



ECF 2018 rebrand

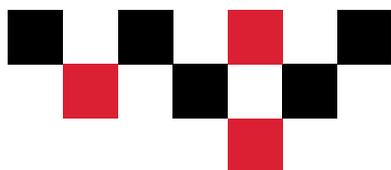
After many years with the red logo the ECF is updating the branding of the organisation. This is to help present a consistent image across all the ECF publications and announcements, and provide a fresh, clear, simple to use image to help attract new members and new sponsors.

We hope this new image will help provide a strong framework for the ECF to fulfil its remit of furthering the cause of chess in England and continue to grow while also offering improved and new opportunities for players, arbiters and sponsors.

The new design offers a clear branding of the initials ECF, which has become the most recognisable name for the organisation, along with using the complete written name to avoid confusion and help put across a strong identity. The icon provides a clear, strong image of chess pieces in a decorative and variable way, providing a simple all embracing visual clue to the organisation's name.

A secondary decorative icon is also used for adding extra branded interest to documents in the form of the chess squares, with three red boxes to subliminally represent the three letters ECF.

We are excited about the new logo and its potential.



Design by



