Identity Guidelines
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1. Introduction

This guide sets standards for anyone producing visual materials that represent Responsible Care®, including all employees, business partners, creative suppliers and contractors. The standards have been developed to provide a strong and consistent identity as part of a systematic and long term plan that will be used to promote and enhance every area of Responsible Care®. The Responsible Care® name, logo mark and identity statement, as displayed in this manual are the only ones approved for publication, print and display materials. The purpose of the graphic standards is to achieve corporate brand identity, industry recognition and public awareness that reflect the Responsible Care® corporate mission and vision. All of these outcomes provide direct benefit to the companies using the Responsible Care® brand and logo through enhanced brand value and recognition.
2. **The Responsible Care® Logo**

The Responsible Care® logo consists of the “hands” logo mark, the “Responsible Care®” logo type and the “Our Commitment to Sustainability” identity statement. The ® symbol must always accompany the Responsible Care® logo to indicate that it is a registered service mark of the American Chemistry Council. The logo should never be altered in any way from the approved versions as printed herein. The relationship of the three elements of the logo must not be altered.

The “hands” logo mark also is a separate registered service mark of the ACC and it may be divided from the type and statement and used as a stand-alone logo. When the “hands” logo mark is used alone, the ® symbol must be included as shown in version 3 contained herein.

If there are extenuating circumstances that prompt logo use that deviates from these guidelines please request assistance through the ACC. This and other questions regarding appropriate use of the service marks should be directed to ACC Communications, 703-741-5000.

The Responsible Care® logo is composed of three elements:

- the logo mark/glyph
- the logo type/alphanumeric
- the identity statement
**Responsible Care® Logo**

**Logo Color**
PMS 647 (dark blue)
Cyan 94%; Magenta 43%;
Yellow 0%; Black 38%

**Version 2 – Horizontal One Color**
The Responsible Care® logo service marks are restricted to one uniform color. The color of the service mark is restricted to black, white, or PMS 647. Smallest recommended usage is 1.5” wide.

**Version 1 – Vertical**
The Responsible Care® logo service marks are restricted to one uniform color. The color of the service mark is restricted to black, white, or PMS 647. Smallest recommended usage is 1” wide.

**Version 3 – Logo Mark Only**
The Responsible Care® logo service marks are restricted to one uniform color. The color of the service mark is restricted to black, white, or PMS 647. Smallest recommended usage is .25” wide.
Responsible Care® Logos Continued

[Logos]

Responsible Care®
OUR COMMITMENT TO SUSTAINABILITY

[Logos]

Responsible Care®
OUR COMMITMENT TO SUSTAINABILITY

[Logos]
Responsible Care® Logo Color

The ACC, owner of the Responsible Care® service marks in the United States, limits the colors used in displaying the Responsible Care® service marks to black, white, and PMS 647 (blue). Usage of the Responsible Care service marks on buildings, water towers, tank cars, or other large units that display the Responsible Care® logo to the general public in the United States is limited to these three color options. If an ACC member or Responsible Care® Partner belongs to an organization outside of the United States that owns the services marks in that country, the company may use the Responsible Care® service marks in that country, and on materials that originate from that country in accordance with the color guidelines provided by the associated organization.

Discontinued Versions of the Responsible Care® Logo

Please note that the versions of the Responsible Care® logo below have been discontinued and should no longer be used. These logos should be removed and discontinued as appropriate and feasible, preferably within 5 years of ACC adoption of a new logo, but considering costs and allowing additional time as necessary.

- Responsible Care® 15th Anniversary
- Responsible Care® 20th Anniversary
- “Good Chemistry at Work”
3. **Proprietorship of the service marks**

The Responsible Care® service marks are the property of ACC and have been registered with the United States Patent and Trademark Office. These service marks cannot be used by any person otherwise than in accordance with these rules.

4. **Conditions of use**

The American Chemistry Council, as the owner of the Responsible Care® service marks, grants all Council member companies and Responsible Care® Partners the right to use the Responsible Care® service marks based upon the terms and conditions contained within this document. Responsible Care® service marks use is limited to facilities and operations within the ACC member or Responsible Care® Partner company’s dues base. Facilities and operations falling outside of the ACC membership/Responsible Care® Partnership are not licensed to use the Responsible Care® service marks.

Each ACC member and Responsible Care® Partner shall cooperate in facilitating ACC’s control of the nature, quality and use of the Responsible Care® service marks.

As part of this effort, each ACC member or Responsible Care® Partner shall supply ACC with representative specimens of the use of the service marks upon request, within seven days of the request.

The right to use the Responsible Care® service marks will be terminated:

- upon a company’s ceasing to be a member of the ACC or the Responsible Care® Partnership Program; or
- upon failure to comply with any of the provisions contained herein.

Upon termination, the company will immediately cease using the Responsible Care® service marks and any suggestion
ACC Member Company and Responsible Care® Partner Company Guidelines

A. ACC member companies and Responsible Care® Partner companies are granted a royalty free, nonexclusive, non-transferable license within the United States to use the Responsible Care® service marks under the terms and conditions outlined herein.

B. In using the Responsible Care® service marks, each member company and Responsible Care® Partner company acknowledges that ACC has and will continue to retain full ownership of the service marks and related registrations. Nothing in this grant shall be construed to give a member company or Responsible Care® Partner company any right, title or interest in the service marks or related registrations except as a licensee of the ACC.

C. Each ACC member company and Responsible Care® Partner company is entitled to use the Responsible Care® service marks only in the following ways:

1. As part of the corporate letterhead, business cards and other printed materials, for example “XYZ Corporation, Committed to Responsible Care®”, “XYZ Corporation, a Responsible Care® Company”, “XYZ Corporation, a Responsible Care® Partner”.

ACC encourages companies to use the (®) every time companies use the name (logo type) Responsible Care® which also is a registered service mark of ACC. At a minimum, we ask that you always use the (®) the first time it appears, such as in the heading or title of an article or document or the first place it appears in a story. Thereafter, always capitalize the “R” in Responsible and the “C” in Care.
2. Internally, as part of an ACC member company or Responsible Care® Partner company’s communications to help explain and promote the Responsible Care® initiative to its employees.

3. Externally, in the context of describing and promoting how the Responsible Care® initiative relates to a company’s performance improvement programs or its operations, e.g. in conjunction with a printed advertisement outlining the member company or Responsible Care® Partner company’s commitment to health, safety, environmental, or security improvements.

4. On transportation vehicles (railroad cars, barges, trucks or tankers/trailers) owned by or on long-term exclusive lease to an ACC member company and Responsible Care® Partner company. The vehicle must be operated by, or its use directed by, the ACC member company or Responsible Care® Partner company. An operating maintenance and washing/cleaning procedure must be in place and readily available to ensure that vehicles bearing the Responsible Care® service marks are cleaned as needed. Decals must be replaced as fading becomes evident. Upon sale of the vehicle or termination of ACC membership, the Responsible Care® service marks must be removed before title is transferred or within 30 days of termination of ACC membership or Responsible Care® Partnership.

5. On corporate signage (storage tanks, warehouses, buildings, etc.) owned by or on long-term exclusive lease to an ACC member company or Responsible Care® Partner company. Maintenance and cleaning procedures must be in place to ensure that any facility bearing the Responsible Care® service marks must be removed before title is transferred or within 30 days of termination of ACC membership.

6. On Responsible Care®/Global Product Strategy (GPS) product stewardship summaries or other documents developed in accordance with Responsible Care® requirements. Companies must include the following disclaimer within the same document...
when using the Responsible Care® service marks in this manner:

This document is intended to provide the user with access to [product stewardship information]. ACC is not responsible for the content of this document and does not warrant the accuracy of information posted in this or other similar documents. Information for the chemical(s) listed has been developed independently by each company (or in some cases, a group of companies). Each company is responsible for the content of its own [product stewardship summary]. For more information about the content of this document, users should contact [insert company contact information].

7. Other uses require the written permission of ACC.

D. The Responsible Care® service marks shall not be used by ACC member companies or Responsible Care® Partner companies:

1. As part of an effort to support or oppose governmental actions, including legislation or regulations.

2. As a label affixed to drums or cartons, office equipment, trash bags or other uses not associated with the health, safety, environmental, and security objectives of the Responsible Care® initiative or to promote the initiative to its employees.

3. To promote a commercial product or service, e.g. “Buy Widgets, a Responsible Care® product of the XYZ Corporation.”
5. Special Applications

Use of the Responsible Care® logo on displays, signage, vehicle identification, business cards and on the Internet is encouraged. If in certain instances, it is not possible to include the “Our Commitment to Sustainability” identity statement in a fashion that is both clear and legible (e.g., very small reproductions of the logo), please contact ACC Communications at 703-741-5000 and we will be happy to discuss the possibility of omitting the identity statement from the presentation of versions 1 and 2 (as shown on page 3), provided that all other elements of the logo remain intact and unaltered. Other questions regarding use of the logo can be directed to ACC Communications, 703-741-5000.
6. Improper Use

The Responsible Care® logo should not be altered in any way from the approved versions. Improper usage includes distorting, changing and altering the logo in any way. A selection of improper usage is provided below.

- Associated with Another Identity
- Altered Identity Statement
- Changes to Image
- Distorted Image