

If your locker room hasn't been updated in the past 5–10 years, chances are it's doing the bare minimum. But in today's hypercompetitive, hyper-visual world, bare minimum won't cut it.

EGENDS

Here's a human-centered, branddriven checklist of what modern athletes and members actually want and what the top programs and clubs are already delivering.

#### Use this guide to:

- Audit your current locker room
- Prioritize upgrades for your next renovation
- Align internal stakeholders on what matters most

Let's dive in.

#### 1. CUSTOM BRANDING

Your logo, colors, and typography should be front and center—etched into materials, embedded in lighting, and reflected in every detail.

#### Why it matters:

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People feel more connected when the space reflects the team or club identity.



# 2. INTEGRATED CHARGING STATIONS

Built-in USB and power outlets for phones, watches, and headphones.

#### Why it matters:

Everyone carries tech. Nobody wants dead batteries post-practice or post-workout.

UNION

### 3. VENTILATED GEAR STORAGE

Hidden airflow systems that keep gear dry, clean, and fresh.

#### Why it matters:

Reduces odor, bacteria, and complaints from players (and staff).



# 7. BRAND-DRIVEN LIGHTING DESIGN

Lighting zones, accent LEDs, or teamcolored backlighting for mood and identity.

#### Why it matters:

Lighting changes how a space feels—and how it photographs.



# 8. MEDIA-READY TOUCHPOINTS

Backgrounds and features intentionally designed to look great on video and social.

#### Why it matters:

Your locker room is now part of your public image.

#### 9. TEAM CULTURE DISPLAYS

Wall panels, digital signage, or engraving that shows off team values, legacy moments, or member milestones.

#### Why it matters:

Spaces that tell stories deepen emotional connection.



#### 10. PRIVATE CHANGING ZONES

Where space allows, partial dividers or alcoves for modesty and comfort.

### Why it matters:

Today's users value both community and privacy..

# 11. LOW-MAINTENANCE DURABILITY

Surfaces and materials that hold up to daily wear without looking beat-up.

Why it matters: Longevity saves money and keeps your space looking sharp.

### 12. SEAMLESS INSTALL **EXPERIENCE**

Vendors who plan around your schedule, minimize disruption, and communicate like pros.

#### Why it matters:

A great result is only as good as the process that gets you there.d.



# Pro Tip:

Don't try to solve all 12 at once. Pick 3–4 priority upgrades that deliver the most value for your users and your brand.

And if you're not sure where to start —reach out.

This is what we do.

# SCHEDULE YOUR CONSULTATION TODAY

+1.518.775.0051 grace@legendslocker.com www.legendscustomlockers.com

# LEGENDS CUSTOM LOCKERS

Custom-crafted locker rooms for athletic programs, pro teams, and premium fitness spaces. Designed to perform. Built to impress. Crafted to last.