

ACC Unveils New Logo

Written by Staff Reports
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The Atlantic Coast Conference launched its new brand on Thursday in preparation for its 62nd year of athletic competition. The new mark reflects the ACC's future while maintaining a strong sense of the

league's proud heritage and tradition.

The new mark will be used in association with each of the ACC's 27 sponsored sports. It was designed in partnership with SME, which has worked closely with the conference on multiple projects and successfully led major rebranding of numerous sports organizations. The ACC and SME gathered input from member institutions, alumni and fans in creating the new design.

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Similar to primary logos of previous years, “ACC” lettering serves as the new mark’s centerpiece. Set in a custom-designed font created specifically for the league, the logo leans forward toward the conference’s ever-present goal of excellence. The lettering is accentuated by a bold, silver underline that symbolizes the ACC’s journey toward a bright future.

The new mark’s versatility will allow it to be displayed in the school colors of each of the ACC’s 15 member institutions. Fans will see the logo on display via many applications – team uniforms, merchandise, facilities and digital platforms such as websites, social media and television.