



1. Exterior star shape is inspired by the Texas and Dallas flags
2. Four stars represent the four teams competing in the Final Four and their path through the tournament
3. Basketball and bottom structure mimic Reunion Tower, one of the city's most recognizable landmarks, and known to locals as "The Ball." Details within the basketball mimic the LED lights that can be seen for miles and the architecture of the structure itself.
4. Star structure inside the mark also mimics the architectural structure of Reunion Tower and skyscraper lights that can be seen throughout Dallas
5. Bracket ties in the path to the championship
6. Basketball rim/hoop
7. Color palette is inspired by the Dallas skyline at night that is synonymous with color and bright lights