



**Sports Interactive and Eidos Interactive are proud to present...**

The logo for CM4!

After months of arguments and over 200 logo ideas, we have all agreed on the new logo for Championship Manager 4.

The old logo has served us well for the last 10 years but was, well, too big, and a nightmare for promotional things as it was difficult to read when being used on the TV!

It's going to take time for us to all get used to the new logo and the death of the one that we all know and love, but all good things come to an end, and they are normally followed by even better things.

We're fully expecting a barrage of complaints from the SI community over the destruction of history, but the logo really does grow on you, and we hope you like it and embrace it as a friend.

Nick Robinson, marketing guru for the CM series of games says "Getting the image right is an important step in the life of any new title. Eidos and SI have worked very hard together to make the new Championship Manager 4 logo strong, simple and eye-catching. With the huge strides forward that we are working on for the new version, it was only right that we update the look. The game has moved on, and the brand has to follow!"

Miles Jacobson, managing director of Sports Interactive says "Everything has to come to end, and the old logo was looking dated. We needed something that was not only a strong logo in its own right, but was also usable as an insignia as well, and the new logo does just that".

The logo can be seen proudly worn by the Southend United youth teams following Eidos & SI's recent sponsorship deal with them and will be seen all over the country when the most anticipated game of the decade is released.