Digital Brand Style Guide
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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

ACS
Chemistry for Life®

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)
Program Logos Without Taglines

Samples

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

ACS ChemClubs
Chemistry for Life®

ACS myACS
Chemistry for Life®

ACS Scholars
Chemistry for Life®

ACS Green Chemistry Institute
Chemistry for Life®

ACS Petroleum Research Fund
Chemistry for Life®

ACS Chemistry Ambassadors
Chemistry for Life®

ACS Project Seed
Chemistry for Life®

ACS Festival de Quimica
Chemistry for Life®
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
Creative Invention

ACS Awards
ChemLuminary

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

[Logos for ACS 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</td>
<td>ACS myACS</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</td>
<td>ACS Inquiry in Action</td>
</tr>
<tr>
<td>AACT</td>
<td>ChemMatters</td>
<td>ACS Chapter</td>
<td>ACS Technical Division Agrochemicals (AGRO)</td>
<td>ACS Webinars</td>
<td>ACS Scholars</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Erskine College</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
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
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 Accessibilty

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

ACS Members Handbook

Digital Channels branded websites 10.3

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.
Sample Co-Branded Websites

![Sample Co-Branded Websites](image-url)
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

![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**

<table>
<thead>
<tr>
<th>Primary Button</th>
<th>40px</th>
<th>Primary Button - Yellow</th>
<th>40px</th>
<th>Secondary Button</th>
<th>40px</th>
<th>Link Button</th>
<th>40px</th>
</tr>
</thead>
<tbody>
<tr>
<td>Button Color: #0275D8</td>
<td></td>
<td>Button Color: #FBD333</td>
<td></td>
<td>Button Color: #47464B</td>
<td></td>
<td>Border Color: #0275D8</td>
<td></td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Primary Button</th>
<th>50px</th>
<th>Primary Button - Yellow</th>
<th>50px</th>
<th>Secondary Button</th>
<th>50px</th>
<th>Link Button</th>
<th>50px</th>
</tr>
</thead>
<tbody>
<tr>
<td>Button Color: #0275D8</td>
<td></td>
<td>Button Color: #FBD333</td>
<td></td>
<td>Button Color: #47464B</td>
<td></td>
<td>Border Color: #0275D8</td>
<td></td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Primary Button</th>
<th>30px</th>
<th>Primary Button - Yellow</th>
<th>30px</th>
<th>Secondary Button</th>
<th>30px</th>
<th>Link Button</th>
<th>30px</th>
</tr>
</thead>
</table>
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. 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.

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

4. 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 2018

Lorem ipsum dolor sit amet.
Morbi facilisis purus augue, sed suscipit arcu.

Upcoming Deadlines

Title Text Here
Lorem ipsum dolor sit amet
Aug 18

Title Text Here
Lorem ipsum dolor sit amet
Aug 18

Articles of Interest

Lorem ipsum dolor sit amet, consectetur adipiscing elit.
Morbi facilisis purus augue, sed suscipit arcu.

Read More

2017 Green Chemistry Challenge Awards Ceremony and Reception

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Event Info

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 D.C. Green Chemistry & Engineering Conference held in Boston, Virginia. Find more info on our website. [Read More]

2017 Green Chemistry Challenge Awards Ceremony and Reception

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For more news and announcements, visit our website. [Read More]

CHEMUNITYNEWS

Lorem ipsum dolor sit amet, consectetur adipiscing elit.
Morbi facilisis purus augue

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For more news and announcements, visit our website. [Read More]

Lorem ipsum dolor sit amet, consectetur adipiscing elit.
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.
System Email Samples

ACS

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
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

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.

Illustration Source: Flaticon
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

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
1280px X 720px
(Minimum width of 640px)
Image file size limit under 2 MB.

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

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

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.
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
Pins Dimensions
Pins on main page appear as min. 236px (Height is scaled).
Pins on a board appear as min. 236px (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.

Profile Thumbnails:
Approx. 51px X 51px

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

**Photo Thumbnail**
Est. 161px X 161px

When clicked on photo

**Video**
Your video can be 3 to 60 seconds long.