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HOUSTON SUPER BOWL HOST COMMITTEE UNVEILS ITS OFFICIAL LOGO

HOUSTON (November 2, 2014) – The Houston Super Bowl Host Committee unveiled its official logo today at the Houston Texans matchup against the Philadelphia Eagles.

Texans fans were treated to an exclusive video that revealed the Host Committee’s new brand during a special pregame presentation.

The logo is a departure from previous marks that typically highlight a local landmark. Houston’s emblem is red and chrome with a unique intertwined star and football, and features red banners announcing the host city name. Its sleek and modern design is evocative of the identity that the Host Committee and city leaders wish to present to visitors who will come to Houston for the 2017 Super Bowl.

“We wanted Houston’s Host Committee Super Bowl logo to reflect that we are a city on the rise,” said Houston Super Bowl Host Committee Chairman Ric Campo. “Houston is a sophisticated and cosmopolitan city, and our logo mirrors that.”

Renowned graphic design firm, RARE Design, created the brand for the Host Committee. RARE also created the Houston Texans brand.

“Our main focus was to create a logo that would represent the modern Texan,” said Rodney Richardson, Principal of RARE. “We realized that this logo would have to portray the genuine and proud Lone Star spirit of Houstonians, while also emphasizing that Houston is a vibrant city.”

The dual color choice draws inspiration from the Texas flag and Houston’s striking skyline. The red symbolizes Houston’s passion, pride, and bravado. The chrome signifies strength and is a nod toward the city’s urban development, including its impressive downtown skyscrapers. The font used on the logo is the same that the Greater Houston Partnership used in its new ‘Houston: City with No Limits’ campaign.

“The Super Bowl is a tremendous opportunity to showcase all that our great city has to offer,” Campo added. “Super Bowl fifty-one begins the next era of Super Bowls and Houston is focused on the future. We are ready to shine a bright light on our city, highlighting Houston as an extraordinary place to live, work and play.”

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Campo points out that the intertwined star and football are especially symbolic and illustrative of the Greater Houston Region.

“During our bid presentation to the NFL, we underscored that there is nowhere else in the world that loves football the way Houston does,” Campo said. “The intertwined star and football represent that sincere enthusiasm for the game and the role it plays in our community.”

The Houston Super Bowl Host Committee is charged with planning and executing all logistical elements related to Super Bowl LI, including regional and local celebrations leading up to the championship game. The Host Committee is the liaison between the NFL, the City of Houston, Harris County and the local community, and ensures that the city meets all of its obligations to the NFL outlined in the bid.

A variety of events and activities will be staged in the months and days leading up to Super Bowl LI. The Host Committee’s signature event will be Super Bowl Central, a 10-day fan festival anchored at downtown’s Discovery Green. The NFL Experience will be housed at the George R. Brown Convention Center. The Host Committee anticipates upwards of one million visitors to experience Super Bowl Central in the two weeks prior to the Super Bowl.

Super Bowl LI is expected to produce an estimated \$500 million positive economic impact for the Greater Houston Region.

Additionally, the Host Committee has committed to invest \$4 million dollars in the Houston community as part of its charitable giving initiative focusing on education, health & wellness, and beautification in the Houston area.

Following Super Bowl 50 in the San Francisco Bay Area, the National Football League will go back to using Roman numerals for the fifty-first Super Bowl in Houston. Super Bowl LI will be played at NRG stadium in February 2017.

The NFL awarded Super Bowl LI to Houston on May 21, 2013.

About the Houston Super Bowl Host Committee

The Houston Super Bowl Host Committee is the centralized planning entity for Super Bowl LI and acts as the liaison between the NFL, City of Houston, Harris County and the local community. The Host Committee is a private non-profit 501(c)(6) Texas corporation, and is responsible for Super Bowl LI festivities and logistics, including Super Bowl Central, the Business Connect Program, and the Committee’s charitable arm. For more information, visit housuperbowl.com.

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