

# ACC Logo

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## 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 reproduce the logo from artwork provided by ACC.



### **DO**

Use the complete logo, including logo mark, logo type and registration symbol.



**DO NOT**

Use any colors other than the ACC brand blue and black.



**DO NOT**

Alter the relationship of the mark to the type.



**DO NOT**

Use only the mark or only the type.



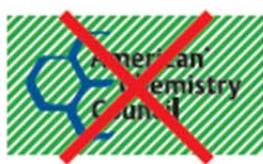
**DO NOT**

Incorporate other art into the logo.



**DO NOT**

Change the typeface of the text.



**DO NOT**

Use the logo on a complex background.



**DO NOT**

Distort the logo in any way.



**DO NOT**

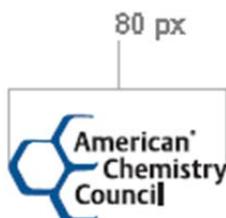
Apply a drop shadow to the logo.

## MINIMUM SIZE

Do not reproduce the logo smaller than **1 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.



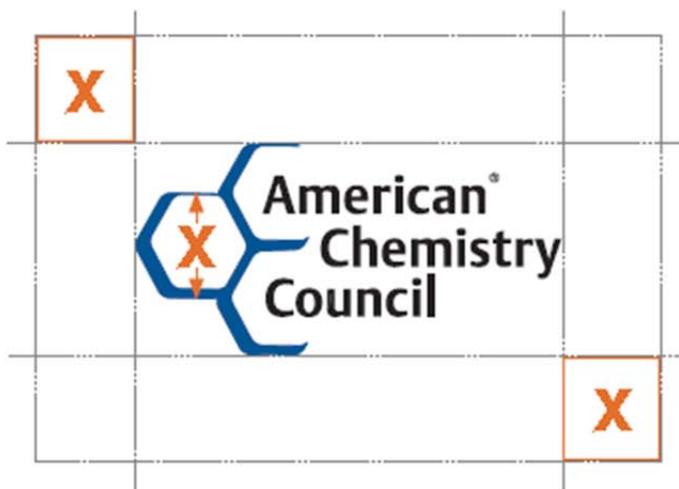
When reproducing the logo in a digital format, the minimum size is **80 pixels** wide, using the same standards for measurement as above.



## 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.



Below is an example of the logo in the corner of a page with the appropriate amount of clear space.



## 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 for ACC's approved logo colors.

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 as shown.



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PMS 647 C

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PROCESS BLACK C

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PMS 647 U

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PROCESS BLACK U

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CMYK: 94/43/0/38

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CMYK: 0/0/0/100

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RGB: 0/86/149

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RGB: 0/0/0

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HEX: 006699

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HEX: 000000

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full-color



black



white/reversed



**DO**

Place the full-color logo on white.



**DO**

Place the full-color logo on a light color.



**DO**

Place the black logo on light gray.



**DO**

Place the white logo on a dark color or black.



**DO NOT**

Place the black logo on a color background.



**DO NOT**

Place the white logo on a light background.



**DO NOT**

Place the full-color or black logo on a dark background.



**DO NOT**

Change the color or the opacity of the 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.