



Brand Book



## A LETTER FROM THE **COMMISSIONER**

Dear ACC Members, Fans, Friends and Alumni:

We want you to share in our excitement as the Atlantic Coast Conference launches a bold, new brand and looks ahead to a future that continues to be full of promise and opportunity.


That new brand, displayed in the following documents, 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 our league on multiple projects and has successfully led major rebranding of numerous sports organizations. The ACC and SME gathered input from member institutions, alumni and fans to create this innovative new mark.

We feel it is a brand that well represents the ACC as we ambitiously move forward into a new era, but at the same time pays tribute to the past history and tradition of which we are all so proud.



Sincerely,





“WE ARE WHAT WE REPEATEDLY DO.  
EXCELLENCE, THEN, IS NOT  
AN ACT, BUT A HABIT.”

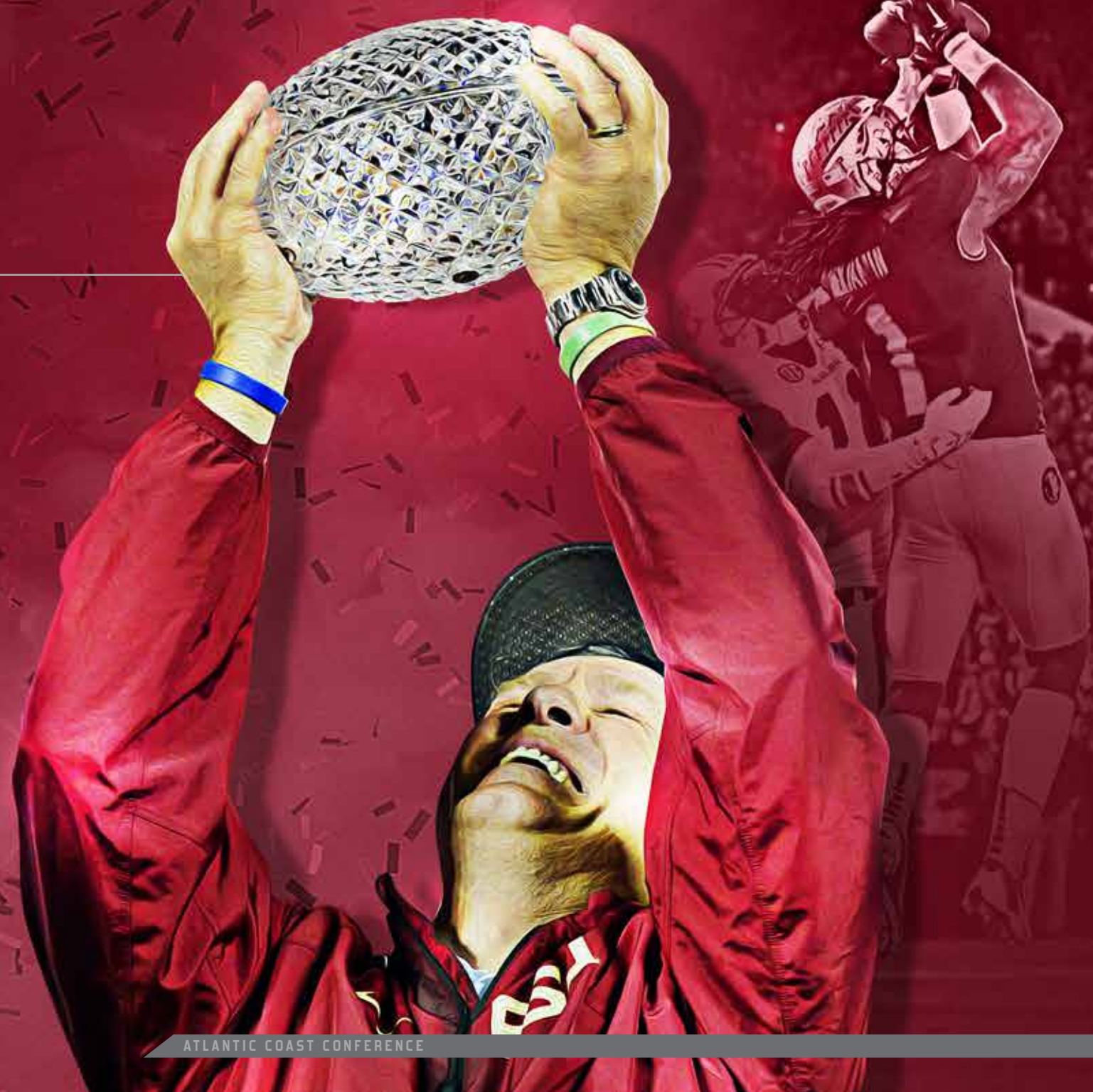
ARISTOTLE



# WHY BRAND MATTERS

Products are what companies make.

Brands are what people choose.







# WHY IS A PROPERLY BRANDED ACC IMPORTANT?

The strength of the ACC brand transfers directly to its member schools. The ACC provides a vehicle for national recognition to its 15 institutions, adding benefit to ACC membership beyond the performance of the day-to-day mechanical operations of a league office. The public's perception of an athletic program is strongly informed by conference association, which influences such concrete assets as media revenue, national team rankings, non-conference scheduling leverage, recruiting practices, alumni relations and student enrollment, to name a few. Fortification of the brand ultimately improves the national esteem of member institution athletic programs which the ACC exists to represent.



# HOWARD'S ROCK

FROM  
DEATH VALLEY, CA  
TO  
DEATH VALLEY  
CLEMSON, SC  
PRESENTED TO  
COACH FRANK HOWARD  
AND THE  
CLEMSON FOOTBALL TEAM  
BY  
THE TOWN OF  
DEATH VALLEY, CALIFORNIA

“PERFECTION IS NOT ATTAINABLE,  
BUT IF WE CHASE PERFECTION  
WE CAN CATCH EXCELLENCE.”

VINCE LOMBARDI





## THE ACC BRAND

- 1 Provides the ACC with a point of differentiation and competitive advantage within the Power 5 and against other national conferences
- 2 Communicates the ACC's value, esteem, relevance and reliability
- 3 Creates a unique market proposition for partners and sponsors
- 4 Supports and leverages ACC media/marketing expenditure
- 5 Simplifies purchase decision for fans and partners of the ACC
- 6 Increases enthusiasm from core and target ACC consumers
- 7 Creates ease of brand recognition for the ACC
- 8 Attracts top talent to the ACC and its member schools
- 9 Creates awareness and loyalty amongst college sports fans
- 10 Provides a basis for extension of the ACC into other related product/service categories





“EXCELLENCE IS DOING  
ORDINARY THINGS  
EXTRAORDINARILY WELL.”

JOHN W. GARDNER



## BRAND CONVERSIONS

Through the brand development process the ACC has identified eight brand conversions required to transform its overall market proposition, perception and position.

FROM	TO
Southern	Atlantic Coast
Regional	National
Tobacco Road	15 Unique Members
Basketball's Greatest Rivalries	Basketball's Greatest Conference
An Average Football Conference	A Top Ranked Power 5 Conference
Competitive in a Range of Sports	Unmatched in Sporting Depth/Success
Strong Academic Schools	Nation's Top Academic/Athletic Conference
Tradition as it Honors the Past	Tradition as it Elevates the Future







“EXCELLENCE  
IS THE GRADUAL  
RESULT OF  
ALWAYS  
STRIVING  
TO DO BETTER.”

PAT RILEY



# BRAND ESSENCE

1 A COMMITMENT TO ACADEMIC AND ATHLETIC EXCELLENCE

2 INTEGRITY

3 UNITY

4 WORLD-CLASS COMPETITION





“ IF YOU ARE GOING TO ACHIEVE  
EXCELLENCE IN BIG THINGS,  
YOU DEVELOP THE HABIT IN  
LITTLE MATTERS. EXCELLENCE  
IS NOT AN EXCEPTION, IT IS  
A PREVAILING ATTITUDE. ”

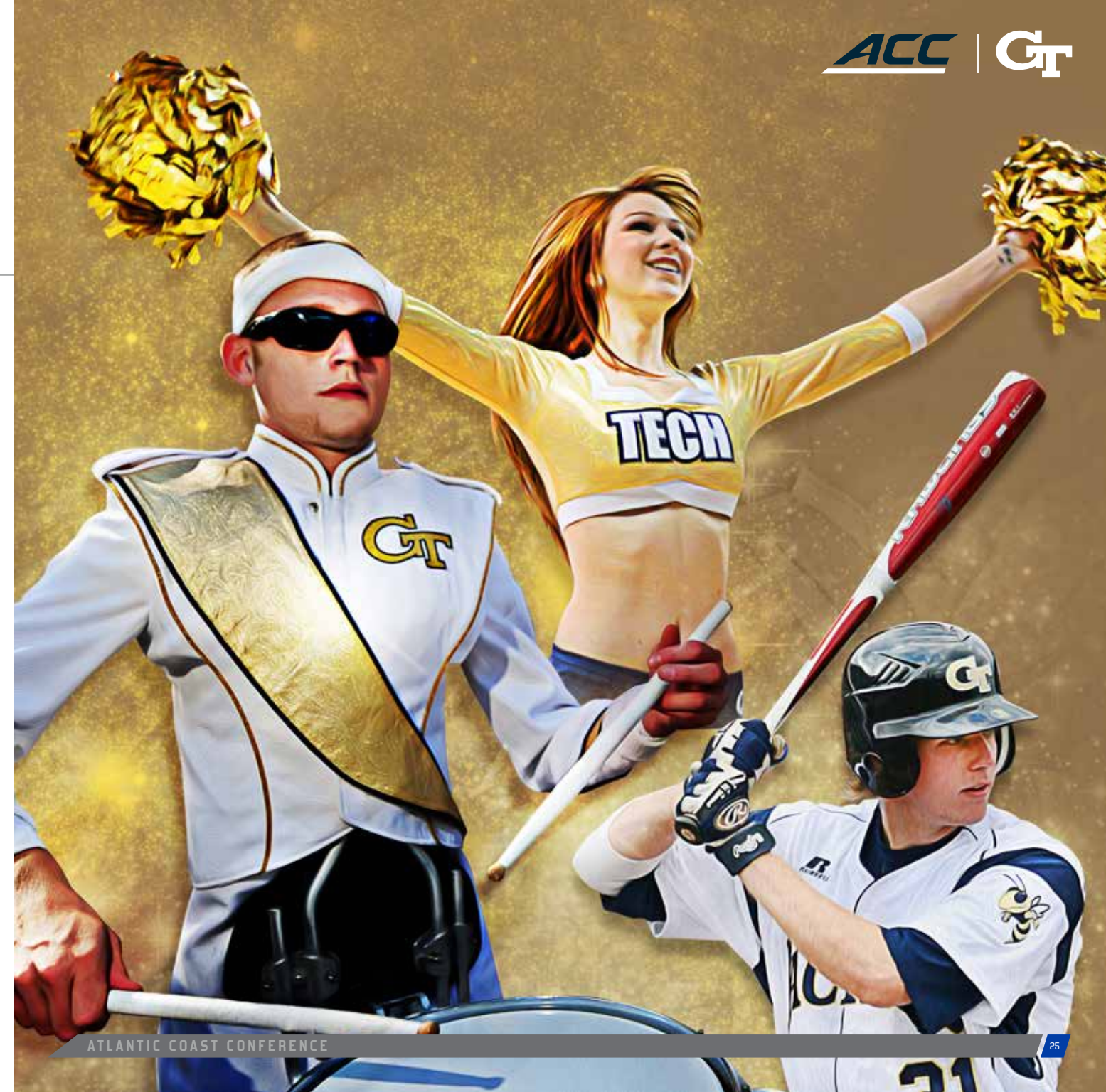
**COLIN POWELL**





# BRAND PERSONALITY

- 1 HEROIC
- 2 CONFIDENT YET HUMBLE
- 3 FORWARD THINKING / VISIONARY
- 4 INTELLECTUAL / WORLDLY





“THERE IS NO  
EXCELLENCE  
WITHOUT LABOR.  
ONE CANNOT  
DREAM ONESELF  
INTO EITHER  
USEFULNESS OR  
HAPPINESS.”

LIBERTY HYDE BAILEY





The background of the slide is a photograph of three Virginia Cavaliers basketball players in white jerseys with "VIRGINIA" and their numbers (12, 23, and a partially visible 1) in red. They are all cheering with their mouths open and arms raised. The player on the left has his arm raised high. The player in the middle has his arm around the player on the right. The player on the right is pointing his index finger up. The background is a dark blue arena.

## BRAND POSITIONING STATEMENT

THE NATION'S PREMIER  
COLLEGIATE CONFERENCE  
OF ACADEMIC AND  
ATHLETIC EXCELLENCE





## BRAND MISSION

**The Atlantic Coast Conference**, through its member institutions, seeks to maximize the educational and athletic opportunities of its student-athletes, while enriching their quality of life. It strives to do so by affording individuals equitable opportunity to pursue academic excellence and compete at the highest level of intercollegiate athletics competition in a broad spectrum of sports and championships. The Conference will provide leadership in attaining these goals, by promoting diversity and mutual trust among its member institutions, in a spirit of fairness for all. It strongly adheres to the principles of integrity and sportsmanship, and supports the total development of the student-athlete and each member institution's athletics staff, with the intent of producing enlightened leadership for tomorrow.



## BRAND IDENTITY

The new ACC brand identity strongly expresses the essence of the conference - leans hard into a brilliant future, yet honors the successful path that has led us to this day.

A bold underline has been integrated into the composition as a visual representation of the strong foundation the conference is built upon and as an elevating platform for the future. From the conference's history of championships, to the addition of esteemed new members and our commitment to stability for the long term, our logo is rooted in our heritage - only faster, sleeker and more contemporary.





“THE PAST, THE PRESENT AND  
THE FUTURE ARE REALLY ONE:  
THEY ARE TODAY.”

**HARRIET BEECHER STOWE**







Thank You