



One of the nation's finest liberal arts institutions, Mount Holyoke College is a highly selective, nondenominational, residential liberal arts college for women, enrolling approximately 2,100 students from all 50 United States and more than 75 countries. Founded in 1837, Mount Holyoke is recognized worldwide for its rigorous and innovative academic program, its global community, its legacy of women leaders, its strength in integrating technology across the curriculum, and its commitment to connecting the work of the academy to the concerns of the world.

To help reinforce the College's message of strong female leadership and accomplishments, Mount Holyoke's graphic designer Tekla McNerney was charged with creating banners that would be displayed for years to come at the main entrance to the Kendall Sports and Dance Complex. With these banners, McNerney aimed to alert current and prospective students, parents, faculty and staff to the vitality of the athletics program at Mount Holyoke.

McNerney, who works on everything from admission and development materials to posters and banners, wanted these banners to identify the building, display the Mount Holyoke College logo, and make a bold statement about athletics and the general strength of the College. To achieve this, McNerney combined forces with nearby InteliCoat Technologies, a global leader in contract coating for a variety of papers, banners and signs.

"We were pleased with the opportunity to communicate a vital message about Mount Holyoke in the banners, and also to be able to identify the building in such a bold and arresting way," said McNerney.

McNerney selected three images for the banners: a dancer, a lacrosse player and a sky background. These were chosen for their portrayal of women as strong, bold and competitive. Combining images of sports and dance, said McNerney, reinforces the name of the building: Kendall Sports and Dance Complex. By placing these images at the center of the design, McNerney intended to reinforce that women and women's achievement are front and center at Mount Holyoke.

Because the photos originated in different forms (35mm color negatives as well as digital images), the images needed to be enlarged and transformed by Pivotmedia of Florence, Mass., into full-size, high-resolution files that were supplied to InteliCoat on CD.

InteliCoat then assembled the final files based on the design supplied by Mount Holyoke, and created four full color banners using its Magic® DMVB15 ink jet scrim vinyl banner material overlaminated with Magic DMFTP 0.05mil ink jet laminate featuring Fluorex® protection. The banners, each of which were 3 feet wide by 12 feet tall, were printed on a Roland FJ52 with CMYKOG pigmented inks.

"Our premium, durable DMVB15 scrim vinyl is perfect for this kind of outdoor application," said Digital Graphics Specialist Larry Delesio. "Because it is UV-, water- and tear- resistant, it offers a high level of protection and durability while delivering maximum color and image quality."

McNerney and the Mount Holyoke staff are extremely pleased with the results, citing InteliCoat's excellent technical support and timely execution.

"The finished product is fantastic, and we've heard nothing but enthusiastic responses since the banners went up," said McNerney. "We've gotten excellent feedback. People love the banners and the strong and positive message it communicates."