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Digital branding helps us make memorable and meaningful connections with our global audience - no matter where or how they’re engaging with us.

By consistently following our digital brand guidelines, we ensure that we’re positioning and portraying the organization in a unified visual voice across all channels (web, mobile, email, social media and more).
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8.1  Enterprise Logos
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Section 8
Logos
Master & Enterprise Logos

Master logo

![ACS Logo](acs_logo.png)

Chemistry for Life®

Enterprise logos

Used with “American Chemical Society” spelled out and visible

![ACS Publications Logo](acspublications_logo.png)

![CAS Logo](cas_logo.png)

![AACT Logo](aact_logo.png)

*The recommendation is to modify the AACT logo to align with ACS brand family fonts and colors.*
Program Logos With Taglines
Samples

Used with “American Chemical Society” spelled out and visible. For print and external websites (not on acs.org)
Program Logos Without Taglines

Samples

Used with “American Chemical Society” spelled out and visible. For print and external websites (not on acs.org)
Local Section & Technical Division Logos Samples

Used with “American Chemical Society” spelled out and visible. For print and external websites (not on acs.org)

ACS Local Section
Southern California

ACS Local Section
Coastal Georgia

ACS Local Section
Wakarusa Valley

ACS Technical Division
Agrochemicals (AGRO)

ACS Technical Division
Environmental Chemistry (ENVR)

ACS Technical Division
Small Chemical Business (SCHB)
Chapter Logos Samples

Used with “American Chemical Society” spelled out and visible. For print and external websites (not on acs.org)

International

ACS Chapter
Peru

ACS Chapter
China

ACS Chapter
Australia

Student

ACS Student Chapter
Florida International University

ACS Student Chapter
Northeastern University

ACS Student Chapter
Lincoln Land Community College
Awards Logos Samples

Used with “American Chemical Society” spelled out and visible. For print and external websites (not on acs.org)

ACS Awards
Heroes of Chemistry

ACS Awards
ChemLuminary

ACS Awards
Creative Invention

ACS Awards
Team Innovation

ACS Awards
Green Chemistry

ACS Awards
Summer Research
ACS Publication Mastheads

Co-branded with ACS master logo and used with “American Chemical Society” spelled out and visible.
Optional – Society Division & Department Logos

Optional - For print only

[ACS Logos for different divisions and departments]
Examples of ACS Campaign & Graphic Elements

Graphic elements should not replace an ACS logo and should be used with and subordinate to the ACS logo.
# The Brand Family

<table>
<thead>
<tr>
<th>Enterprise Pillars</th>
<th>Publication Mastheads</th>
<th>ACS Chapters</th>
<th>Local Sections and Technical Divisions</th>
<th>ACS Programs with Taglines</th>
<th>ACS Programs without Taglines</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACS Publications</td>
<td>c&amp;en</td>
<td>ACS Chapter</td>
<td>ACS Local Section Coastal Georgia</td>
<td>ACS Reactions Everyday Chemistry</td>
<td>ACS myACS Chemistry for Life*</td>
</tr>
<tr>
<td>CAS</td>
<td>in chemistry</td>
<td>ACS Chapter</td>
<td>ACS Local Section Wakarusa Valley</td>
<td>ACS Insight Lab You Share. We Learn.</td>
<td>ACS Inquiry in Action Chemistry for Life*</td>
</tr>
<tr>
<td>AACT</td>
<td>ChemMatters</td>
<td>ACS Chapter</td>
<td>ACS Technical Division Agrochemicals (AGRO)</td>
<td>ACS Webinars Click. Watch. Learn. Discuss.</td>
<td>ACS Scholars Chemistry for Life*</td>
</tr>
</tbody>
</table>
Section contents

9.1 Digital Best Practies
9.2 ACS Web Colors
9.3 Accessibility
9.4 Web Fonts
9.5 Favicon

Section 9
Basic Web Elements
Digital Best Practices

We’ve developed this set of digital best practices that you should follow when creating any form of digital communication for ACS (ACS websites, branded websites, landing pages, blogs, web applications and emails),

**Logo & Brand**
Prominently display the ACS logo and spell out “American Chemical Society” in the footer.

**Standard Footer**
Include in the footer: terms of use, copyright, privacy policy security, accessibility, contact and help. Link them to the appropriate pages on ACS.org.

**Favicons**
Use the ACS Phoenix favicon on any website.

**Metadata**
Include, “American Chemical Society” (spelled out) in title tags and meta descriptions. The maximum character limit is 150 characters.

**Mobile Friendly**
Build all websites and emails to be responsive to ensure an optimal user experience on phones and tablets.

**Touchscreen Targets**
A touchscreen target is a tap format (buttons, links or form fields). For the best user experience, we recommend a minimum target size of 45 pixels wide by 45 pixels tall, as small or tightly packed links or buttons are difficult for mobile users to accurately press.
ACS Web Colors

Show the ACS brand identity with a strong, distinctive and memorable style.

White backgrounds play a key role in our digital communications. They allow us to showcase the ACS logo, text, imagery and colors, so that they stand out. The ACS logo should always sit on a white background.

Open space gives page elements room to breath while making information easier to digest.
ACS Web Color Palette

Primary Brand Colors

Primary Colors

Secondary Colors
Accessibilty

ACS Accessibility Statement

Consistent with its mission and strategic plan, the American Chemical Society (ACS) strives to increase and disseminate chemical knowledge. As part of this ongoing effort, we are committed to making accessibility a reality for all of our members and other constituents, including those with disabilities. To this end, the ACS endeavors to provide an accessible web experience to all.

Follow these accessibility guidelines to ensure that digital content is easily accessible.

Text and Images

If an image has text, it should be in a legible font size and color.

Alternative Text

Alternative text (alt text) should be added to images. Alt text provides a description of the image to people who are visual impairments.

Provide null alt attributes (alt="") to images don’t require alt text because the image is described in the page content.

Font

For easier readability your font size should be 12 pixels minimum, and in a clear, clean typeface that’s easy to read. Avoid using image-based text because it’s not picked up by screen readers.

For the web, any other specify font sizes other than the base body font should be in relative units (em or %). It is best practice to use relative units to allow the best flexibility when enlarging the font within a browser.
Color Accessibility

All ACS digital experiences should adhere to the Web Content Accessibility Guidelines (WCAG 2.0) Level AA requirement for visual design and presentation. Here are some highlights to keep in mind:

**Color Contrast**

Readability of text through contrast is an important accessibility criterion to ensure usable experiences for the visually impaired. Foreground text must have sufficient contrast with background colors. This rule also applies to text on images, buttons, background, videos and other design elements. Test the legibility of text and contrast with the Contrast Analyzer:

https://www.paciellogroup.com/resources/contrastanalyser
Typeface: OpenSans

We’ve chosen the Open Sans typeface for web communications. Bold, clear and modern, it is instantly recognizable, easy to read and equally versatile across all media.

*Open Sans is available through an open-source license, free from Google fonts.

If you can’t get access to this font, the following fonts are acceptable, and you should use them in this order: Lucida Grande, Arial, Verdana, Helvetica, sans-serif.
Favicon

A favicon, or “favorite icon,” is small icon used to show your website and reinforce your brand in a browser.

**Favicon Size:**
16px X 16 px

**Favicon Guidelines**

**Design:** Since they are small, favicons must adhere to a clean design style that makes the brand clearly identifiable.

**Size:** Favicons should be 16x16 pixels. You can design them in larger dimensions as long as they can be exported cleanly to the proper size.

The default shape of a favicon is square, and can be saved in .jpg, .gif, .ico and .png formats. If your favicon isn’t square, you’ll need save it as a .png to ensure a transparent background (otherwise it will be white).
Section contents

10.1 Website Layout
10.2 Microsite
10.3 Web Applications
10.4 Email Marketing
10.5 Digital Media
10.6 Others
10.x Website Campaign (exclude for now)

Section 10
Digital Channels
ACS Website Design

Follow these guidelines when building a website or page for ACS.org.

Layout

The basic structure of a web page includes: The global banner, the ACS header brand bar (with the ACS logo on a white background), the menu navigation area and the footer.

Depending on product needs, the menu navigation is optional. For those including the navigation, we recommend including no more than six links.

Spell Out “American Chemical Society” In addition to using the ACS logo and tagline, the words, “American Chemical Society” should be somewhere on the page. This reinforces the brand and is also helpful for SEO purposes.

Don’t Forget!

Refer to the “Digital Best Practices” slide for general specs.

Size for desktop is for illustration ratio purpose only
Mobile Web Layout

Follow these guidelines when building a mobile experience for ACS.org.

Layout

Because ACS sites are built responsively, your mobile site should function as expected on your phone or tablet. A mobile site should also always include the ACS logo (on a white background) and the footer. Depending on project requirements, the global banner and hamburger menu are optional.

Don’t Forget!
Refer to the “Digital Best Practices” slide for general specs.
Branded Websites

Landing pages, blogs and sites that are related to ACS, but sit outside of the ACS.org domain, are examples of branded websites.

There are two types: co-branded and sub-branded. The chosen branding depends on your organization, product or service. Follow these guidelines for branded sites. They apply to both your desktop and mobile experiences.

**Co-Branded Websites**

Use the co-brand design when ACS is partnering with an organization. It typically requires two logos that are displayed side-by-side in the header. If ACS is the primary partner organization, then the ACS logo should always sit on the left, and always be slightly larger than the other partner’s logo.

**Sub-Branded Websites**

Use the sub-brand design when your product, service or organization is a part of ACS, but carries its own logo and brand. However, you must include the ACS logo and “American Chemical Society” spelled out in the footer.

**Don’t Forget!**

Refer to the “Digital Best Practices” slide for general specs.
Sample ACS Brand Websites

A Focus On Members

The American Chemical Society (ACS) is guided by its vision and mission—"to improve people’s lives through the transforming power of chemistry," and "to advance the broader chemistry enterprise and its practitioners for the benefit of Earth and its people"—which are supported by four goals: Provide authoritative and comprehensive chemistry-related information, advance member careers, improve chemistry education and communications, and value the public and policymakers.

In everything we do, here at ACS, we strive to live up to our vision, mission, and goals. Furthermore, as we position the Society for the 21st century, we are critically reexamining our activities and approaches to ensure our resources are directed toward our most important and useful services and programs for members, staff, and the public.

In 2015, we launched ACS Central Science, a free, highly selective, interdisciplinary journal, as part of our commitment to...
Sample Co-Branded Websites
Sample Sub-Branded Websites
Web Application

A web application is a client–server software application in which the user interface runs in a web browser. Common web applications include webmail, as well as online stores, surveys, forms and community forums. Application templates are typically provided by the development team.

ACS Applications

An ACS-hosted application (both desktop and mobile) should prominently display the ACS logo in the top left on a white background and “American Chemical Society” spelled out in the footer.

Co-Branded Applications

Use the co-brand design when ACS is partnering with an organization. It typically requires two logos that are displayed side-by-side in the header. If ACS is the primary partner organization, then the ACS logo should always sit on the top left on a white background, and be slightly larger than the other partner’s logo.

Log In Buttons

Place any log in buttons on the top right corner in the global banner.

Don’t Forget!
Refer to the “Digital Best Practices” slide for general specs.
Email

Email is an important and cost-effective way to build relationships and maintain regular contact with users. It’s an easy-to-manage, reliable and very accessible form of push communication. ACS uses two types of email communications: newsletters and system emails.

Newsletter

Newsletters are publications that are regularly developed and distributed by divisions within ACS. They should include the ACS logo, heading title, body content, a call-to-action button and footer.

Newsletters also allow for some design flexibility. For example, you can add a hero banner and an additional logo if the newsletter is co-branded.

System Emails

System emails are used whenever the site visitor has to perform a system-related action (resetting a password, making a transaction, etc.). They should include the ACS logo, heading title, body content, a call-to-action button and footer. Unlike newsletters, designs aren’t customizable.
Email Design Specs

Color Palettes

Typeface & Font Sizes

- Header Title: 22px bold is standard, but can vary depending on the length of the title
- Body Title: 20px bold
- Body Text: 16px
- Body Text Line-Height: 27px
- Footer Text: 10px

Dimensions

Both newsletters and system emails should be at a maximum 600px wide. Anything larger than that won’t display properly to the user.

File Sizes

Email content (not images) should not exceed 102k. Gmail displays the first 102k, and clips off the remainder across devices.

Logo & Brand

In both email templates, the ACS logo should appear in the top left corner. The newsletter allows for a customizable hero image and another logo if it’s co-branded. Headline sizes should be equal to or smaller than the ACS logo, and headlines should always be on a white background.

Don’t Forget!

Refer to the “Digital Best Practices” slide for general specs.
Email Links & Buttons

In addition to text links, there are three types of email button styles: default, large and small. Here are their specs and guidance on how and when to use them.

**Text Link**
Text Link Color: #0275D8

**Default Buttons**
- **Primary Button**: 40px
- **Primary Button - Yellow**: 40px
- **Secondary Button**: 40px
- **Link Button**: 40px

**Large Buttons**
Use large buttons for main call-to-action because it carries a stronger visual weight.

- **Primary Button**: 50px (Button Color: #0275D8)
- **Primary Button - Yellow**: 50px (Button Color: #FBD333)
- **Secondary Button**: 50px (Button Color: #47464B)
- **Link Button**: 50px (Border Color: #0275D8)

**Small Buttons**
Use this button for a secondary call-to-action.

- **Primary Button**: 30px
- **Primary Button - Yellow**: 30px
- **Secondary Button**: 30px
- **Link Button**: 30px
Newsletter Specs

1. Place the ACS logo in the top left corner and position the application header text beneath it. Header text should be on a white background and cannot be larger than the ACS logo.

2. Position content on the left side of the page, vertically below the logo and header text.

3. The footer should include the American Chemical Society spelled out, along with the Society’s address, copyright and links to unsubscribe and manage emails.
Newsletter Samples
System Email Specs

1. Place the ACS logo in the top left corner and position the application header text beneath it. Header text should be on a white background and cannot be larger than the ACS logo.

2. Position content on the left side of the page, vertically below the logo and header text.

3. The footer should include the “American Chemical Society” spelled out, along with the Society’s address, copyright and links to unsubscribe and manage emails.

4. Place the ACS logo in the top left corner and position the application header text in the right top corner. Header text should be on a white background and cannot be larger than the ACS logo.
System Email Samples

Dear Joseph Williams,

We’ve updated your ACS ID password. To manage your account click http://id.acs.org

Your ACS ID password was changed.
If you didn’t do this, please contact us at service@acs.org

For more information, see our frequently asked questions or contact service@acs.org

Thanks,

ACS Customer Support
Videos

Logo & Branding
By branding videos we reinforce and remind viewers that the video is from ACS. ACS videos should always carry the ACS logo in the bottom left corner. Within the video itself, “American Chemical Society” should be spelled out either at the start or end of the video.

YouTube Design Specs
For both YouTube and Vimeo-hosted videos, place the ACS logo in the bottom left corner of the video at all times to ensure consistent branding and to let users know the content is from ACS.

Also make sure to follow YouTube’s guidelines for images, icons and thumbnails:
• Channel cover images: varies by viewing platform (desktop or mobile)
• Channel icon: 800 x 800
• Video thumbnail: 1280 x 720
Videos

ACS Video sample
ACS Social Media Guidelines

General Guidelines for ACS Staff on Social Media

• Be positive. Avoid complaints, badmouthing, and arguing.
• Be authentic. Don’t post anonymous comments or misrepresent your identity to discuss issues related to ACS.
• Be honest and transparent. Only speak on ACS-related topics for which you’ve been authorized.
Facebook

Profile Picture
Min. 170px X 170px

Cover Photo
Approx. 820px X 312px
(Must be at least 399px & 150px tall)

Video
That it’s in a supported format. We recommend MP4 or MOV. You can change the format using your video software (ex: iMovie).

The length and size of the video. The maximum length is 120 minutes. The maximum file size is 4.0 GB.

Shared Image Link
1200px X 900px

Shared Link
Preview Image
1200px X 628px

Illustration Source: Flaticon
Twitter

Header Photo
1500px X 500px
(Recommended Dimensions)

Profile Picture
400px X 400px
(Recommended Dimensions)

Photos can be in any of the following formats: JPG, GIF, or PNG. (Twitter does not support animated GIFs for profile or header images).

Bio Character Limit
(Maximum 160 characters)

Character Limit
(Up to 140 characters)

Photo Size
Est. 440px X 220
Photos can be up to 5MB; animated GIFs can be up to 5MB on mobile, and up to 15MB on web.

Accepted image format: GIF, JPEG, and PNG.

Video Format
We currently support MP4 & MOV video formats on mobile apps. On the web, we support the MP4 video format with H264 format with AAC audio.

Minimum of 2 minutes & 20 seconds or less in length.

Illustration Source: Flaticon
YouTube

Profile Picture
800px X 800px
(Recommended)
Square or round image
that renders at 98px X 98px

JPG, GIF, BMP, or PNG file
(no animated GIFs).

Video Resolution
1920px X 1080px
(Minimum Resolution)

Recommend resolution of at
least 1280px X 720px for video
that has a 16:9 aspect ratio
and a resolution of at least
640px X 480px for video that
has a 4:3 aspect ratio.

Thumbnail Image
(Custom)
1280px X 720px
(Minimum width of 640px)

If Video larger than 128GB.

File Format
prefered the original, 1080p HD
broadcast format that you have
in your digital content library, as
well as DVD-compliant MPEG-2
program streams saved with a
.MPG extension. If you cannot
submit videos in MPEG-2 format,
then MPEG-4 is the preferred
format.

Audio
MP3 audio in MP3/WAV
container.
PCM audio in WAV container.
AAC audio in MOV container.
FLAC audio.

If Video larger than 128GB,
try compressing your video in a
video editor before uploading it
to YouTube. One common way
to compress a video for YouTube
is to encode it using the H.264
codec.

Banner
2560px X 1440px
(Est. Maximum file size of 2MB).
LinkedIn

Profile Picture
400px X 400px
Maximum File size is 8MB

Background Photo
Min. 1584px X 396px
Must be PNG, JPG or GIF

Logo Image
Approx. 300px X 300px

Shared Image
Min. 350px Wide

Shared Link Preview
Min. 180px x 110px

Illustration Source: Flaticon
**Pinterest Board Page**

**Pins Dimensions**
- Pins on main page appear as **min. 236px** (Height is scaled).
- Pins on a board appear as **min. 236 px** (Height is scaled).
- Expanded pins have a minimum width **600px** (Height is scaled).

**Profile Thumbnails:**
Approx. 51px X 51px

**Profile Picture**
Min. 180px X 180px
Support only JPG & PNG.

**What are Pins?**
Pins are visual bookmarks. Each Pin you see on Pinterest links back to the site it came from, so you can learn more—like how to make it or where to buy it.

Can save **JPG, PNG & GIF** image files, & YouTube, Vimeo & TED videos.

Illustration Source: [Flaticon](https://www.flaticon.com/)
Instagram

Profile Picture
110px X 110px

Video Instagram Stories
Approx. 750px X 1334px
(The maximum duration should be 10 seconds).
Each story lasts 24 hours.

Image Resolution block
Upload the best quality image by setting the width up to **1080px**.

Photo Size
Min. 1080px X 1080px

Illustration Source: Flaticon