

# ACC Brand Guidelines

Updated: May 2024



# American Chemistry Council

## About

The American Chemistry Council's mission is to advocate for the people, policy, and products of chemistry that make the United States the global leader in innovation and manufacturing. To achieve this, we: Champion science-based policy solutions across all levels of government; Drive continuous performance improvement to protect employees and communities through Responsible Care®; Foster the development of sustainability practices throughout ACC member companies; and Communicate authentically with communities about challenges and solutions for a safer, healthier and more sustainable way of life. Our vision is a world made better by chemistry, where people live happier, healthier, and more prosperous lives, safely and sustainably, for generations to come.

[Learn more about ACC](#)



# Logo

## Components

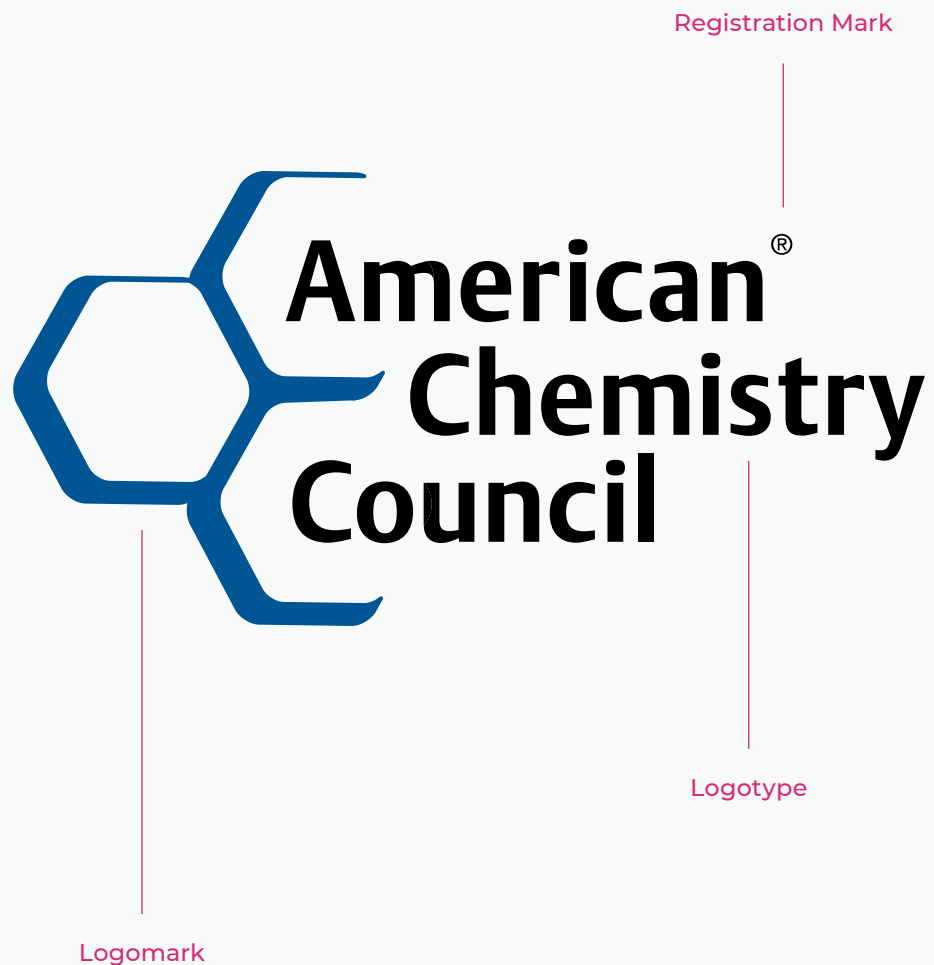
The ACC logo is the singular and primary logo of the American Chemistry Council. When the ACC logo appears on materials other than routine business collateral, it is recommended that other brand elements be included (eg. graphic elements, colors).

The logo has three components: the logo mark and the logo type and registration symbol. These components should never be altered in any way from the approved versions as printed herein.

## Standard Use

The logo should always appear in its entirety and without distortion. The logo mark, logo type and registration symbol should never be divided, moved, separated or manipulated in any way. Never use a different typeface to recreate the logo type. Always use the logo and its variations as ACC provides it.

[Download ACC Logos](#)



# Logo

## Minimum Size

Do not reproduce the logo smaller than one inch wide. This minimum size is determined by the distance between the left side of the logo mark and the Y in the word “Chemistry” in the logo type. The logo mark should always retain the same size ratio to the logo type.

When reproducing the logo in a digital format, the minimum size is 80 pixels wide, using the same standards for measurement as above.

## Clear Space

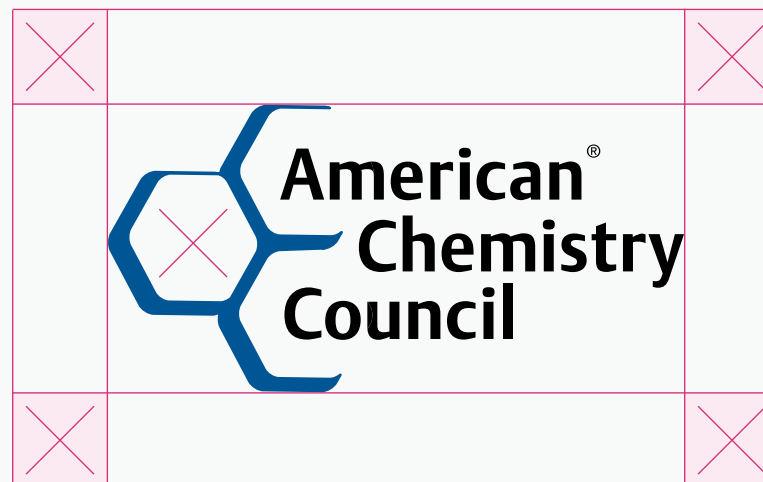
To ensure visual integrity of the logo, a relative amount of clear space should surround the logo on all sides. The amount of clear space can be easily determined by using elements of the logo itself, so that it changes according to the relative size of the logo. Never reduce the amount of clear space beyond this minimum.

The appropriate amount of clear space can be determined as X, which is the height of the left-most hex in the logo mark. If you increase the size of the logo then you must increase the size of the clear space accordingly.

Print: 1”



Digital: 80px



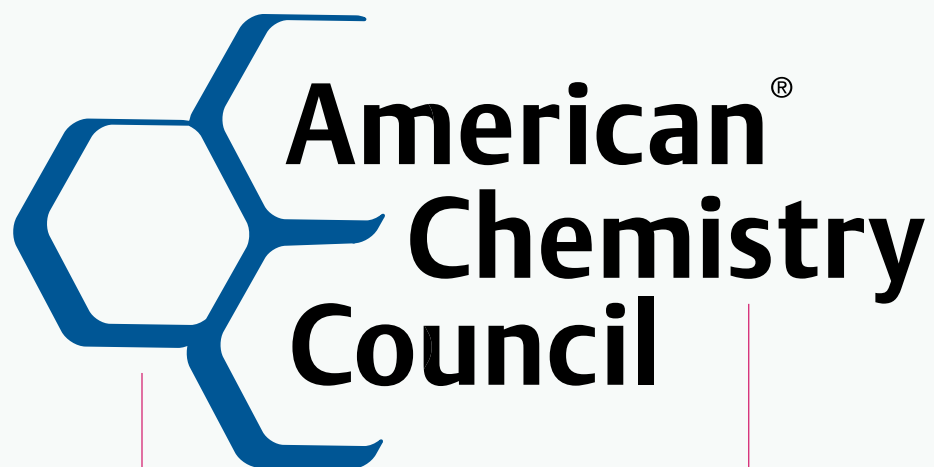
# Logo

## Color

The ACC logo is designed to be reproduced in full-color. The logo mark is blue and the logo type is black. The exact color values are shown below. No other hues of these colors are to be used as replacements.

When reproduced in black and white, both elements are black. Do not use the logo as all blue. Do not use the logo in any shade of gray and do not incorporate gray into the logo mark while keeping the logo type black.

When on a dark background, it is appropriate to use a white version of the logo.



### Medium Blue

HEX: 0B5793

CMYK: 97, 71, 16, 2

RGB: 11, 87, 147

### Black

HEX: 231F20

CMYK: 0, 0, 0, 100

RGB: 035, 31, 32

## Full Color



## Black



## White



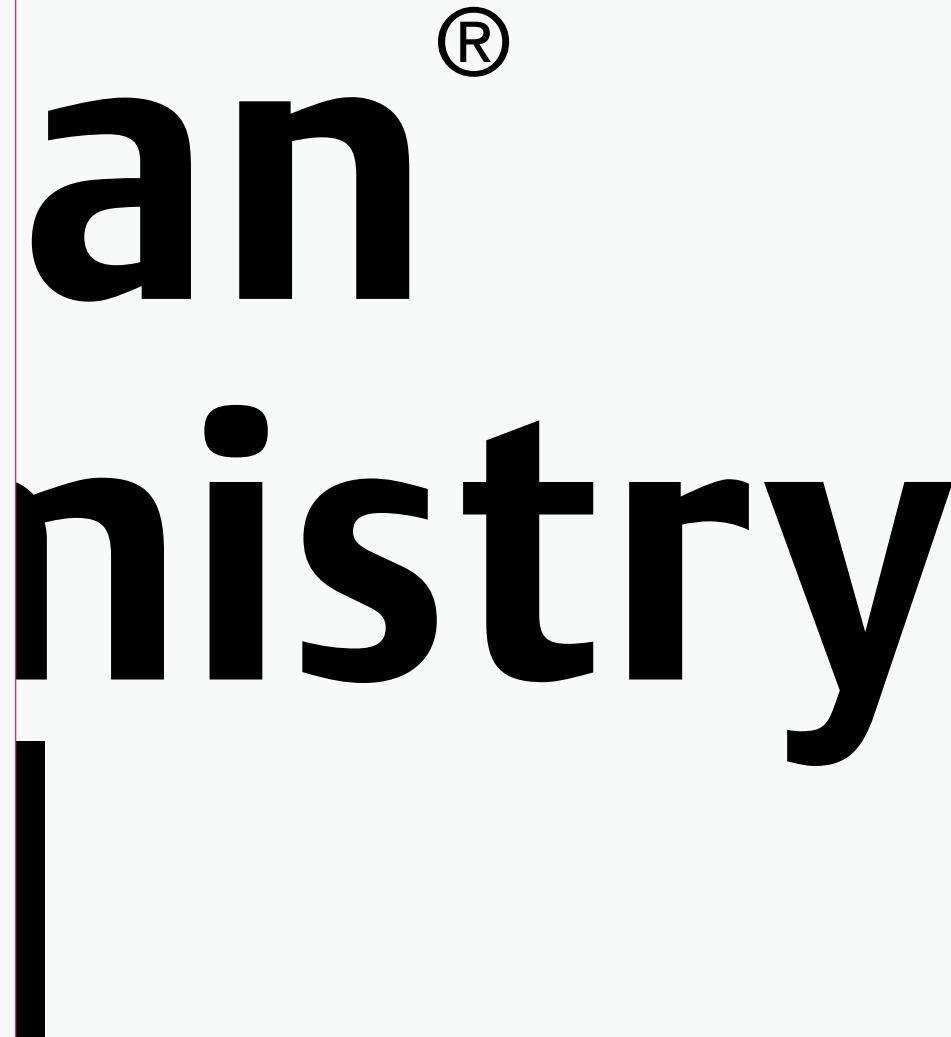
# Logo

## Registration Symbol

The ACC logo should always appear with the registration symbol (®) above the N of the word “American”. This symbol should scale appropriately with the logo and the logo should never appear with the symbol altered or omitted.

## Ownership

All service marks (including the ACC logo, Affiliate Member logo, Associate Member logo, Program and Services logos, and Secondary logos) contained herein are the property of the ACC, which retains all rights and ownership in the service marks. The service marks cannot be used other than in accordance with the terms and conditions set forth in this guide. ACC reserves the right to alter the terms and conditions for use of the service marks based on ACC’s sole discretion but will notify and consult with all relevant parties in any such circumstance. Use of the service marks by any entity other than the specific entity approved by ACC is prohibited.



an<sup>®</sup>  
nistry

# Logo

## Member Logos

All standards stipulated in this guide regarding the ACC logo apply to the member logos as well. In the case of these logos, the type above the main ACC logo always takes on the color of the logo mark, either ACC's approved blue, black, or white.

### Member Logos Must Be Requested

## License to Use the Marks

ACC, as the owner of the Member service marks, grants Member companies, Affiliate companies, and Associate companies a royalty-free, nonexclusive, non-transferable license within the United States to use the service marks under the terms and conditions contained in this guide.

In using the service marks, each Member, Affiliate Member or Associate Member acknowledges that ACC has and will continue to retain full ownership of the service marks and related registrations. Nothing in this grant shall be construed to give a Member, Affiliate Member or Associate Member any right, title or interest in the service marks or related registrations except as a licensee of the ACC.



# Logo

Each Member shall cooperate in facilitating ACC's control of the nature, quality and use of the service marks. As part of this effort, each Member shall supply ACC with representative specimens of the use of the service marks upon request, within seven days of the request.

The license to use the mark will be terminated **(1)** upon a company's ceasing to be a Member, Affiliate Member or Associate Member of the ACC; or **(2)** upon a company's failure to comply with any of the terms and conditions contained in this guide.

Upon termination, the company must immediately cease using the service mark and any suggestion of affiliating with the ACC, or otherwise being a Member, Affiliate Member or Associate Member.

## Conditions of Use

Each Member, Affiliate Member or Associate Member is entitled to use the service marks only in the following ways **(1)** as part of the corporate website, letterhead and business cards; **(2)** upon corporate signage (storage tanks, warehouses, buildings, etc.) owned by or on long-term lease to a Member; **(3)** On promotional and general marketing materials

describing the Member; and **(4)** Internally, to help explain to the company's employees the relationship between ACC and the Member. Other uses require the prior written approval of the ACC.

The service mark shall not be used **(1)** to promote a specific commercial product or service (compared with general marketing of the company, which is permissible); or **(2)** in a manner implying that ACC endorses any specific position, or is sponsoring or otherwise involved in any separate project or venture, of the Member.

## Use with Other Logos

When using the ACC Member, Affiliate Member or Associate Member service mark always **(1)** use the complete service mark as it is provided to you by the ACC, including the symbol of registration; **(2)** include the designated clear space around the service mark as stipulated in the ACC logo section of this guide; **(3)** show the Member service mark as the secondary logo when co-branding. It must always appear to the right or below the Member, Associate or Affiliate Company's service mark and be sized at no more than 75% of the primary service mark.



# Responsible Care®

## About

The safety of chemical operations and products is a core priority for ACC members. Responsible Care is our industry's commitment to the health and safety of our employees, the communities in which we operate and the environment as a whole. For over 35 years, companies practicing Responsible Care® have worked to significantly enhance their environmental, health, safety and security performance. Participation in Responsible Care is a mandatory for all ACC members and Responsible Care Partner companies, all of which have made CEO-level commitments to the program.

[Learn more about Responsible Care®](#)



# Responsible Care<sup>®</sup> Logo

## Components

The Responsible Care<sup>®</sup> logo is the singular and primary logo of the American Chemistry Council's Responsible Care program. When the Responsible Care logo appears on materials other than routine business collateral, it is recommended that other brand elements be included (eg. graphic elements, colors).

The logo has four components: the logomark, logotype, tagline, and the service mark symbol. These components should never be altered in any way from the approved versions as printed herein. The logo also comes in a horizontal variation, and the logomark can be used in isolation with the service mark symbol. **See page 12.**

## Standard Use

The logo should always appear in its entirety and without distortion. The logomark, logotype and service mark symbol should never appear void of the tagline. Never use a different typeface to recreate the logo type. Always use the logo and its variations as ACC provides it.

[Download Responsible Care<sup>®</sup> Logos](#)



# Responsible Care<sup>®</sup> Logo

## Color

The Responsible Care<sup>®</sup> logo is designed to be reproduced in full-color. The logomark's molecule, logotype, and service mark symbol are teal and the logomark's open hands and tagline are dark blue. The exact color values are shown below. No other hues of these colors are to be used as replacements.

The Responsible Care logo can be reproduced in black and white, as well as a reversed color version for dark backgrounds. Do not use the logo as all teal or all dark blue. Do not use the logo in any shade of gray and do not incorporate gray into the logo mark. When on a dark background, it is appropriate to use a white or reverse version of the logo.

Examples are shown on the next page:

- Full Color
- Reversed Color
- Black
- White



## Full Color



**RESPONSIBLE CARE™**  
Driving Safety & Sustainability

## Reversed Color



**RESPONSIBLE CARE™**  
Driving Safety & Sustainability

## Black



**RESPONSIBLE CARE™**  
Driving Safety & Sustainability

## White



**RESPONSIBLE CARE™**  
Driving Safety & Sustainability



**RESPONSIBLE CARE™**  
Driving Safety & Sustainability



**RESPONSIBLE CARE™**  
Driving Safety & Sustainability



**RESPONSIBLE CARE™**  
Driving Safety & Sustainability



**RESPONSIBLE CARE™**  
Driving Safety & Sustainability



# Responsible Care<sup>®</sup> Logo

## Minimum Size

Do not reproduce the logo smaller than 1.25 inches or 90 pixels wide for the horizontal logo, 0.75 inches or 80 pixels wide for the vertical logo. This minimum size is determined by the distance between the left side of the R and the right side of the registration mark. The logo mark should always retain the same size ratio to the logotype.

## Clear Space

The appropriate amount of clear space can be determined as X, which is the width of the bottom of one hand in the logomark. If you increase the size of the logo then you must increase the size of the clear space accordingly. This rule applies to all variations of the Responsible Care logo: vertical, horizontal and and logomark only.

1.25" or 90px



0.75" or 80px



# Responsible Care<sup>®</sup> Logo

## Conditions of Use

The American Chemistry Council, as the owner of the Responsible Care<sup>®</sup> logos, grants all Council member companies and Responsible Care Partners the right to use the Responsible Care logos based upon the terms and conditions contained within this document.

Responsible Care logo use is limited to facilities and operations within the ACC member or Responsible Care Partner company's dues base. Facilities and operations falling outside of the ACC membership/ Responsible Care Partnership are not licensed to use the Responsible Care logos.

Each ACC member and Responsible Care Partner shall cooperate in facilitating ACC's control of the nature, quality and use of the Responsible Care logos.

As part of this effort, each ACC member or Responsible Care Partner shall supply ACC with representative specimens of the use of the logos upon request, within seven days of the request.

The right to use the Responsible Care service marks will be terminated:

- upon a company's ceasing to be a member of the ACC or the Responsible Care<sup>®</sup> Partnership Program; or
- upon failure to comply with any of the provisions contained herein.

Upon termination, the company will immediately cease using the Responsible Care logos and any suggestion of implementing, practicing, affiliating with, or otherwise being a Responsible Care Company.

ACC member company and Responsible Care Partner company usage of the Responsible Care logo must be accompanied by the service mark symbol (<sup>SM</sup>).

ACC encourages companies to use the (®) every time companies use the name Responsible Care<sup>®</sup> which also ACC-registered. At a minimum, we ask that you always use the (®) upon first reference, such as in the heading or title of an article or document or the first place it appears in a story. Thereafter, always capitalize the "R" in Responsible and the "C" in Care.

# Developing Branding

The world of chemistry is complex, and we recognize as this world evolves it is necessary to evolve with it. As we continuously audit communication needs throughout ACC and in an effort to provide maximum value, there may be specific opportunities that call for a more refined and highly focused approach. Such efforts, although supported through the current brand scheme, likely are focused on an audience much narrower than the primary brand accommodates. Although preference should always be given to the ACC primary brand, separate or additional identities will only be approved subject to the following:

1. No department, division, business unit, group, panel, or other organized arm of the American Chemistry Council, self-funded or not, shall receive its own brand identity beyond what is already provided for in the brand guidelines without prior consultation and approval from the business manager and the Communications and Public Affairs department.
2. No product or initiative shall receive its own brand identity beyond what is already provided for in the brand guidelines with the exception of Responsible Care®.
3. Stakeholder outreach programs or campaigns may receive a unique logo if:
  - The program will be sustained for at least one year and have visible external communications; and
  - The program is an effort consisting of a significant investment determined by the Communications and Public Affairs department; and
  - The program has specific and measurable goals and objectives.
4. Newly created identity marks/logos are for campaign specific collateral only and are not to appear on business or organizational collateral.
5. Any use of a program logo must include transparency; including the relationship to the American Chemistry Council.
6. Newly created identity mark/logo must have a continued significant investment and must expire strategically as the paid effort decreases.
7. All requests for unique logos under this section will be reviewed on a case-by-case basis and must be approved by Communications and Public Affairs and Legal departments.

# Color

ACC's color palette consists of primary colors, secondary colors, and typography colors.

## Tints

Tints can be used in conjunction with their respective full-tint colors. They should never be used without the full-color nearby. The color's opacity may range from 100% to 10%.

## Values

All printed materials should be either PANTONE® spot-colors (coated or uncoated, as designated by the paper type used in printing) or their CMYK equivalent.

For online and digital materials, use the RGB or HEX values.

[Download Color and Typography Guide](#)



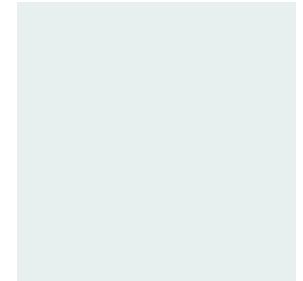
**Blue**  
HEX: 24366A  
CMYK: 99, 89, 30, 18  
RGB: 36, 54, 106



**Medium Blue**  
HEX: 0B5793  
CMYK: 97, 71, 16, 2  
RGB: 11, 87, 147



**Teal**  
HEX: 4FA3AE  
CMYK: 69, 19, 30, 0  
RGB: 79, 163, 174



**Gray**  
HEX: E8F0EF  
CMYK: 8, 2, 5, 0  
RGB: 232, 240, 239



**Green**  
HEX: 95A329  
CMYK: 47, 22, 100, 2  
RGB: 149, 163, 41



**Yellow**  
HEX: DE9502  
CMYK: 12, 45, 100, 0  
RGB: 222, 149, 2



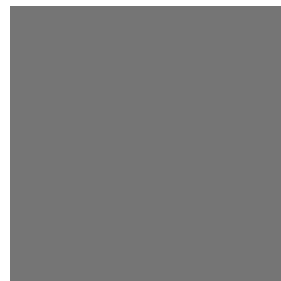
**Red**  
HEX: DA4944  
CMYK: 9, 87, 76, 1  
RGB: 218, 73, 68



**Pink**  
HEX: D62C77  
CMYK: 12, 96, 24, 0  
RGB: 214, 44, 119



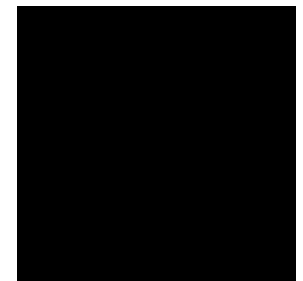
**Dark Blue**  
HEX: 19234D  
CMYK: 100, 92, 39, 39  
RGB: 25, 35, 77



**Dark Gray**  
HEX: 757575  
CMYK: 55, 47, 45, 12  
RGB: 117, 117, 117



**White**  
HEX: FFFFFFFF  
CMYK: 0, 0, 0, 0  
RGB: 255, 255, 255



**Black**  
HEX: 231F20  
CMYK: 0, 0, 0, 100  
RGB: 35, 31, 32



# Typography

## Montserrat

The core typeface for ACC's brand is Montserrat. This typeface is chosen because of its legibility, personality, and accessibility. Montserrat can be used for all headlines, subheads, body copy, and captions. Montserrat comes in a variety of weights and styles, all of which are acceptable in order to provide greater flexibility with text organization and emphasis.

[Download Montserrat](#)

## Verdana

For Microsoft Office programs, like Word, PowerPoint, Excel and Outlook, Verdana is the appropriate replacement for Montserrat.

## Introducing Typography

New typefaces can be introduced judiciously for ACC-wide programs and campaigns where branding independent branding is deemed necessary. These typefaces should be clean, contemporary, legible, and straight-forward.

## Montserrat

Thin

ExtraLight

Light

Regular

Medium

SemiBold

**Bold**

**ExtraBold**

**Black**

*Thin Italic*

*ExtraLight Italic*

*Light Italic*

*Italic*

*Medium Italic*

*SemiBold Italic*

***Bold Italic***

***ExtraBold Italic***

***Black Italic***

## Verdana

Regular

**Bold**

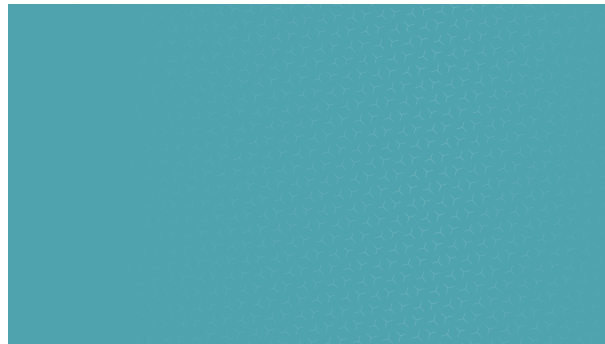
*Italic*

***Bold Italic***

# Textures

ACC has a myriad of textured backgrounds in our primary and secondary colors. These backgrounds can be used to create all types of collateral, ensuring overlaid type is at a high contrast for legibility.

[Download Textures](#)

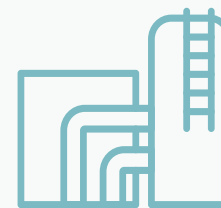


# Icons

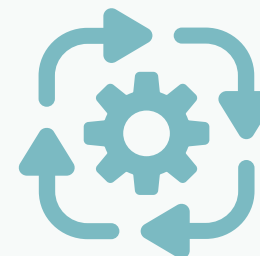
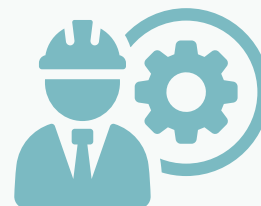
The world of chemistry is complex, and the use of iconography can help simplify and highlight messaging.

The ACC brand is not limiting in its use or sourcing of iconography. When designing collateral — social media graphics, reports, PowerPoint presentation, etc. — the icon selection must be consistent in style, weight and size, as shown in examples.

## Hollow/Line Icons



## Solid Icons



## Shape-Encapsulated Icons



# Imagery

## Images to Select

When selecting images for ACC's brand, choose images that are aspirational, showcasing 'a world made better by chemistry.' Images should celebrate the worker, worker safety, sustainable and technological innovations, chemical products and applications, chemists and general chemistry. When images are selected to support policies or communicate directly to a governmental entity, select images of the appropriate federal buildings or images that directly relate to the issue. When possible, images should reflect the colors and hues in the color palette. Imagery should illustrate diversity and inclusion.

## Images to Avoid

Do not use images which contain negative subject matter, portray states of emergency or show harmful effects to either people or the environment. Do not use dark, monotone or irrelevant images. Do not use images which include specific chemistry products, specific services or the brands/logos of other companies unless relevant to the communication or article. Do not use comical or typical "stock-looking" photography.



Need help with brand compliance?

**EMAIL:** [branding@americanchemistry.com](mailto:branding@americanchemistry.com)

