

ACF to Unveil New Logo

ACF National President Thomas Macrina, CEC, CCA, HGT, AAC, has announced that the organization will unveil a new logo Jan. 6, 2014. As ACF approaches its 85th anniversary in 2014, the new logo underscores the organization's commitment to growth and transformation, and to innovation in the culinary world. The ACF Board of Directors engaged in a nearly five-month process to redesign and update the ACF logo. The new logo will create a more cohesive look and stronger brand recognition for all entities of the organization while drawing on the legacy of the current logo.

The new logo will be officially unveiled Jan. 6 at 1 p.m. EST via a video message in which Macrina will discuss in depth the organization's vision moving forward, of which the logo is a significant element. The message will play at <http://www.acfchefs.org/PresidentsVideoMessage>.

Source: The Culinary Insider, 2 December 2013.

