



US BANK STADIUM

Minneapolis, Minnesota

When the Minnesota Vikings played their first game of the season in their brand new stadium in 2016, they did so under signage and logos designed and built by FSG.

Owner

The Minnesota Vikings

Contract Type

Signs

Contract Amount

\$1,400,000

General Contractor

Mortenson Construction

Signs Contractor

FSG

CHALLENGE

Stadiums pose a unique challenge when it comes to signage. The sheer size of the facilities demand exterior signs of proper proportion so that the sign neither looks too small or too big on the outside of the building. Add to that the complexity associated with installing those signs on curved surfaces or above playing fields and you can see how these types of jobs require a special attention to the details.

SOLUTION

The FSG team tapped into their experience with other large sign projects to design, fabricate, and install the US Bank Stadium signage on the new US Bank Stadium. Components were manufactured at FSG's signs shop in Austin and then shipped to Minnesota where they were assembled and then hoisted into place onto the new stadium.

RESULT

In the end, the sign matched the elegance of the new stadium perfectly. The brushed aluminum finish on top of the black backdrop was exactly what was needed to really make the US Bank brand pop on this first class facility.

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