



Improving people's lives through the transforming power of chemistry.

The **American Chemical Society** Print Brand Style Guide for Members

Our brand is the symbol of our heritage, and of the chemistry enterprise we have fostered for more than 140 years. It supports our vision and we want to communicate it to our membership and the public.

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Section 1

Introduction

Introduction

In April 2008, the ACS Board of Directors voted to adopt Chemistry for Life® as the new tagline for the Society. The new tagline is being used as a catalyst to help create a new look and feel for the ACS and is an exciting part of the implementation of the ACS Communications Strategic Plan. The tagline also nicely complements the ACS Vision — “Improving people’s lives through the transforming power of chemistry.”

One of the primary goals of the ACS Communications Strategic Plan is to create the tools, resources and messages that will allow the Society and its members to speak with a unified voice – a voice that can consistently communicate to key audiences and the broader public about how we as chemists and chemistry are key to improving people’s lives. By communicating the value of chemistry in a consistent and positive manner we can help advance public understanding of, and support for, chemistry and our profession.

We have created this Graphics Handbook for Members as a resource to help you continue to create striking and effective communications. Within this handbook you will find over 20 adaptable templates for creating agendas, meeting notices, PowerPoint presentations, newsletters and even websites. These templates are flexible enough so you can create your own designs while still maintaining the strong design elements that distinguish the new look and feel for ACS.

We encourage you to support and embrace Chemistry for Life®. By using the consistent look, feel and tagline in our communications we can help build recognition in the wider public and communicate with a unanimous voice to spread positive news about chemistry and the benefits it brings to the world.

Using the ACS logo

The ACS logo and tagline (see page 2.2) are registered trademarks of the Society and their use is under the control of the ACS. Maintaining the integrity of the logo and the tagline is critical to the Society, as misuse of these could result in the ACS losing its ability to protect our symbol.

Board Regulation VII, 2, “Use of SOCIETY Name and Insignia” is the official statement on this subject.

The Society encourages members to use the ACS logo and tagline established by the Board on official ACS business; however, there are some rules that need to be observed:

- The logo should not be modified or incorporated into another logo, cut apart or have any of its elements changed or rearranged.
- The Society logo should be as big as or bigger than other logos when used together.
- Local sections can use their logos, but please remember to use the guidelines above. We suggest that local section logos be placed prominently in the top right hand corner of materials, opposite the ACS logo and tagline.
- Along with the logo and the tagline, it is important to use the words “American Chemical Society” somewhere on the item of communication.
- The Society name/logo/tagline should not be used in circumstances that might be construed as an endorsement of a commercial product or service.

All requests to use the name/logo/tagline by non-ACS organizations should be referred to the ACS Office of the Secretary and General Counsel at (202) 872-4464 or email secretary@acs.org

Spelling out “American Chemical Society”

When spelling out “**American Chemical Society**” on items of communications, follow these specifications:

Font and weight

Use **TheSans Bold**. You may use **Arial bold** if using Arial.

Spacing

Use the logo clear zone guidelines as a minimum.

Alignment

Left aligned with the main type of the logo will work in most cases.

Size

Should be in proportion to the size of the logo, but a minimum size of 7 points.

Color

ACS blue when possible, or black. May be white if knocked out of a dark color background.

Case

Use only initial capitals followed by lower-case letters to read “**American Chemical Society**”. Do not use all caps “AMERICAN CHEMICAL SOCIETY” or small caps “AMERICAN CHEMICAL SOCIETY”.

Using the graphics handbook

This handbook provides some suggestions for using the new ACS look, and also provides you with useful templates for materials such as newsletters, certificates and memos.

For us to all benefit most from the power of a unified look and feel, we have made suggestions where to place the logo, how big it should be, and what colors and typeface to use.

These decisions have been carefully considered to take into account the high volume of material produced by our members – and to make creating consistent, impressive-looking ACS materials simple and straightforward.

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Section 2

Basic elements



ACS colors

Compatible and distinctive, the ACS colors help to provide the ACS brand identity with a strong, memorable style. See the Color Palette in Section 5, pages 5.12–5.13.

White space

White backgrounds and visual open space also play a key role in our visual communications. This is because white enhances the crisp presentation of the ACS logo, providing a clear canvas against which text, imagery and the ACS colors will stand out.

Color breakdowns

When using a professional publishing application such as InDesign or QuarkXPress you are able to dictate Pantone or CMYK colors in the color palette, which enables consistent color across all professional printers and designers. For web users and the sophisticated Word user we have provided the RGB color breakdowns.

Pantone 286 C

C 100
M 75
Y 0
K 0

R 0
G 57
B 166

#0039A6

Pantone 123 C

C 0
M 19
Y 89
K 0

R 253
G 200
B 47

#FDC82F

Master logo

The ACS logo is the principal symbol of our organization. It comprises three elements: the ACS Phoenix, the ACS title and the tagline Chemistry for Life®.

The blue and gold ACS logo must always be shown on a white background.

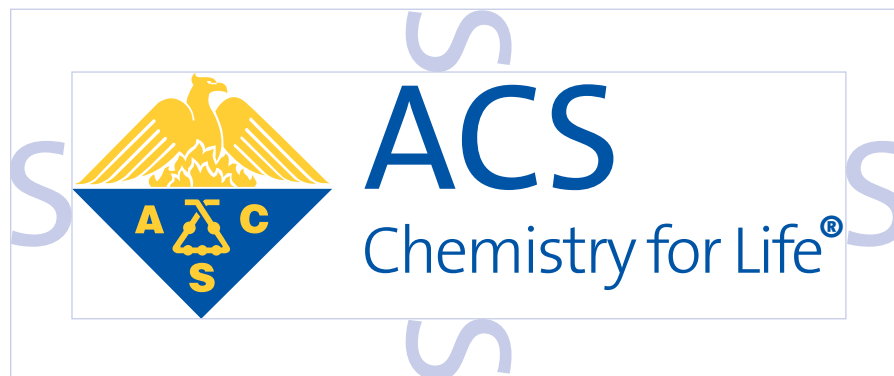
The three elements must always be shown as demonstrated here, in this relationship, and never separated from each other.

The clear zone

The ACS logo must always be represented clearly and effectively. This is why we have created a 'clear zone' to avoid anything encroaching on it, the dimensions of which are formed by using the letter 'S' from the ACS logo.

Minimum size

To ensure legibility the minimum size for any logo is determined by the ACS Phoenix, which must be a minimum of 0.375 inch in width. An exception is for items such as lapel pins that are too small to have all three elements of the logo. The ACS Phoenix may be used. See the Section 4, page 4.5.



0.375 inch

Single color logos

The two color master logo should be used wherever possible.

If this option is not available or you are printing onto colored paper, the ACS logo can be represented in the following ways:

ACS logo blue ACS logo black ACS logo white

The three elements of the logo – the ACS Phoenix, ACS title and tagline – should always be shown as demonstrated here, and never separated from each other.

The guidelines relating to the master logo – minimum size, clear zone and protection – all apply here.



ACS
Chemistry for Life®



ACS
Chemistry for Life®



ACS
Chemistry for Life®

Logo protection

To ensure that the logo is used consistently and retains its visual integrity, it should not appear in any other color or form than those stated in these guidelines.

It must not be stretched, condensed, reproportioned or colored in any way.

Here are just a few examples of how a misuse of the logo can harm its integrity.



The logo comprises three elements: the ACS Phoenix, the ACS title and the tagline Chemistry for Life®. The three elements should always be shown together and not separated from each other.



Typeface: Arial

For everyday word processing applications we suggest the typeface – Arial, to help create a consistent and unified look. This is available as a standard typeface in most word processing packages.

Aa

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Aa

Arial italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Aa

Arial bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz**

Aa

Arial bold italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz***

Typeface: TheSans ACS

TheSans family is the chosen typeface for the ACS brand. Bold, clear and modern, it is instantly recognizable and equally versatile across all media.

For instructions on how to download TheSans ACS to your computer call ACS External Affairs & Communications, Office of the Secretary and General Counsel on (202) 872-4400.

Aa

TheSans light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Aa

TheSans light italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Aa

TheSans plain

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Aa

TheSans plain italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Aa

TheSans bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Aa

TheSans bold italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

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Section 3 Templates



Microsoft Word templates

To help you create ACS branded materials that have a consistent look and feel, we have provided a number of basic word processing templates for you to use.

These include the key ACS brand components as fixed elements, and give you a ready-made framework for producing letters, agenda covers, newsletters, certificates, memos and PowerPoint slides. Examples of these are shown in the following pages.

✓ For help with changing the templates please see page 3.7.

Additional templates are available in Microsoft Publisher. These can be used for various purposes and are useful for newsletter design.



www.acs.org

Letterheads

The templates below have been provided in color and black and white and can be adapted to suit your needs.

✓ For help with changing the templates please see page 3.7.



Memo, minutes and fax

These templates can be adapted for many similar documents.
The information within these documents can also be altered to fit your individual requirements.

✓ For help with changing the templates please see page 3.7.

Memo



To: _____ Date: _____
From: _____
Subject: _____

FAX



To: _____ Date: _____
Company: _____ No. of Pages: _____
From: _____ Fax Number: _____
Subject: _____

Minutes





To: _____ Date: _____
From: _____
Subject: _____

Powerpoint

Shown below is a PowerPoint template. It has been created using the Arial typeface and the ACS colors. The template is an effective tool for incorporating the brand guidelines in any presentations you may make on behalf of the ACS.

✓ For help with changing the templates please see page 3.7.

 <p>ACS Chemistry for Life®</p> <p>American Chemical Society</p>	<p>American Chemical Society</p> <p>ACS Chemistry for Life®</p> <p>This is the main title slide of the presentation, this title can be several lines long.</p> <p>Presentation subtitle or an author name</p>	<p>ACS Chemistry for Life®</p> <p>Slide titles should not go more than two lines in length.</p> <p>This is the standard page that should be used for default text slides.</p> <p>Ensure all slides have a page number.</p> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit. In feugiat mi quis tempus finibus. Sed maximus consequat mattis. Praesent hendrerit turpis in volutpat porta.</p> <p>American Chemical Society</p> <p>3</p>
<p>ACS Chemistry for Life®</p> <p>Slide titles should not go more than two lines in length.</p> <ul style="list-style-type: none">• Keep bullet points concise with a maximum of 6 per slide<ul style="list-style-type: none">– Lorem ipsum dolor sit amet, consectetur nostrud exercitatio– Pellit sensar luptae epicur sem in indutial genelation• Avoid multiple builds on a page• The audience should be concentrating on you not the screen• Use when you need to take the audience through a decision making process• Ensure all slides have a page number <p>American Chemical Society</p> <p>4</p>	<p>ACS Chemistry for Life®</p> <p>This slide style can be used to pick out important information.</p> <ul style="list-style-type: none">• Keep bullet points concise with a maximum of 6 per slide<ul style="list-style-type: none">– Lorem ipsum dolor sit amet, consectetur nostrud exercitatio– Pellit sensar luptae epicur sem in indutial genelation• Avoid multiple builds on a page• The audience should be concentrating on you not the screen• Use when you need to take the audience through a decision making process• Ensure all slides have a page number <p>American Chemical Society</p> <p>5</p>	<p>ACS Chemistry for Life®</p> <p>Image slides will break up text heavy presentations.</p> 

Powerpoint “About Us”

By following the template and adapting it to your needs you can create striking and informative presentations. Below is an example of the template adapted to create an “About ACS” presentation.

You may want to use this communications tool at venues such as schools, community events or at meetings with business leaders.

American Chemical Society

ACS
Chemistry for Life®

**Committed
to Chemistry for Life™**

ACS Winter 2017

ACS
Chemistry for Life®

**The vision: improving people's lives through
the transforming power of chemistry**




Founded in 1876 and chartered by the US Congress in 1937, the ACS is the world's largest scientific society.

The ACS is at the forefront of the evolving worldwide chemical enterprise and is the premier professional home for more than 154,000 chemists, chemical engineers and related professionals around the globe.

American Chemical Society

ACS
Chemistry for Life®

Every member of the ACS shares a passion and dedication to help people live longer and healthier lives on a cleaner and more sustainable planet.



The ACS is a dynamic and visionary society with a mission "to advance the broader chemistry enterprise and its practitioners for the benefit of Earth and its people".

American Chemical Society

ACS
Chemistry for Life®

**ACS operates on a local, national
and global scale**

Locally

The ACS has 189 local sections throughout the United States. These sections host meetings and provide services in various geographical locations across the country.

- Members get to connect with other chemists and chemical engineers in their local geographic area
- Members can participate in programs to help enhance their professional development
- Members can promote a better understanding of chemistry to their local communities
- Members can attend regional scientific meetings hosted by local sections

American Chemical Society

ACS
Chemistry for Life®



189 local sections throughout the United States

ACS
Chemistry for Life®

Nationally

There are currently 34 technical divisions within the ACS, ranging from food and agriculture to industrial engineering chemistry. All of which help members to:

- Keep up with the latest developments in their areas of expertise and across interdisciplinary boundaries
- Network with colleagues
- Contribute to the advancements and recognition of their scientific discipline



American Chemical Society

Powerpoint “About Us” continued

Nationally



Twice a year the ACS sponsors national meetings. These include five days of symposia, tutorials, career services and poster sessions that cover every aspect of chemistry, chemical engineering and related sciences.



34 technical divisions within the ACS

American Chemical Society

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Globally



The ACS has more than 21,000 international members representing more than 100 countries.



American Chemical Society

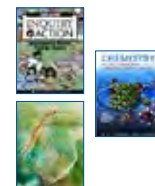
8

Globally



More than 60 percent of the articles published in ACS peer reviewed journals and half of the material covered in the Society's Chemical Abstracts Service (the world's most comprehensive source of chemical information) originate from outside of the United States.

The ACS also sponsors and promotes a number of international activities, including joint conferences with national chemical societies and the International Chemical Congress of Pacific Basin Societies (PacifiChem).



ACS chemistry textbooks are used around the world

American Chemical Society

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Real support for real-world initiatives



ACS Green Chemistry Institute® promotes the implementation of green chemistry and engineering principles.

ACS Scholars Program provides gifted underrepresented minority undergraduates with scholarship and mentoring support in the chemical sciences.

Project SEED offers bright, economically disadvantaged high school students a summer opportunity to conduct chemical laboratory research.

American Chemical Society

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Real support for real-world initiatives



Teacher Training provides professional development for science teachers so that they foster scientific curiosity in our nation's youth.

Petroleum Research Fund supports fundamental research and has, for the last 50 years, launched the careers of countless young scientists, 19 of whom are now Nobel laureates.



To find out more about the ACS visit: www.acs.org

American Chemical Society

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Thank you

American Chemical Society

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Help

To access the text in the templates, such as the URL, address or American Chemical Society, you will need to view the Header and Footer.

Step 1 Open template in Word

Step 2 Go to View in Word toolbar, click on View (Word 2007 users should go to Insert)

Step 3 Click on Header and Footer (Word 2007 users should click on Header or Footer)

Step 4 The Header and Footer boxes will appear

Step 5 Click in either Header or Footer box to change text

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Section 4

Creative examples



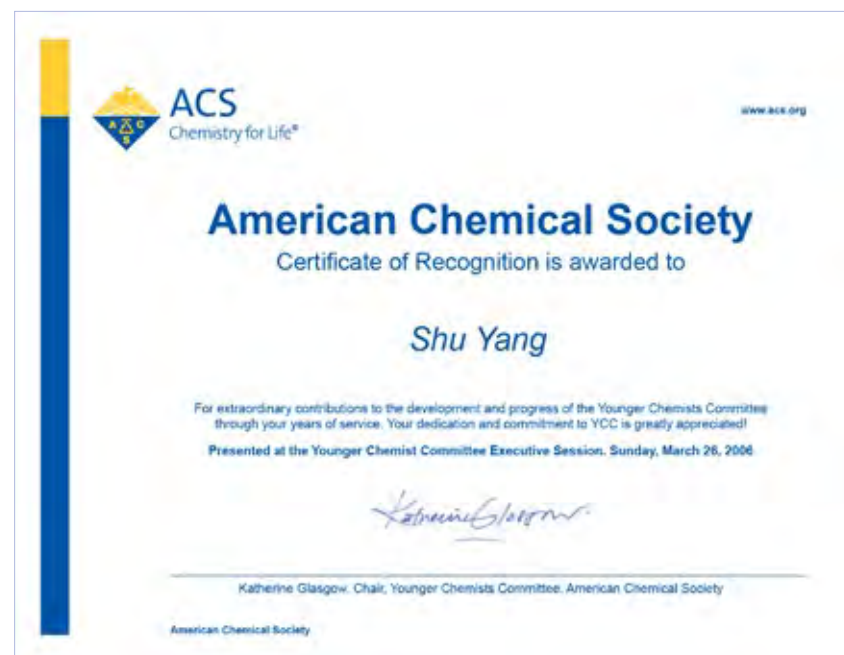
Certificates

If you implement the ACS brand guidelines, you will be able to create impressive certificate designs, like the example shown on the right.

Before – example of how a typical existing certificate may look ▼



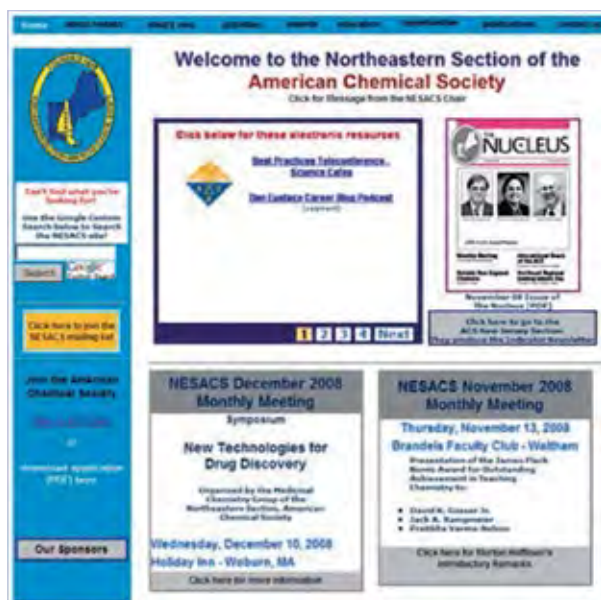
After – example of certificate with ACS branding applied ►



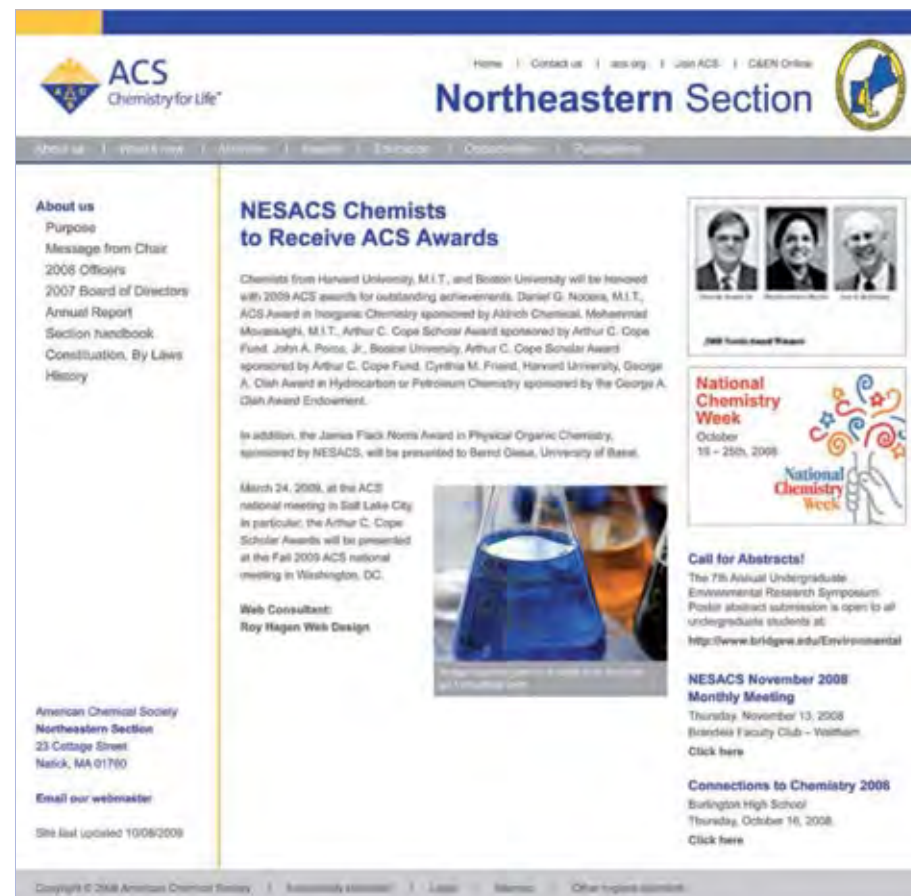
Websites

Many local sections operate websites and find it an important tool in communicating to members and the wider public. By following the ACS brand guidelines, you can create a distinctive, functional website. For assistance contact OLSA@acs.org.

Before – example of how a typical existing website may look ▼



After – example of a website with ACS branding applied ►



Websites continued

Before – example of how a typical existing website may look ▼



After – example of a website with ACS branding applied ►



Promotional items

Minimum size requirements should be followed when printing the ACS logo on promotional items. Whenever possible, choose an item with a printable area of at least 1.12" in width in order to run the ACS Phoenix at the minimum of .375" width. If the item is too small to fit the ACS logo at the minimum size, then "American Chemical Society" along with "www.acs.org" must be printed in **TheSans Bold** font in PMS 286 blue when possible. It may also be printed in white on a dark background. If necessary, it may be printed in black if PMS 286 blue is not available, but ACS blue is always preferred.



Lapel pins

The ACS Phoenix may be used, standing alone, as a lapel pin.

Other lapel pin designs should be recognizable as ACS-branded. In these cases, the bottom third of the lapel pin should be reserved for ACS branding.



Further information

If you would like further information on the ACS brand, then you'll be interested to know that a more comprehensive and detailed set of guidelines can be found in the ACS Brand Handbook.

This also tells you how you can access a wider range of ACS templates for such items as stationery, brochures and advertisements.

To receive a copy of the ACS Brand Handbook contact ACS External Affairs & Communications, Office of the Secretary and General Counsel on (202) 872-4400.

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- 5.3 Enterprise logos
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Section 5

Enterprise brand architecture

Enterprise brand architecture usage

Logos and Graphics Usage

Goal

To create a cohesive ACS brand family that provides staff with more identity options but with greater consistency, structure and purpose.

Purpose of this Document

To clarify and differentiate between what ACS defines as a logo versus a graphic and explain and illustrate the proper usage of both. It also establishes a brand hierarchy to demonstrate the relationship between the ACS primary and enterprise (pillar) logos to the subordinate logos for divisions and departments and programs, products and services.

ACS Master Logo

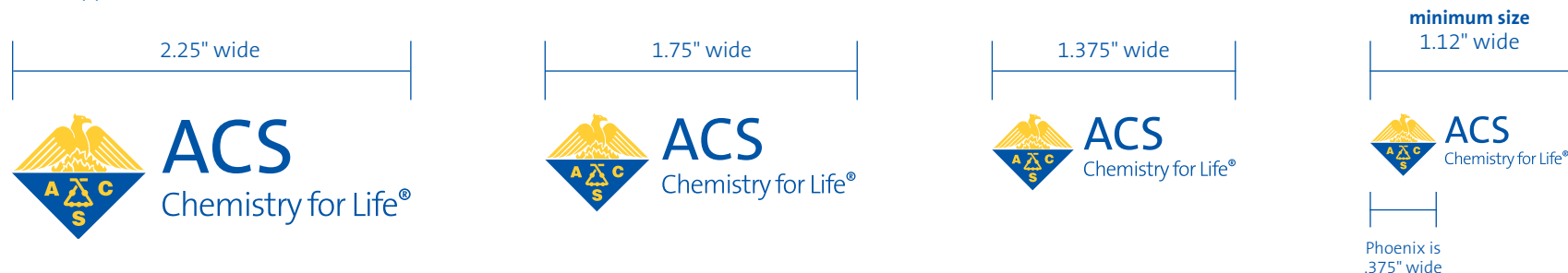
The ACS Logo, which includes the emblem, typography and tagline, is the principal graphic symbol for the American Chemical Society. It should not be altered in any way and should be used in accordance with the ACS Brand handbook. By definition, a logo identifies a business or organization in its simplest form via the use of a mark, typography and/or icon. It is a timeless, steady and stable representation of the brand and is a consistent visual of the ACS.



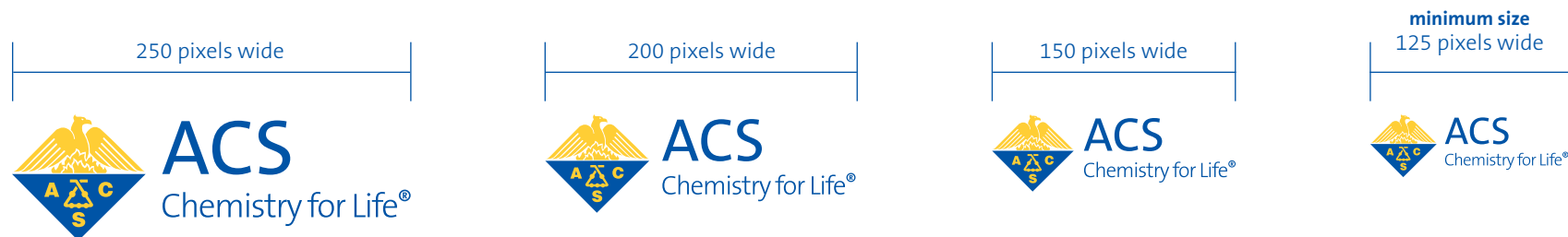
Minimum size

To ensure legibility the minimum size for the ACS main logo is determined by the ACS Phoenix, which must be a minimum of 0.375 inch in width. Please see standard sizes below to determine the size of the ACS logo for your application.

Print application



Web/device application



Enterprise logos

These logos are extensions of the ACS master logo and represent our pillar organizations. They can stand alone, without the ACS master logo or co-branded with the master logo, in accordance with the brand handbook, though the American Chemical Society should be written out and visible within context.



Non-conventional logo examples

These logos are ACS Products or Services that have independent brand identities, which don't include the ACS master logo. These logos can stand on their own but "American Chemical Society" should be written out and visible in context.

Publication Mastheads

These logos represent publications of the Society. They can stand alone as the Masthead for the publication in digital or print mediums, but the ACS primary logo should be visible on the page, in accordance with the brand handbook.



ACS Member Insurance Logo

Not co-branded with the ACS primary logo, but used with "American Chemical Society" spelled out and visible.



CAS Logos



Program logo examples

Society programs, products and services (PPS) should adhere to a standard logo treatment. By sharing a consistent visual identity, ACS PPSs will be easily recognized. ACS PPSs can change, be created and eliminated based on the duration of the program; some programs may last a few months and many may last several years or longer. Note, some programs include a tagline and others do not, which is reflected in the two different treatments below. If you would like to have a logo created for your program, product or service, please contact ACS External Affairs & Communications within the Office of the Secretary and General Counsel.

Program Logos with Taglines

Used with “American Chemical Society” spelled out and visible. For print and external websites. Not to be used on acs.org.



ACS College to Career
Getting a Job in Chemistry



ACS Reactions
Everyday Chemistry



ACS on Demand
Your Source for Recorded Meeting Content



ACS Insight Lab
You Share. We Learn.



ACS Webinars
Click. Watch. Learn. Discuss.

Program logo examples continued

Programs without Taglines

Used with “American Chemical Society” spelled out and visible.
For print and external websites. Not to be used on acs.org.



ACS ChemClubs
Chemistry for Life®



ACS Network
Chemistry for Life®



ACS Green Chemistry Institute
Chemistry for Life®



ACS myACS
Chemistry for Life®



ACS ChemWorx
Chemistry for Life®



ACS Petroleum Research Fund
Chemistry for Life®



ACS Scholars
Chemistry for Life®



ACS on Campus
Chemistry for Life®



ACS Chemistry Ambassadors
Chemistry for Life®



ACS Project Seed
Chemistry for Life®



ACS International
Chemistry for Life®



ACS Festival de Química
Chemistry for Life®



ACS Career Navigator
Chemistry for Life®

Local section and technical division logo examples

Used with “American Chemical Society” spelled out and visible.
For print and external websites. Not to be used on acs.org.



ACS Local Section
Southern California



ACS Technical Division
Agrochemicals (AGRO)



ACS Local Section
Coastal Georgia



ACS Technical Division
Environmental Chemistry (ENVR)



ACS Local Section
Wakarusa Valley



ACS Technical Division
Small Chemical Business (SCHB)

Award logo examples

Used with “American Chemical Society” spelled out and visible.
For print and external websites. Not to be used on acs.org.



ACS Awards
Heroes of Chemistry



ACS Awards
Creative Invention



ACS Awards
ChemLuminary



ACS Awards
Team Innovation



ACS Awards
Green Chemistry



ACS Awards
Summer Research

Chapter logo examples

Used with “American Chemical Society” spelled out and visible.
For print and external websites. Not to be used on acs.org.

International

For specific questions about international chapters
contact intlchapters@acs.org



Student

For specific questions about student chapters
contact undergrad@acs.org



Committee logo examples

Used with “American Chemical Society” spelled out and visible.
For print and external websites. Not to be used on acs.org.



Examples of campaign and promotional graphic elements

Graphic Elements are not logos; they are design treatments. They cannot be used to replace an approved logo. For all communications, an approved logo must appear at the top of the communication in a prominent position. The size of the graphic may vary depending on the layout and the graphic can be larger than the logo but it must be beneath the logo in the body of the communication. Graphic elements are editable, changeable, replaceable and moveable and can be used and reused in numerous applications. They can also be deleted when they are no longer needed. Although use of graphic elements are not encouraged, requests for their use should be directed to ACS External Affairs & Communications within the Office of the Secretary and General Counsel.

Examples



Color palette

The ACS main color palette consists of two colors: PMS286 and PMS123. These colors should be used in all designs. The secondary color palette can be used to enhance the main color palette.

Primary palette



PMS 286

PMS 123

Secondary palette



PMS 229

PMS 3262

PMS 370

PMS 152

PMS 383

PMS 485

White

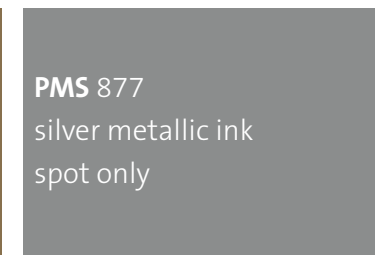
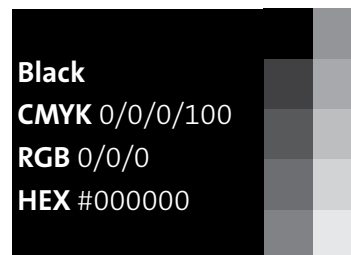
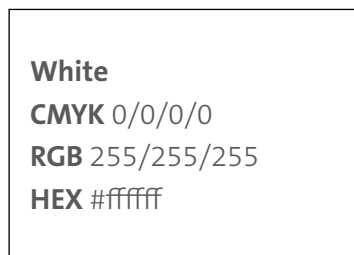
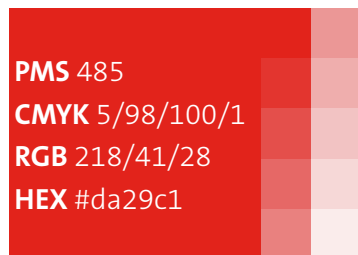
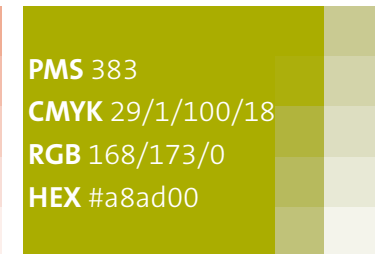
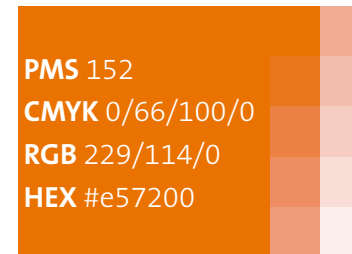
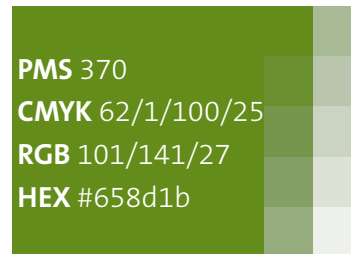
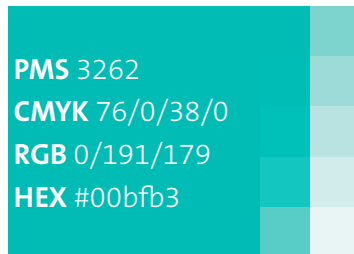
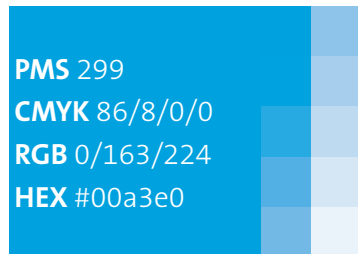
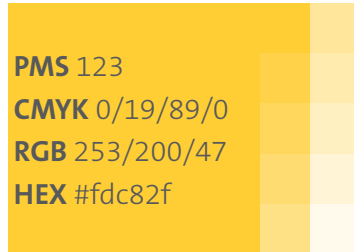
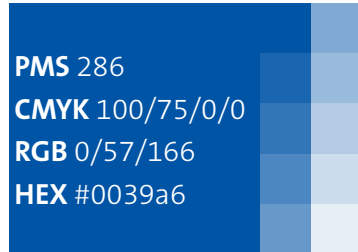
Black

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Color specification

Color combinations should be made from the color palette and are not limited to the examples shown in the Guidelines. The colors in the palette may be tinted from 100 percent to 10 percent in value.



CMYK color values refer to the four process colors of cyan, magenta, yellow, and black (K) in printing.

RGB values are most often used for onscreen graphics, but can also be used for defining colors in a Word document.

HEX values are used for HTML color coding.

SPOT colors refers to using a specific ink to print its own color, as opposed to using CMYK inks to produce all colors.

Note: The swatch colors shown on this page, and throughout the Guidelines, are for reference only and will not exactly match their PMS equivalents. For best color matching accuracy, always refer to the most current edition of the PMS color guide.