



The Challenge

Moorsville High School in North Carolina was seeking a print partner to recommend improvements for their cafeteria dining experience. They also wanted to increase awareness of the school's dining options, which were obscured behind a wall. The final product needed to brand the cafeteria with the school name and colors to create the new Moorsville Café.

"Of all the submissions we received for design, the idea of using student photos and historic photos was very well received by the entire district."

- Kimberly Chesaneck McCall MS, RDN, LDN
Moorsville Graded School District
School Nutrition Director

The Solution

ProTeam Foodservice Advisors (ProTeam) is a solutions-based foodservice consulting company, providing consulting services to school districts and foodservice operations throughout the United States. ProTeam specializes in helping foodservice operators achieve their goals by understanding the client's needs and then working collaboratively to vision and execute customized, comprehensive solutions. ProTeam partnered with Visualz, part of The Vomela Companies, to bring this café and school brand to life.

We combined a modern café space with rustic elements such as wood texture and paired them with black and white photos of student activities across Mooresville High School. A variety of substrates were used, including laminate and komatex to cover a multitude of surfaces. Large, custom menu boards allow students to make decisions quickly before they turn the corner to the serving line.



The Results

Through the combined efforts of ProTeam, Visualz and the Vomela team, the Mooresville Café offers an enhanced dining experience, which has increased student participation in school lunch. Using student life imagery has not only helped with school spirit and brand awareness, it has also incorporated an underlying message of healthy activity. Students at Mooresville High School are enjoying their experience in an engaging space that feels more like a café than a typical school lunchroom.

