

DENVER, Jan. 17, 2014 /PRNewswire/ -- Monigle, a leading national brand consultancy, is thrilled that the agency's venue branding work will be on prime display as the San Francisco 49ers take on the Seattle Seahawks at CenturyLink Field and the New England Patriots take on the Denver Broncos at [Sports Authority Field at Mile High](#) in this weekend's NFL AFC and NFC Championship games. The 40-year old agency, well-known for creating and developing some of the country's leading brands, has a rich heritage in innovative Environmental Branding work for clients including Bank of America, Avis and MINI that includes customer experience moments, wayfinding, brand conversion and sponsorship branding.

Sports Authority Field at Mile High | In 2011, Monigle designed and implemented the sponsorship branding and environmental graphics program for Denver's NFL stadium after the exciting naming partnership between The Sports Authority and the stadium was announced. Working in conjunction with the Denver Broncos, the Metropolitan Football Stadium District, Stadium Management Company, the City of Denver and The Sports Authority, Monigle created a new branding and environmental graphics package that elevated the fan experience at the stadium. The project included internal and external sign elements for facility identification and wayfinding, and facility lighting. These enhancements provide an exciting and informative atmosphere for the thousands of people who attend all sorts of events at the stadium and they truly enrich the brand experience.

CenturyLink Field | In 2010, after the merger of CenturyTel and Embarq and then the acquisition of Qwest, CenturyLink tapped Monigle to create a new brand for the company. The scope of the project included branding four stadiums that were acquired when Qwest was purchased by the company. The CenturyLink Field brand conversion began after a comprehensive rebrand program for CenturyLink that included a new name, brand strategy and logo. Monigle's Environmental Branding team then converted internal and external sign elements to the new CenturyLink logo: facility identification, wayfinding, parking and the stadium's roof graphics. The project's success was predicated by working closely with the Seattle Seahawks' marketing team as well as by establishing a clear visual connection to the brand, in and outside of the stadium.

Monigle is the Only Branding Agency in this Sunday's Playoffs

Written by Australian Business

*We are very proud of both projects. And, we couldn't be happier that both will be front and center on Sunday. For the thousands of fans that will be attending the games, and for the many millions that will be watching, we know that the game day experience will be enhanced through our work and that is a great feeling. And, of course we are rooting for the Broncos. – Kurt Monigle
Principal*

About

Monigle, the country's largest independent brand consultancy, offers integrated capabilities and services that are unparalleled in the marketplace. For more than 40 years Monigle has been generating powerful brand experiences around the world, across a full spectrum of touch points including brand strategy and design, research, digital and branded environments.

Located in Denver, Colorado, Monigle exists to help companies build and sustain strong, vibrant [brands](#) that [change](#) the world around them. www.monigle.com

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