



American Chemical Society
ChemClub Program
Brand Guide | Version 1.0

What's new with the ACS ChemClubs?

The 2015/2016 school year marked the tenth anniversary of the American Chemical Society (ACS) High School Chemistry Club (ChemClub) Program. To celebrate, we rolled out our new visual brand which symbolizes the power of science and education in a fun, engaging environment.

There are currently over 500 Clubs across the United States and the world. We strive to provide fun opportunities for high school students to experience chemistry outside the classroom and inspire a better understanding of how chemistry connects to our world. Club members are a part of the American Chemical Society community, the world's largest scientific society that has been improving people's lives through the transforming power of chemistry for over 140 years.

The ACS ChemClub Program provides quarterly resource packets which include demonstrations, lab activities, non-lab activities, and planning guides. We focus on chemistry in the student's everyday life, and encourage the Clubs to do outreach activities and share their knowledge and passion for chemistry with others.

Inaugural Logo



New Logo



Our Mission

The ACS ChemClub Mission Statement

ChemClub invites, motivates, and encourages high school students to explore the many ways that chemistry connects to their world. Supported by the American Chemical Society, ChemClub provides fun, authentic, and hands-on opportunities for members to:

- experience chemistry beyond what is taught in the classroom
- learn about study and career opportunities in the many and varied fields of chemistry
- provide service for the betterment of their communities
- discover and pursue connections within the larger chemistry community
- develop leadership and communication skills

Our Logo

Our new ChemClub logo is an evolution of our inaugural logo created ten years ago. This vibrant and welcoming logo incorporates test tubes in a stand that also symbolize columns. The columns represent the foundation created in the classroom that extends into the community and activities outside the classroom. The tubes overlap and interact alluding to the importance of students interacting and sharing their passion for science with the community.

The ChemClub logo is composed of three elements: the ChemClub wordmark, the test tubes icon and the ACS banner. These elements, their relative sizes, and their placement relative to each other must not be altered.



Co-branding and Sponsorship

The ChemClub Program was created by The American Chemical Society, and therefore these brands are often seen in marketing materials and electronic communications together.

For co-branding opportunities with partners, sponsors, and collaborators, the ChemClub logo should be displayed where both/all brands have similar marketplace equity. The partner logo should share equal stature with the ChemClub logo.

Co-Branding Example



Logo Color Usage

Vibrant colors increase the impact of the ChemClub identity. The ChemClub logo is most effective in full color as shown in the preferred usage example below. Grayscale and reverse logo versions have been designed for use in one-color media and to accommodate possible budgetary restrictions with printed materials. The ChemClub Reverse Logo is approved for placement on darker colors within the ChemClub Primary Brand Color Palette or black. An Alternate Reverse Logo is available for use with white type and color tubes on an ChemClub Dark Blue background as shown below.

The ChemClub logo can be reproduced in white on a black, ChemClub Dark Blue, ChemClub Light Blue, and ChemClub Dark Green background. This is called a “reverse.” In order to maintain sufficient contrast between the logo and its background, please ensure that the logo is only reversed out of a dark color background where the logo is legible. If the ChemClub logo is superimposed upon or reversed out of a photograph, it should always be placed in an area that offers a consistent background and gives sufficient contrast.



Preferred Usage
Full-Color Logo



Secondary Usage
Reverse Color Logo



Secondary Usage
Reverse Color Logo



Secondary Usage
Grayscale Logo



Secondary Usage
Reverse Color Logo



Secondary Usage
4-Color Logo

10TH Anniversary Logo Version

A 10th Anniversary logo was created to commemorate the celebration of ten years of ChemClubs. During the 2015/2016 school year, this logo version was always displayed. All art files for the brand have been created with and without the “10TH Anniversary” anchor for an easy transition.



Clearance Area

Clearance area is the minimum distance required between the ChemClub logo and any other elements. This ensures legibility and prevents any obstruction of the logo. The clearance area on all four sides should never be less than the height of the “C” in “CHEM.”



x = “C” in “CHEM”

Minimum Size

To ensure legibility of the ChemClub logo, it must not be displayed in a size smaller than in 3.175 centimeters (1.25 inches) in width, as shown in this illustration below.

3.175 centimeters
in width (1.25 inches)



Incorrect Usage

In an attempt to prevent common mistakes when using the ChemClub logo, several examples of incorrect uses are displayed here for reference. These variations are representative, however, not all-inclusive. Any alternate versions of the ChemClub logo that do not match the correct logo seen here require approval.

Correct



Incorrect: Color



Incorrect: Added elements



Incorrect: Distortion



Incorrect: Cropping



Incorrect: Proportions



Incorrect: Angle



Incorrect: Resolution



Incorrect: Missing elements



Our Fonts

Typography plays an important role in creating a distinctive and memorable brand. The Solitas™ type family is the preferred primary typography for the ChemClub brand and is seen throughout communications. There are various weights and styles in this type family that helps to create hierarchy and organization when designing marketing materials and other brand communications.

The Solitas typeface is a sans serif font that is clean, modern and technical. This font is a nice complement to The Sans, the corporate typeface for ACS.

Solitas Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%^&*()

Solitas Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%^&*()

Solitas Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%^&*()

The Sans
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%^&*()

Our Colors

The ChemClub primary colors should be present within ALL branded materials. The charts on this page indicate values for print and on-screen use. Consult current PANTONE Publications for accurate color.

Primary Colors

ChemClub Dark Blue

(or PANTONE® 287 C
or PANTONE 287 U)
C 100, M 75, Y 2, K 18
R 0, G 48, B 135
#003087

ChemClub Light Blue

(or PANTONE 3005 C
or PANTONE 3005 U)
C 100, M 31, Y 0, K 0
R 0, G 119, B 200
#0077C8

ChemClub Gold

(or PANTONE 137 C
or PANTONE 137 U)
C 0, M 41, Y 100, K 0
R 255, G 163, B 0
#FFA300

ChemClub Gray

(or PANTONE Cool Gray 9 C
or PANTONE Cool Gray 9 U)
C 30, M 22, Y 17, K 57
R 117, G 120, B 123
#75787B

ChemClub Dark Green

(or PANTONE 355 C
or PANTONE 355 U)
C 91, M 0, Y 100, K 0
R 0, G 150, B 57
#009639

ChemClub Light Green

(or PANTONE 376 C
or PANTONE 376 U)
C 54, M 0, Y 100, K 0
R 132, G 189, B 0
#84BD00

Secondary Colors

ChemClub Magenta

(or PANTONE 227 C
or PANTONE 227 U)
C 7, M 100, Y 10, K 21
R 170, G 0, B 97
#AA0061

ChemClub Purple

(or PANTONE 7659 C
or PANTONE 7659 U)
C 32, M 75, Y 0, K 64
R 93, G 55, B 84
#5D3754

In lieu of the ChemClub Colors specified throughout this guide, you may use the following PANTONE® Colors, the standards for which are as shown in the current edition of the PANTONE formula guide.

The colors, CMYK, RGB and Hexadecimal breakdowns shown on this page and throughout this manual have not been evaluated by PANTONE for accuracy and may not match the PANTONE Color Standards.

PANTONE® is the property of PANTONE LLC.

ChemClubs on the Web

The ChemClub Program shares important information online for members, potential members, and key constituents through the ACS website – ChemClub page – and the ACS ChemClub Blog.

www.acs.org/chemclub



<http://acschemclubs.org>



ChemClubs on Social Media

The ChemClub Program has a strong social media presence to provide a community for students to engage and share resources. The images below represent the social media pages that exist currently for the ACS ChemClub brand.

www.facebook.com/acschemclubs



www.twitter.com/acschemclubs



www.instagram.com/acschemclubs



www.pinterest.com/acschemclubs



Brand Applications

Print collateral is great for delivering important information about the ACS ChemClub Program to students and teachers of Chemistry. Below are items that display the ChemClub brand. When developing new marketing materials, please consult the full guidelines in this document.



About these Brand Guidelines

This document provides brand guidelines for the American Chemical Society High School Chemistry Club Program brand. These guidelines help present the simple, consistent, and clear image that will build equity for our members. While this document contains guidance for most applications of the ChemClub brand, it cannot anticipate all possible usages. Any uses of the ChemClub logo not directly addressed here will require approval ACS ChemClub team. Any branding issues not covered in these guidelines should be referred to the ACS ChemClub brand representative listed below.

ACS ChemClub Program Brand Representative

KAREN M. KALEUATI

Education Associate | Office of High School Chemistry
1155 16th Street, NW, Washington, DC 20036
202 776 8296 | k_kaleuati@acs.org

American Chemical Society
High School Chemistry Club Program
1155 Sixteenth Street, NW Washington, DC 20036

www.acs.org/chemclub

