

BRANDING CAMPAIGN



2015 Winner: American Chemical Society

Entry Title: American Association of Chemistry Teachers (AACT)

Project Overview/Elevator Pitch:

K-12 chemistry teachers are an essential part of early science education, yet they are often isolated from the broader chemistry enterprise and have limited resources and access to professional networks. For other science disciplines, teachers have associations to remedy these daily challenges—chemistry teachers did not. Thus, the American Association of Chemistry Teachers (AACT) was founded as a professional home for K-12 chemistry teachers with access to customized resources and support. The American Chemical Society (ACS), the world's largest scientific society widely recognized for its high quality resources, was the natural choice for shaping the programming and direction of AACT. Brand assessment research revealed the benefits of linking AACT to the ACS to leverage the established strength of the ACS brand. The AACT brand was created with the chemistry teachers in mind, as they are the individuals transforming science education in the United States and beyond.

Project Goals/Objectives:

The AACT brand has been developed through extensive research to fill a gap in the market for chemistry teachers. The three pillars that have been identified for AACT are “Share. Connect. Succeed” and the brand personality was developed with these pillars in mind. The brand conveys a connection between members, support and a sense of belonging, and the association should be seen as a resource for information. The brand feeling was intended to be inviting and friendly while conveying the passion teachers have for chemistry and science. AACT is the first community specifically for chemistry teachers; the brand emphasizes this and the high standard for teaching chemistry.

Strategy:

- The American Association of Chemistry Teachers' is a descriptive name indicating that this association is the premier and only association for teachers of chemistry and ties back to the American Chemical Society.
- The Serif, a warm welcoming font, was selected because it is a sister font for ACS and 'of chemistry teachers' treated in italic weight to further emphasize the beneficiaries of the association.
- “AACT” in a bold, eye-catching weight commands attention and symbolizes an established, reliable resource.
- The “C” highlights “Chemistry” and expresses how this association brings teachers into a community.
- The “tiles” in the logo are abstract, integrated icons representing the Periodic Table of Elements; staggered placement signifies resources and information flow while the colors represent the different grade levels of teachers. In addition, the tile pattern of the logo is a visual brand element that can be used throughout marketing materials, website imagery, electronic communications and more.
- The brand color palate was carefully developed to complement the ACS brand colors and communicate the creativity and energy of the association. The warm colors are inviting and uplifting, while the cool blue tones express trust and subtly reference the ACS brand colors to present a unified look and harmonize with the ACS brand when the two brands appear together.
- Iconography was created to express the three brand pillars of AACT, representing key benefits of the association; Share, Connect and Succeed. “Share” is shown in AACT Medium Blue, “Connect” is shown in AACT Teal, and “Succeed” is shown in AACT Gold.

Success Metrics:

Development of the brand started in April 2014 and since its launch on September 2, 2014, the American Association of Chemistry Teachers has...

- acquired 1,701 members, 88% of whom are K-12 chemistry teachers.
- had continuous growth in online engagement with more than 41,000 website hits and over 30,000 unique visitors.
- achieved over 1,500 likes on its Facebook page and its twitter account has grown to nearly 500 followers.
- gained more than 3,240 subscribers to the AACT newsletter.
- released two periodical issues to date with 14 teacher submissions and 24 total published items.

Learn More:

www.teachchemistry.org

<http://www.acs.org/content/acs/en.html>