



### Executive Summary

After a long and successful capital campaign that raised \$15 million, the Humane Society of Charlotte (HSC) moved into their new digs at 1348 Parker Drive, the first animal welfare center of its kind in the city of Charlotte.

The HSC's new facility can handle more than 20,000 animals moving through it annually. It provides top-of-the-line features in every aspect of animal care, veterinary services and community hospitality, including a climate controlled environment for all animals, extensive plumbing and sanitation systems, an advanced HVAC configuration and updated animal spaces.

How do customers find their way around the large, new facility? That's where we come in. Boingo Graphics provided creative support, printed and installed 140 wayfinding indoor/outdoor signs and wall graphics for the HSC's new Animal Resource Center. **140** signs and graphics?? Yes, you read that right. Read on to find out more!

## The Challenge

The HSC had been operating from an old facility leased from the city that was no longer adequate in size and lacked basic amenities. After a long period of raising funds for their capital campaign to build a new facility, all eyes were on branding their new home. In short, they needed creative support and printed pieces that were the cat's meow, the bee's knees, you know, outstanding.

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## The Solution

The HSC chose to partner on this large-scale project with Boingo Graphics. We've been a financial supporter of the HSC for more than 15 years and we were thrilled to flex our creative muscle on behalf of this outstanding organization.

Boingo provided:

- Over 140 interior and exterior wayfinding signs
- Wall displays and a campaign donor sign
- A Legacy Society tree placard that displays the HSC's legacy donors
- Lobby signs and naming signage throughout the facility

Through strong supplier partnerships, Boingo was able to avoid supply chain issues that have become commonplace during the pandemic, sourcing materials months in advance of the project start date. We staggered the install around the specific needs of the project and remained nimble, adjusting to changes as the project shifted in scope.

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## Results

The new Animal Resource Center is gorgeous with the brand proudly displayed throughout the facility in the common areas and the grounds! The new graphics and wayfinding signage showcase the HSC's brand and allow visitors to easily navigate the facility. The graphics are beautifully constructed and the overall look and feel created a project both organizations can be proud of.

Now the HSC can welcome thousands of visitors from the Charlotte community and surrounding areas, as well as offer a comfortable temporary home for pets to settle and receive quality care while in transition.

"Boingo Graphics was our first choice in selecting a printing partner for this very special project," says Donna Stucker, chief philanthropy officer, HSC. "Their care and dedication is second to none and we are very fortunate to work with them."





## About the Humane Society of Charlotte

The Humane Society of Charlotte believes in working to improve our community by creating new, loving families, and building a world where there are no more homeless and unwanted animals. This is an ongoing process — for every animal they can connect with a new family, another animal in need comes to HSC's shelter. As a private, 501(c)(3) nonprofit, the HSC relies on the generous support of animal lovers, grants, bequests and fees for service. HSC is not affiliated with any other animal welfare organizations, and they do not receive government funding.

The Humane Society of Charlotte follows a no-kill philosophy, which is based on saving all animals that come to them. They believe that no healthy, treatable, behaviorally sound animal should have to be euthanized in our community.



## Mission and Values

The HSC's mission is to champion the wellbeing of companion animals and strengthen their bond with the people who know, love and need them.

## Charlotte Community Vision

The HSC envisions a future when all companion animals have the support, care, and human connections needed to lead healthy, rewarding lives.

## About Boingo Graphics

We are a technology-based printing and marketing services firm founded in 1979. We understand purchasing print is a complicated process requiring constant communication to assure your project is delivered on time and accurately.

At our 24,000 square foot facility, our printing wizards can handle all your printing needs, including commercial printing, digital printing, wide-format graphics and trade show graphics.



Our professional, affordable creative services team can partner with your marketing team to extend your resources. From design of a simple direct mail piece to creation of a full-blown creative campaign to support your sales or growth goals, Boingo has the proven capabilities and an expert team in place to help.

## Call to Action For Your Company

**Do you have questions? Give us a call.**

We are more than happy to answer any questions you may have and to offer our advice.

## Want to Get Started?

If you have a job that needs to get done pronto, give our reliable team a try.

Or if you'd like to inquire more about how our company can help provide a solution for your team, give us a call or fill out a form [here](#).

Boingo Graphics welcomes questions and will happily offer advice on your printing project. Contact Boingo at 704-529-5044, [info@boingographics.com](mailto:info@boingographics.com) or visit us at [www.BoingoGraphics.com](http://www.BoingoGraphics.com).



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