

## Case Study

### Client:

Rotherham United  
Community Sports Trust

### Project:

'Coal To Goal' Exhibition  
(A History of Rotherham  
United in the 1940's and 1950's)

"The Coal to Goal project needed to impress councillors, funders and the Mayor at an event in the Town Hall. Broadsword developed a concept and gauged the mood perfectly; we worked with their team on a shared vision of how the event would look. This has provided a basis for all Coal to Goal printed materials."

#### James Rawlinson

Heritage Project Coordinator, RUCST



As a real test of our in-house Graphics Studio we were given a very open brief to create a full exhibition for Rotherham United Community Sports Trust in a very short space of time.

Supplied with only the quotes and images of Rotherham United in the 1940's and 1950's Broadsword was tasked with creating the visuals for the two-day event at Rotherham Town Hall to showcase this pivotal era of the club. To begin with we carried out a site survey and selected the display products and materials most appropriate for the project.

Then it was up to our graphics team, who set about creating both the exhibition and the 'Coal To Goal' branding, using the images and text provided. This included the incorporation of existing elements of the client's visual brand identity. The skills of the studio were utilised to their fullest, ensuring that the specification for the units to work visually both independently and as a full exhibition was fulfilled.

The complete exhibition which consisted of Roller Banners, pop-up exhibition stands, custom self-adhesive door vinyls, external banners, table banners, directional signage for inside the Town Hall, a trophy cabinet and a variety of information prints was all fitted by our installation team at the venue and dismantled again after the event concluded.

All of these bespoke services and display products were supplied to Rotherham United Community Sports Trust within their budget and, as Broadsword took control of the project throughout, the client was saved the hassle of having to organise, design, install and dismantle the many individual elements.