



CASE STUDY

Waterpark Signs & Graphics

Location: Baytown, TX
Designer: Arsenal Advertising
Fabricator: City of Baytown



Pirates Bay and Calypso Cove water parks located in Baytown, Texas are fun for all ages. Both parks have unique features that make them wonderful places to visit. In 2020, Pirates Bay was awarded Waterpark of the Year by the Texas Public Pool Council. Pirates Bay features impressive attractions such as a 671 ft. lazy river, a surf machine, and a wave pool. Calypso Cove is the perfect place for relaxation and a picnic. It has both a small pool with a dump bucket and a large pool with a rope challenge and water slide.

In recent years, the water parks were in need of some improvements. For two years, the City of Baytown Parks Department and Arsenal Advertising worked together to create a new look for the parks. As part of the rebranding, logos and mascots were created, which required updated signage throughout the parks.

The City of Baytown required signage and graphic panels that would endure the high heat and humidity of a Texas water park. iZone was the right choice for both Pirates Bay and Calypso Cove. iZone Imaging's High Pressure Laminate is impervious to moisture and extremely durable, easy to maintain and covered by a 10-year warranty.

