



Chemical Insights

An Institute of
Underwriters Laboratories Inc.



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INTRODUCTION

Our Mission

Science for a safer, healthier tomorrow.

As an Institute of Underwriters Laboratories, Chemical Insights is a non-profit organization that delivers the scientific insight policymakers, healthcare providers, business leaders and consumers depend on to make informed environmental health decisions.

Our mission is to advance safe and healthy working, learning and living environments. All of our amassed knowledge, scientific studies, rigorous laboratory testing, collaboration, and published materials share this critical mission – to sustain a healthy environment for all people globally.





OVERVIEW

Our Brand

We have a responsibility to inform and educate every day. Our brand simultaneously stimulates familiarity and innovation so that people understand we are a trusted source.

Our research provides the knowledge needed to better understand the chemicals that surround us. The color choices and use in our brand create a mystique, representative of how modern science is ever-evolving. Our brand was created to depict expertise, innovation and initiative, while also evoking a sense of confidence, wonder, and assurance.





Brand Mark



BRAND MARK

Our Logo

Our logo is a bold and simple statement of our brand. The brand mark is representative of a chemical molecule, with a molecular bond within. The brand mark is colored using a gradient of our three primary colors to represent the growing depth of our scientific initiatives.



Chemical Insights

An Institute of
Underwriters Laboratories Inc.



BRAND MARK

Our Logo

The Chemical Insights logo should always be used with the “An Institute of Underwriters Laboratories Inc.” strapline, as shown in the logo examples. As our immediate goal is to build awareness for Chemical Insights while building on the UL brand, this strapline should be connected with the logo other than in the following circumstances:

- 1 When the logo size is less than one inch tall
- 2 When the logo is printed on material (shirts, hats, umbrellas, portfolios, etc.) where the logo size and material will not support the clear printing of the strapline.

PRIMARY LOGO



LOGOMARK



LOGOMARK WITH TAGLINE



BRANDMARK





BRAND MARK

Our Logo

Depending on the use, the logo can be used in full color, white, black, or our Basic Blue.

In order to maintain legibility on all versions of our logo, the minimum widths listed below should be adhered to at all times.





BRAND MARK

Clear Space



In order to maintain the integrity of our logo and the brand we have created, the logo should never be obstructed. The minimum clear space required is equal to the height of the “bond” in the brand mark. This area is always to remain clear of imagery or other elements. The clear space allows for our logo to breathe with no competing forces in the immediate surrounding area.



BRAND MARK

What Not To Do

To create a strong and consistent brand, our most representative element must always be treated properly. Our logo should never be tampered with in the ways listed below or beyond.

- A** Do not add drop shadow or other effects to the logo.
- B** Do not color logo outside of regulated color options.
- C** Do not stretch or squish the logo.
- D** Do not change proportions of the logo elements.
- E** Do not manually add the tagline or strapline to the logo.
- F** Do not change the fonts of the logo.
- G** Do not place the logo on a background that makes it hard to see.
- H** Do not rotate the logo.





Color Palette



COLOR PALETTE

Primary Colors

The primary colors of our brand are the three blues that make up the gradient in our logo. These colors should be at the forefront of the brand in design materials.

Basic Blue



Pantone® 534
CMYK 100 71 0 51
RGB 27 54 93
HEX# 1B365D

Beta Blue



Pantone® 660
CMYK 74 44 0 0
RGB 64 126 201
HEX# 407EC9

Bismuth Blue



Pantone® 298
CMYK 65 3 0 0
RGB 65 182 230
HEX# 41B6E6



COLOR PALETTE

Secondary Colors

In order to create a wondrous and mystical brand, our secondary color palette has a vibrant range. These colors should be used as accents with the primary palette, and can be used in solid form or as gradients.

<p>Pantone® 534 CMYK 100 71 0 51 RGB 27 54 93 HEX# 1B365D</p>	<p>Pantone® 660 CMYK 74 44 0 0 RGB 64 126 201 HEX# 407EC9</p>	<p>Pantone® 298 CMYK 65 3 0 0 RGB 65 182 230 HEX# 41B6E6</p>					
<p>Pantone® 1817 CMYK 41 95 74 45 RGB 102 26 41 HEX# 661A29</p>	<p>Pantone® 200 CMYK 17 100 87 7 RGB 192 32 50 HEX# C02032</p>	<p>Pantone® 144 CMYK 2 55 100 0 RGB 241 138 33 HEX# F18A21</p>	<p>Pantone® 123 CMYK 0 23 91 0 RGB 255 198 47 HEX# FFC62F</p>	<p>Pantone® 362 CMYK 74 15 100 2 RGB 76 158 69 HEX# 4C9E45</p>	<p>Pantone® 2292 CMYK 48 0 100 0 RGB 146 200 62 HEX# 92C83E</p>	<p>Pantone® 4287 CMYK 0 0 0 90 RGB 65 64 66 HEX# 414042</p>	<p>Pantone® Cool Gray 2 CMYK 14 10 8 0 RGB 208 208 206 HEX# D0D0CE</p>



Brand Copy



Brand Copy

Strapline

An Institute of Underwriters Laboratories Inc.

As an Institute of Underwriters Laboratories, Chemical Insights uses a strapline to exhibit this relationship. The logo lockup using the strapline is the primary version of the logo and should be the first version considered for use. In cases where this version can't be used, the strapline should accompany any creative asset in a discrete fashion, such as a footer. The example shows how the strapline should be handled in the case of a business card.





Brand Copy

Tagline

Science for a safer,
healthier tomorrow.

Chemical Insights contributes to the protection of human health and well-being through scientific research. Our tagline is a simple, yet strong statement that embodies this mission. There is an option to use our logo with the tagline, though it should only be used in secondary situations. Our primary logo remains with the strapline.



Chemical Insights

Science for a safer,
healthier tomorrow



BRAND COPY

Tone of Voice

Speaking in one tone, in one voice is an important step in building and maintaining a unique brand for Chemical Insights. Here are a few things to keep in mind as you prepare materials for public use.

SPEAK SIMPLY We deal with highly technical material and we are experts at our mission. Our audiences are often not. It's up to us to be sure we speak in simple yet precise language that our various audiences will understand. Using stories and examples to explain our scientific findings, while taking care to eliminate jargon, will go a long way to engage our audiences effectively.

SPEAK WITH CONFIDENCE One of our core objectives is to position Chemical Insights as a thought leader and trusted knowledge resource. We should speak with a confident tone, using the science of our research to back us up when needed. Stating our position and results in a self-assured manner will help us build thought-leadership.

BE ACTIVE As a dynamic organization, we want that tone to appear in our messaging. Given the nature of the material we often communicate, we can find ourselves using a passive tone of voice. We should avoid this in favor of an active voice. It will make our communications more direct, engaging and powerful.

THINK NOT JUST 'WHAT' BUT 'SO WHAT' Presenting the "what" behind our communications is usually straightforward. It's more difficult, yet critical, to include the "so what" or what is the specific value for the intended reader. Presenting both completes the communication, leading to more understanding and connection to the material.



Typography



TYPOGRAPHY

Our Typeface

PRIMARY

Open Sans

Light Regular Semibold Bold Extrabold

Open Sans is a humanist sans serif typeface designed with an upright stress, open forms and a neutral, yet friendly appearance.

SECONDARY

EXO

Thin ExtraLight Light Regular Medium
SemiBold Bold ExtraBold Black

Exo is a contemporary geometric sans serif typeface that tries to convey a technological/futuristic feeling while keeping an elegant design. It works great as a display face but it also works good for small to intermediate size texts.

DEFAULT

Arial

In cases in which the primary and secondary fonts are not available (in Microsoft programs such as Outlook or PowerPoint), Arial should be the default font for both header and body copy.

AaBbCcDd
EeGgHhIiJjKk
LlNnOoPpQq
RrTtUuVvWw
XxZz



TYPOGRAPHY

Our Typeface

Exo and Open Sans should be the only two fonts used in our brand any time they are available. Exo should be used for headlines and larger copy, or copy that is meant to stand out, while Open Sans should be used for body.

Leading should be about 4 point sizes higher than the typeface point size. This keeps text tight, but still with room to breathe.

The supporting typeface for our brand is Exo, and should be used more sparingly.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut cursus bibendum auctor. Aenean sollicitudin tortor leo, ut dapibus sem porta sed. Nulla sollicitudin, velit a fringilla suscipit, augue quam tristique nisl, vitae fringilla lacus turpis sit amet justo. Vivamus vel sem sollicitudin dui lacinia pharetra et at justo. Quisque facilisis arcu in lorem rhoncus fermentum. Nunc tellus neque, dictum ut nisi non, molestie consectetur leo. Cras ut massa libero. Quisque euismod vehicula ligula, a molestie purus fringilla sit amet. Vestibulum dictum, lorem in varius eleifend, turpis dolor suscipit orci, ac imperdiet lectus urna a felis.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut cursus bibendum auctor. Aenean sollicitudin tortor leo, ut dapibus sem porta sed.

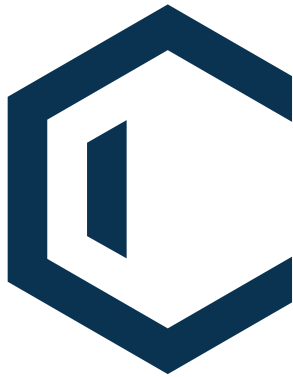


Brand Elements



BRAND ELEMENTS

Our Marks



The Molecule

Our brand mark is one of the main design elements used in our brand. The hexagon shape can be borrowed from this element as well. The Molecule should not be used outside of regulated logo colors.



The Bond

This element is pulled from the bond of The Molecule, and can be used at different thicknesses and in any colors from the primary and secondary palettes.



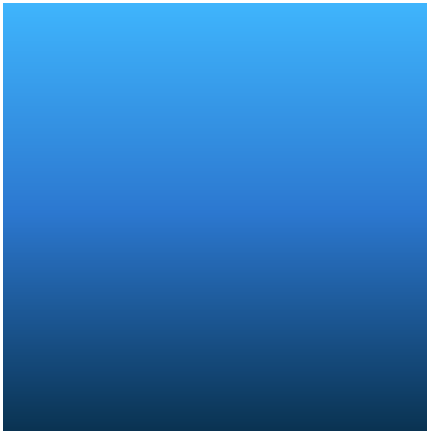
The Structure

This element is a compilation of The Molecule set in a pattern and can be used in any color from the primary or secondary palettes, gradients, and in different variations of opacity.



BRAND ELEMENTS

Our Gradients

**Basic Blue Gradient**

The Basic Blue Gradient uses our three primary colors. If a blue gradient is ever to be used, it should only be this combination.

**Structural Gradient**

Our Basic Blue Gradient can be used inside The Structure to create a unique effect.

**Gamma Gradient**

The Gamma Gradient is an example of the kind of gradient that can be created using our secondary and primary palettes. Colors should blend smoothly into each other.



BRAND ELEMENTS

Infographics

Infographics are used to tell more complex, richer stories in a visual, easy-to-understand way.

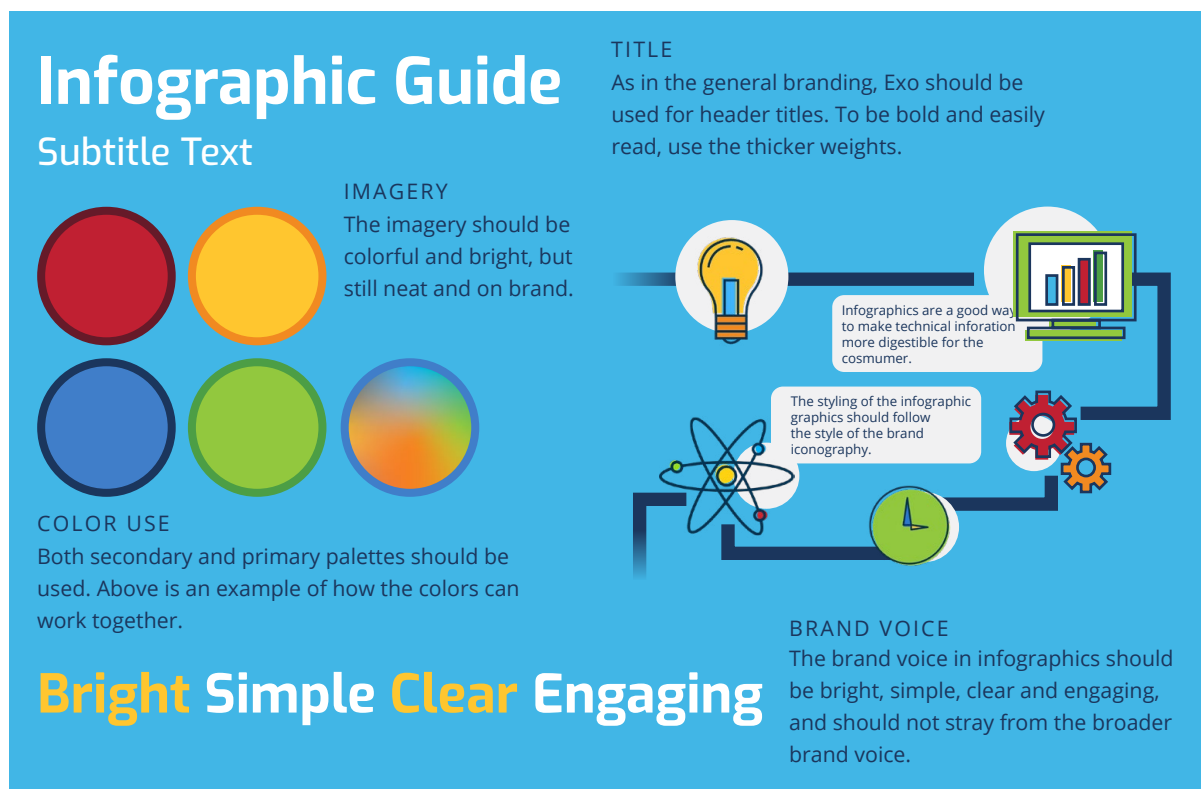
They need to be clear and simple, distinctly Chemical Insights, and uncluttered.

The predominant colors should be the three blues from our primary palette, using the secondary palette as accents.

The overall identity should be similar to the iconography style.

Use our two typefaces when words and/or figures are required. Used Open Sans when dealing with paragraphs or longer bodies of copy, and Exo when dealing with headers and figures.

Stroke ends and corners should always be square.



EXAMPLES



Square corners



Partial fill example



Square stroke ends



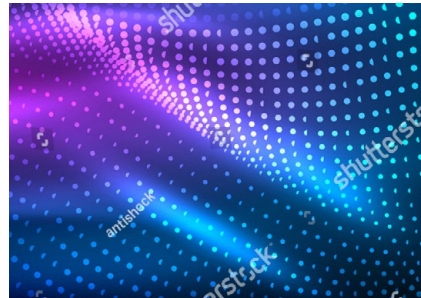
Imagery



IMAGERY

Photography Style

The imagery in our brand is meant to be intriguing to the audience, while the use of people brings warmth and authenticity. The bright and contrasting colors can be used in many different combinations and styles including gradients, and more ambient scientific displays.





IMAGERY

Photography

Our brand photography plays a crucial role in projecting the bigger picture idea, the difference it makes to people lives and highlighting the end benefit.

These images combine to create visual narratives which tell the stories of the project we are involved in.

There are three genres of photography which are used to communicate our brand and our projects: **indoor lifestyle**, **outdoor lifestyle**, and **scientific images**.

Take care when working with images never to stretch/distort them to fit a space. Always scale in proportion.

TO REMEMBER

- Do not use poor lighting.
- Avoid heavy shadowing.
- Do not use low resolution images.
- Do not crop too closely that image cannot be identified.

INDOOR LIFESTYLE



OUTDOOR LIFESTYLE



SCIENTIFIC





IMAGERY

Video

Video should always be recorded in 16:9 format at the highest resolution possible with the equipment available. Use 640x480 for 4:3 SD video, 640x360 for 16:9 SD video, and 1280x720 for HD. If the option occurs to control the pixel aspect ratio make sure it is set to 1:1 or 1:0", sometimes referred to as square pixels.

For best results, using the H.264 MP4 codec as 24,25 or 30 FPS and a data rate of 2000kbps (SD) or 5000kbps (HD) is recommended. If frame rate to record is known, it is best to encode at the same frame rate. However, if it exceeds 30 FPS, video should be encoded at half that frame rate. For example, shot 60 FPS and encode 30 FPS. If uncertain what frame to shoot at, set it to either 'Current' or 30 FPS. If there is an option for key frames, use the same value used for frame rate.





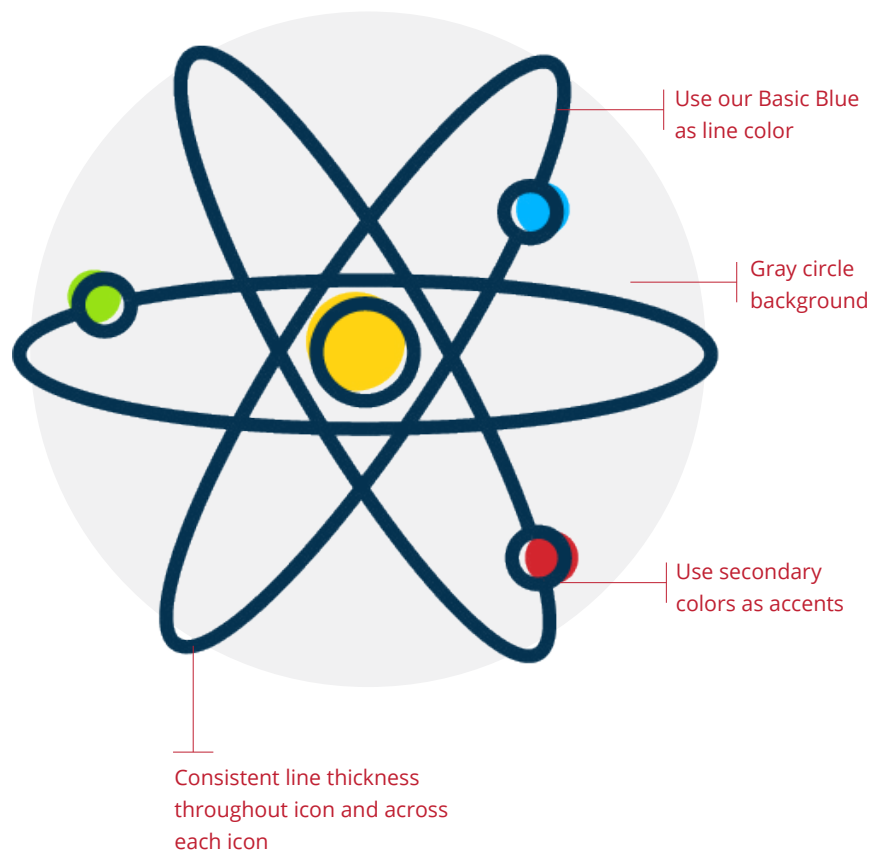
Iconography



ICONOGRAPHY

Icon Style

Icons should carry a clean and simple consistency. Icons should be created in a 100 x 100 pixel square, with a 2 pt line weight. The line should always be Basic Blue and use the remaining colors of the primary and secondary palettes to fill in color icons. Icons should be placed on a gray circle that is slightly smaller than the icon to create depth.





ICONOGRAPHY

Icon Library

Our icons should always be created in a consistent style. Reference the Icon Library when icons are needed.



Monitor



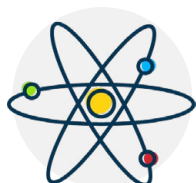
Innovation



Communication



Discover



Atom



Protocol



Email



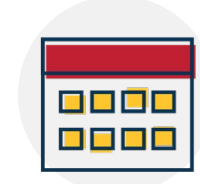
Efficiency



Molecule



Time



Events



Global



BRAND ELEMENTS

Single Color Icon Library

In situations that call for single color iconography, the icons should use our Basic Blue and still adhere to the size and line weight guidelines.

**Monitor****Innovation****Communication****Discover****Atom****Protocol****Email****Efficiency**

Icons can also be used in white, against a darker background. They should be treated the same as the single color icons above.

**Molecule****Time****Events****Global**



Charts & Tables



CHARTS & TABLES

Charts, Graphs & Tables

Our primary palette is used for graphs and charts first, the secondary palette can be utilized as necessary.

The structure of the charts and tables should be light weight, and use light gray.

Charts, graphs and tables should be clean and simple. Avoid over use of line work or heavy blocks of color.

Tables can use any of the primary colors as the header bar, but the rows below should always alternate between the light gray at 20% and 50%.

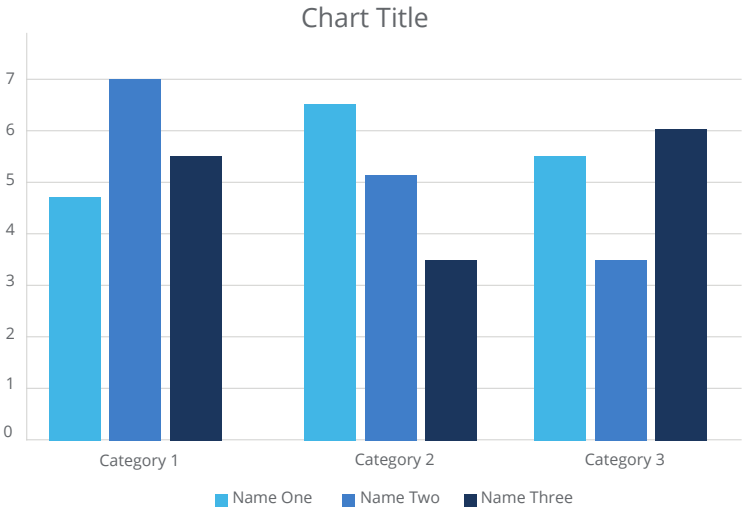


Table Title

Title	Header
00	00
00	00
00	00
00	00
00	00
00	00

Table Title

Title	Header	Header
00	00	00
00	00	00
00	00	00
00	00	00
00	00	00
00	00	00



Application



APPLICATION

PowerPoint Template

In order to maintain brand standards, a PowerPoint Template has been created for presentations. It includes title slides, divider slides, content slides, and thank you slides.

The primary and secondary color palettes should be used in the PowerPoint template - the standard text color is dark Basic Blue or our dark gray. Black should never be used.

In the case of creating PowerPoints, the general brand guidelines should always be used as a reference. This includes logo clear space, color usage, and text treatment. Exo and Open Sans are the first choice if they are available to use. If unavailable, use Arial for all copy.

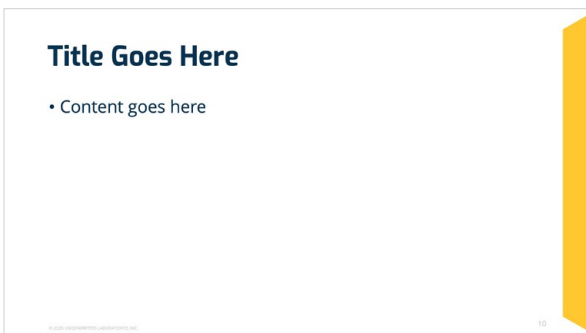
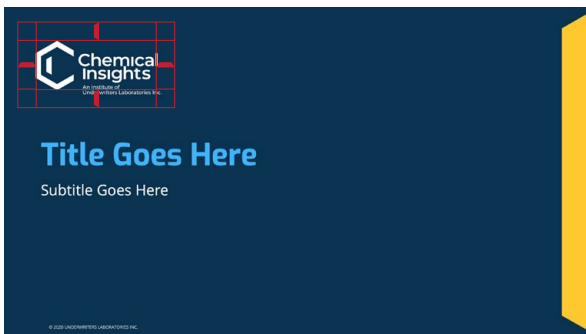
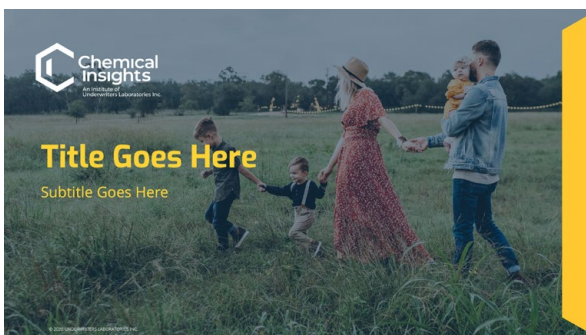


The brand themes in the PowerPoint template are designed as a guide. There will be situations that require additional slides that do not exactly fit these themes. In such cases, use the “blank slide” option to utilize the entire slide space as necessary while still maintaining brand consistency and standards.



APPLICATION

PowerPoint Template



01 TITLE SLIDES

The primary title slide should always be the photo, color, or gradient slide template. The white title slide should only be used as a secondary title after the primary.

02 LOGO TREATMENT

Always adhere to the logo clear space in PowerPoint presentations. Text should never be touching or overlapping the logo.

03 COPY TREATMENT

Large bodies of copy should be accompanied with imagery whenever possible. When necessary to include a large body of copy on a single slide, reduce the text size to keep text from becoming visually overwhelming.



APPLICATION

PowerPoint Template

Title Goes Here

- Lorem ipsum dolor sit amet, consectetur adipiscing elit
- Sed do eiusmod tempor incididunt ut labore et dolore magna aliqua
- Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut



04 TEXT ALIGNMENT

All text on a single slide should follow the same alignment. If the title slide is left aligned, subtitles and body copy should remain left aligned as well.

Title Goes Here

Title Goes Here

- Lorem ipsum dolor sit amet, consectetur adipiscing elit
- Sed do eiusmod tempor incididunt ut labore et dolore magna aliqua
- Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi

- Lorem ipsum dolor sit amet, consectetur adipiscing elit
- Sed do eiusmod tempor incididunt ut labore et dolore magna aliqua
- Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut

05 BOND COLOR THEME

There are 5 color themes in the PowerPoint Template available for use. The colors can be used to differentiate sections within the same presentation, or one theme can be used throughout the full deck.

Today's Presenter

John Doe
Job Title Goes Here
johndoe@chemicalinsights.org

Connect with us! Search Chemical Insights

[f](#) [t](#) [in](#) [y](#) [e](#)

Thank you

[chemicalinsights.org](#) [chemicalinsights@uii.org](#)

Connect with us! Search Chemical Insights

[f](#) [t](#) [in](#) [y](#) [e](#)

06 END SLIDES

Each presentation should end with one or both of the set end slides. 'Today's Presenter' slide can be edited with presenter's information, while the 'Thank You' slide provides Chemical Insights web and email information.



APPLICATION

Poster Template

Template based on 43.31 in. w x 32 in. h poster
built in PowerPoint.

LOGOS

Use Primary Logo

Keep all logos together

Use white logos, no background

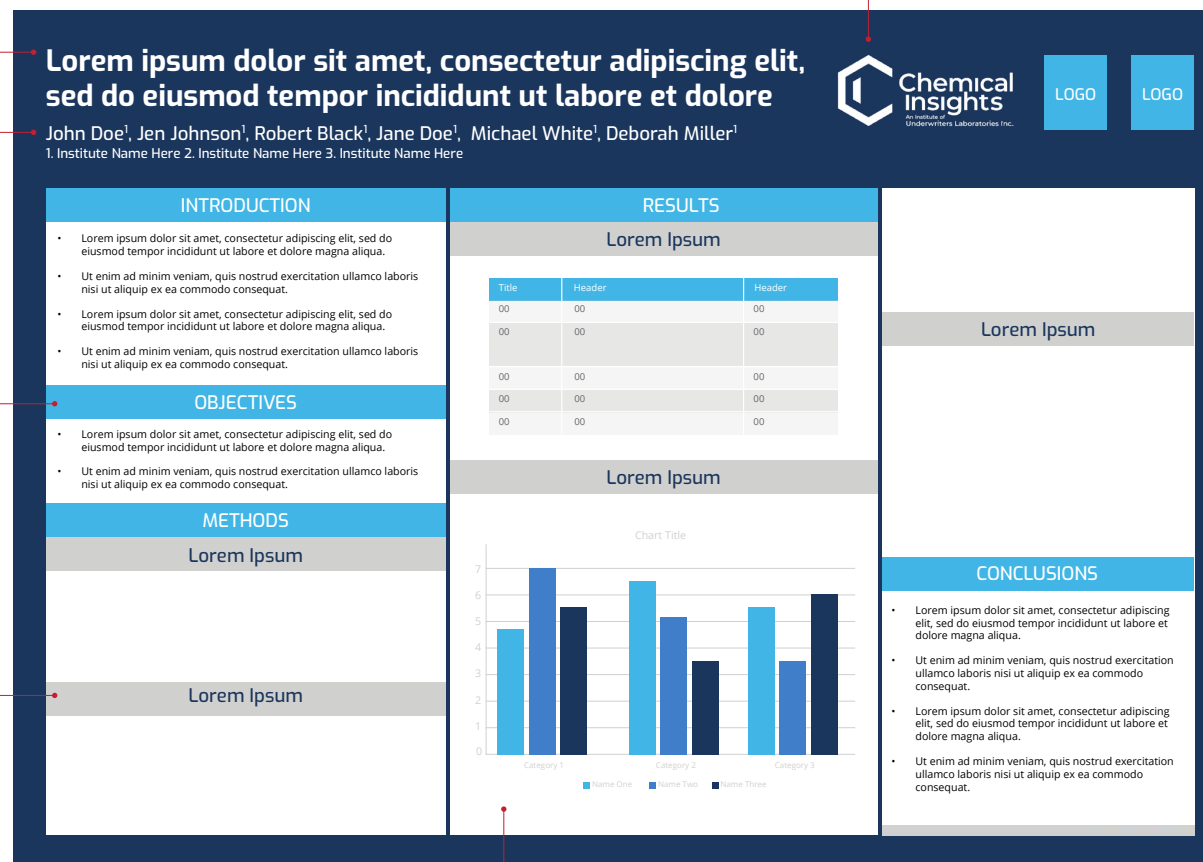
HEADLINE
Exo, Bold
60-70 pt size

SUB-HEAD
Exo, Medium
30-40 pt size (Names)
25-30 pt size (Institutions)

SECTION TITLES
Light Blue Background
Exo, Medium, All Caps
50 pt size

SUB-SECTION TITLES
Light Gray Background
Exo, Medium
40-45 pt size

CHARTS & TABLES
Use brand colors in charts and tables
Refer to guidelines on page 34



These are recommended best practice formats with the understanding that scientists may need to modify technical presentations/posters for specific applications, venues and audiences.



APPLICATION

Technical Brief

The technical briefs should follow the one or two-page template layout depending on the content included.

The content should be organized, and the pictures used should be clear and high quality. The header can be an ambient scientific image, a brand gradient, or the feature image blurred as the background and high resolution in the hexagon at the foreground.

The Bond across the bottom of the template can be used in any color of the primary or secondary color palettes.

ONE PAGE



TWO PAGE



NUMBER SCHEME

First two letters of Type of content (technical brief=TB), followed by month and year developed, ending with revision number.
Example: TB5-20 rev. 1



APPLICATION

Abstracts & Reports

Abstracts and Reports follow similar templates.

To maintain professionalism and clarity, an Abstract should stay simple with a white background, a color logo, and a Bond at the bottom.

The front and back covers of Reports feature ambient scientific images, utilizing the Bond on the right.

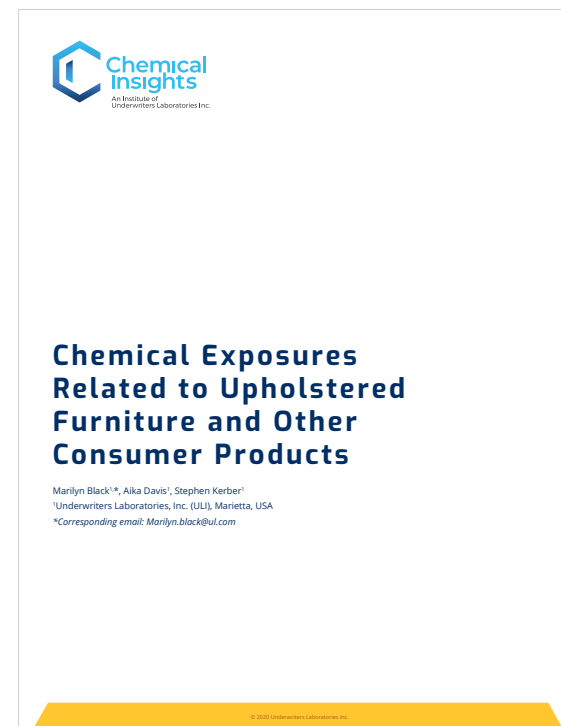
The content should be organized, and the pictures used should be clear and high quality.

The Bond can be used in any color from the primary or secondary palette.

REPORT FRONT COVERS



ABSTRACT COVER PAGE

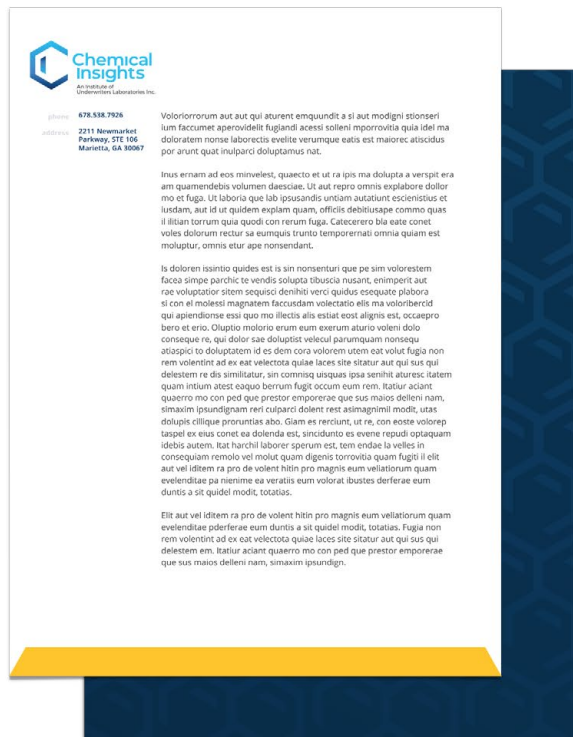




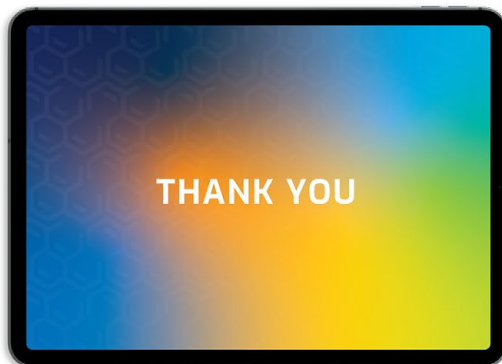
APPLICATION

Examples

Letterhead



PowerPoint Template



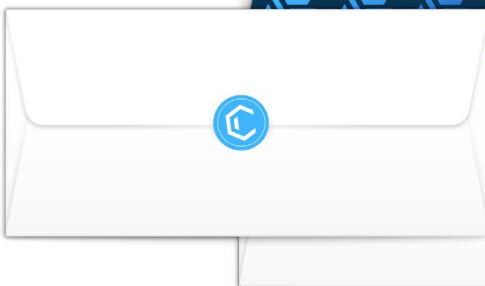
Email



Business Card



Envelope



Pocket Folder



One-Pager



Chemical
Insights

An Institute of
Underwriters Laboratories Inc.