



## COWBOYS STADIUM

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#### **Cowboys Stadium Logo Is Energetic, Modern New Mark For Stadium Carefully Selected To Be Timeless**

**ARLINGTON, Texas** - Dallas Cowboys fans know and understand the importance of the team's logo, the blue star that not only dominates its football field but also adorns most team merchandise. Now fans and stadium guests are being introduced to a new "mark" that is meant to define the team's new venue in Arlington, Texas as energetic, modern and timeless. Selection of the logo design, like so many decisions during the construction phase of the building, was definitely a family affair.

"We asked a lot of questions," said Charlotte Jones Anderson, executive vice president of brand management for the Cowboys. "We studied the emblems of some of the world's most recognized and significant buildings and invited our design firm to create a memorable visual signature for the stadium."

Principles at Dallas-based Rovillo + Reitmayer, the group charged with the project, count Neiman Marcus, Dallas Center for the Performing Arts, North Texas Super Bowl, Bailey Banks and Biddle, and numerous others including shopping centers, furniture retailers, and restaurants as clients, said the creation of a stadium logo was definitely a first for the company.

"We interviewed the whole family," said Samantha Reitmayer. "Each person offered a unique perspective and had high expectations for the look of the logo. We wanted to know their view of existing stadium logos and internationally-known buildings such as London's Wembley Stadium or the opera house in Sydney.

"We asked questions to generate their thoughts about the spirit and emotion of the building," said Reitmayer, "because we were looking for the right metaphor for the stadium. For example, it was important to reflect the futuristic look of the stadium as well as its extraordinary technological capabilities."

Anderson said the final decision on the mark came during a collective family meeting held at the NFL Owners Meetings this spring.

"It was unanimous," said Anderson, "because the logo is clean, reflects the modern architecture of the stadium, and we believe it is timeless."

Stadium officials said guests attending events at Cowboys Stadium will see the graphic artwork on T-shirts, caps, cups and in other highly visible merchandise and building locations.

"Like the blue star," said Anderson, "we think this logo will soon be instantly recognizable and appreciated as the mark of a significant and important venue for sports, meetings and all kinds of entertainment events."

### **About Cowboys Stadium**

Cowboys Stadium is the largest, most technologically advanced entertainment venue in the world. Designed by HKS and built by Manhattan Construction, the \$1.1 billion stadium features two monumental arches, the world's largest HDTV video board, an expansive retractable roof and the largest retractable end zone doors in the world. Features of the stadium include seating up to 100,000, 300 luxury suites, club seating on multiple levels and the Dallas Cowboys Hall of Fame and Pro Shop, open to the public year round. In addition to being the new home of the Dallas Cowboys, the stadium will host the 2011 Super Bowl, the 2010 NBA All-Star Game and the 2014 NCAA men's basketball Final Four as well as high school and college football, concerts and special events. For more information, go to <http://stadium.dallascowboys.com>.