



# American Contract Bridge League

Brand Standard and Usage Guide

Fall 2013

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 and the personality of the brand. Through consistent messaging and visual approach, our organization will fortify its position as the champion of the world's greatest game and add value to our members.

REMEMBER, every item we create either reinforces our brand personality or erodes it.

---

## ACBL BRAND PERSONALITY

The American Contract Bridge League is:

- 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.



This is the graphic element of the ACBL logo. It has been developed to embody all the characteristics determined to be important to the brand. Whenever possible it should be used in this primary form.

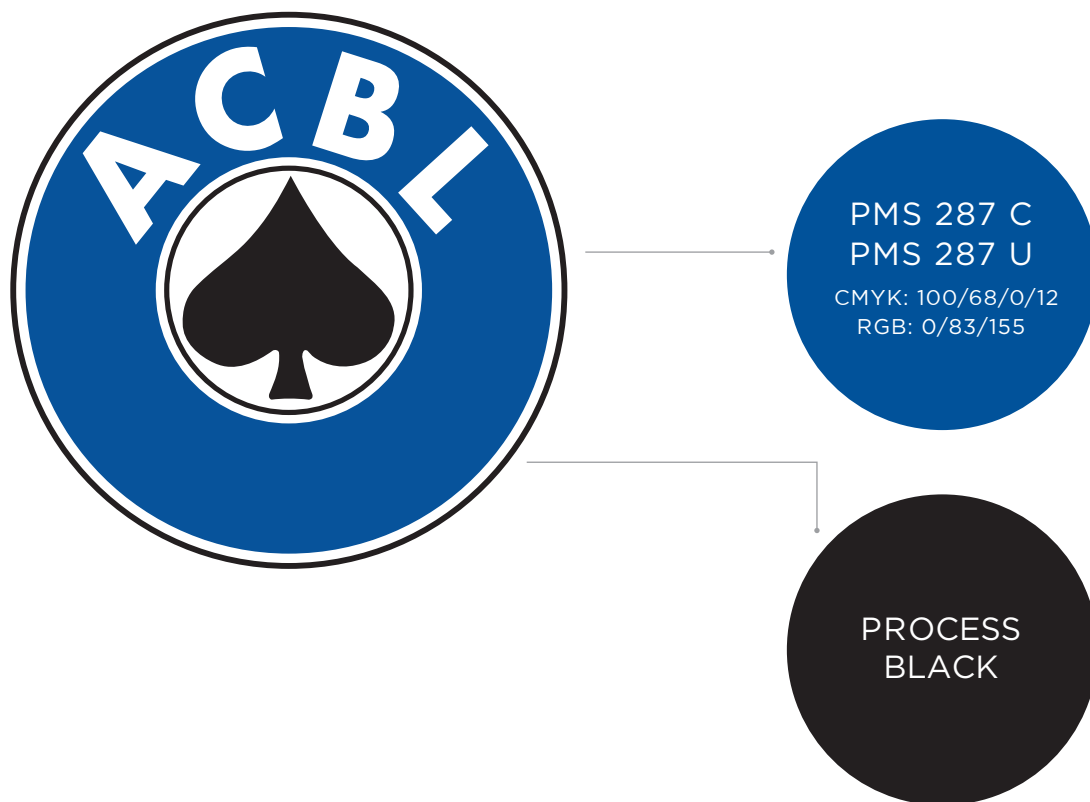
---

### FULL NAME AND LOGO

In any instance where the organization name is not otherwise present, the Primary Logo Mark should be used in conjunction with the full name: American Contract Bridge League. Shown here is one example of that configuration.



American Contract  
Bridge League



The above diagram outlines the specific Pantone colors that comprise the primary ACBL logo.



1 Color Blue



1 Color Black

---

When usage dictates a need, you may utilize one of the secondary logo color configurations. Use these versions when one-color printing is your only option.



---

At times, you will need to use your logo on a background with color similar to the brand identity colors or on a background that does not provide proper contrast with black type. In that instance you may reverse the color of the full name only. The white border around the primary logo mark provides the necessary separation.

Vertical  
Orientation



American Contract  
Bridge League

Horizontal  
Orientation

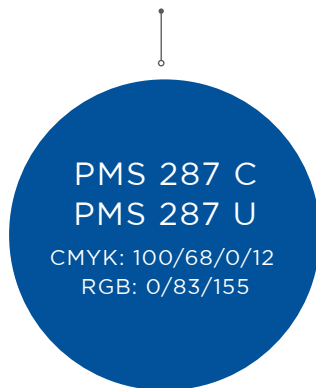


American Contract  
Bridge League

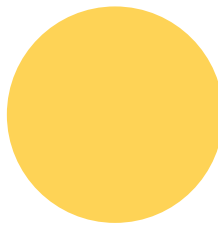
Space available for the full name and logo will dictate the appropriate arrangement.  
Chose one of the versions shown here when faced with those scenarios.



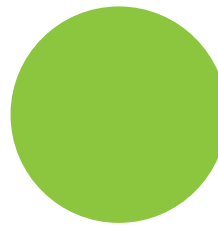
Primary



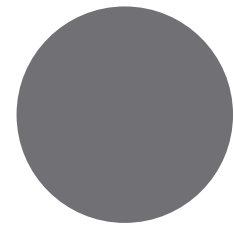
Secondary



PMS 129 C

CMYK: 1/19/84/0  
RGB: 251/204/69

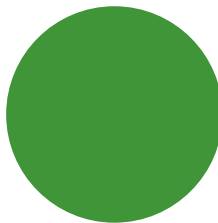
PMS 376 C

CMYK: 50/0/100/0  
RGB: 141/198/63

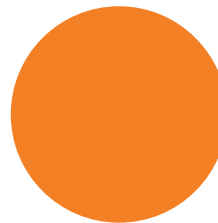
COOL GRAY 11C

CMYK: 0/2/0/68  
RGB: 113/112/115

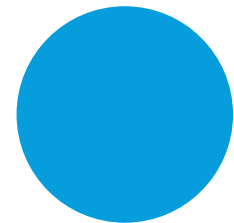
Secondary



PMS 363 C

CMYK: 68/0/100/24  
RGB: 67/149/57

PMS 158 C

CMYK: 0/61/97/0  
RGB: 245/128/37

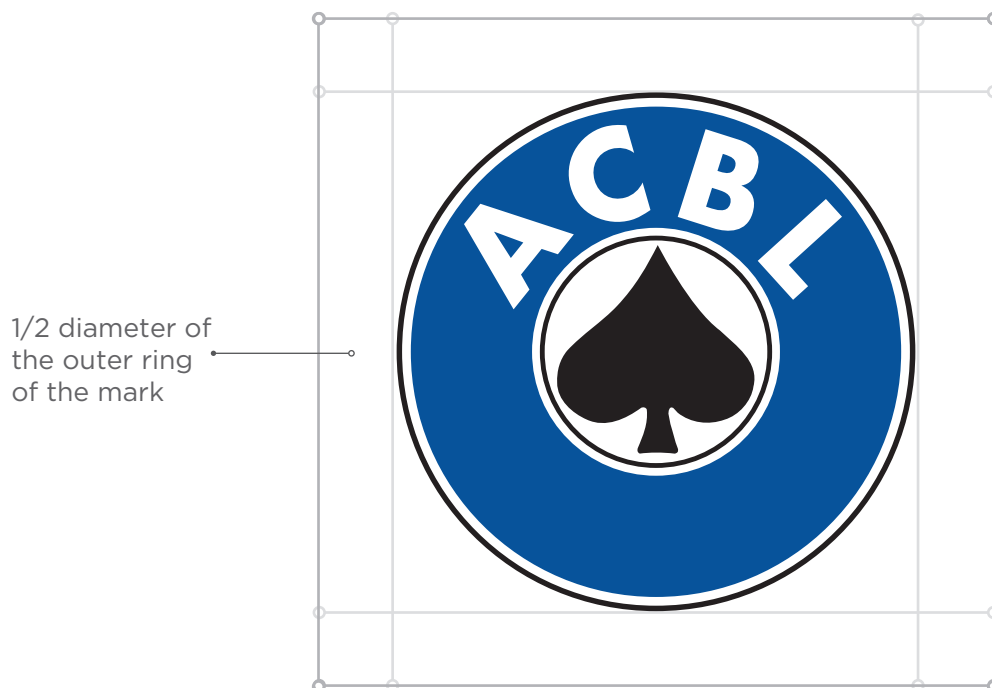
PMS 299 C

CMYK: 85/19/0/0  
RGB: 0/157/220

These color swatches represent the primary brand palette. They have been chosen for their ability to complement the identity colors and for their ability to represent key aspects of the organization's personality.



## Space surrounding graphic mark



Be mindful of the space in which your logo exists. There should never be another element touching or in any way obscuring the logo mark or letter type. A good rule of thumb is to keep a clearance approximately equal to half the diameter of the outer ring of the mark.

Please, never do the following:



Do not scale horizontally.



Do not scale vertically.



Do not change fonts.



Do not change colors.



Do not rotate.



Do not add strokes.

American Contract  
Bridge League

Do not use without symbol.



Do not reverse out.

At times, you may be tempted to distort, thicken, tilt or change the color of the logo. DO NOT. Any disfigurement erodes its value, both in the mind of the consumer and as a legally protected mark.

## Typefaces for marketing materials:

Gotham	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890
Sentinel	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

## Typefaces for correspondence:

Arial Regular	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890
Georgia Regular	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

All correspondence and marketing materials will use these specified fonts only — unless typography is used as a graphic element. Consistency of all elements, even typefaces, creates brand harmony and furthers its personality.