

Arizona Cardinals University of Phoenix Stadium

As part of an effort to revitalize the Arizona Cardinals' brand, a new state-of-the-art, 63,000-seat stadium was designed by architect Peter Eisenman to provide a new home for the NFL football team. Much was riding on this stadium, as fan morale was at an all-time low. The architects and the Arizona Cardinals owners understood that the success of this initiative would not only lie with this innovative sports facility, but with an exciting and engaging brand vision that would invigorate the stadium and that would re-ignite the brand's perception. They enlisted the expertise of the design teams of Entro and Pentagram to define and communicate this vision through an environmental graphic design program to incorporate physical touchpoints to reconnect Arizona fans to their home team.

The challenge of providing a signage and wayfinding program for a stadium is to efficiently move tens of thousands of people through a complex seating arena within a 2-3 hour timeframe. The design team achieved this by developing a clear, functional system that had an efficient information hierarchy, easily identified by its size and strong use of color, and exceedingly legible through its typographical treatment.

Understanding that stadium graphics is one of the most significant brand touchpoints, the design team developed a system that innovatively adopted the visual system of the identity, closely reflecting the Arizona Cardinals' brand. Since the stadium is also a multipurpose facility, the use of thematic imagery related to the Arizona desert was the key counterbalance to the team's brand. The program is a truly immersive Arizona Cardinal's experience. Since the opening of the stadium, fan support has been overwhelming and the team went to Super Bowl 2009. The Cardinal's stadium was the home of Super Bowl 2008 and will host Super Bowl 2015.

