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Curling Alberta Unveils Bold New Logo Reflecting Unity and a Dynamic Future for the Sport

Edmonton, AB (June 23, 2025) – Curling Alberta is proud to unveil its brand-new logo — a modern, bold visual identity that reflects not only a renewed vision for the sport within Alberta, but also deep alignment with Curling Canada and fellow Member Associations across the country.

This rebrand represents more than a design update - it's a symbol of Curling Alberta's commitment to growing the game through collaboration, community, and connection. With bold blue tones and clean, forward-facing lines, the new look honors curling's rich history while embracing a unified and dynamic future for the sport in Canada.

"We're proud to be part of one big curling family," said Jill Groves, Executive Director of Curling Alberta. "This new logo represents not only our provincial spirit and passion for the game, but also our alignment with the national curling landscape - working together with Curling Canada and other Member Associations to grow and elevate curling from coast to coast."

The updated branding will begin appearing immediately across social media, digital platforms, merchandise, and events. Curling Alberta's upcoming season will also include the launch of a brand-new website that embodies this fresh, modern identity.

"Over the coming months, you'll see our new logo everywhere - from event signage to team gear," added Groves. "This rebrand is a visual reminder of our shared goals: inspiring the next generation, supporting our clubs, and strengthening curling in every corner of our province and beyond."

As Curling Alberta enters a new chapter - with enhanced programs, increased visibility, and a continued focus on grassroots and elite development - the logo reflects a renewed dedication to unity, excellence, and growth.

We invite all curlers, clubs, and fans across the province and the country to proudly display and share the new logo as a symbol of the community we're building together - one house, one team, one family.

For media inquiries or brand usage, please contact:

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