

TRANSCAER® Brand Guide

THIS BRAND GUIDE HAS BEEN DEVELOPED FOR USE BY ALL TRANSCAER® MEMBERS.

This guide should also be used by vendors and third-parties that require guidance when applying aspects of the TRANSCAER® brand to materials not developed by TRANSCAER®. This comprehensive set of visual brand guidelines is important for anyone utilizing the TRANSCAER® brand and must be followed in order to put forth a strong, consistent and versatile identity.

STRENGTH

The power of a visual brand is often rooted in the strategic positioning set forth by an organization. It is of vital importance to recognize the strength infused within the individual brand elements and how they work together as a whole. When the brand is applied effectively, the TRANSCAER® brand becomes more recognizable and more brand awareness is generated.

CONSISTENCY

Because of the nature of its work, TRANSCAER® materials will be seen by an array of audiences. The public and professional personality of TRANSCAER®, created by the continuous use of brand elements, must be consistent at all levels, from internal communications to public-facing press releases.

The standards set forth in this guide are to be used for all TRANSCAER® materials. Any materials that do not carry this consistent look and feel will contribute to the dilution of TRANSCAER®'s general tone and message. Recognition by audiences is integral to enhancing the TRANSCAER® brand, lending credibility to both tone and message. This familiarity is created through repetition of visual brand elements.

VERSATILITY

The visual standards outlined in this guide are designed to accommodate both print and digital applications, including but not limited to the following communication tools:

Print

- Brochures
- Fact Sheets
- Signs
- Displays and Booths
- Letterhead, Business Cards and Stationary
- Presentation Materials

Digital

- Web Sites
- PowerPoint Presentations
- Downloadable PDFs
- HTML Emails
- Announcements/Other Media
- Advertising
- Video

TRANSCAER® LOGO

This section sets standards for visual materials that represent TRANSCAER®, including all TRANSCAER® Members, business partners, creative suppliers, and contractors.

The logo consists of the **TRANSCAER® logo type** and the registration symbol (®).

The registration symbol must always accompany the TRANSCAER® logo to indicate that it is a registered service mark of the American Chemistry Council.

STANDARD USE

The logo should always appear in its entirety and without distortion. The logo mark, logo type and registration symbol should never be divided, moved, separated or manipulated in any way. **Never use a different typeface to recreate the logo type.** Always reproduce the logo from artwork provided by TRANSCAER®.



DO Use the complete logo, including logo mark, logo type and registration symbol. The logo mark should always retain the same size ratio to the logo type.

Improper Usage

DO NOT

- ✓ Use any colors other than the TRANSCAER® brand blue and black.
- ✓ Use only the mark or only the type.
- ✓ Alter the relationship of the mark to the type.
- ✓ Incorporate other art into the logo.
- ✓ Change the typeface of the text.
- ✓ Recreate the logo type.
- ✓ Distort the logo in any way.
- ✓ Use the logo on a complex background.
- ✓ Apply a drop shadow to the logo.
- ✓ Change the color or the opacity of the logo.
- ✓ Place the black logo on a color background.
- ✓ Place the full-color or black logo on a dark background.
- ✓ Place the white logo on a light background.

Proper Usage

DO

- ✓ Place the full-color logo on white.
- ✓ Place the full-color logo on a light color.
- ✓ Place the black logo on light gray.
- ✓ Place the white logo on a dark color or black.

COLOR

The TRANSCAER® logo is designed to be reproduced in full-color. The logo mark/type is black and blue. The exact color values are shown below. No other hues of these colors are to be used as replacements for TRANSCAER® approved logo colors. When reproduced in black and white, both elements are black. Do not use the logo as all blue. Do not use the logo in any shade of gray and do not incorporate gray into the logo mark while keeping the logo type black. When on a dark background, it is appropriate to use a white version of the logo.

REGISTRATION SYMBOL

The TRANSCAER® logo should always appear with the registration symbol (®) above the **R** of the word “CAER.” This symbol should scale appropriately with the logo and the logo should never appear with the symbol altered or omitted.

TRANSCAER® AS A WORD

When using TRANSCAER® as a word always write it out as TRANSCAER®.

OWNERSHIP

All TRANSCAER® service marks contained herein are the property of the American Chemistry Council, which retains all rights and ownership in the service marks. The service marks cannot be used other than in accordance with the terms and conditions set forth in this guide. The American Chemistry Council and TRANSCAER® reserve the right to alter the terms and conditions for use of the service marks based on TRANSCAER®'s sole discretion but will notify and consult with all relevant parties in any such their circumstance. Use of the service marks by any entity other than the specific entity approved by TRANSCAER® is prohibited.

CONDITION OF USE

The American Chemistry Council, as the owner of the TRANSCAER® service marks, grants all TRANSCAER® Members the right to use the TRANSCAER® service marks based upon the terms and conditions contained within this document and the TRANSCAER® Standard Operating Procedures. TRANSCAER® service marks use is limited to TRANSCAER® approved and authorized users only. Organizations and individuals falling outside of the TRANSCAER® Members are not licensed to use the TRANSCAER® service marks.

Each TRANSCAER® Member shall cooperate in facilitating ACC's control of the nature, quality and use of the TRANSCAER® service marks. As part of this effort, each TRANSCAER® Member shall supply ACC/TRANSCAER® with representative specimens of the use of the service marks upon request, within seven days of the request.

CONDITIONS OF USE

The service marks shall not be used:

- To promote a specific commercial product or service (compared with general marketing of the company, which is permissible); or
- In a manner implying that the American Chemistry Council or TRANSCAER® endorses any specific position, or is sponsoring or otherwise involved in any separate project or venture, of the TRANSCAER® Member.

How Do I Refer To Our Group?

Alaska state TRANSCAER® team
NOT Alaska TRANSCAER® or AKTC
Exception: TEXAS TRANSCAER® only

How Do I Sign My Emails?

TRANSCAER® State Coordinator for Alaska
Or
TRANSCAER®
State Coordinator for Alaska

The Right To Use The TRANSCAER® Service Marks Will Be Terminated:

- upon ceasing to be a TRANSCAER® Member; or
- upon failure to comply with any of the provisions contained herein.

Upon termination, the TRANSCAER® Members will immediately cease using the TRANSCAER® service marks and any suggestion of implementing, practicing, affiliating with, or otherwise being a TRANSCAER® Member.

Usage Of ® To Accompany The Marks

Usage of the TRANSCAER® logo by TRANSCAER® Members must be accompanied by an (®) to indicate that it is a registered service mark of American Chemistry Council.

American Chemistry Council encourages TRANSCAER® Members to include the ® every time they use the word TRANSCAER® which also is a registered service mark of American Chemistry Council but at a minimum must include the ® the first time the mark is used in a document.

For More Information:

For more information, or clarification about the use of the TRANSCAER® service marks, please contact Donna Lepik, TRANSCAER®, Staff Executive, American Chemistry Council, 700 2nd Street NE, Suite 913, Washington, DC, 20002, or call 202-249-6723, or email: dlepik@transcaer.com.

TRANSCAER® Logo

This section sets standards for visual materials that represent TRANSCAER®, including all employees, business partners, creative suppliers and contractors. The logo consists of the TRANSCAER® logo type, and the registration symbol (®). The registration symbol must always accompany the TRANSCAER® logo to indicate that it is a registered service mark of the American Chemistry Council.

Components



Color



PMS 2727 C

PMS 2727 U

CMYK: 74/39/0/0

RGB: 19/143/240

HEX: 138FF0

Uses



full-color



black



white

Clear Space

The appropriate amount of clear space can be determined as x, which is the height of the word CAER. If you increase the size of the logo then you must increase the size of the clear space accordingly.



Minimum Size

Do not reproduce the logo smaller than 1.25 inches or 90 pixels wide. This minimum size is determined by the distance between the left side of the mark and the right side of the registration symbol.

