

GOODWILL INDUSTRY RETAIL STORE

GREENWOOD, SC





The iconic Goodwill logo itself was the inspiration for the checkout lighting. The white portions would be backlit and glowing, while allowing the blue to remain dominant.





We produced blue departmental orbit rings suspended from the ceiling made of blue acrylic material.



A Vinyl mission statement was applied directly to the wall.



Digital printed photo murals as well as double sided hanging customer service signs were hung around the store as both navigational tools and as decor.

