

The ACO Brand

The ACO brand is bigger than a logo. It's the visual identity people have come to recognize across tournaments, broadcasts, social media, apparel, boards, signage and everything else we produce.

That recognition only works when we're consistent.

Our colors. Our typography. Our logos. Our look.

Creative designs can change dramatically from one event or campaign to another. The ACO brand elements should not.

Be creative with the design.

But be exact with the brand.



Keep the ACO Logo Exact

Always use an official ACO logo supplied in this brand guide or from the ACO logo archive:

americancornhole.com/logos

DO:

- Use the official artwork.
- Keep the original proportions.
- Maintain adequate space around the logo.
- Keep the logo clean and clearly recognizable.

DON'T:

- Redraw or recreate the logo.
- Stretch, squash or distort it.
- Change its colors.
- Rearrange its elements.
- Add effects that compromise the artwork.
- Use an AI-generated approximation of the ACO logo.

If it isn't the actual ACO logo, don't use it.

AI + The ACO Brand

AI is an incredible creative tool.

Use AI to create backgrounds, environments, textures, illustrations, concepts, photography, characters and even headline graphics.

But don't ask AI to reproduce the ACO brand.

AI image generators frequently alter logos, lettering and established brand elements. The result may look convincing at first glance while actually being completely wrong.

The example shown here demonstrates the problem. The AI-generated artwork resembles ACO branding, but the shield, lettering and internal artwork have all been changed.

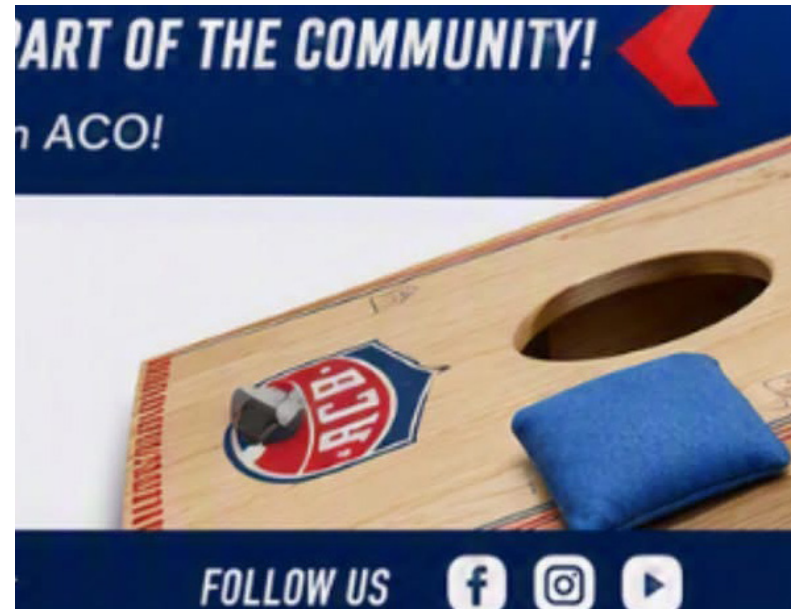
It looks like ACO.

But it isn't ACO.



AI + The ACO Brand

Bad examples:



AI + The ACO Brand

THE EASY SOLUTION

1. Create the artwork with AI.

Generate the background, scene or graphic you want.

2. Leave the ACO logo out.

Don't rely on AI to draw it correctly.

3. Add the real logo afterward.

Drop the official ACO logo onto the finished artwork using Canva, Adobe software or another layout program.

!!! Canva is free, easy to use and works perfectly for this.

AI creates the artwork.

We add the brand.

WHEN IN DOUBT

Before publishing something, take five seconds and look at the ACO branding.

- Is the logo official?
- Are the colors correct?
- Is the logo proportioned correctly?
- Does this unmistakably look like the ACO?

The goal isn't to make every ACO graphic look the same.

The creative can evolve.

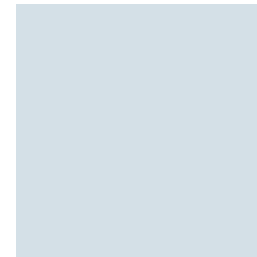
The brand stays consistent.

Colors

MAIN COLORS



SECONDARY COLORS



Take a screenshot of this page, then bring it into your design program. Use the eyedropper tool in Canva, Photoshop, or any other design program to select a color from the screenshot, then apply it to your design.

Fonts

Archivo font is free from Google Fonts. Just Google it, download it, then double click the font icon to install it on your Mac or PC. It's also available by default in Canva. This is the font we're using here and works great for body copy.

Archivo Bold Makes a Great Headline

Archivo bold also makes a solid subheadline

USE MEDIUM IN CAPS LIKE THIS WITH SPACING FOR A GREAT EFFECT

Use other fun fonts for secondary uses like a condensed italic font or a brush script. Used here are Dock Bold Condensed and Grindy Brush.

ACO REGIONAL

THIS WEEKEND!

ACO Logos



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