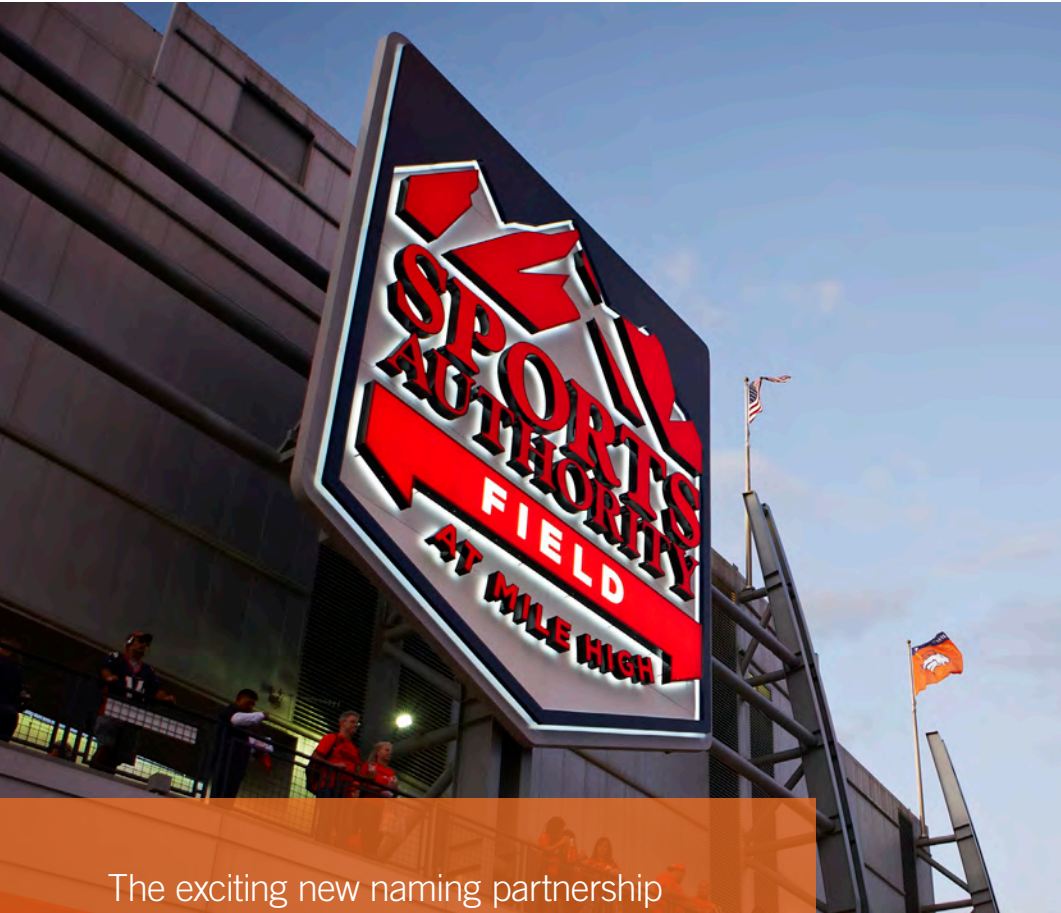


Case Study
**Sports Authority Field
at Mile High**

Branding and wayfinding for an NFL stadium



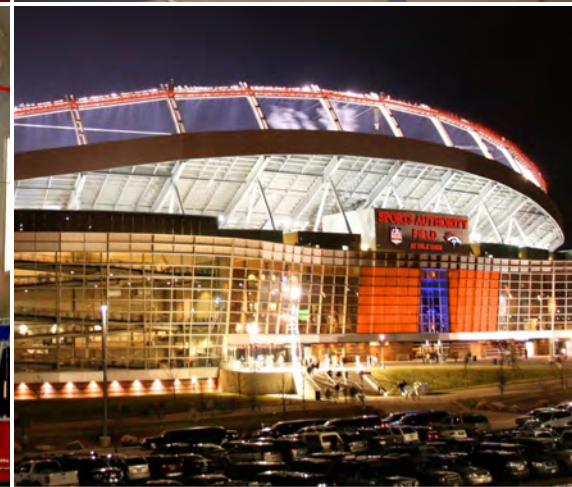
The exciting new naming partnership between The Sports Authority and Denver's Mile High Stadium required a new brand.

Sponsorship Venue Branding
Wayfinding Design
Facility Surveys
Bidding and Sourcing
Program Management

Working in conjunction with the Denver Broncos, the Metropolitan Football Stadium District, Stadium Management Company, and The Sports Authority, Monigle was charged with creating a new logo and environmental graphics package that would help elevate the fan experience at the stadium. The project included internal and external sign elements for facility identification and wayfinding, and facility lighting enhancements that would provide exciting and informative direction to the thousands of sports fans who visit the stadium.

**Environmental
Branding and
Program Management**

MONIGLE



Elevating the Fan Experience

According to a spokesperson for The Sports Authority, “We don’t look at this as a naming-rights deal. We look at this as a deal that connects the community to its stadium. This stadium is a very vibrant part of the community. We know we need to elevate the fan experience at the stadium. We take that responsibility seriously.”

Monigle focused on creating a new logo and environmental graphics package that would help The Sports Authority achieve its goal and improve the fan experience. We designed all internal and external sign elements for facility identification and wayfinding, digital LED displays, and lighting enhancements to be highly functional, yet also exciting and impactful to elevate the fan experience.

The Wayfinding Master Plan

Directing fans from major traffic arteries to parking, the stadium, and to their seats was a wayfinding challenge that was met with innovative and unique solutions. Stadiums are large and difficult facilities to navigate. In a short period of time thousands of fans arrive, energized with anticipation for the big game and feeling a sense of urgency to get settled into their seats. Numerous communications media compete for fans’ attention. They are bombarded with audio and visual images that can confuse and

distract. Physical elements relating to typography, landscaping, and building characteristics influence navigational decisions. Cognitive and reasoning processes dictate specific manners in which information may be comprehended. The task of addressing these issues for the stadium and developing clear directional, informational, and identification solutions was handled by the wayfinding master plan prepared by Monigle.

In addition to helping fans navigate around the stadium, the master plan leveraged other opportunities. For example, we provided conceptual development of a changeable environmental graphics system that could be refreshed on an ongoing schedule internally by the stadium’s graphics team, as well as static and digital graphics systems. Of course, critical issues such as the Americans with Disabilities Act had to be carefully interpreted. Durability, vandal resistance, and ease of maintenance were of critical importance. And finally, value engineering of all components was diligently executed to ensure the project was on time and on budget.

Successful Implementation

Once the design concepts were approved, Monigle managed the implementation team, coordinating multiple fabricators, paint crews,

internal stadium staff, and installation crews. In addition, a series of 30 meetings was conducted with various community and neighborhood groups, city politicians, and Community Planning and Development to obtain approvals and permits.

In all, this comprehensive project included:

- Program management
- Conceptual logo development
- Temporary ID sign coordination and installation
- Main ID sign design
- Refacing of existing wayfinding to incorporate new sponsor logo
- Architectural lighting enhancements
- Interior concourse graphics development
- LED ribbon board display
- Concourse column and graphics paint coordination
- Community and city council outreach
- Vendor fabrication and installation management

Delivering a Powerful Brand Message

Sports Authority Field at Mile High welcomes thousands of visitors each month. The environmental and wayfinding program developed by Monigle helps bring the sports complex to life by elevating the fan experience at the stadium and delivering a powerful brand message for The Sports Authority.

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