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### Hot News

**Undergoing Renovation & Expansion, Cobo Center to Develop New Branding**  
 Convention Center/CVB News



Detroit, MI – To accompany its \$300 million renovation and expansion, the **Cobo Center** will expand its marketing reach, and towards that end, **lovio george | communications + design** has been selected by the **Detroit Regional Convention Facility Authority** and **SMG** to provide a brand identity and collateral design for the new Cobo Center.

“It was very important to select a firm that had deep experience in branding Detroit’s strengths and marketing them outside of this region,” said Thom Connors, Regional Vice President of SMG and General Manager of Cobo Center. “lovio george has a diverse range, from international sports events to the meetings and convention industry. We believe the brand needs to capture the excitement that these renovations will bring to the customer, the city and the region,”

Located on the scenic downtown riverfront in the heart of Detroit, Cobo Center features 2.4 million total square feet offering 700,000 square feet of prime

exhibit space in five exhibit halls. The renovation/expansion includes: a 40,000-square-foot ballroom, a spectacular Atrium with a new customer entrance overlooking the Detroit River, and 25,000 gross square feet of new exhibition space.

Phase I was completed in 2010, the complete renovation and expansion is on schedule to be ready by 2015. Lovio george will develop the new logos, tag lines and branding designs for the facility to be used in all online and print materials.

“Cobo Center is a big window into the destination, particularly now, with the integration of Detroit assets – such as the spectacularly revitalized riverfront, restaurants, and our world-known music into the convention center experience,” said Christine



### Main Menu

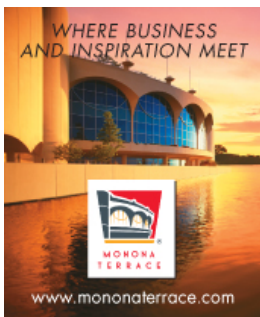
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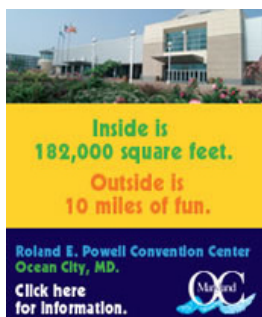
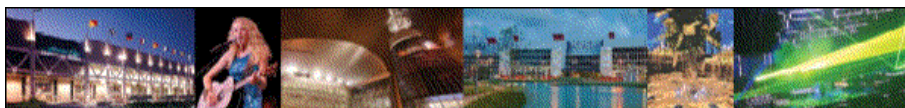
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convention center experience," said Christina Lovio-George, CEO of lovio george. "We are delighted to have been selected to work on the branding with the Center's new team and its impact on the growth of the meetings and

convention market."

The agency has also branded other Detroit assets such as Cadillac Coffee, Cranbrook, the Detroit Riverfront Conservancy, Detroit Works Project, Midtown Detroit and Super Bowl XL.



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