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Lovio George awarded brand development contract for Detroit



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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, which is undergoing a \$300 million renovation and expansion.

"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 beautiful downtown riverfront in the heart of Detroit, Cobo Center is one of the largest convention centers in the nation with 2.4 million total square feet offering 700,000 square feet of prime exhibit space in five exhibit halls. The renovation and expansion plan will include 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.

"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 Christina Lovio-George, CEO, 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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