

# Responsible Care<sup>®</sup>

# Logo Usage Guidelines

INTERNATIONAL STANDARDS



# Governance

The Responsible Care® logo is the common brand for national associations and their member companies to identify their participation in this initiative. Only ICCA member associations and their member companies are to use it for the industry recognition and public awareness that reflects the Responsible Care principles visually.

It is suggested that all national associations which run a Responsible Care program and their member companies which are committed to the initiative will move towards the use of the updated logotype “Responsible Care” in their international communications to maximize the identity of the initiative worldwide.

Please see *The ICCA Guidelines for the Use of Responsible Care® Trademark* document for more information on national associations’ governance and responsibilities.

# About the Brand Refresh

The Responsible Care® brand refresh aims to enhance and support global brand awareness of our industry's leading safety and sustainability initiative. Education and engagement with policymakers, global regulators and other external stakeholders on Responsible Care can support the development of sound, science-based chemicals management policies.

Market research has shown that proactive Responsible Care messaging, communicated by the right voices and tailored to key audiences, has a demonstrable impact on positive perception of the industry. Further, research shows that the strongest Responsible Care messages convey industry action and development of new initiatives to enhance both safety and sustainability.

Leveraging the research and domestic and international support, in November, the International Council of Chemical Associations (ICCA) Responsible Care Leadership Group, with support from the ICCA Communications Working Group, endorsed the creation of a new Responsible Care tagline and a modernized Responsible Care logo.

The new logo updates the previous Responsible Care tagline "Our Commitment to Sustainability" to "Driving Safety & Sustainability," which more effectively conveys the foundational focus on safety in Responsible Care with growing stakeholder interest in sustainability, and better highlights industry's action in both areas.

Recognizing the value of national time and resource investment that a brand update includes, rollout of the new brand will occur on a rolling basis internationally. National associations will also be allowed flexibility in updating the new logo with their own brand colors and regional language — supporting a cohesive brand that allows for national differentiation.

# About the Logo

The Responsible Care® logo is composed of a logomark, logotype, tagline, and the service mark symbol.

Based on the following logo usage guidelines, national associations should keep the visual integrity of the logo while only determining color treatment and typeface.

## The Logo & Its Elements



# About the Logo

The Responsible Care® logo also comes in horizontal variation with the same composition: of a logomark, logotype, tagline, and the service mark symbol.

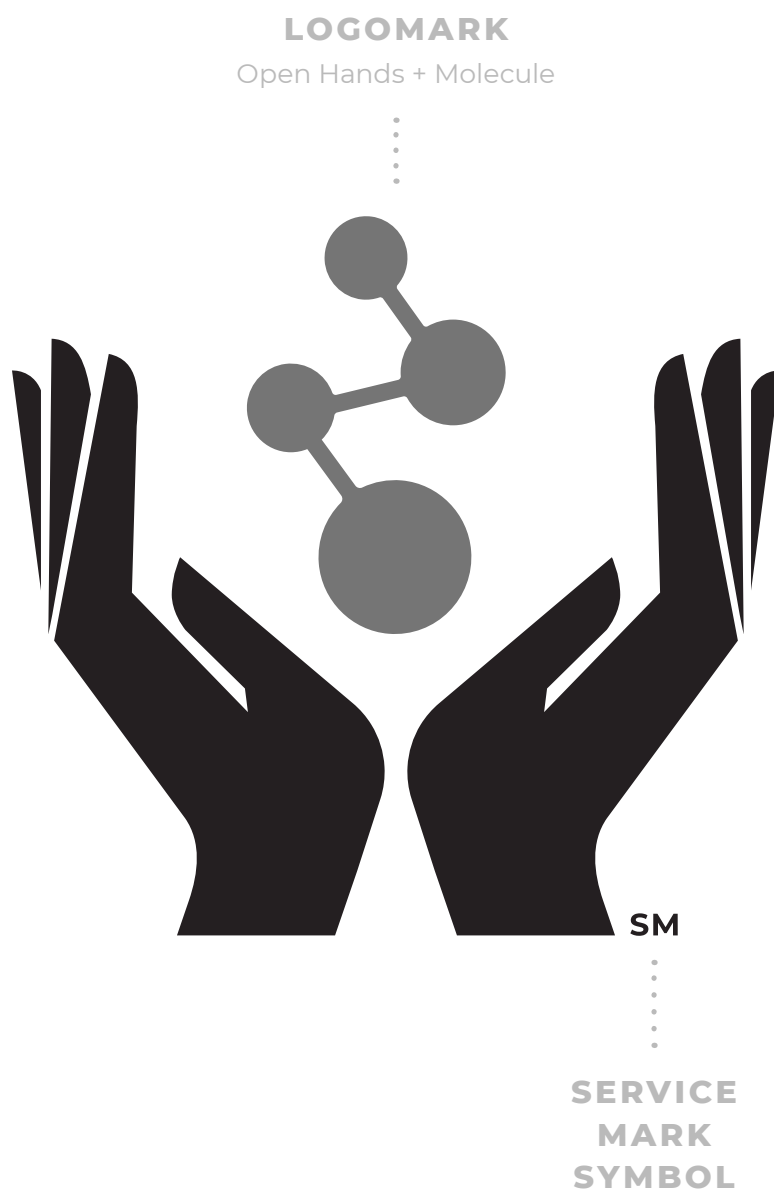
## The Horizontal Logo Variation & Its Elements



# About the Logo

The Responsible Care® logomark can also be used alone with the service mark symbol, absent the logotype and tagline.

## The Logomark



# Determining Color

The Responsible Care® logo is comprised of two (2) colors. The tagline and the hands within the logomark are to be another single color — consider this **Color 1**. The logotype, service mark symbol, and the molecule within the logomark are to be a single color — consider this **Color 2**. When the logomark is used alone, the service mark symbol is to be colorized with **Color 1**.

When selecting colors...

1. Color 1 should be darker than Color 2.
2. Colors 1 and 2 should convey trustworthiness, safety, and sustainability.
3. Colors 1 and 2 should not be associated with danger or hazard.
4. Colors 1 and 2 should remain the same in the horizontal logo variation.



**Example:** International (ICCA) Responsible Care® Logo and Logomark



# Determining Type

The logotype, service mark symbol, and tagline are all typographic elements of the Responsible Care® logo. A single typeface in differing weights, cases, and kerning is used for all typographic elements. The single typeface should be a simple sans serif with varying weights.

The logotype and service mark symbol are to be capitalized (every letter) and of a heavy weight, like bold or extra bold. The tagline is to be in title case (first letter of every word capitalized) and of a lighter weight, like regular or medium.

## **Example:** International (ICCA) Responsible Care® Logo

The International Council of Chemical Associations uses the typeface Montserrat. *Montserrat is a sans serif font with nine (9) weights provided by Google Fonts.*



**RESPONSIBLE CARE<sup>SM</sup>**

Driving Safety & Sustainability

**CAPITALIZED**

Montserrat Bold

**TITLE CASE**

Montserrat Regular



# Questions About Branding

If you have any questions about the updated Responsible Care® brand, please contact:

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