RESPONSIBLE CARE® LOGO

This section sets standards for anyone producing visual materials that represent Responsible Care®, including all employees, business partners, creative suppliers and contractors.

The logo consists of the hands logo mark, the Responsible Care® logo type, and the “Our Commitment to Sustainability” identity statement.

The registration symbol (®) must always accompany the Responsible Care® logo to indicate that it is a registered service mark of the American Chemistry Council.

The hands logo mark also is a separate registered service mark of the ACC and it may be divided from the type and statement and used as a stand-alone logo. When the hands logo mark is used alone, the registration symbol must be included as shown herein.
Vertical (stacked)

- logo mark
- registration symbol
- identity statement
- logo type

Horizontal
Hands Logo Mark Only

Color

<table>
<thead>
<tr>
<th>Color</th>
<th>Uses</th>
</tr>
</thead>
<tbody>
<tr>
<td>PMS 647 C</td>
<td>full-color</td>
</tr>
<tr>
<td>PMS 647 U</td>
<td>black</td>
</tr>
<tr>
<td>CMYK: 94/43/0/38</td>
<td></td>
</tr>
<tr>
<td>RGB: 0/86/149</td>
<td></td>
</tr>
<tr>
<td>HEX: 006699</td>
<td></td>
</tr>
<tr>
<td>black</td>
<td>white</td>
</tr>
</tbody>
</table>
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 logo type.
Clear Space

The appropriate amount of clear space can be determined as $x$, which is the width of both of the bottoms of the hands. If you increase the size of the logo then you must increase the size of the clear space accordingly. This rule applies to the vertical, and horizontal and mark-only logos.
Conditions of Use

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

Each ACC member and Responsible Care® Partner shall cooperate in facilitating ACC’s control of the nature, quality and use of the Responsible Care® service marks.

As part of this effort, each ACC member or Responsible Care® Partner shall supply ACC with representative specimens of the use of the service marks 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® 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® service marks 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 an [®] to indicate that it is a registered service mark of ACC.

ACC encourages companies to use the [®] every time companies use the name (logo type) Responsible Care® which also is a registered service mark of ACC. 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.

For the full ACC Member Company and Responsible Care® Partner Company Guidelines please visit http://branding.americanchemistry.com.

**Improper Usage**

All of the regulations stipulated for the ACC logo also apply to the Responsible Care® logo as well, including distortion, component relationship alteration, unapproved colors/typefaces, or the addition of any other elements.
CHEMTREC® LOGO

This section sets standards for visual materials that represent CHEMTREC®.

Due to the nature of CHEMTREC® as a public service hotline for emergency responders and specific trademark licensing agreements and fees, the CHEMTREC® logo should never be used without consultation with and approval from the CHEMTRECSM sales, marketing and product development team.

The logo consists of the CHEMTREC® logo type, and the “The right information at the right time” identity statement.

**The registration symbol (®) must always accompany the CHEMTREC® logo** to indicate that it is a registered service mark of the American Chemistry Council.

The logo may be used with or without the identity statement, but the identity statement should never be used on its own.