

**DESIGN RATIONALE**

AS GREENHOUSE DEVELOPED LOGO CONCEPTS FOR THE RENAMING OF TCF BANK STADIUM, WE WANTED TO BE SURE THAT WHATEVER WE INTRODUCED RESPECTED THE RICH HISTORY AND PRIDE THAT THE COMMUNITY HAS IN GOLDEN GOPHER FOOTBALL. TAKING CUES FROM THE STADIUM'S ARCHITECTURE, WE DEVELOPED A MARK THAT IS A SIMPLIFIED DEPICTION OF THE STADIUM FEATURING THE ARCHED PORTALS TO HONOR THE HERITAGE OF MEMORIAL STADIUM. WE SOUGHT TO CREATE A LOGO THAT FEELS COLLEGIATE, MODERN, AND UNIQUE.

COMBINING THOSE ELEMENTS WITH THE HUNTINGTON BRANDMARK AND COLORS, WE PRESENT A LOGO THAT CAN REPRESENT THIS IMPRESSIVE FACILITY FOR YEARS TO COME. WE APPRECIATE THE TIME SPENT WITH US AND THE DETAILS SHARED AT OUR SITE VISIT BY YOUR ATHLETICS AND FACILITIES TEAMS. THOSE CONVERSATIONS SHAPED OUR DESIGN EFFORTS, AND WE HOPE TO HONOR THE GOLDEN GOPHER PRIDE THAT WAS SO EVIDENT THAT DAY AND EVERY DAY THE TEAM TAKES THE FIELD.

