

Responsible Care[®] Logo Guidelines

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)



Horizontal



Hands Logo Mark Only



PMS 647 C

PMS 647 U

CMYK: 94/43/0/38

RGB: 0/86/149

HEX: 006699

Uses



RESPONSIBLE CARE[®]
OUR COMMITMENT TO SUSTAINABILITY

full-color



RESPONSIBLE CARE[®]
OUR COMMITMENT TO SUSTAINABILITY

black



RESPONSIBLE CARE[®]
OUR COMMITMENT TO SUSTAINABILITY

white

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.

1.25" or 90px



0.75" or 80px



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.

Special Applications

Use of the Responsible Care® logo on displays, signage, vehicle identification, business cards and on the internet is encouraged. If in certain instances, it is not possible to include the “Our Commitment to Sustainability” identity statement in a fashion that is both clear and legible (e.g., very small reproductions of the logo), please contact ACC Communications at communications@americanchemistry.com and we will be happy to discuss the possibility of omitting the identity statement from the presentation of versions 1 and 2 (as shown on page 3), provided that all other elements of the logo remain intact and unaltered. Other questions regarding use of the logo can be directed to ACC Communications at communications@americanchemistry.com