graphics take the Santiago Sharks into the Sea

At first glance, students and guests visiting Santiago High School may think they’re entering an aquarium filled with sand, seaweed, fish and sharks, instead of a school. And, that’s just what the students and administration at Santiago High School in Corona, California wanted to achieve when they embarked on a collaborative project to create a new, inspiring environment within the school’s main lobby. The cooperative initiative led to a complete graphics revamp tied to the school’s mascot, a shark, utilizing Avery Dennison digital media.

Because of his daughter’s leadership position on the Associated Student Body (ASB), Ryan Busnardo, CEO of PMG Companies, agreed to produce the graphics and requested support from Avery Dennison Graphics Solutions.

## Collaborative Design Makes an Impact

To pay homage to the school's athletics and mascot, the students and school leaders' decided to play off an ocean floor theme, incorporating inspirational messages, mottos and the shark mascot into the new graphics. The ASB worked with a graphic designer at PMG and provided feedback which resulted in adding the school's name, logo and branding into the graphics around the main office counter.



"The front lobby graphics cover the entire interior entrance of the school, including a curved ceiling. It feels like you're under the sea, with a very real representation of the ocean floor and fish, including sharks," said Scot Demmer, managing partner at PMG. "We consulted with the Avery Dennison Graphics Solutions technical team to identify a digital film that would produce high impact, colorful images and could also be applied to various substrates within the school's lobby and front office."

*Products used:*

- **MPI 1005 Supercast Easy Apply RS™**
- **DOL 1380 matte overlaminat**

*Avery Dennison digital media is used for architectural, fleet and vehicle graphics.*

## Choosing the Best Film

Avery Dennison MPI 1005 Supercast Easy Apply RS™ and DOL 1380 matte overlaminat were determined to be the ideal combination for the graphics that were applied to drywall, ceilings and cinder blocks. "Our graphic installers were very impressed with the film's conformability to such varying substrates," added Demmer. "Since the Santiago high school installation, we've now used MPI 1005 Supercast Easy Apply RS for wall graphics in more than a dozen gyms on the West Coast."

"We're very appreciative of the support we received from PMG and Avery Dennison," said Dr. Ryan Lewis, principal of Santiago High School. "The graphics added a new element of inspiration to the lobby and often provide a backdrop for 'The Bite,' the student's daily TV news program."

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