



# AMERICAN CONTRACT BRIDGE LEAGUE

— DEALING INFINITE POSSIBILITIES —



## BRAND STANDARDS & USAGE GUIDE

UNIT & DISTRICTS  
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## FILE FORMAT TIPS

### File formats used for the logos are:

**EPS (vector)** - for large areas, for example building signage

**PNG (transparent background)** - best for digital advertising needs

**JPG** - best for printed advertising needs

**TIFF (transparent background)** - best for printed advertising needs

## COLOR TIPS

### Color types used for the logos are:

**Black** - image is 100% Black (choose the best file format for your project)

**Navy** - image is 100% Navy (choose the best file format for your project)

**White** - image is 100% White (choose the best file format for your project)

**Pantone** - color matching system required by some printers

**CMYK** - ONLY used for printed materials

**RGB** - ONLY used for digital materials



# OVERVIEW

This document contains key branding elements for the American Contract Bridge League (ACBL) and instruction on their proper use. It is critical that all materials adhere to these standards. Through consistent messaging and visual approach, ACBL will fortify its position as the champion of the world's greatest game and add value for our members.

REMEMBER, every item we create either reinforces our brand personality or erodes it. The standards of ACBL branding elements **MUST** be followed precisely as defined in this guide.

## ACBL BRAND PERSONALITY

The values and goals of ACBL are reflected in its brand personality. Through consistent visual elements, ACBL can establish that it is educational, fun, supportive, enthusiastic, club-centered and historical. Following the standards set in this guide will ensure that this identity is conveyed consistently and recognizably.



EDUCATIONAL



FUN



SUPPORTIVE



ENTHUSIASTIC



CLUB-CENTERED



HISTORICAL

## ACBL MISSION

The Mission of the ACBL is to promote, grow, and sustain the game of bridge and serve the bridge-related interest of our members.





# PRIMARY LOGO



# AMERICAN CONTRACT BRIDGE LEAGUE

— DEALING INFINITE POSSIBILITIES —

This is the complete ACBL logo. It embodies the personality and purpose of ACBL. Whenever possible, the complete logo with all details should be used. **Do not shrink printing of this logo below 3 inches across.**

## COLOR APPLICATION

The primary ACBL logo incorporates three distinct colors (specific color codes can be found later in this guide). Do not adjust these colors.

There may be instances where you can only use a single color. See examples below for allowed single-color usage.



## LOGO SPACING

Always be mindful of the space surrounding the logo. There should never be another element touching or obscuring any part of the logo, including the text. A good rule of thumb for appropriate clearance is space equal to the height of the “B” in the word “Bridge”.





## PRIMARY LOGO WITHOUT TAGLINE



# AMERICAN CONTRACT BRIDGE LEAGUE

In some situations, available space may not allow for the entire primary logo with tagline. For example, smaller versions of primary logo may make the tagline hard to read. Use this version of the logo without the tagline in these instances.

**Do not shrink printing of this logo below 1.5 inches across.**

## COLOR APPLICATION

The ACBL logo without tagline incorporates two distinct colors (specific color codes can be found later in this guide). Do not adjust these colors.

There may be instances where you can only use a single color. See examples below for allowed single-color usage.



## LOGO SPACING

Always be mindful of the space surrounding the logo. There should never be another element touching or obscuring any part of the logo, including the text. A good rule of thumb for appropriate clearance is space equal to the height of the “B” in the word “Bridge”.





## LOGO SEAL



This is the alternate logo referred to as the logo seal. With the logo seal, ACBL's purpose and personality are carried forth. The primary logo should always be first choice, but when usage dictates a need, the logo seal may be used. **Do not shrink printing of this logo below 1.5 inches across.**

## COLOR APPLICATION

The complete ACBL logo seal incorporates three distinct colors (specific color codes can be found later in this guide). Do not adjust these colors.

There may be instances where you can only use a single color. See examples below for allowed single-color usage.



## LOGO SEAL SPACING

Always be mindful of the space surrounding the logo. There should never be another element touching or obscuring any part of the logo seal. When creating spacing for the logo seal, measure as though it were in an invisible box, as seen here. A good rule of thumb for appropriate clearance is space equal to the height of the "B" in "ACBL".





## LOGO SEAL REVERSED



This is the alternate logo referred to as the logo seal reversed. In instances in which the logo seal is used, there may be a need to reverse color of the text respective to the other elements of the logo seal. An example may be usage of the logo on a light material. **Do not shrink printing of this logo below 1.5 inches across.**

## COLOR APPLICATION

The complete ACBL logo seal reversed incorporates three distinct colors (specific color codes can be found later in this guide). Do not adjust these colors.

There may be instances where you can only use a single color. See examples below for allowed single-color usage.



## LOGO SEAL REVERSED SPACING

Always be mindful of the space surrounding the logo. There should never be another element touching or obscuring any part of the logo seal. When creating spacing for the logo seal, measure as though it were in an invisible box, as seen here. A good rule of thumb for appropriate clearance is space equal to the height of the “B” in “ACBL”.





# LOGO MICRO-SEAL 1



For smaller usages still, the complete wording on the logo seal may not be legible. In these cases, the logo micro-seal is to be used. Do not use a version of the logo seal in which the name of the organization is illegible. **Do not shrink printing of this logo below a 1/2 inch across.**



## COLOR APPLICATION

The complete ACBL logo micro-seal incorporates two distinct colors (specific color codes can be found later in this guide). Do not adjust these colors.

There may be instances where you can only use a single color. See examples below for allowed single-color usage.



## LOGO MICRO-SEAL SPACING

Always be mindful of the space surrounding the logo. There should never be another element touching or obscuring any part of the seal. When creating spacing for the logo micro-seal, measure as though it were in an invisible box, as seen here. A good rule of thumb for appropriate clearance is space equal to the height of the “B” in “ACBL”.





## LOGO MICRO-SEAL 2



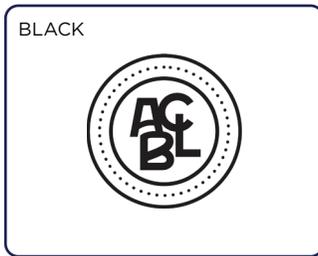
For smaller usages still, the complete wording on the logo seal may not be legible. In these cases, the logo micro-seal is to be used. Do not use a version of the logo seal in which the name of the organization is illegible. **Do not shrink printing of this logo below a 1/2 inch across.**



## COLOR APPLICATION

The complete ACBL logo micro-seal incorporates two distinct colors (specific color codes can be found later in this guide). Do not adjust these colors.

There may be instances where you can only use a single color. See examples below for allowed single-color usage.



## LOGO MICRO-SEAL SPACING

Always be mindful of the space surrounding the logo. There should never be another element touching or obscuring any part of the logo micro-seal. When creating spacing for the logo micro-seal, measure as though it were in an invisible box, as seen here. A good rule of thumb for appropriate clearance is space equal to the height of the “B” in “ACBL”.





# PRIMARY COLOR PALLETE

All complete versions of the ACBL logos include three distinct colors; however, at times there only be a single color used. In both cases, use one of the specific corresponding Pantone colors below. These colors should also be the primary colors used in supporting graphic elements.



**PANTONE 281 C**  
CMYK: 100.94.32.35  
RGB: 28.36.85  
HEX: #1C2455



**PANTONE 287 C**  
CMYK: 100.68.0.12  
RGB: 0.83.155  
HEX: #00539B



**PANTONE 7409 C**  
CMYK: 3.32.100.0  
RGB: 244.178.27  
HEX: #F4B31B

## SECONDARY COLOR PALETTE

The secondary color palette includes specific colors that may also be used (in addition to the primary color palette) for supporting graphic elements. In these cases, use one of the specific corresponding Pantone colors below.



**PANTONE 2227 C**  
CMYK: 65.9.23.0  
RGB: 78.180.193  
HEX: #4EB4C2



**PANTONE 2026 C**  
CMYK: 0.75.80.0  
RGB: 242.102.65  
HEX: #F26541



**PANTONE 577 C**  
CMYK: 36.7.74.0  
RGB: 173.198.107  
HEX: #ACC66B



# IMPROPER LOGO USAGE

**DO NOT** at any time distort, thicken, tilt or change the color of the logo. Any change erodes its value, both in the mind of the consumer and as a legally protected mark. Below are examples of improper usage. Do not use these or similarly adjusted logos at any time.

**DO NOT**  
scale horizontally



**DO NOT**  
scale vertically



**DO NOT**  
add strokes



**DO NOT**  
change colors



**DO NOT**  
rotate



**DO NOT**  
change fonts



**DO NOT**  
use text only



**DO NOT**  
skew or shear



**DO NOT**  
add drop shadows





## FONT USES

All correspondence and marketing materials should use these specific fonts unless typography is being used as a graphic element. These fonts identify ACBL's mission and personality, and their consistent use is key.

Use of Gotham, Open Sans or Roboto is preferred. Gotham is frequently included in computer programs, and you can download Open Sans and Roboto from Google Fonts (links provided below). If you are unable to use the preferred fonts, you may substitute the Arial font.

Gotham            ABCDEFGHIJKLMNOPQRSTUVWXYZ  
                      abcdefghijklmnopqrstuvwxyz  
                      123456789

Open Sans        ABCDEFGHIJKLMNOPQRSTUVWXYZ  
                      abcdefghijklmnopqrstuvwxyz  
                      123456789

**Download Google Font using the link below.**  
<https://fonts.google.com/specimen/Open+Sans>

Roboto            ABCDEFGHIJKLMNOPQRSTUVWXYZ  
                      abcdefghijklmnopqrstuvwxyz  
                      123456789

**Download Google Font using the link below.**  
<https://fonts.google.com/specimen/Roboto>

Arial              ABCDEFGHIJKLMNOPQRSTUVWXYZ  
                      abcdefghijklmnopqrstuvwxyz  
                      123456789



## AMERICAN CONTRACT BRIDGE LEAGUE

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