



Dear District Presidents and Unit Presidents,

“What sort of bridges do you build?”

We get that question a lot. And confusion about our organization is one reason we’ve worked so hard on ACBL’s new brand identity over the last several months. Don’t worry, we’re still dedicated to celebrating the tight-knit community you’ve helped build. But we are also excited at the opportunity to better communicate what we do as we seek to grow our ranks and invite new players to the game.

As our world slowly returns to its “old normal,” there is no better time to create a fresh look to the ACBL brand and website that is recognizable, accessible and longstanding.

**The new logo clearly explains who we are and what we do.**

Oftentimes, outsiders confuse us as an organization that designs structural bridges or specializes in the card game spades. By spelling out our name and adding the four card suits, we can minimize confusion among those unfamiliar with the ACBL. The design aspects dually serve as an homage to when the classic game evolved into contract bridge during the art deco era and invite a new group of 21st century players to join our community.

**We plan to roll out the new website, and along with it, the new branding, in July. Please plan to start using the elements from the new branding guide in August.**

[Click here](#) for printable version of the branding guide, and [click here](#) to download logo files. These design elements should be used in materials such as fliers, emails and other kinds of announcements beginning in August.

We hope you share in our excitement as we enter this new chapter of the ACBL. Our community is built on a foundation of dedicated leaders, and we wouldn’t be where we are today without you. We look forward to “dealing infinite possibilities” as we grow this organization together.

If you have questions about this transition, please reach out to the Marketing Department at [marketing@acbl.org](mailto:marketing@acbl.org) or 662-253-3112.

Thank you,  
Mary Stratton  
Director of Marketing

CC: ACBL Board of Directors

