



Version 1.0 Spring 2017

Digital Brand Style Guide

The **American Chemical Society** Graphics Handbook for Members

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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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Section 8

Logos



Master & Enterprise Logos

Master logo



Enterprise logos

Used with “American Chemical Society” spelled out and visible



* 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)



ACS College to Career
Getting a Job in Chemistry



ACS Insight Lab
You Share. We Learn.



ACS Reactions
Everyday Chemistry



ACS Webinars
Click. Watch. Learn. Discuss.



ACS on Demand
Your Source for Recorded Meeting Content

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)



Chapter Logos Samples

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

International



Student



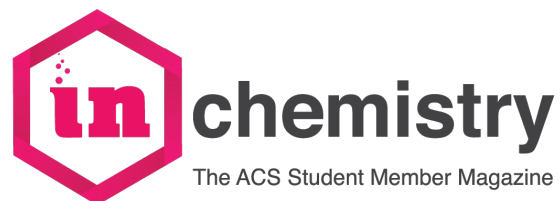
Awards Logos Samples

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



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



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

Enterprise Pillars	Publication Mastheads	ACS Chapters	Local Sections and Technical Divisions	ACS Programs with Taglines	ACS Programs without Taglines
 <p>ACS Publications Most Trusted. Most Cited. Most Read.</p>	 <p>c&en CHEMICAL & ENGINEERING NEWS</p>	 <p>ACS Chapter Peru</p>	 <p>ACS Local Section Coastal Georgia</p>	 <p>ACS Reactions Everyday Chemistry</p>	 <p>ACS myACS Chemistry for Life®</p>
 <p>CAS A DIVISION OF THE AMERICAN CHEMICAL SOCIETY</p>	 <p>in chemistry The ACS Student Member Magazine</p>	 <p>ACS Chapter Northeastern University</p>	 <p>ACS Local Section Wakarusa Valley</p>	 <p>ACS Insight Lab You Share. We Learn.</p>	 <p>ACS Inquiry in Action Chemistry for Life®</p>
 <p>AACT American Association of Chemistry Teachers</p>	 <p>ChemMatters Democratizing Energy Chemistry</p>	 <p>ACS Chapter Erskine College</p>	 <p>ACS Technical Division Agrochemicals (AGRO)</p>	 <p>ACS Webinars Click. Watch. Learn. Discuss.</p>	 <p>ACS Scholars Chemistry for Life®</p>

Section contents

- 9.1 Digital Best Practices
- 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.

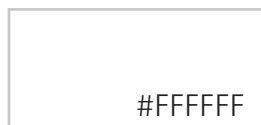
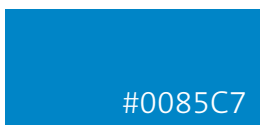
Open space gives page elements room to breath while making information easier to digest.

ACS Web Color Palette

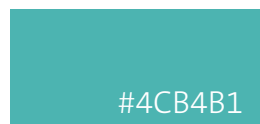
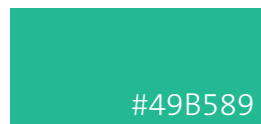
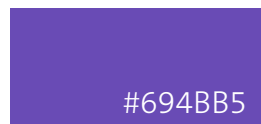
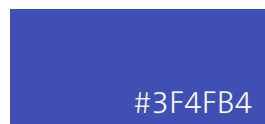
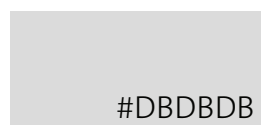
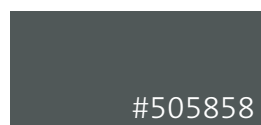
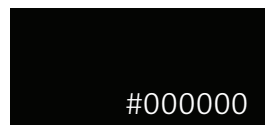
Primary Brand Colors



Primary Colors



Secondary Colors



Accessibility

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.

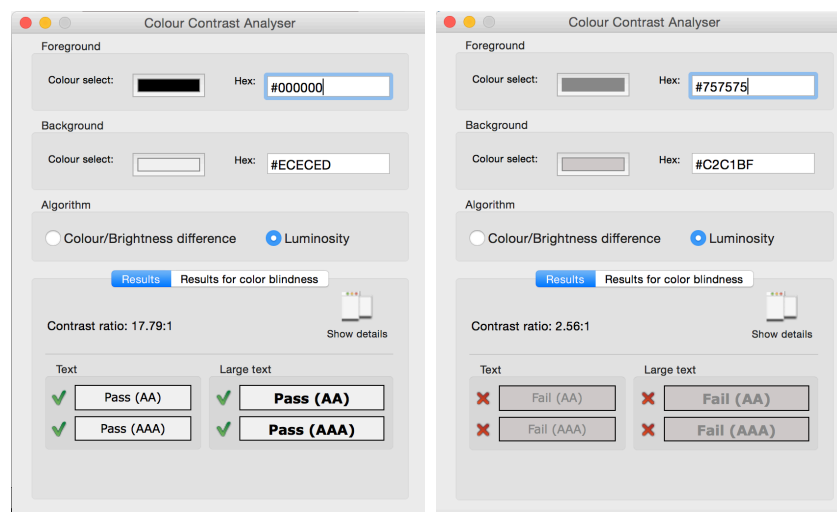
Color Accessibility

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.

Aa

OpenSans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Aa

OpenSans italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Aa

OpenSans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Aa

OpenSans italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Aa

OpenSans semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Aa

OpenSans semibold italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Aa

OpenSans bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Aa

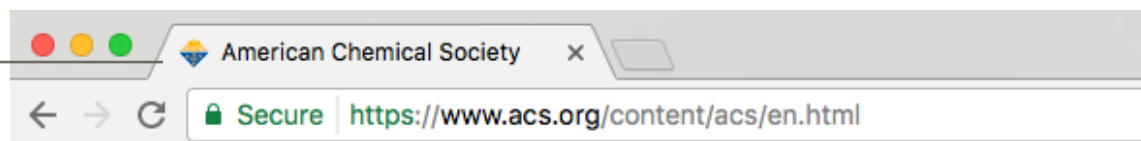
OpenSans bold italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

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

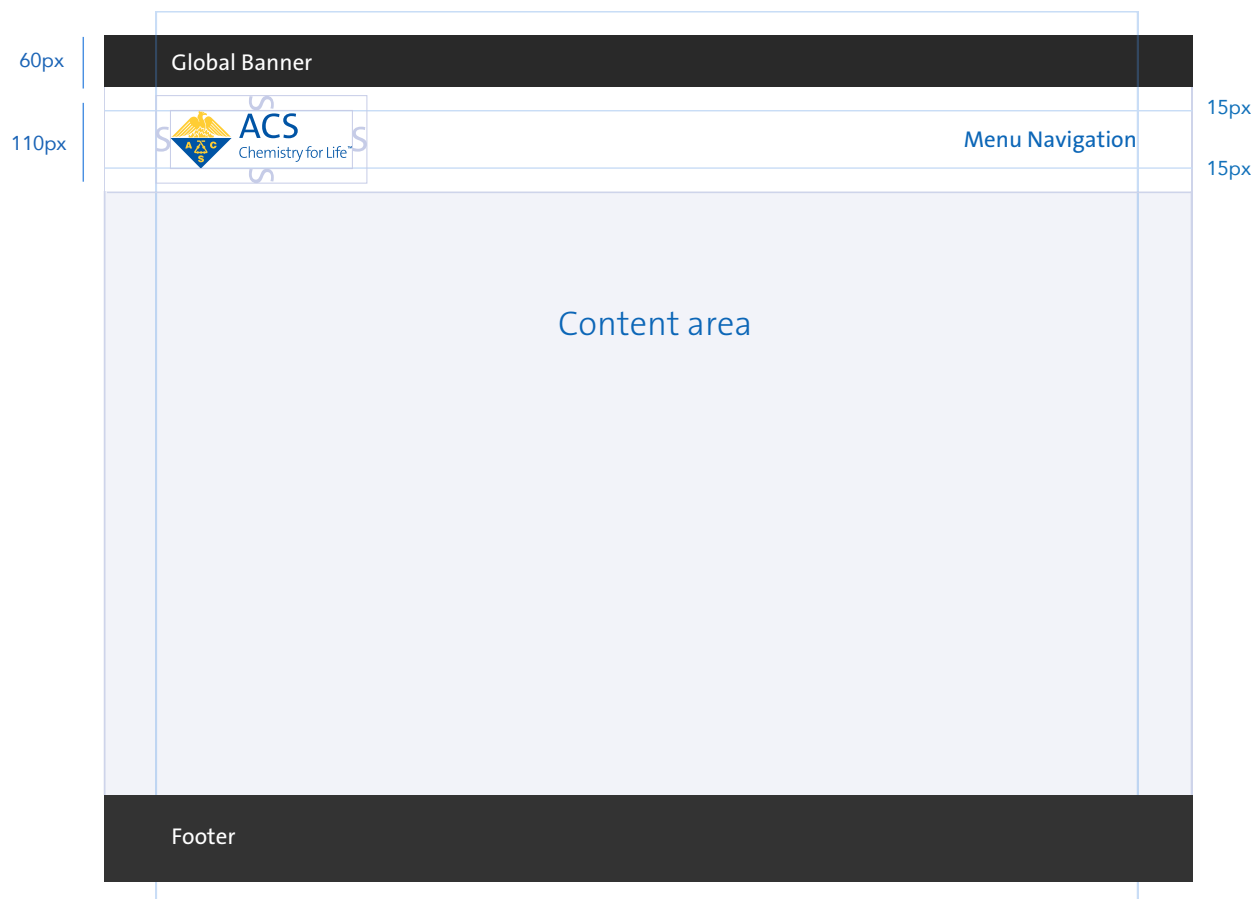
The basic structure of a web page includes: The global banner, the ACS header brand bar (with the ACS logo on a white background), the menu navigation area and the footer.

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.

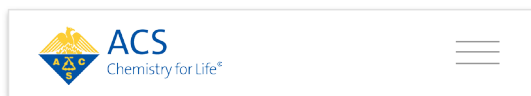
Layout

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.



Global Banner

Global banner



Header bar /Hamburger Menu

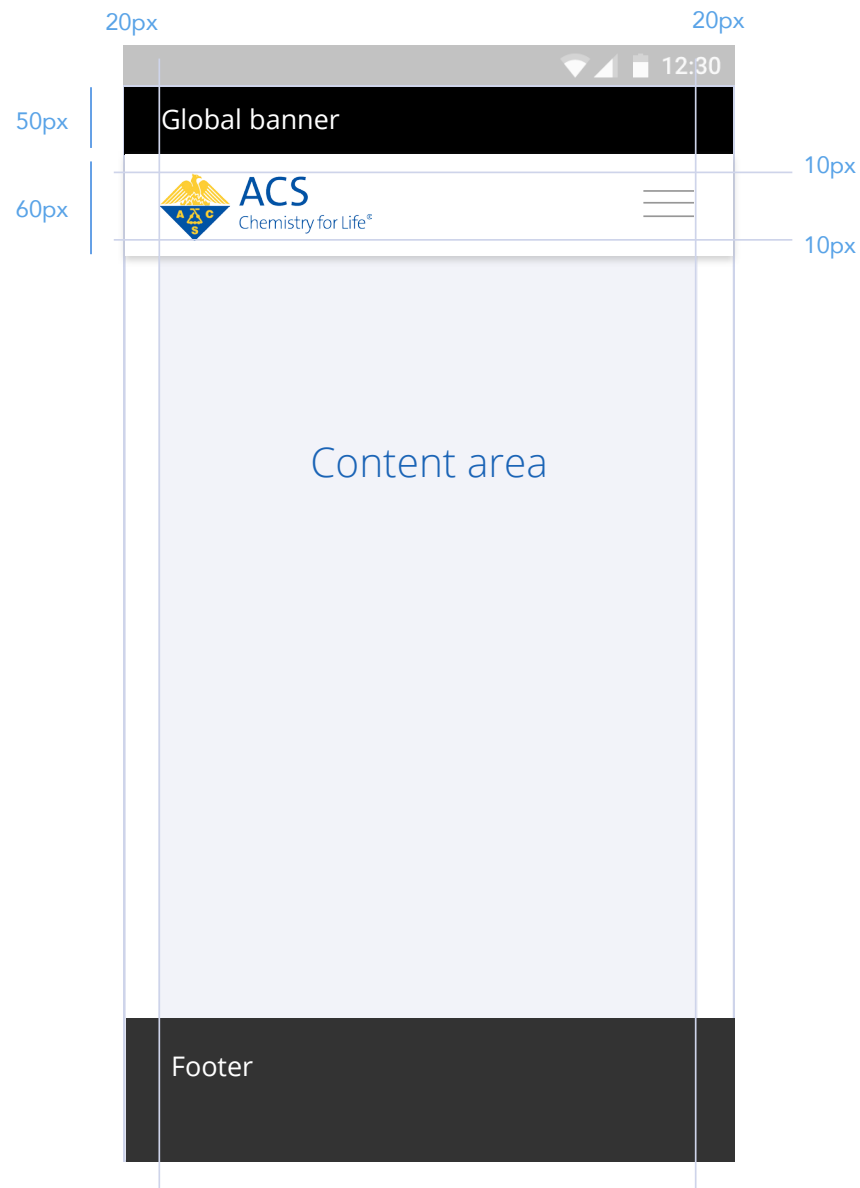


ACS Footer

Footer

Don't Forget!

Refer to the "Digital Best Practices" slide for general specs.



Size for mobile is for illustration ratio purpose only

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

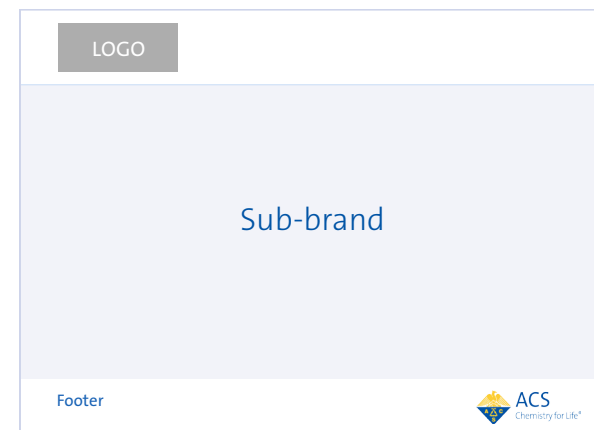
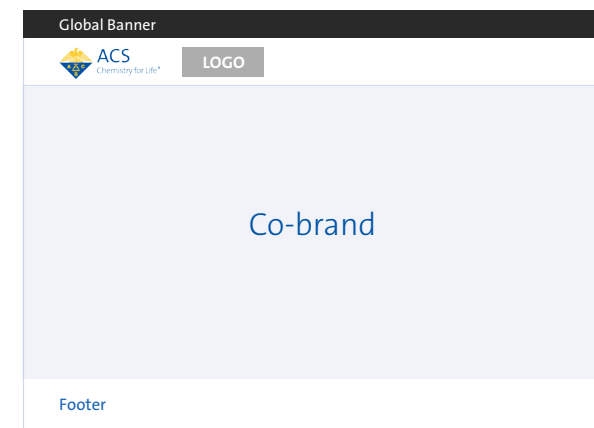
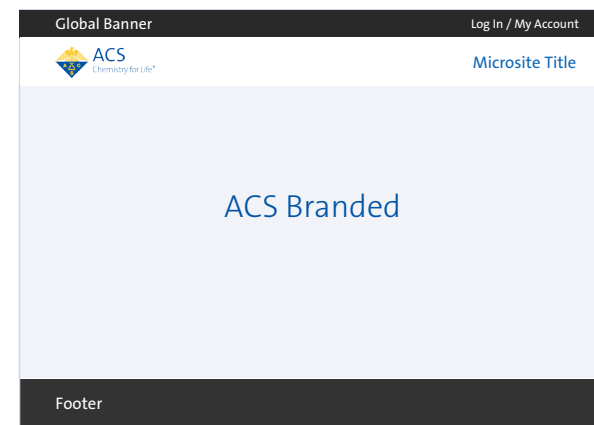
Use the co-brand design when ACS is partnering with an organization. It typically requires two logos that are displayed side-by-side in the header. If ACS is the primary partner organization, then the ACS logo should always sit on the left, and always be slightly larger than the other partner's logo.

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

ACS | Journals | C&EN | CAS

ACS
Chemistry for Life®

Hágase Miembro de ACS ✓

[Ciencia Actual](#) | [Oportunidades Profesionales](#) | [Redes Sociales y de Trabajo](#) | [Conferencias](#) | [Recursos Educativos](#) | [Membresía](#) | [Acerca de ACS](#)

Inicio


Descubra investigaciones de avanzada, recursos educativos gratuitos, oportunidades de desarrollo profesional y mucho más


Ciencia Actual
 Las últimas novedades e investigaciones en química, soluciones para problemas globales y seminarios web en vivo con información sobre temas profesionales en las ciencias químicas.


Oportunidades Profesionales
 La Sociedad Química de los Estados Unidos (ACS por sus siglas en Inglés) le ofrece muchas maneras de ayudarlo a desarrollar sus capacidades profesionales. Reciba asesoramiento gratuito de los miembros de ACS.


Redes Sociales y de Trabajo
 Conéctese con colegas científicos, colabore y sea un defensor de las ciencias químicas.

Molécula de la semana
 Cada semana, se presenta una molécula del Registro CAS, que constituye la base de datos de moléculas pequeñas más grande del mundo.

Mi Historia en ACS
 Historias de los miembros de ACS sobre lo

ACS | Publications | C&EN | CAS

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ANNUAL REPORT 2017
Executive Director's Message

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 communicate chemistry's value to 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, that meant we launched [ACS Central Science](#), a free, highly selective, interdisciplinary journal, as part of our commitment to


Thomas M. Connelly, Jr.
 ACS Executive Director & CEO

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GLOBAL COMMUNITY
[International Activities](#)

ACS International Center
[Programs by Country](#)
[Programs by Level of Experience](#)

Programs from your region

United Nations Framework Convention on Climate Change (UNFCCC) 22nd Conference of Parties (COP 22)

In order to submit a program, please click here.

ACS International Center™
Placing a world of STEM opportunities at your fingertips.

The ACS International Center is your virtual hub for identifying opportunities and resources as a globally curious STEM practitioner

Recent Posts
 The ACS International Center has collected a number of resources and statements which relate to Executive Order 13769

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ACS
Chemistry for Life®


ENERGY FOUNDATIONS
for High School Chemistry


[Home](#) | [What is Energy](#) | [How Do We Use Energy](#) | [How Can Energy Change](#) | [Energy Theories](#)


A collection of teaching resources you can trust.

Teach the big ideas about energy in your high school chemistry classroom! Exercises, lab investigations, videos and demos focus on the fundamentals of chemical, mechanical, nuclear and gravitational energy.


What is Energy?
Energy types and how we


How Do We Use Energy?
The energy in chemical &


How Can Energy Change?


What Theories Explain Energy?
Thermodynamics, the theory

Sample Co-Branded Websites

21st Annual Green Chemistry & Engineering Conference | June 13-15, 2017 | Reston, Virginia

ACS Chemistry for Life | ACS Green Chemistry Institute

Home Program Register Students Travel/Hotel Sponsors/Exhibitors Media

Green Chemistry & Engineering Conference | *Making Our Way to a Sustainable Tomorrow* | June 13-15, 2017

Making Our Way to a Sustainable Tomorrow

LEARN MORE


The overarching theme of the conference in 2017 will be "Making Our Way to a Sustainable Tomorrow." The conference invites scientists and leaders from all sectors to come together to address critical topics such as the design of sustainable chemicals, flexible chemical manufacturing, more efficient processes, green chemistry curricula, circular economy considerations, sustainable materials, academic-industry collaborations, chemicals policy and more.

Making Our Way to a Sustainable Tomorrow

Call for Papers Is Open

Save the Date

Registration Opens February 15, 2017



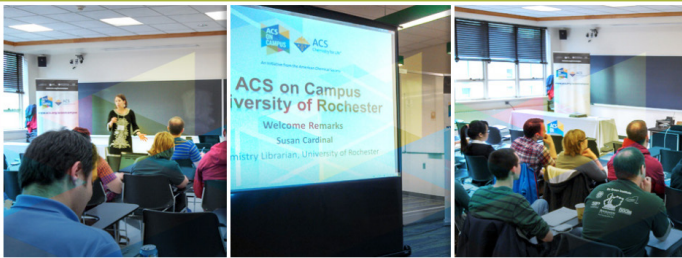
American Chemical Society

ACS Journals | C&EN | CAS

ACS Chemistry for Life | ACS ON CAMPUS

Head of the ACS? | Join ACS

Program Overview Events Students Speakers Hosts Resources Contact Us



UPCOMING EVENTS


Jan 11 - Jan 11, 2017 **Register**

SABIC 2017 Symposium on Advanced Biological Inorganic Chemistry

Kolkata, India

ACS on Campus is partnering with SABIC for their 5th Symposium on

LOCATIONS



We offer professional development resources and training at universities around the globe. Find us at a campus near you.

Sample Sub-Branded Websites

AACT
American Association
of Chemistry Teachers

Log In | Join AACT

Classroom Resources | Professional Development | Discussions | Periodical | News | Get Involved | About Us

Share. Connect. Succeed.
Discover how AACT membership can enhance your experience in the chemistry classroom.
[Join AACT](#) | [Learn more about AACT](#)

High School
All High School Topics »

Middle School
All Middle School Topics »

Elementary School
All Elementary School Topics »

News & Updates

Webinar
Enhance Your Chemistry Classroom with Other People's Money
Discover grant opportunities available to high school teachers of chemistry, and the process for writing a fundable proposal.

Video
Niels Bohr Video
Bohr's model of the atom helped to advance understanding of subatomic particles, and holds an important place in the history and development of the atomic theory.

Article
Essential Questions
In the November 2016 issue of *Chemistry Solutions*, learn how the open-ended nature of essential questions can set the stage for engaging debates in your chemistry classroom.

Simulation
Energy Changes in Chemical Reactions

ACS Chemistry for Life® | **Dow**

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in chemistry
The ACS Green Member Magazine

TOPICS | ATOMIC NEWS | CAREERS | ACS & YOU | GRAD SCHOOL | STUDENT CHAPTERS | MAGAZINE | MULTIMEDIA | BLOG

FEATURED ARTICLE
Lab that Discovered Human Cause of Ozone Depletion Becomes Historic Landmark
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The Chemistry of Tattoo Ink
- ACS & YOU
ACS #SanFran Meeting Highlights
- COLLEGE LIFE
Fighting Imposter Syndrome
- ATOMIC NEWS
Psychedelic Drugs Offer Hope for Addiction
- GRAD SCHOOL
Is Grad School Right for You?

ACS & YOU
My First ACS National Meeting Experience
Three students share the unforgettable experience of attending an ACS national meeting.

CAREERS
Art Conservators Use Cutting-Edge Chemistry to Preserve Masterpieces
Conservationist scientists use analytical and materials chemistry to restore and study works of art spanning human history.

ACS & YOU
Meet the Winners of the Prestigious SCI Scholars Summer Internship
32 exceptional undergrads were named 2017 SCI Scholars and will get the chance to intern at the most prestigious companies.

ACS & YOU
Green Chemistry & Engineering Conference
Why attend the Green Chemistry & Engineering Conference in Reston, VA, June 13-15? Over 40 technical sessions, 150+ presentations. Outstanding keynote speakers. Opportunities to network with 500+ professionals.
[READ MORE](#)

GRAD SCHOOL
Enter the K12ChemPics Photo Contest! (January 2, 2017)

COLLEGE LIFE

ACS & YOU

CAREERS

FOLLOW ACS UNDERGRAD
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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

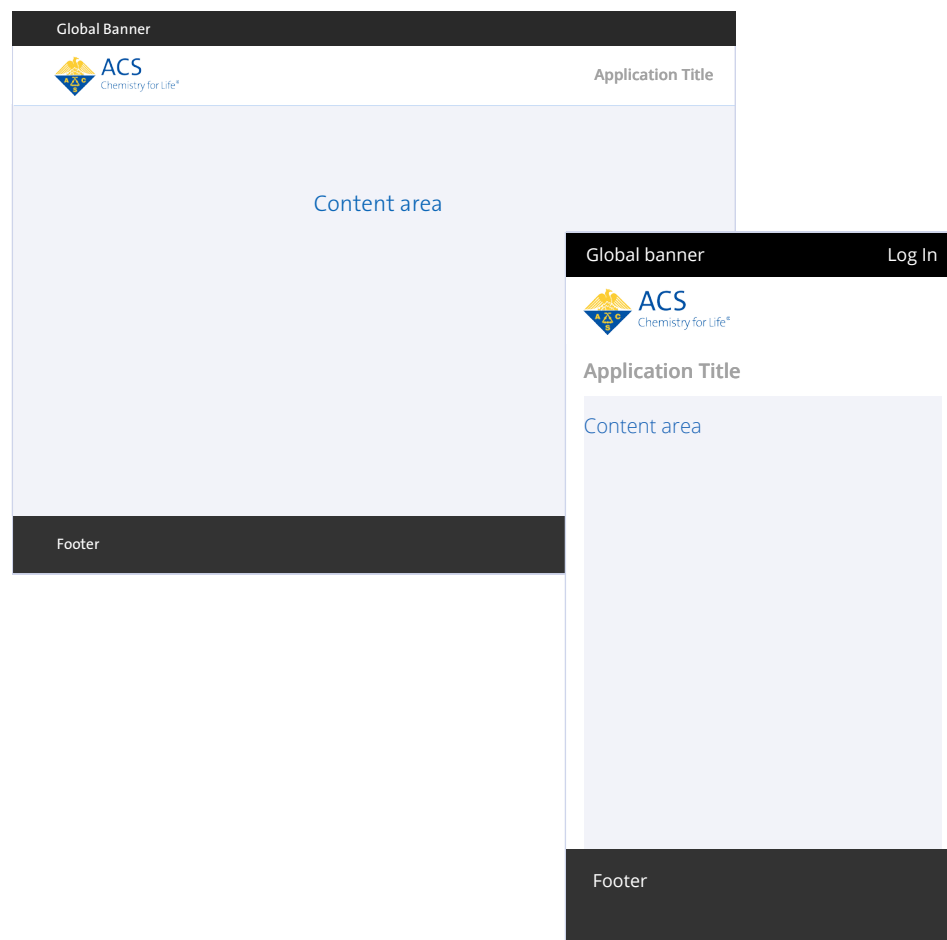
Use the co-brand design when ACS is partnering with an organization. It typically requires two logos that are displayed side-by-side in the header. If ACS is the primary partner organization, then the ACS logo should always sit on the top left on a white background, and be slightly larger than the other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

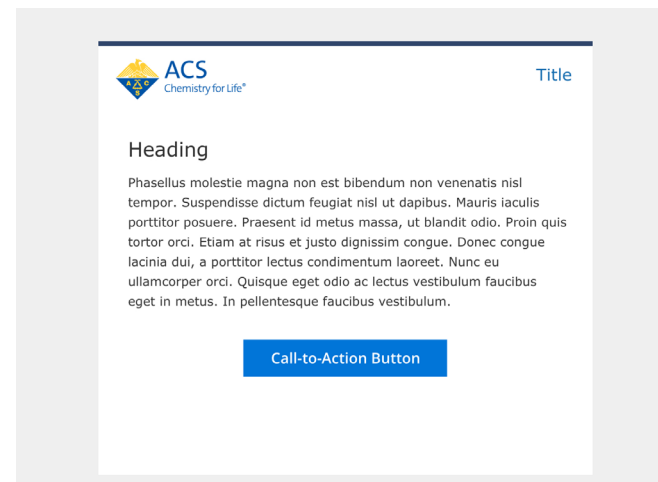
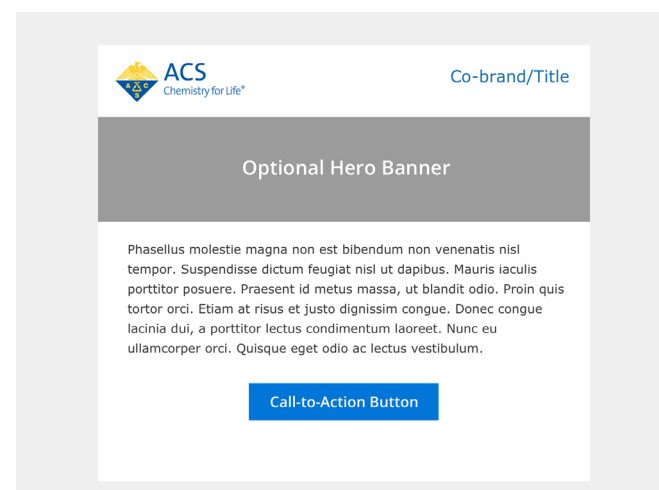
Newsletter

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

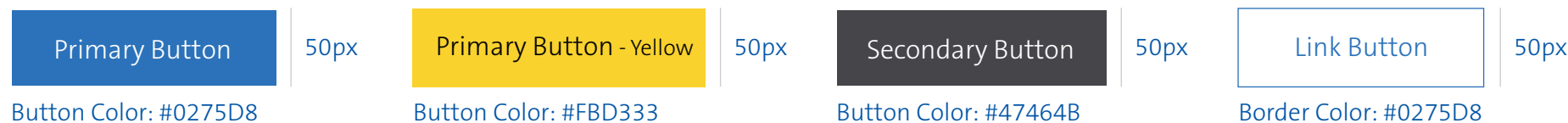
Text Link Color: #0275D8

Default Buttons



Large Buttons

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



Small Buttons

Use this button for a secondary call-to-action.

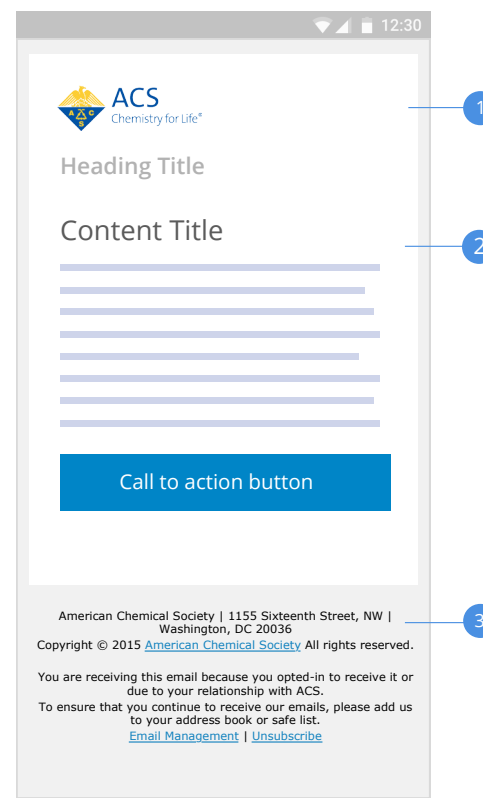
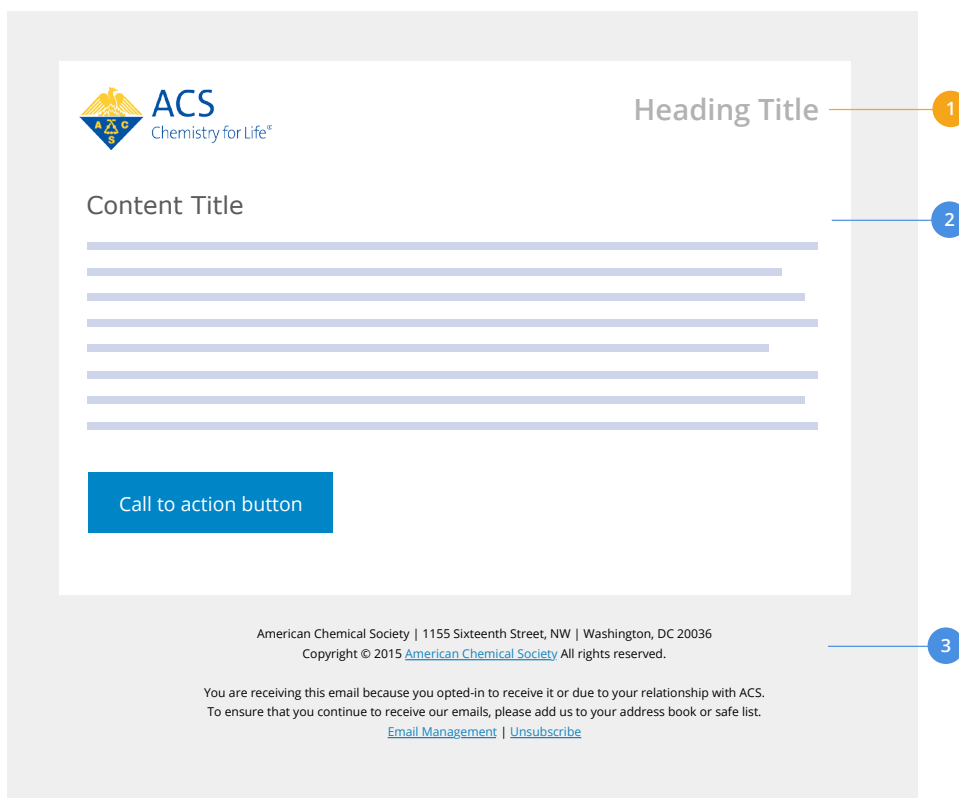


Newsletter Specs


● Desktop/Mobile

● Desktop specific


- 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.
- 1 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.
- 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



DIVERSITY NEWS
From the ACS department of Diversity Programs
October 2016



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Read More

Upcoming Deadlines

<div style="background-color: #0070C0; color: white; padding: 2px; text-align: center; font-weight: bold;">Sept 15</div> <p>Title Text Here Lorem ipsum dolor sit amet</p>	<div style="background-color: #0070C0; color: white; padding: 2px; text-align: center; font-weight: bold;">May 15</div> <p>Title Lorem ipsum dolor sit amet</p>	<div style="background-color: #0070C0; color: white; padding: 2px; text-align: center; font-weight: bold;">Aug 15</div> <p>Title Text Here Lorem ipsum dolor sit amet</p>	<div style="background-color: #0070C0; color: white; padding: 2px; text-align: center; font-weight: bold;">Aug 15</div> <p>Title Lorem ipsum dolor sit amet</p>
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Articles of Interest

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More News and Announcements

150 x 150

TITLE
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2017 Green Chemistry Challenge Awards Ceremony and Reception

Dear Colleague,


You are invited to attend the U.S. EPA Green Chemistry Challenge Award Ceremony and Reception. Please join us in celebrating the 2017 winners!

RSVP NOW

Event Info


2017 U.S. EPA Green Chemistry Challenge Awards National Academies of Science, Washington, D.C. June 12, 2017
Award Ceremony begins at 4 p.m.
Reception begins at 5 p.m.

The Green Chemistry Challenge Award reception is hosted by the American Chemical Society's Green Chemistry Institute® (ACS GCI). The Award winners will be invited to speak about their winning innovations during a special session on Tuesday, June 13, 2017, as part of the ACS GCI's Green Chemistry & Engineering Conference held in Reston, Virginia. Find out more: <http://www.gcandc.org>



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Vespasian

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Dominian

Callout Box
Join Our Mailing List »

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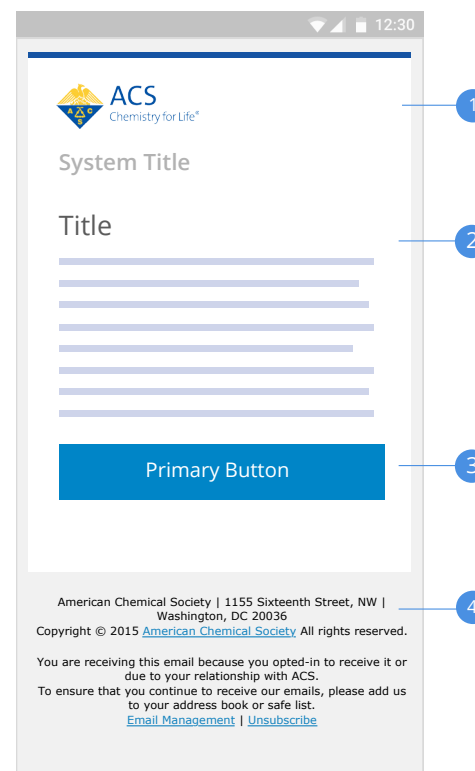
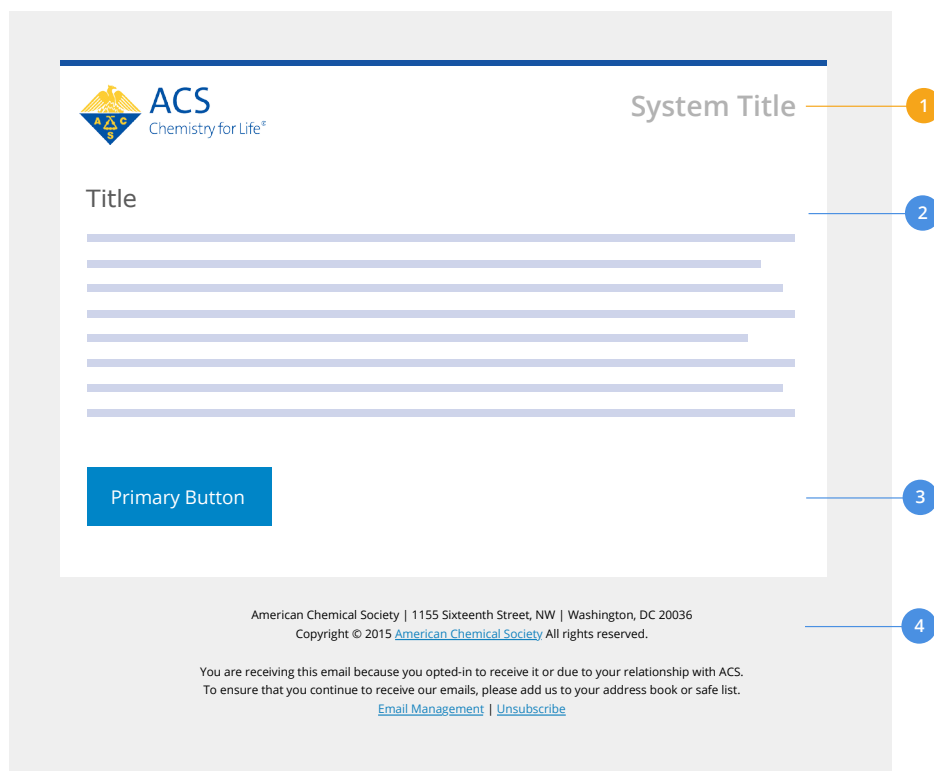
You are receiving this email because you opted-in to receive it or due to your relationship with ACS.

System Email Specs


● Desktop/Mobile

● Desktop specific

- 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.
- 1 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.
- 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.



System Email Samples



Password Updated

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

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You are receiving this email because you opted-in to receive it or due to your relationship with ACS.
To ensure that you continue to receive our emails, please add us to your address book or safe list.
[Email Management](#) | [Unsubscribe](#)

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



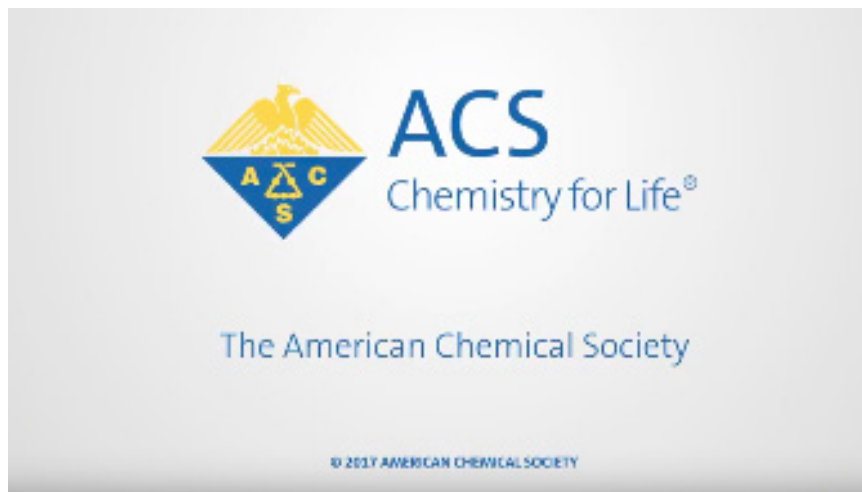
AMERICAN CHEMICAL SOCIETY

Video Content



Videos

ACS Video sample



ACS Social Media Guidelines

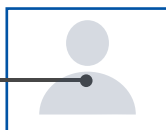
General Guidelines for ACS Staff on Social Media

- 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



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



Cover Photo

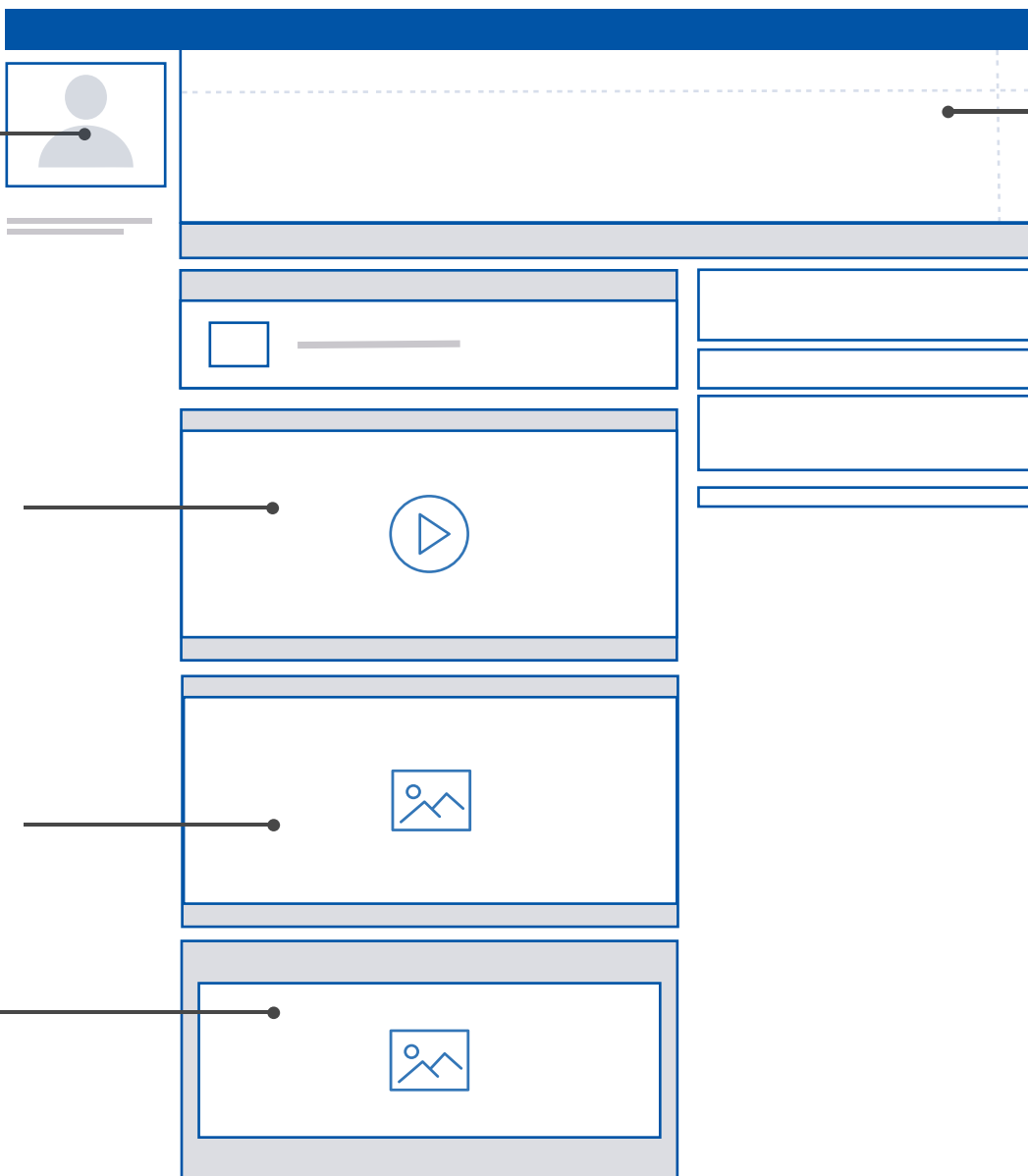
Approx. 820 px X 312px

(Must be at least 399px & 150px tall)

Resize your photo to one of the following supported sizes.

To avoid compression when you upload your cover photo, make sure the file size is **less than 100KB**.

Save your image as a **JPEG** with an sRGB color profile.



Twitter

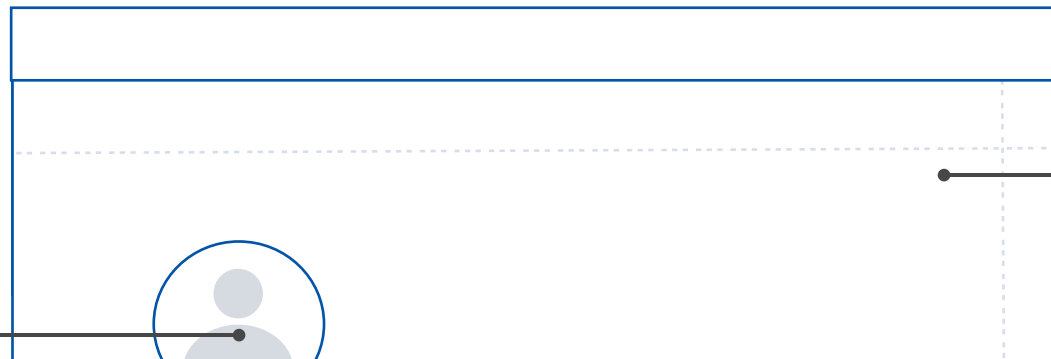
Profile Picture

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)



Header Photo

1500px X 500px
(Recommended Dimensions)

Character Limit

(Up to 140 characters)

Photo Size

Est. 440px X 220

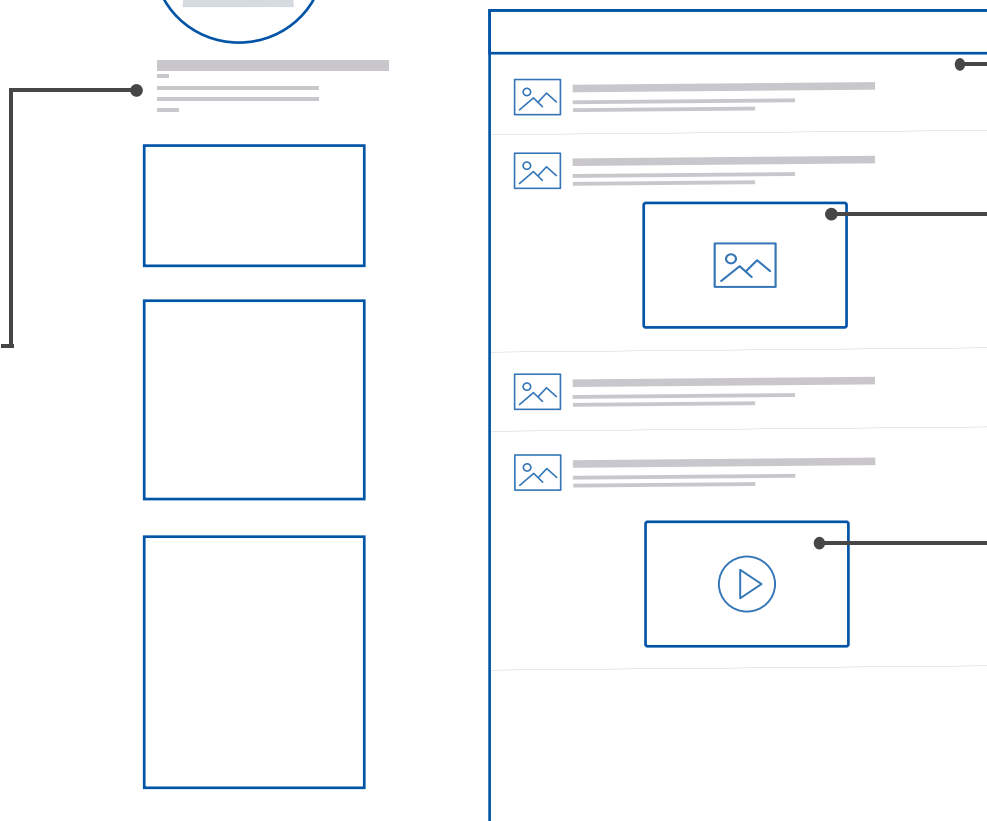
Photos can be up to **5MB**; animated GIFs can be up to 5MB on mobile, and up to 15MB on web.

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.

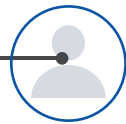


YouTube



Banner

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



Profile Picture

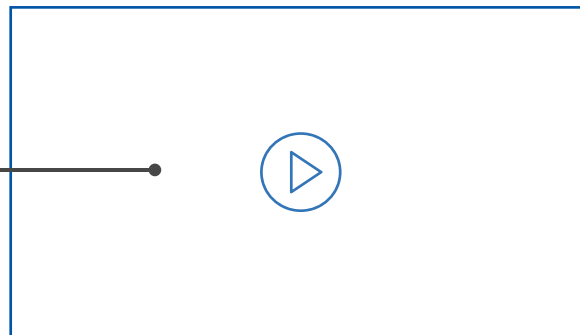
800px X 800px
(Recommended)
Square or round image
that renders at 98px X
98px

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)

Image file size limit under **2 MB**.
If Video larger than **128 GB**.

Illustration Source: [Flaticon](#)

File Format

preferred 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.

If Video larger than 128GB

If your video is 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.



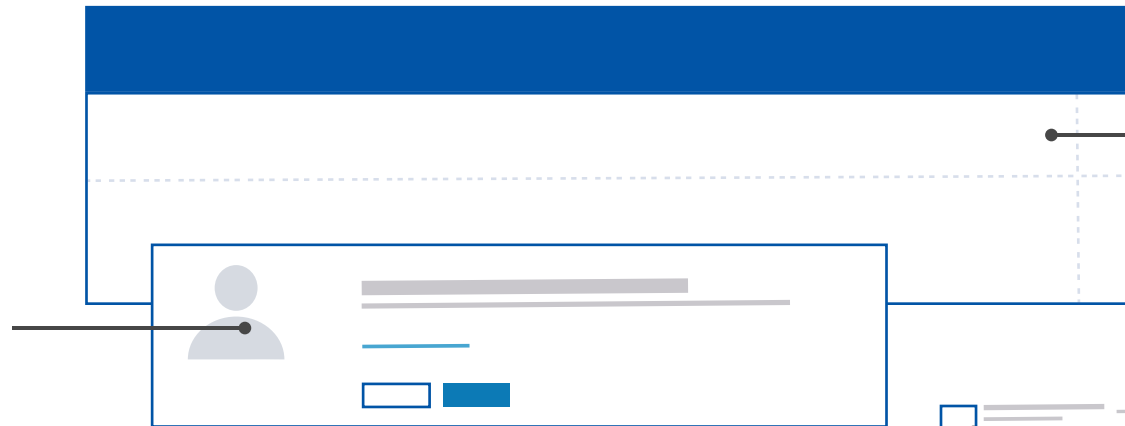
Audio

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

LinkedIn

Profile Picture

400px X 400px
Maximun 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

Pinterest Board Page



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

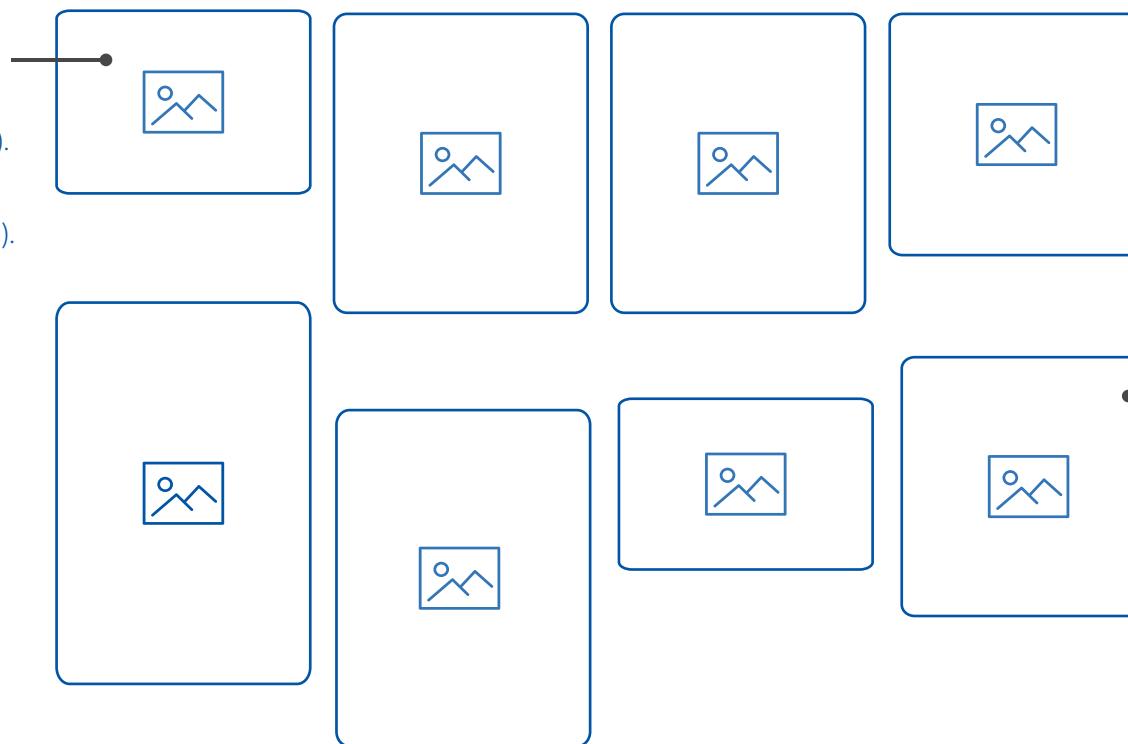
Profile Picture
Min. 180px X 180px
Support only JPG & PNG.

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).



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.

Instagram

