



Cheel Campus Center

Modernizing the Golden Knight Facility & Brand



Cheel Campus Center

Cheel Campus Center and Arena is the primary student center at Clarkson University and is home to the Golden Knights hockey program. Located in Northern New York, Clarkson University is a nationally recognized technical university with a strong hockey program. The Golden Knight hockey teams compete at the NCAA Division I level, while their other varsity teams play in Division III.

Clarkson University renovated and expanded the Cheel Campus Center and Arena. The facility was lacking in modern amenities and with the update brought expansion to food services for the students and visitors, a state-of-the-art training facility, locker rooms and a conference center.

Beyond renovating the physical space, this project also included an update to their longstanding brand.

Service Offerings

- Engineering
- Fabrication
- Installation

Product Applications

- Reverse Channel Letters
- Custom Fabricated Illuminated Logos
- Fabricated Logos
- Perforated Vinyl Graphics
- Digitally Printed Wallpaper
- Dimensional Letters

About the Solution

ASI was brought on to engineer, manufacture and install the new signage package that consisted of fresh logos, dimensional letters and graphics.

Now, when you enter the Cheel Campus Center, you immediately feel the Clarkson Pride. The facility is modern and relaxing, but full of tradition backed by the University's 100 years of history.

Through the use of signage, the new brand is prominently displayed and brings the client's vision to life.

