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St. Mark Lutheran School Develops Brand and Creates Excitement with 3,000 Square Foot Wall Wrap, Designed, Produced and Installed by Thomas Printworks

THE CLIENT

St. Mark Lutheran is a church and school located in the Spring Branch area of Houston. The church has over 1,000 members and the school educates 330 students from pre-school through 8th grade. They strive to be a tight-knit community that cares for anyone and everyone who walks through their doors.

THE CHALLENGE

St. Mark Lutheran School knew they had some challenges when it came to refreshing and invigorating their brand for their 1,000 member Houston-based church and affiliated private school.

Thomas Printworks had provided a variety of marketing collateral and other printed materials for St. Mark but earlier this year, the school approached the company with a special project. "From the time we started working together Thomas Printworks has produced materials that have helped us develop our brand and create excitement," said Heather Ezeilo, St. Mark Communications Coordinator. "The parents especially love it when they see photos of their children in our latest marketing piece. But we really wanted something bold that could revive and freshen our brand."



THE SOLUTION

The solution was a wall wrap project covering seven walls and approximately 3,000 square feet of wall space around the gymnasium lobby. According to Thomas Printworks designer, Kerrie Kerns, “they wanted something more contemporary, something that would personalize and energize their values of ministry, scholarship and leadership.”

Although this sort of project is a specialty of Thomas Printworks, the scope of this job presented some distinct challenges. “Aligning the graphics to create a fluid look is always critical,” said Regina Hamilton, Thomas Printworks Large Format Manager, “and this design was no exception. In addition, this job required that we cover several different materials including drywall, cinder blocks and a laminate material on the concession stand. Addressing these unique needs is right up our alley.”

From concept to completion was about a two-month process including design, planning, numerous church committee approvals and installation.

THE RESULTS

Thanks to Thomas Printworks’ solution, St. Mark Lutheran School was able to provide their members and students with a bold and creative work of art that helped to develop their brand and create excitement. With Thomas Printworks, St. Mark Lutheran School can rest easy knowing that the design, production, and installation of all their creative needs will be taken care of.



“Collaborating artistically with [Thomas Printworks] was absolutely wonderful! They really listened patiently to our objectives and offered great ideas through-out the process to create something special.”

– Heather Ezeilo, St. Mark Communications Coordinator

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