



BRAND GUIDELINES



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# 1 Overview

# 1. Overview / 1.1 About SusChem

**SusChem** is the European Technology Platform for Sustainable Chemistry. This platform brings together the industry, the world of academia, governmental policy groups and society as a whole.

**SusChem's vision** is for a competitive and innovative Europe where sustainable chemistry and biotechnology together provide solutions for future generations.

**SusChem's mission** is to initiate and inspire European chemical and biochemical innovation to respond effectively to society's challenges by providing sustainable solutions.

# 1. Overview / 1.2. What is a Brand?

A brand is the relationship between an organization and its audience and is earned over time. This is how your audience perceives you. It takes considerable time as well as a consistent and dedicated effort to build. However, it takes very little time or effort to lose your brand credibility/reputation. As such, building, maintaining and protecting one's brand should be given the highest priority.

# 1. Overview / 1.3 The SusChem brand

SusChem's brand represents its reputation and promise to its core stakeholders and society as a whole. We honor this promise through our commitment to nurture a lasting relationship with our stakeholders. Our brand therefore reflects our daily engagement with stakeholders which we foster through our internal and external communication, be it an event, an e-mail, a press release, a website, a social media platform, a video and so on.

SusChem's relationship with its external audience lays the foundation for our brand value. Hence what we convey in our independent communication as a European Technology Platform, National Technology Platform or through joint activities with other entities (e.g., Public Private Partnerships (PPPs), other European projects, and so on.) shapes the perception of SusChem in general. This is a responsibility that each of us must honor and these brand guidelines have been developed to help us all speak with a unified voice as representatives of SusChem.

# 1. Overview / 1.4 SusChem's brand identity

SusChem's brand identity spans all the visual aspects of the brand. It consists of visual artifacts that tell the SusChem story in a consistent and recognizable way. When the SusChem story is communicated in a unified and consistent manner, the brand will only become more successful, distinguishing itself from other brands. This, in turn, further reinforces the brand and benefits the success of SusChem and its reputation. That is why we developed a graphic charter that explains the brand guidelines.

Following the principles outlined in this guide will make communication easier, clearer and more impactful.





# 2 **SusChem Rebranding Philosophy**

## 2. SusChem Rebranding Philosophy / 2.1 Identity research

SusChem's new brand identity communicates a comprehensive vision for sustainability where sustainable chemistry is at the heart of all the solutions needed to tackle the most significant global challenges we face today and foresee in the future (e.g., climate change, ageing population, energy, circular economy, resource efficiency).

Clouds are the embodiment of SusChem's communication vision for sustainability. They are efficient (do more with less), constantly moving and transforming (much like molecules) and transitioning in colours, from the lights of dawn to dusk – epitomising happy emotions and magical feelings, like a journey to a new horizon full of innovations and excitement.

Illustrating SusChem with clouds conveys its simplicity and sophistication, its impact and beauty, its mutation and constant presence. SusChem's communication mission is to brighten the path to sustainable solutions like clouds reflecting the light in this transitioning landscape. These shapes bridge the gap between those dreams and the reality of a radiant future.



## 2. SusChem Rebranding Philosophy / 2.2 Tone of voice

A brand's tone of voice and personality is just as important as its visual artefacts. What we write should reflect the values that informed the distinctive visual elements of the brand. Capturing SusChem's unique voice in a consistent way is something that we should all strive for in our written and spoken communication.

**SusChem is...**



## 2. SusChem Rebranding Philosophy / 2.2 Tone of voice

**ACTION** — translating solutions into action

**IMPACT** — delivering impact for society

**SOLUTIONS** — creating solutions together

**BRIDGE** — bridging gaps to connect people and forge new partnerships

**TOGETHER** — together for sustainability

**LIFE** — life begins with chemistry

**EXCITING** — innovation that excites

**FUTURE** — at the heart of the solutions making a sustainable future of possible



## 2. SusChem Rebranding Philosophy / 2.3 Guiding Principles

### I. Make it accessible

Sustainable chemistry covers a wide range of specialized knowledge and distinct vocabulary that our key audiences (e.g., EC officials, MEPs, government representatives and journalists) might not be entirely familiar with. Therefore, we should always strive to refrain from technical jargon or language where possible and keep our communication simple and accessible, aimed at a general audience.

## 2. SusChem Rebranding Philosophy / 2.3 Guiding Principles

### II. Keep it dynamic

Although SusChem might occasionally write for academic publications, its writing style should not aim for such an audience. We want to communicate about chemistry-enabled solutions in a way that excites people. The language we use should therefore be engaging and the tone should be engaging and should always use the present tense. Keep sentences varied but generally short (never use more words than necessary). Steer clear of over-used buzzwords that do not add any clarity to your messages. Bear in mind that buzzwords can add unnecessary confusion due to the ambiguity and arbitrariness of their use. Keep your audience in mind and always craft your message to connect with them and foster shared understanding.

**USE** active voice, present tense

**BE** engaging, clear and exciting

## 2. SusChem Rebranding Philosophy / 2.3 Guiding Principles

### III. Try to tell a story

It's almost always easier to relate to a narrative of some kind, as opposed to an abstract idea. So where possible, show, don't tell. Be specific. Bring a person, team, project, or unit to life by sharing their achievement. Give specifics, add details for color, and try to paint a meaningful picture that people can relate to.

## 2. SusChem Rebranding Philosophy / 2.3 Guiding Principles

### IV. Illustrate our impact

Chemistry provides the building blocks that enable sustainable solutions across all other sectors in society. If we do not make a deliberate effort to illustrate our impact across the value-added chain, our crucial contributions are lost in translation and taken for granted. There are a multitude of ways to do this – through a story, a quote, a fact, an allusion. Our goal is to engage our audience at instants that surprise them with something they didn't expect, explaining how chemistry is making their lives, communities and future far better than they ever imagined by solving challenges for which they never realised that chemistry might play a role in their solution.



# 3 Graphic Charter

### 3. Graphic Charter / Introduction

This graphic charter presents the visual identity of the European Technology Platform for Sustainable Chemistry (SusChem).

It explains how and under what conditions the SusChem logo and visual elements should be used. This ensures that whenever and wherever SusChem visual elements are displayed they are consistent in their appearance, use, size, scope, color, tone, etc. and tell the same compelling SusChem story.

The purpose is to give SusChem a strong recognizable image and a coherent voice when communicating.

This charter shall be observed by Cefic and SusChem staff, external partners or stakeholders who communicate on behalf of SusChem or on its activities.

### 3. Graphic Charter / 3.1 Nomenclature

WORD ASSOCIATION



**SusChem**

*Sustainable + Chemistry*

## 3. Graphic Charter / 3.1 Nomenclature

### I. SusChem

Our official full name: European Technology Platform for Sustainable Chemistry. The first letter of each word is capitalized, except “for”. Capitalize the S and C. The other letters are in lower case. The name is spelled without periods. When the full name is mentioned for the first time in a sentence, there are two ways of introducing SusChem:

| *The acronym “SusChem” should be written in between brackets.*

Example:

“Today (16 June) at its annual Stakeholder event (#SusChem2016) the European Technology Platform for Sustainable Chemistry (SusChem) will discuss how sustainable chemistry can continue to deliver innovation for competitiveness for Europe.”

| *Acronym followed by a colon plus the full name.*

Example:

“Welcome to SusChem: the European Technology Platform for Sustainable Chemistry. SusChem addresses challenges specific to the European chemical and industrial biotechnology industry for the benefit of society as a whole.”

## 3. Graphic Charter / 3.1 Nomenclature

### II. NTP

The acronym NTP is spelled without periods. When the full name of an NTP is mentioned, it should be introduced as follows:

| *The acronym “NTP” or “NTPs” (plural) should be written in between brackets.*

Example:

“SusChem National Technology Platforms (NTPs) help to connect SusChem thinking with national and regional programmes, to facilitate trans-national collaboration and to advise SusChem at the European level on collective national priorities that need to be considered in European initiatives.

| *When the country is mentioned, it should appear just after the SusChem acronym.*

On the EU communication level:

“SusChem ES provides a coherent voice on sustainable chemistry in the Spain. It provides an avenue to influence the European Commission, through SusChem, on topics which are important to the Spain’s chemical and chemistry-using industries.”

On the national communication level:

“SusChem ESPAÑA agrupa a todos los agentes interesados en el sector de la Química y la Biotecnología Industrial fomentando las actividades en cooperación, el intercambio de conocimiento y experiencias con el objetivo último de plantear y ejecutar acciones innovadoras y competitivas de carácter estratégico que ayuden a resolver los retos sociales actuales y futuros.”

## 3. Graphic Charter / 3.1 Nomenclature

### III. Social Media

On social media platforms, SusChem's acronym is used more frequently than its full name.

SusChem:

- Twitter: @SusChem
- Facebook: @SusChem
- LinkedIn: /suschem

Example NTP Spain:

- Twitter: @SusChemES
- Facebook: @SusChemES
- LinkedIn: /suschemes

### 3. Graphic Charter / 3.2 Graphic Identity

SusChem's graphic identity consists of the visual language for all communication, the style of photography and videography, selection of imagery, and approach to design.

It includes our logo, our colour palette and visual elements.

Consistency in terms of the logo, fonts, colour palette, imagery, and design convey one of our core values and key messages.



### 3. Graphic Charter / 3.2 Graphic Identity

#### I. Logo research





### 3. Graphic Charter / 3.2 Graphic Identity

#### II. Logotype / The SusChem Logo



*This is SusChem's logo. The name is composed of the words 'sustainability' and 'chemistry', because the European Technology platform for Sustainable Chemistry creates a bridge between these two worlds. This logo is to be used for all SusChem communication.*

## 3. Graphic Charter / 3.2 Graphic Identity

### II. Logotype / The SusChem Logo – Use of the logo with a baseline



#### Logotype

*This version is used for internal and external communication when the audience is familiar with SusChem and SusChem's full name appears in the document.\**



#### Short baseline

*This version is used for external communication in case the SusChem's full name is not obvious from the document and when addressing audiences that are familiar with SusChem, e.g., in scientific communication.\**



#### Long baseline

*This version is used when addressing an audience that is unfamiliar with SusChem, such as the chemical industry, the world of academia or EU policy-makers.\**

*\* The use of logo is mandatory on all SusChem documents, publication and object where there is space enough to display it. Please refer to pages 31 and 32 for size requirements and exclusion zone.*

### 3. Graphic Charter / 3.2 Graphic Identity

#### II. Logotype / The SusChem Logo – Use of the logo with positive and negative colours

SUSCHEM

SUSCHEM

SUSCHEM  
Sustainable Chemistry

SUSCHEM  
Sustainable Chemistry

SUSCHEM  
European Technology Platform  
for Sustainable Chemistry

SUSCHEM  
European Technology Platform  
for Sustainable Chemistry

### 3. Graphic Charter / 3.2 Graphic Identity

#### II. Logotype / The SusChem Logo – Use of the logo with grey levels

SUSCHEM

SUSCHEM

SUSCHEM  
Sustainable Chemistry

SUSCHEM  
Sustainable Chemistry

SUSCHEM  
European Technology Platform  
for Sustainable Chemistry

SUSCHEM  
European Technology Platform  
for Sustainable Chemistry

#### Use

*These logos in various shades of grey are solely used for black and white prints, such as fax, photocopies and any other internal office documents.*

### 3. Graphic Charter / 3.2 Graphic Identity

#### II. Logotype / The SusChem Logo – Exclusion zone



$$x = \text{C}$$

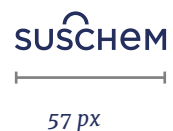
*The exclusion zone is a specific amount of empty space to be maintained around the logo in order to maintain its visibility and legibility regardless of how it is used.*

*This exclusion zone is calculated using the reference unit — the SusChem arc.*

*The exclusion zone is integrated in the entire asset.*

## 3. Graphic Charter / 3.2 Graphic identity

### II. Logotype / The SusChem Logo – Minimum size



#### Web use

*The minimum size is 57 px for the logotype without baseline and 85 pixels for the logo with the long baseline to preserve the baseline's legibility.*



#### Print use

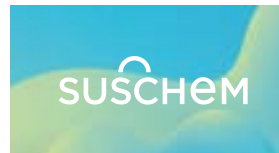
*The minimum size is 20 mm for the logotype without baseline and 30 mm for the logo with the long baseline to preserve the baseline's legibility.*

### 3. Graphic Charter / 3.2 Graphic identity

#### II. Logotype / The SusChem Logo – Correct and incorrect use of the logo

USE THE LOGO IN THIS WAY

SUSCHEM



DO NOT USE THE LOGO IN THIS WAY

SUSCHEM



## 3. Graphic Charter / 3.2 Graphic identity

### II. Logotype / The SusChem icon



*This icon is the monogram of SusChem and serves to represent the organization. It can never replace the logo but can be used in instances where the space is too small for the logo, such as small digital applications.*



### 3. Graphic Charter / 3.2 Graphic identity

#### II. Logotype / The SusChem icon — Use of the icon examples



*The icon should be used on any an any promotional items and goodies SusChem distributes during its events. Place the full logo with the long baseline on the back of these items in the minimum size so the recipient is always aware of the provenance of these promotional items.*



### 3. Graphic Charter / 3.2 Graphic identity

#### II. Logotype / The SusChem icon — Use of the icon with positive and negative colours



---

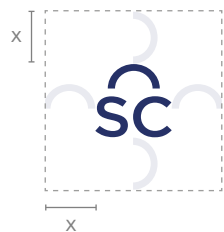
#### Use

*These logos in various shades of grey are solely used for black and white prints, such as fax, photocopies and any other internal office documents.*



## 3. Graphic Charter / 3.2 Graphic identity

### II. Logotype / The SusChem icon — Exclusion zone



$$x = \text{C}$$

*The exclusion zone is a specific amount of empty space to be maintained around the logo in order to maintain its visibility and integrity regardless of how it is used.*

*This exclusion zone is calculated using the reference unit — the SusChem arc.*

*The exclusion zone is integrated in the entire asset.*

## 3. Graphic Charter / 3.2 Graphic identity

### II. Logotype / The SusChem icon — Minimum size



28 px

#### *Web use*

*The minimum size is 28 px for the icon*



10 mm

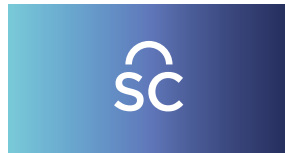
#### *Print use*

*The minimum size is 10 mm for the icon*

### 3. Graphic Charter / 3.2 Graphic identity

#### II. Logotype / The SusChem icon – Correct and incorrect use of the icon

USE THE ICON IN THIS WAY



DO NOT USE THE ICON IN THIS WAY



## 3. Graphic Charter / 3.2 Graphic identity

### II. Logotype / The NTP logo

The logo for SusChem ES. It features the word "SUSCHEM" in a bold, sans-serif font, with a stylized arch over the "S" and "U". To the right of "SUSCHEM" is the letters "ES" in a smaller, bold, sans-serif font.

#### What is an NTP?

*SusChem National Technology Platforms (NTPs) help connect SusChem's thinking with national and regional programs, to facilitate trans-national collaboration and to advise SusChem at a European level on collective national priorities that need to be considered in European initiatives. SusChem NTPs are key to the involvement of national stakeholders including small and medium-sized enterprises (SMEs), large companies and academic groups, in European initiatives.*

### 3. Graphic Charter / 3.2 Graphic identity

#### II. Logotype / The NTP logo – Logo without the baseline

SUSCHEM<sup>AT</sup>

*Austria*

SUSCHEM<sup>BE</sup>

*Belgium*

SUSCHEM<sup>CH</sup>

*Switzerland*

SUSCHEM<sup>CZ</sup>

*Czech Republic*

SUSCHEM<sup>DE</sup>

*Germany*

SUSCHEM<sup>FR</sup>

*France*

SUSCHEM<sup>GR</sup>

*Greece*

SUSCHEM<sup>IT</sup>

*Italy*

SUSCHEM<sup>ES</sup>

*Spain*

SUSCHEM<sup>NL</sup>

*Netherlands*

SUSCHEM<sup>PL</sup>

*Poland*

SUSCHEM<sup>RO</sup>

*Romania*

SUSCHEM<sup>SI</sup>

*Slovenia*

SUSCHEM<sup>UK</sup>

*United Kingdom*

### 3. Graphic Charter / 3.2 Graphic identity

#### II. Logotype / The NTP logo – Logo with a short baseline

**SUSCHEM<sup>AT</sup>**  
Nachhaltige Chemie

*Austria*

**SUSCHEM<sup>BE</sup>**  
Sustainable Chemistry

*Belgium*

**SUSCHEM<sup>CH</sup>**  
Chimie Durable

*Switzerland*

**SUSCHEM<sup>CZ</sup>**  
Udržitelnou Chemii

*Czech Republic*

**SUSCHEM<sup>DE</sup>**  
Nachhaltige Chemie

*Germany*

**SUSCHEM<sup>FR</sup>**  
Chimie Durable

*France*

**SUSCHEM<sup>GR</sup>**  
Αειφόρο Χημεία

*Greece*

**SUSCHEM<sup>IT</sup>**  
Chimica Sostenibile

*Italy*

**SUSCHEM<sup>ES</sup>**  
Química Sostenible

*Spain*

**SUSCHEM<sup>NL</sup>**  
Duurzame Chemie

*Netherlands*

**SUSCHEM<sup>PL</sup>**  
Zrównoważonej Chemii

*Poland*

**SUSCHEM<sup>RO</sup>**  
Chimie Durabilă

*Romania*

**SUSCHEM<sup>SI</sup>**  
Trajnostno Kemijo

*Slovenia*

**SUSCHEM<sup>UK</sup>**  
Sustainable Chemistry

*United Kingdom*



### 3. Graphic Charter / 3.2 Graphic identity

#### II. Logotype / The NTP logo – Logo with a long baseline

**SUSCHEM<sup>AT</sup>**

Europäische Technologie Plattform  
für Nachhaltige Chemie

*Austria*

**SUSCHEM<sup>BE</sup>**

European Technology Platform  
for Sustainable Chemistry

*Belgium*

**SUSCHEM<sup>CH</sup>**

Plateforme Technologique Européenne  
pour la Chimie Durable

*Switzerland*

**SUSCHEM<sup>CZ</sup>**

Evropská Technologická Platforma  
pro Udržitelnou Chemii

*Czech Republic*

**SUSCHEM<sup>DE</sup>**

Europäische Technologie Plattform  
für Nachhaltige Chemie

**SUSCHEM<sup>FR</sup>**

Plateforme Technologique Européenne  
pour la Chimie Durable

*France*

**SUSCHEM<sup>GR</sup>**

Ευρωπαϊκή Τεχνολογική Πλατφόρμα  
για την Αειφόρο Χημεία

*Greece*

**SUSCHEM<sup>IT</sup>**

Piattaforma Tecnologica Europea  
per la Chimica Sostenibile

*Italy*

**SUSCHEM<sup>ES</sup>**

Plataforma Tecnológica Europea  
de Química Sostenible

*Spain*

**SUSCHEM<sup>NL</sup>**

Europees Technologie Platform  
voor Duurzame Chemie

*Netherlands*

**SUSCHEM<sup>PL</sup>**

Europejska Platforma Technologiczna  
na Rzecz Zrównoważonej Chemii

*Poland*

**SUSCHEM<sup>RO</sup>**

Platforma Europeană de Tehnologie  
pentru Chimie Durabilă

*Romania*

**SUSCHEM<sup>SI</sup>**

Slovenska Tehnološka Platforma  
za Trajnostno Kemijo

*Slovenia*

**SUSCHEM<sup>UK</sup>**

European Technology Platform  
for Sustainable Chemistry

*United Kingdom*

## 3. Graphic Charter / 3.2 Graphic identity

### II. Logotype / The NTP logo – Use of the logo with baselines



#### Logotype

*This version is used for internal and external communication when the audience is familiar with NTPs and the NTP's full name is obvious from the document.\**



#### Short baseline

*This version is used for external communication in case the NTP's full name is not obvious from the document and when addressing audiences that are familiar with the NTP, e.g., in scientific communication.\**



#### Long baseline

*This version is used when addressing an audience that is not familiar with the NTP, such as the chemical industry, academia, or EU policy-makers.\**

*\* The use of logo is mandatory on all NTP documents, publications and objects where there is enough space to display it. Please refer to pages 47 and 48 for size requirements and exclusion zone.*

### 3. Graphic Charter / 3.2 Graphic identity

II. **Logotype** / The NTP logo – Use of the logo with positive and negative colours

SUSCHEM<sup>ES</sup>

SUSCHEM<sup>ES</sup>

SUSCHEM<sup>ES</sup>  
Química Sostenible

SUSCHEM<sup>ES</sup>  
Química Sostenible

SUSCHEM<sup>ES</sup>  
Plataforma Tecnológica Europea  
de Química Sostenible

SUSCHEM<sup>ES</sup>  
Plataforma Tecnológica Europea  
de Química Sostenible

### 3. Graphic Charter / 3.2 Graphic identity

#### II. Logotype / The NTP logo – Use of the logo with grey levels

SUSCHEM<sup>ES</sup>

SUSCHEM<sup>ES</sup>

SUSCHEM<sup>ES</sup>  
Química Sostenible

SUSCHEM<sup>ES</sup>  
Química Sostenible

SUSCHEM<sup>ES</sup>  
Plataforma Tecnológica Europea  
de Química Sostenible

SUSCHEM<sup>ES</sup>  
Plataforma Tecnológica Europea  
de Química Sostenible

#### Use

*These logos in different shades of grey are solely used for black and white prints, such as fax, photocopies and any other internal office documents.*

### 3. Graphic Charter / 3.2 Graphic identity

#### II. Logotype / The NTP logo – Exclusion zone



$x = \text{C}$

*The exclusion zone is a specific amount of empty space to be maintained around the logo in order to maintain its visibility and legibility regardless of how it is used.*

*This exclusion zone is calculated using the reference unit — the SusChem arc.*

*The exclusion zone is integrated in the entire asset.*

## 3. Graphic Charter / 3.2 Graphic identity

### II. Logotype / The NTP logo – Minimum size



#### Web use

*The minimum size is 70 px for the logotype without baseline and 150 pixels for the logo with the long baseline to maintain the baseline's legibility.*



#### Print use

*The minimum size is 25 mm for the logotype without baseline and 45 mm for the logo with the long baseline to maintain the baseline's legibility.*

### 3. Graphic Charter / 3.2 Graphic identity

#### II. Logotype / The NTP logo – Correct and incorrect use of the logo

USE THE LOGO IN THIS WAY

SUSCHEM<sup>AT</sup>



DO NOT USE THE LOGO IN THIS WAY

SUSCHEM<sup>AT</sup>



## 3. Graphic Charter / 3.2 Graphic identity

### II. Logotype / The NTP icon



*This icon is the NTP's monogram. It serves to represent the organization. It can never replace the logo but can be used in instances where the space is too small for the logo, such as small digital applications.*



### 3. Graphic Charter / 3.2 Graphic identity

#### II. Logotype / The NTP icon



*Austria*



*Belgium*



*Switzerland*



*Czech Republic*



*Germany*



*Spain*



*France*



*Greece*



*Italy*



*Netherlands*



*Poland*



*Romania*



*Slovenia*



*United Kingdom*

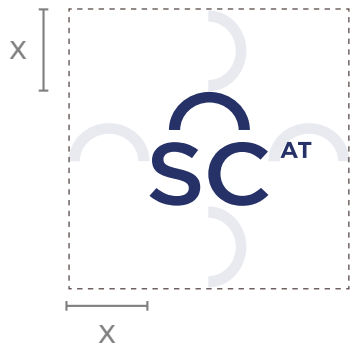
### 3. Graphic Charter / 3.2 Graphic identity

#### II. Logotype / The NTP icon – Use of the icon with positive/negative colour



### 3. Graphic Charter / 3.2 Graphic identity

#### II. Logotype / The NTP icon — Exclusion zone



$$X = \text{C}$$

*The exclusion zone is a specific amount of empty space to maintain its visibility and legibility regardless of how it is used.*

*This exclusion zone is calculated using the reference unit — the SusChem arc.*

*The exclusion zone is integrated in the entire asset.*

## 3. Graphic Charter / 3.2 Graphic identity

### II. Logotype / The NTP icon — Minimum size



40 px

#### *Web use*

*The minimum size is 40 px for the icon*



13 mm

#### *Print use*

*The minimum size is 13 mm for the icon*

### 3. Graphic Charter / 3.2 Graphic identity

#### II. Logotype / The NTP icon – Correct and incorrect use of the icon

USE THE ICON IN THIS WAY



DO NOT USE THE ICON IN THIS WAY

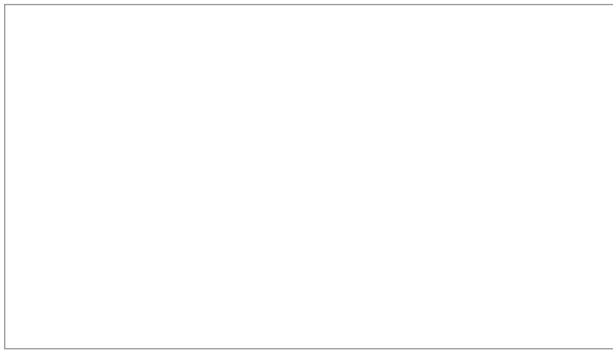


# 3. Graphic Charter / 3.2 Graphic identity

## II. Logotype / Videography

These frames show how the logo needs to appear and disappear in a video.

1. *The logo should always appear and disappear against a white background.*



2. *This is how SusChem's logo appears.*



3. *There is a slight pause before the arc appears.*



4. *This is how the arc between the 's' and the 'c' appears.*



5. *Here a pause allows the logo to sink in.*



6. *This is how the logo disappears.*



## 3. Graphic Charter / 3.2 Graphic identity

### III. Typography

SusChem's new graphic identity includes the use of two fonts. Montserrat is the primary font and Merriweather the secondary font. These well-balanced typefaces perfectly complement each other. They are flexible and can be used both for web and for print.

a b c d e f g h i j  
k l m n o p 0 1 2 3  
4 5 6 7 8 9  
a b c d e f g h i j  
k l m n o p 0 1 2 3  
4 5 6 7 8 9

**Montserrat**

A strong and readable sans-serif font

To use for : title, body text

+

a b c d e f g h i j  
k l m n o p 0 1 2  
3 4 5 6 7 8 9  
a b c d e f g h i j k  
l m n o p 0 1 2 3 4  
5 6 7 8 9

**Merriweather**

A structured and modern serif font

To use for : subtitle, quotes, text highlight

*\*The SusChem fonts will be installed on the computers of all SusChem employees. Outsiders are allowed to use a system font (Arial) to edit SusChem documents however these documents should then be updated with SusChem's fonts (Montserrat and Merriweather) by SusChem personnel.*

## 3. Graphic Charter / 3.2 Graphic identity

### III. Typography / Primary

## Montserrat font type

#### Light

abcdefghijklm  
nopqrstuvwxyz  
0123456789

#### Regular

abcdefghijklm  
nopqrstuvwxyz  
0123456789

#### Semi bold

abcdefghijklm  
nopqrstuvwxyz  
0123456789

#### Bold

abcdefghijklm  
nopqrstuvwxyz  
0123456789

*The typeface evokes the modernist style of an early 20th century font, but feels less formal than Futura for example.*

*To use for: title, body text*

---

*Free download here:  
[www.fontsquirrel.com/fonts/montserrat](http://www.fontsquirrel.com/fonts/montserrat)*

*How to install font in Windows:*

*Step 1: Open folder called Fonts - Control panel.*

*Step 2: Just drag the font you need to install to the main window that contains all your other installed fonts.*

*Step 3: Drop the font in the folder and your new font is installed.*



## 3. Graphic Charter / 3.2 Graphic identity

### III. Typography / Secondary

## Merriweather font type

### Light

abcdefghijklm  
nopqrstuvwxyz  
0123456789

### Regular

abcdefghijklm  
nopqrstuvwxyz  
0123456789

### Bold

abcdefghijklm  
nopqrstuvwxyz  
0123456789

### Italic

abcdefghijklm  
nopqrstuvwxyz  
0123456789

*Merriweather was designed to be a text face that is pleasant to read on screens.*

*Merriweather is an evolving project meant to be updated. As of now there are 4 styles: Regular, Light, Bold, and Black, each of these weights have their own italic styles. There are now Italic styles in each of these weights, too.*

*To use for: subtitle, quotes, text highlight*

---

*Free download here:  
[www.fontsquirrel.com/fonts/merriweather](http://www.fontsquirrel.com/fonts/merriweather)*

*How to install font in Windows:*

*Step 1: Open folder called Fonts - Control panel.*

*Step 2: Just drag the font you need to install to the main window that contains all your other installed fonts.*

*Step 3: Drop the font in the folder and your new font is installed.*

### 3. Graphic Charter / 3.2 Graphic identity

#### IV. Colour palette / SusChem

One important factor of recognition is the colour palette. Using or incorporating different colours outside the palette (primary colours and secondary colours) can confuse audiences and undermine the visual recognition of the SusChem brand.



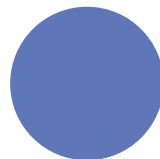
### 3. Graphic Charter / 3.2 Graphic identity

#### IV. Colour palette / SusChem — Print

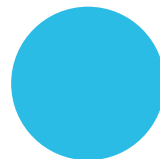
##### Main colours



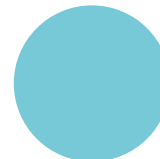
CMYK  
100 90 34 22  
PMS  
534 C



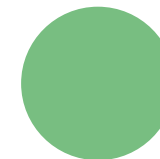
CMYK  
69 51 0 0  
PMS  
7456 C



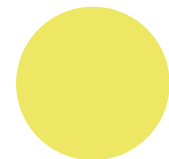
CMYK  
68 0 6 0  
PMS  
298 C



CMYK  
55 0 17 0  
PMS  
630 C



CMYK  
58 0 62 0  
PMS  
346 C



CMYK  
12 0 72 0  
PMS  
386 C

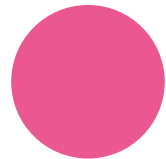


magic night light

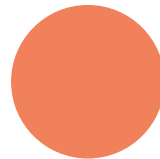


happy day light

##### Secondary colours



CMYK  
0 78 10 0  
PMS  
212 C



CMYK  
0 60 64 0  
PMS  
7576 C

## 3. Graphic Charter / 3.2 Graphic identity

### IV. Colour palette / SusChem — Web

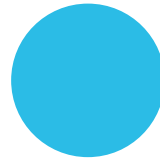
#### Main colours



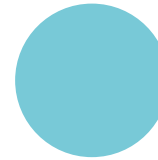
HEX code  
#11117c



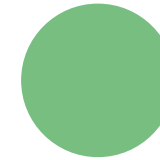
HEX code  
#6080f1



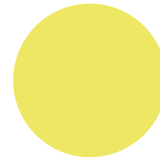
HEX code  
#18b6e5



HEX code  
#5ad7e0



HEX code  
#5cd67d



HEX code  
#eef166



magic night light

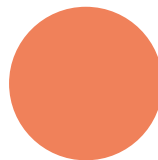


happy day light

#### Secondary colours



HEX code  
#ff4d87



HEX code  
#ff774d

### 3. Graphic Charter / 3.2 Graphic identity

#### IV. Colour palette / SusChem – PowerPoint and Word



*Title colour*

HEX code  
#232F5C

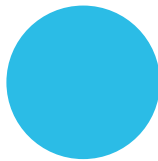


*Text colour*

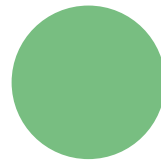
HEX code  
#3C4E9D



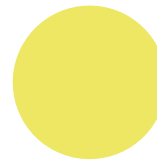
HEX code  
#5F78B9



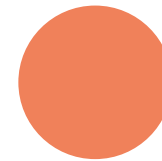
HEX code  
#2DBCE6



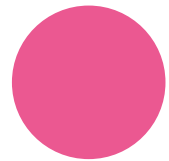
HEX code  
#78BE81



HEX code  
#ECE862



HEX code  
#F0815A



HEX code  
#EA5790

### 3. Graphic Charter / 3.2 Graphic identity

#### IV. Colour palette / SusChem — Gradients

##### CLOUDS & TOP BACKGROUND



12 0 72 0  
#eef166

55 0 17 0  
#5ad7e0



12 0 72 0  
#eef166

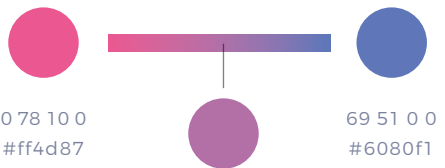
58 0 62 0  
#5cd67d



68 0 6 0  
#18b6e5

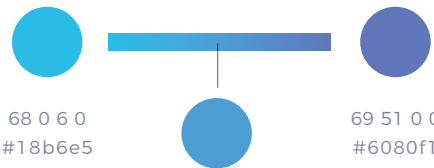
100 90 34 22  
#11117c

##### LOWER BACKGROUND



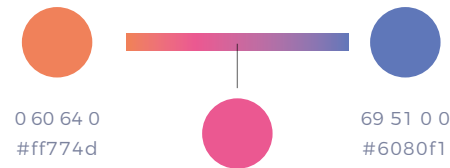
0 78 10 0  
#ff4d87

69 51 0 0  
#6080f1



68 0 6 0  
#18b6e5

69 51 0 0  
#6080f1



0 60 64 0  
#ff774d

69 51 0 0  
#6080f1

## 3. Graphic Charter / 3.2 Graphic identity

### IV. Colour palette / NTPs — Print

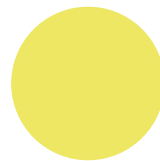
#### Main colours



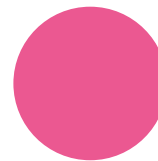
CMYK  
100 90 34 22  
PMS  
534 C



CMYK  
69 51 0 0  
PMS  
7456 C



CMYK  
12 0 72 0  
PMS  
386 C



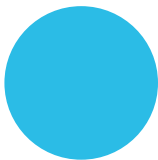
CMYK  
0 78 10 0  
PMS  
212 C



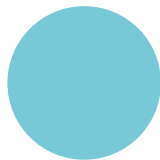
#### Secondary colours



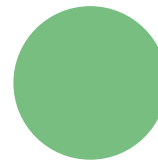
CMYK  
0 60 64 0  
PMS  
7576 C



CMYK  
68 0 6 0  
PMS  
298 C



CMYK  
55 0 17 0  
PMS  
630 C



CMYK  
58 0 62 0  
PMS  
346 C

## 3. Graphic Charter / 3.2 Graphic identity

### IV. Colour palette / NTPs – Web

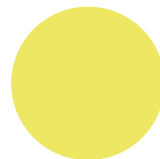
#### Main colours



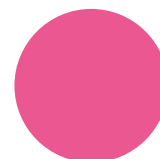
HEX code  
#11117c



HEX code  
#6080f1



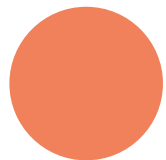
HEX code  
#eef166



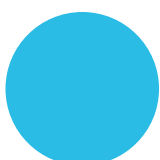
HEX code  
#ff4d87



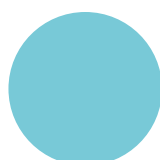
#### Secondary colours



HEX code  
#ff774d



HEX code  
#2DBCE6



HEX code  
#5ad7e0



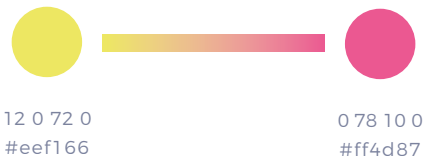
HEX code  
#5cd67d



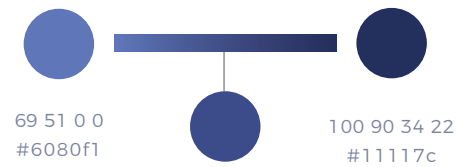
### 3. Graphic Charter / 3.2 Graphic identity

#### IV. Colour palette / NTPs – Gradient

CLOUDS & TOP BACKGROUND



LOWER BACKGROUND



## 3. Graphic Charter / 3.2 Graphic identity

### V. Printing process

#### The paper:

“X-PER premium white” paper by FEDRIGONI

##### Description:

Smooth papers and boards made with ECF pulp, FSC certified. The special treatment finish on both sides enhances the pleasant surface and allows for a particularly bright and sharp printing.

##### Weight:

100, 120, 140, 200, 250, 320

##### Recommended ink:

The surface being macroporous, it is recommended to use siccative inks.

##### Printing tips:

X-PER can be used with the following printing methods: typography, offset, offset UV, flexo, embossing, hot stamping, thermography, and silkscreen printing  
INDIGO digital offset press warranty for weights: 100 - 120 - 140 - 200 - 250 - 320

##### Certifications:

FSC  
ACID FREE  
ELEMENTAL CHLORINE FREE Guaranteed  
LONG-LIFE iso 9706  
HM Absence ce 94/62



#### The printing process:

For SusChem publications and big volume prints:  
Offset printing quadri (CMYK)

Small volume print:  
Digital printing

Administrative set (envelopes, letterhead, etc.):  
Offset printing 1 colour

#### The finish:

For heavy weight paper (covers, business cards, etc.):  
Soft touch varnish

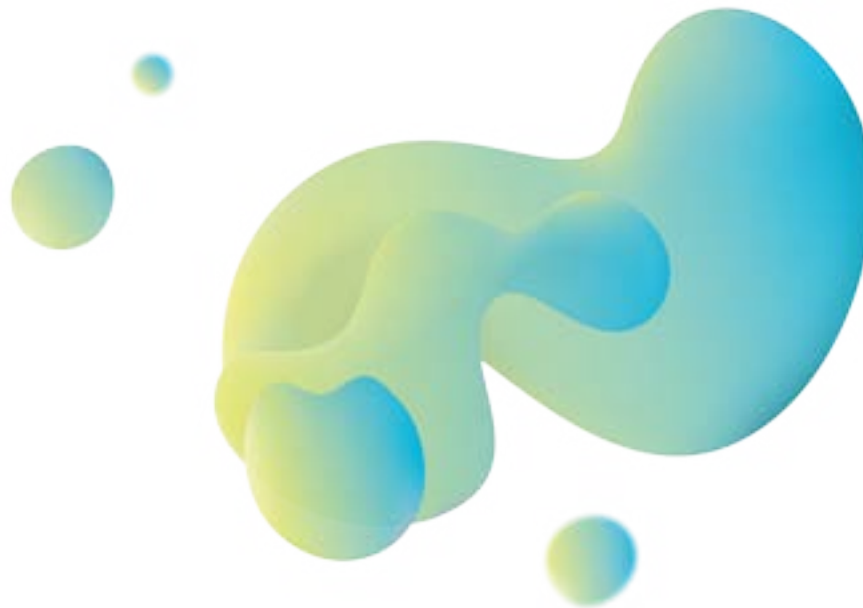
For regular weight paper (inner pages for publications, simple documents):

Lacquered silk varnish  
Inscriptible documents (letterhead, envelopes, etc.)

### 3. Graphic Charter / 3.2 Graphic identity

#### VI. Imagery / Landscapes

Illustrating SusChem with clouds conveys its simplicity and sophistication, its impact and beauty, its mutation and constancy. SusChem's mission is to brighten the path to sustainable solutions like clouds that reflect the light in this transitioning landscape. These shapes bridge the gap between those dreams and the reality of a radiant future.



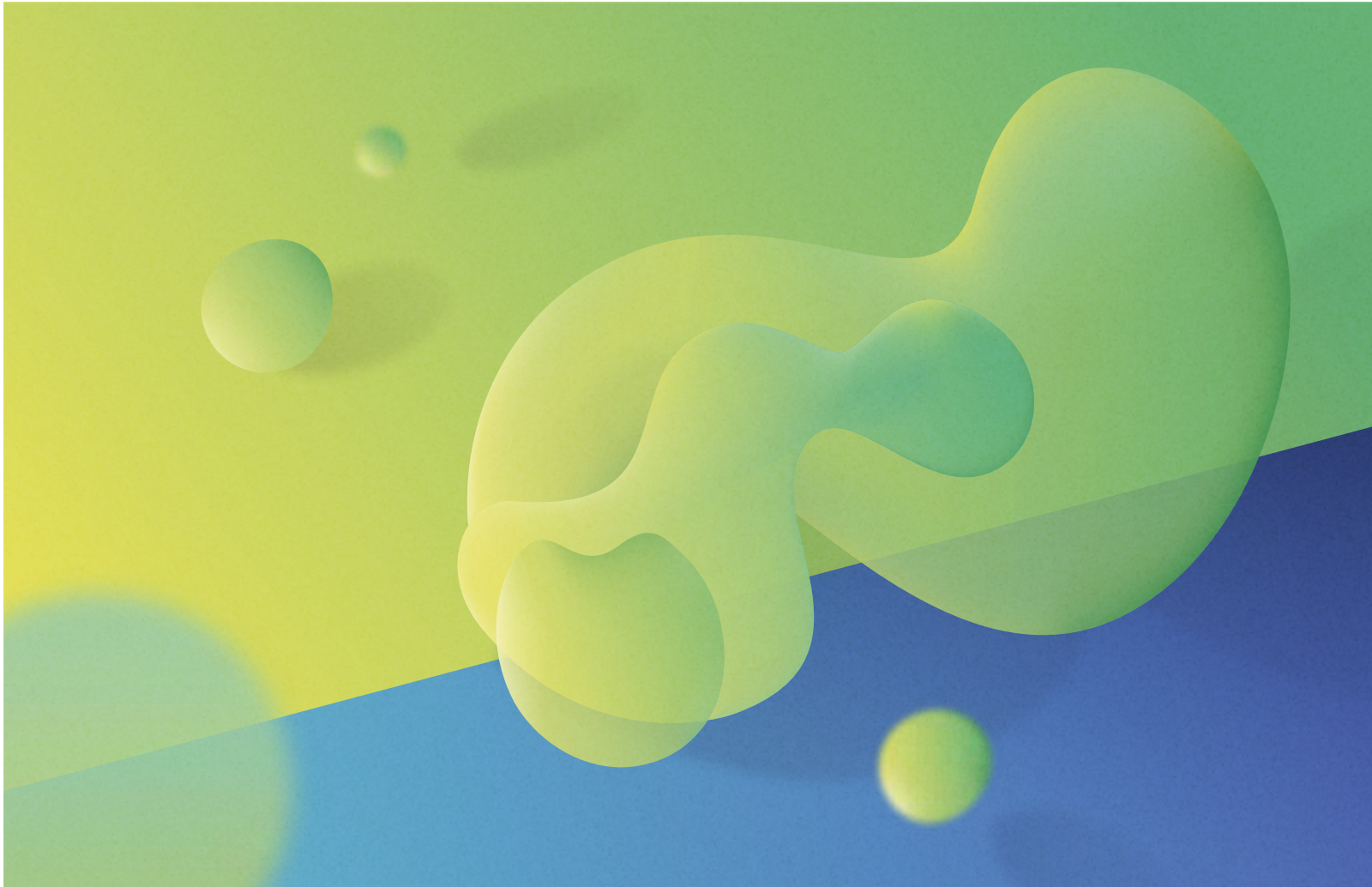
### 3. Graphic Charter / 3.2 Graphic identity

#### VI. Imagery / Landscapes — SusChem happy day light landscape



### 3. Graphic Charter / 3.2 Graphic identity

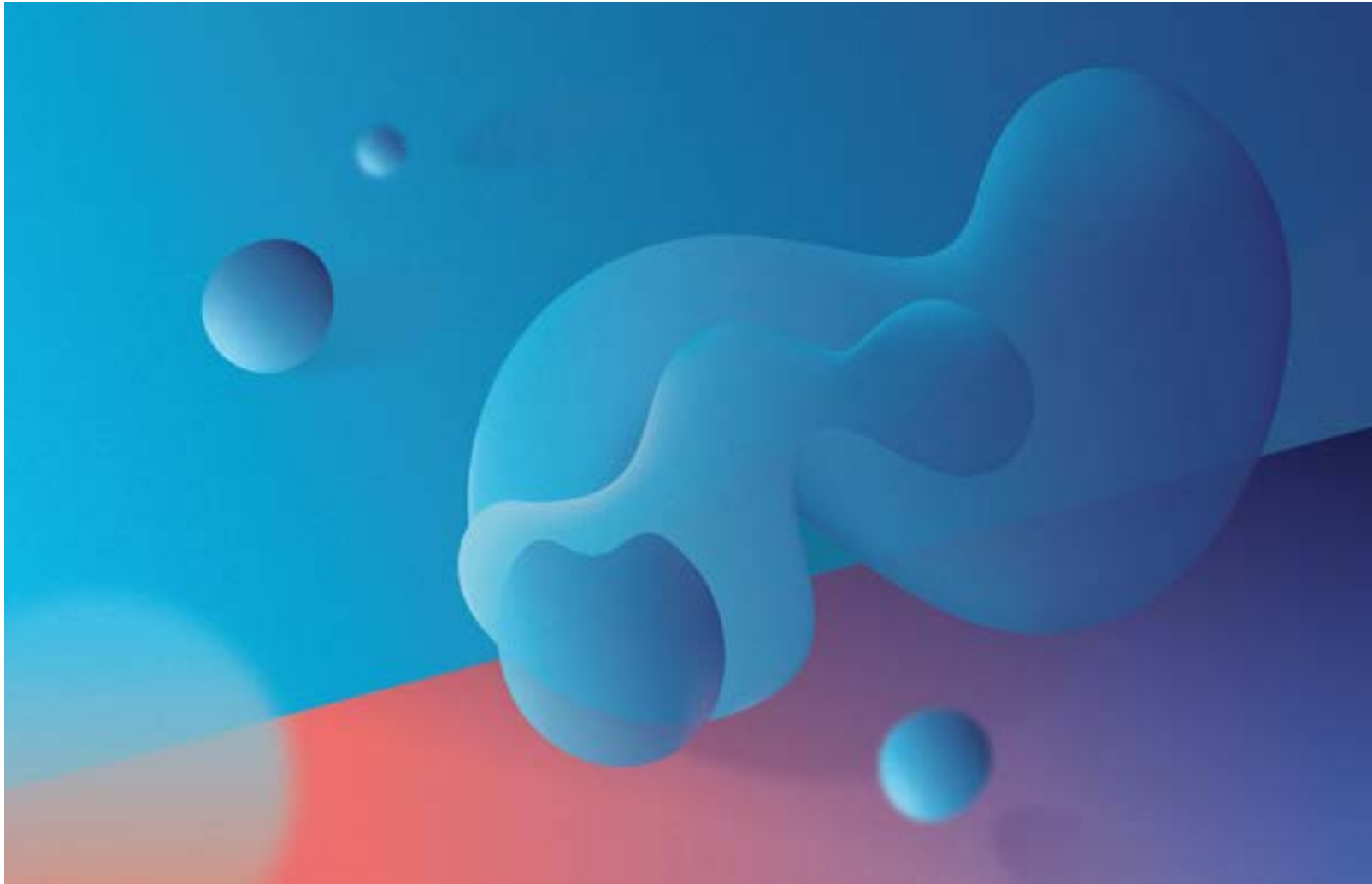
#### VI. Imagery / Landscapes — SusChem shadowy midday light





### 3. Graphic Charter / 3.2 Graphic identity

#### VI. Imagery / Landscapes — SusChem magic night light landscape



### 3. Graphic Charter / 3.2 Graphic identity

#### VI. Imagery / Landscapes — NTPs landscape



### 3. Graphic Charter / 3.2 Graphic identity

#### VI. Imagery / Photos

*SusChem's imagery reflects its identity.*

*Keywords: freedom, world, emotions, impact, actions, exciting, together, dynamic and solutions.*





### 3. Graphic Charter / 3.2 Graphic identity

#### VI. Imagery / Photos — Colourisation process



### 3. Graphic Charter / 3.2 Graphic identity

#### VI. Imagery / Photos — SusChem gradient palette



0 78 10 0  
#ff4d87

69 51 0 0  
#6080f1



68 0 6 0  
#18b6e5

100 90 34 22  
#11117c

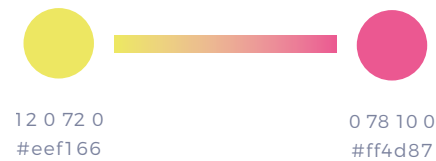


12 0 72 0  
#eef166

58 0 62 0  
#w

### 3. Graphic Charter / 3.2 Graphic identity

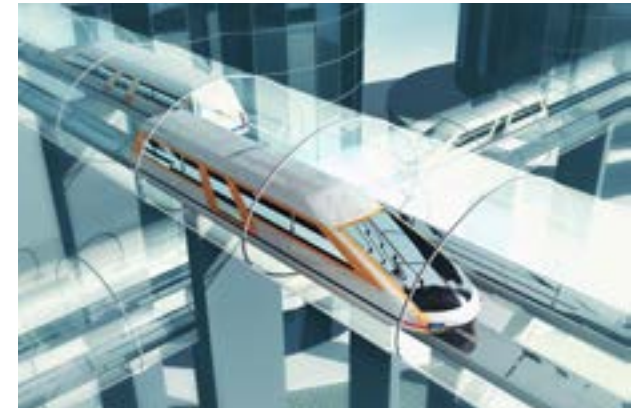
#### VI. Imagery / Photos — NTPs Gradient palette



## 3. Graphic Charter / 3.2 Graphic identity

### VI. Imagery / Photos — Correct use of photos

#### USE ACTION AND MOVEMENT PHOTOS



#### USE PHOTOS OF SOLUTIONS





### 3. Graphic Charter / 3.2 Graphic identity

#### VI. Imagery / Photos — Correct use of photos

USE PHOTOS WITH IMPACT (CLOUDY LANDSCAPES AND SKYLINES)



USE PHOTOS OF SUSTAINABILITY



### 3. Graphic Charter / 3.2 Graphic identity

#### VI. Imagery / Photos — Incorrect use of photos

*Do not use: Images without context or background - Sustainable clichés - Lab scientists - Bad quality 3D renders - Artificial photos*

**DO NOT USE** THESE TYPES OF IMAGES



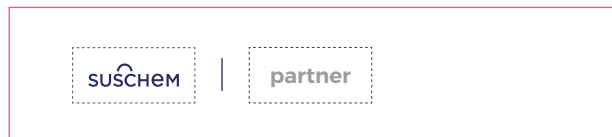
# 3. Graphic Charter / 3.2 Graphic identity

## VII. Co-branding / SusChem partner composition rule

### Ratio 1 SusChem – 1 partner

First column: Suchem Logo

Second and third columns: partner's name or logo



*The logos are placed at the bottom of the back cover for flyers, programs and publications.*

*The logos are placed at the bottom for posters.*

*The logos are placed at the top for roll-ups.*

### Ratio 75% SusChem – 25% partners

First column: Suchem Logo

Second and third columns: partner's name or logo



*More than 8 logos - solution:*

*Do not use the logo. Write out the partner's name instead.*



### Ratio 25% SusChem – 75% partners

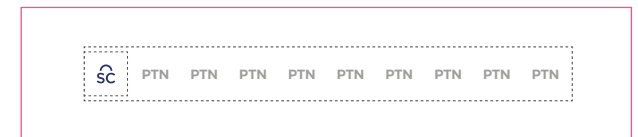
First column: Suchem Logo

Second and third columns: partner's name or logo



*More than 8 logos - solution:*

*You should use only the icons of the logos.*



### 3. Graphic Charter / 3.2 Graphic identity

#### VII. Co-branding / SusChem partner example



*The logos are placed at the bottom of the back cover for flyers, programs and publications.*

*The logos are placed at the bottom for posters.*

*The logos are placed at the top for roll-ups.*





### 3. Graphic Charter / 3.2 Graphic identity

#### VII. Co-branding / Sponsor logo use

The SusChem logo, featuring the word "SUSCHEM" in a dark blue, sans-serif font. A white arc is positioned above the "S", and a white bracket is positioned below the "M".

$x = \text{C}$

The exclusion zone is a specific amount of empty space to be maintained around the logo in order to preserve its visibility and integrity regardless of how it is used.

This exclusion zone is calculated using the reference unit — the SusChem arc.

A diagram showing the minimum size for the logo. The word "SUSCHEM" is shown in a sans-serif font. Below it, a horizontal line with vertical end caps is labeled "20 mm".

The minimum size is 20 mm for the logotype without baseline and 30 mm for the logo with the long baseline to maintain the baseline's legibility.

### 3. Graphic Charter / 3.2 Graphic identity

#### VII. Co-branding / Educate to innovate



#### Educate to Innovate

*A SusChem programme for building  
innovation skills capacity*

*The logos are placed at the bottom of the back cover  
for flyers, programs and publications.*

*The logos are placed at the bottom for posters.*

*The logos are placed at the top for roll-ups.*



### 3. Graphic Charter / 3.2 Graphic identity

#### VII. Co-branding / Examples



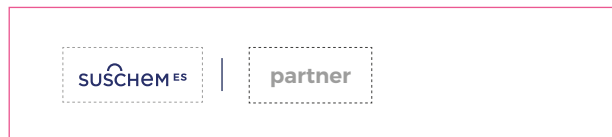
# 3. Graphic Charter / 3.2 Graphic identity

## VII. Co-branding / NTPs partner composition rule

### Ratio 1 SusChem – 1 partner

First column: Suchem Logo

Second and third columns: partner's name or logo



The logos are placed at the bottom of the back cover for flyers, programs and publications.

The logos are placed at the bottom for posters.

The logos are placed at the top for roll-ups.

### Ratio 75% SusChem – 25% partners

First column: Suchem Logo

Second and third columns: partner's name or logo



More than 8 logos - solution:

Do not use the logo. Write out the partner's name instead.



### Ratio 25% SusChem – 75% partners

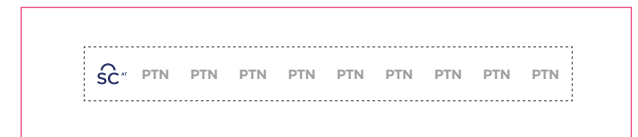
First column: Suchem Logo

Second and third columns: partner's name or logo



More than 8 logos - solution:

You should use only the icons of the logos.



### 3. Graphic Charter / 3.2 Graphic identity

#### VII. Co-branding / NTPs sponsor logo use

SUSCHEM<sup>ES</sup>



$x = \text{C}$

The exclusion zone is a specific amount of empty space to be maintained around the logo in order to preserve its visibility and integrity regardless of how it is used.

This exclusion zone is calculated using the reference unit — the SusChem arc.



SUSCHEM<sup>AT</sup>  
25 mm

The minimum size is 25 mm for the logotype without baseline and 45 mm for the logo with the long baseline to maintain the baseline's legibility.

### 3. Graphic Charter / 3.2 Graphic identity

#### VIII. Event branding / Composition rules

Roll-up example



Flyer example

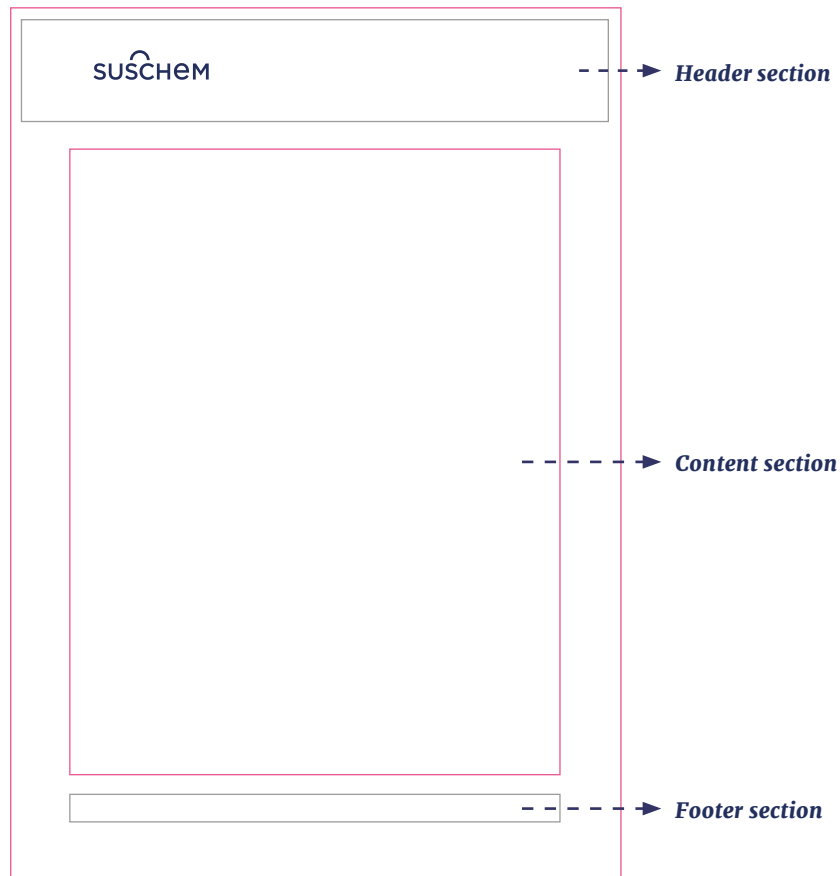


*The composition rules for SusChem Events are the same as the ones for SusChem and the NTPs. However, we apply a zoom of 250% to 300% in between the landscape in order to differentiate between the SusChem events publications and the rest, achieving a distinction without straying too far from the SusChem visual identity.*

# 3. Graphic Charter / 3.3 Desktop applications

## I. Word document / Composition rules

A4 - 210 mm x 297 mm



### *Margins and columns*

top: 50 mm  
bottom: 25 mm  
inner margin: 25 mm  
outer margin: 25 mm

### *Logo size*

SUSCHEM  
45 mm

### *Header section*

title size: 16pt  
date size: 10pt

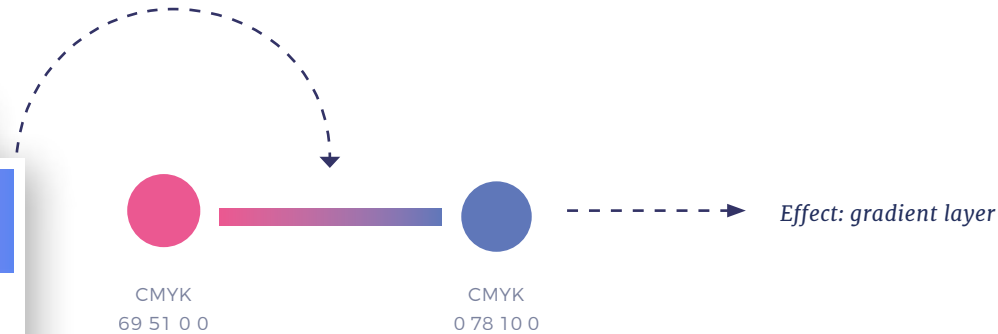
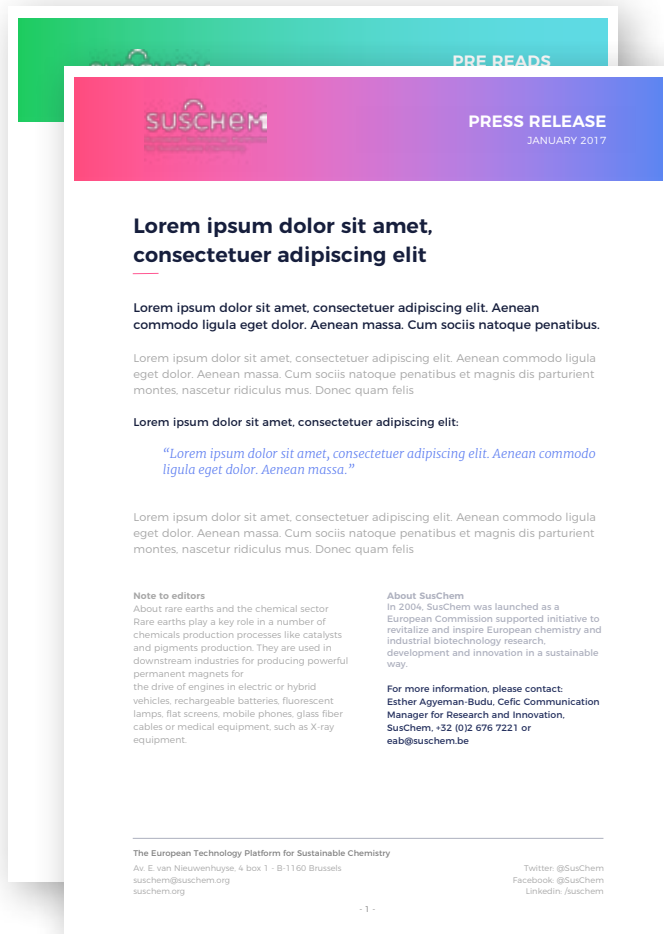
### *Content*

title size: 20pt  
subtitle size: 12pt

# 3. Graphic Charter / 3.3 Desktop applications

## I. Word document / Composition rules

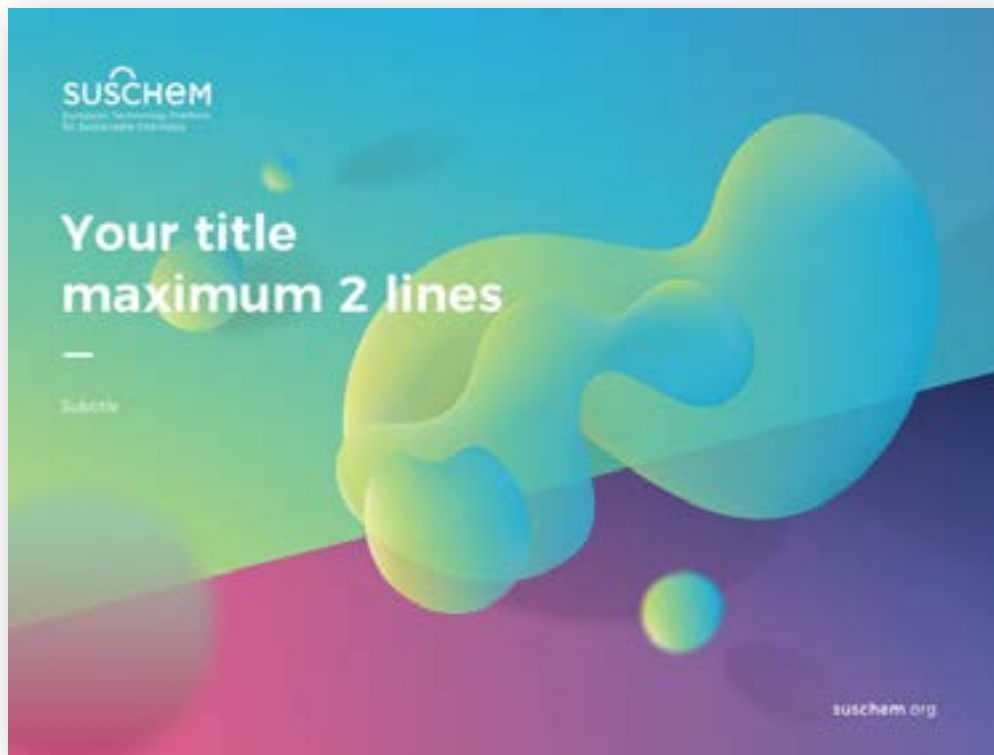
### Colour banner





### 3. Graphic Charter / 3.3 Desktop applications

#### II. PowerPoint document / Cover Slide



*A SusChem PowerPoint presentation should start with the animated appearance of the logo followed by a cover slide presenting the SusChem landscape, the logo, the presentation or event title.*

### 3. Graphic Charter / 3.3 Desktop applications

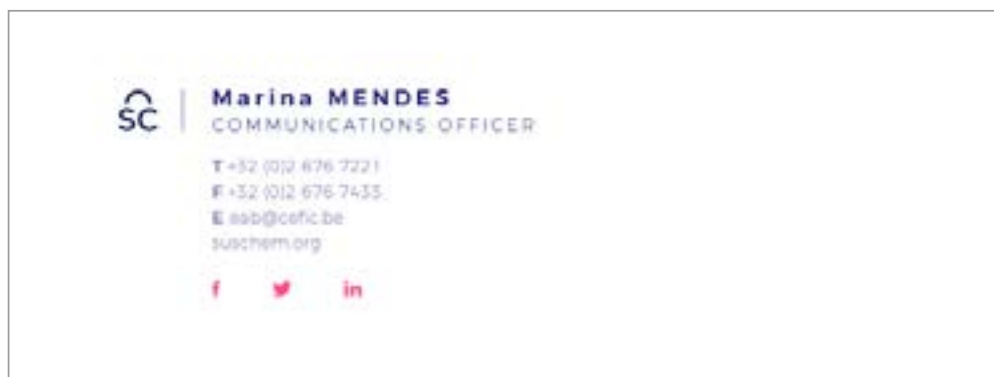
#### II. PowerPoint document / Section slide



*The PowerPoint presentation can be divided into chapters or sections. Each chapter has its own cover slide with a photo, the title and where applicable, a short introduction.*

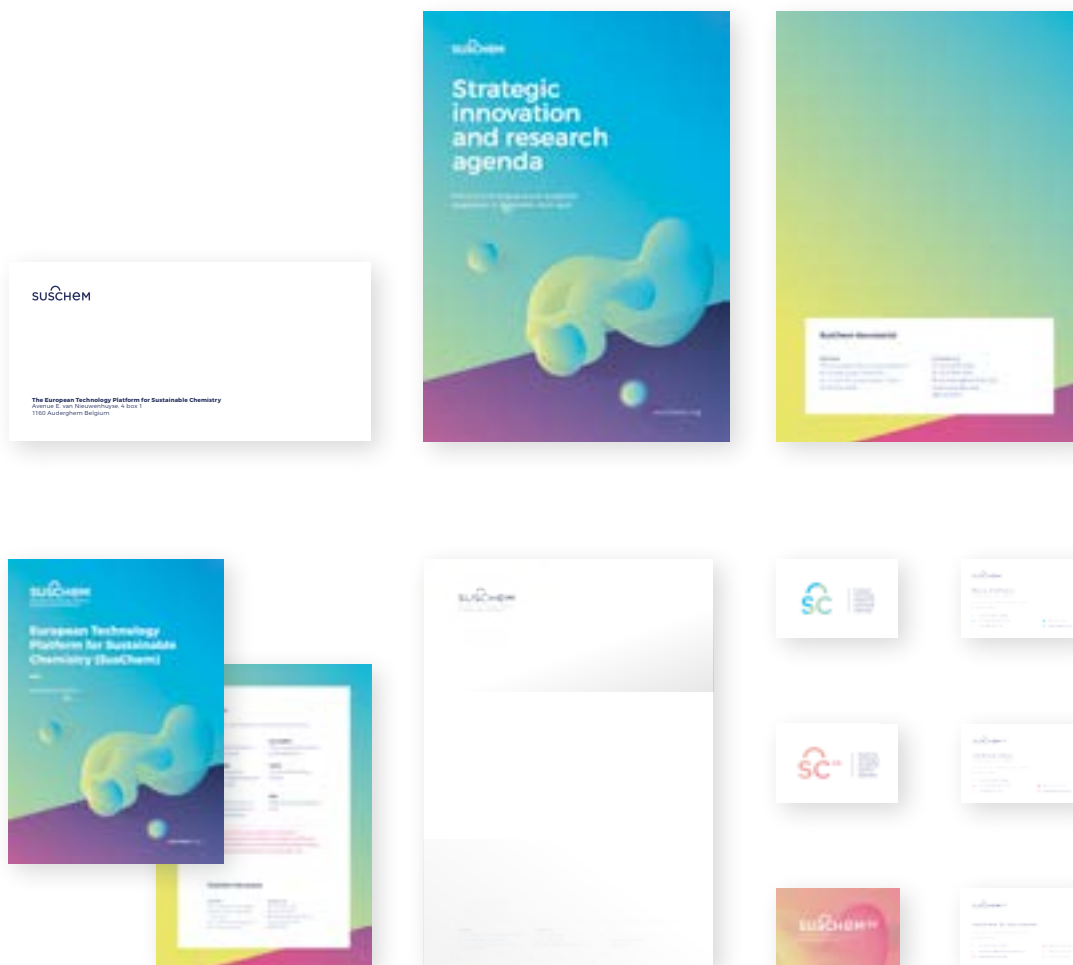
## 3. Graphic Charter / 3.3 Desktop applications

### III. E-mail signature



## 3. Graphic Charter / 3.4 Printed materials

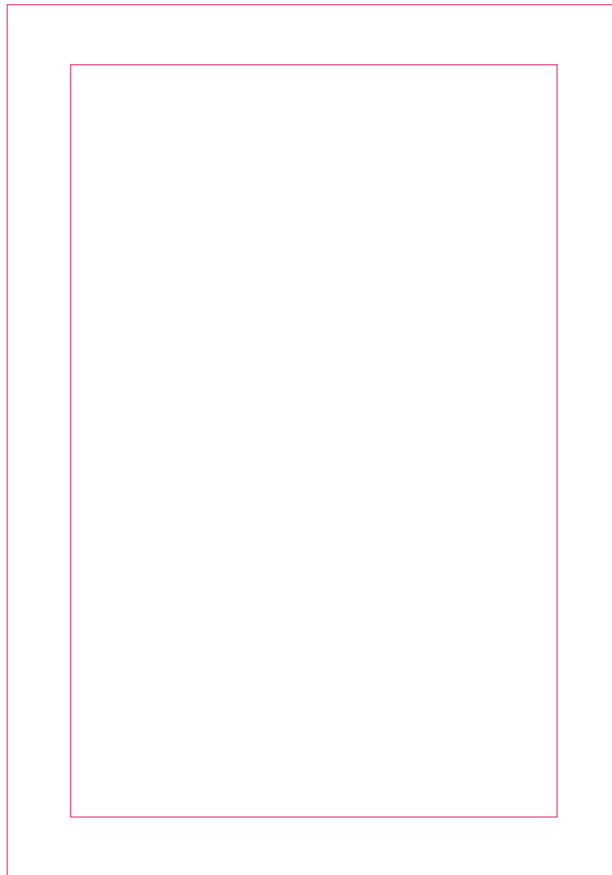
### I. Overview



# 3. Graphic Charter / 3.4 Printed materials

## II. Brochure / Cover composition rules

A4 - 210 mm x 297 mm



### Margins and columns

top: 25 mm  
bottom: 25 mm  
inner margin: 25 mm  
outer margin: 25 mm

### Logo size



### Content

title size: 47pt  
line spacing: 47pt

subtitle size: 14pt  
line spacing: 16,8pt

## 3. Graphic Charter / 3.4 Printed materials

### II. Brochure / SusChem template cover



### 3. Graphic Charter / 3.4 Printed materials

#### II. Brochure / NTPs template cover



### 3. Graphic Charter / 3.4 Printed materials

#### II. Brochure / Alternate template covers

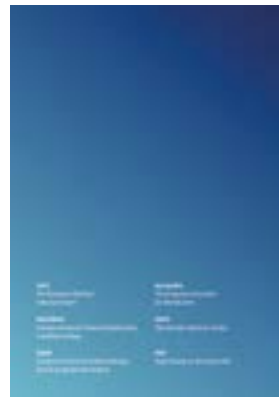
*Below are three specific examples of how rich the SusChem landscape can be.*





### 3. Graphic Charter / 3.4 Printed materials

#### II. Brochure / Inner cover

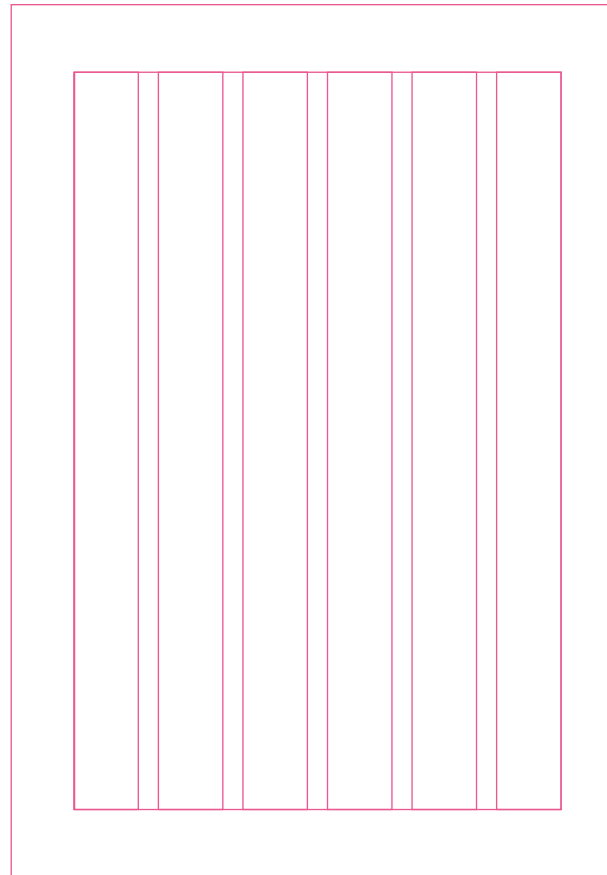
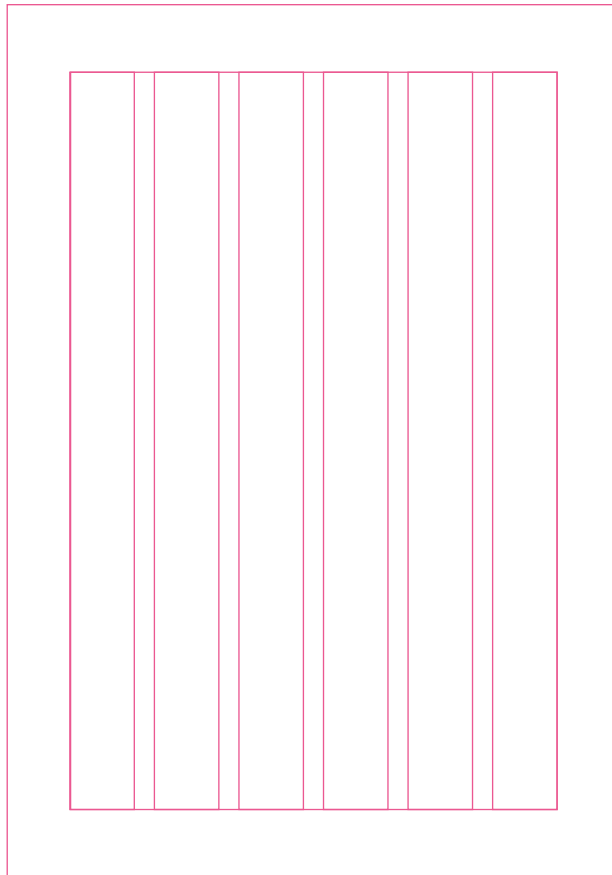


*This information is featured on the inner cover.  
The gradient changes according to the cover's  
landscape.*

### 3. Graphic Charter / 3.4 Printed materials

#### II. Brochure / Inner pages composition rules

A4 - 210 mm x 297 mm



#### ***Margins and columns***

*top: 30 mm*

*bottom: 30 mm*

*inner margins: 25 mm*

*outer margins: 25 mm*

*columns: 6*

*gutter: 6 mm*

# 3. Graphic Charter / 3.4 Printed materials

## II. Brochure / Inner pages template



# 3. Graphic Charter / 3.4 Printed materials

## II. Brochure / Inner pages template

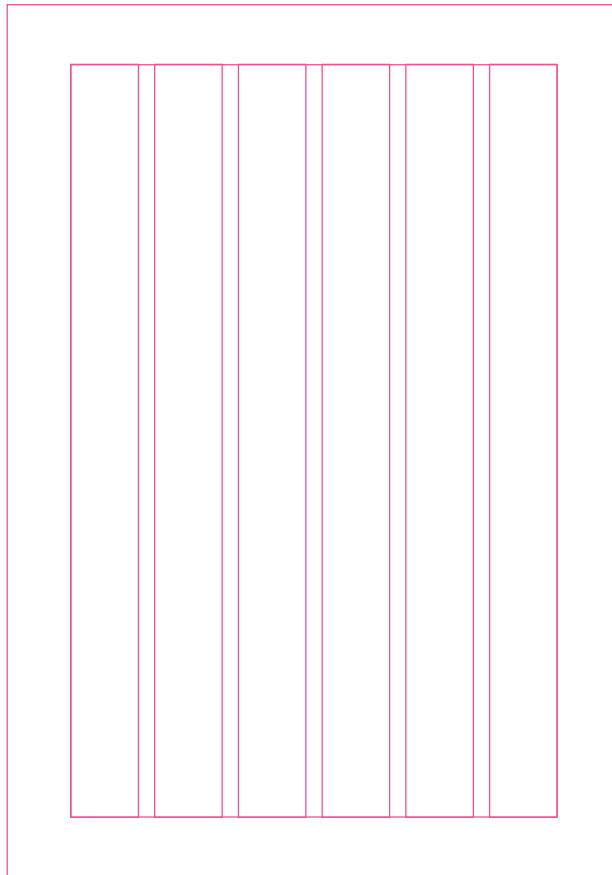


The style incorporates different font sizes and colours to help clarify content hierarchy. The clouds add colour and substance to text-based pages.

## 3. Graphic Charter / 3.4 Printed materials

### III. Flyer / Cover composition rules

A5 - 148 mm x 210 mm



#### **Margins and columns**

*top: 15 mm*

*bottom: 15 mm*

*inner margin: 15 mm*

*outer margin: 15 mm*

*columns: 6*

*gutter: 5 mm*

#### **Logo size**



## 3. Graphic Charter / 3.4 Printed materials

### III. Flyer / SusChem template cover

A5 - 148 mm x 210 mm



## 3. Graphic Charter / 3.4 Printed materials

### III. Flyer / NTPs template cover

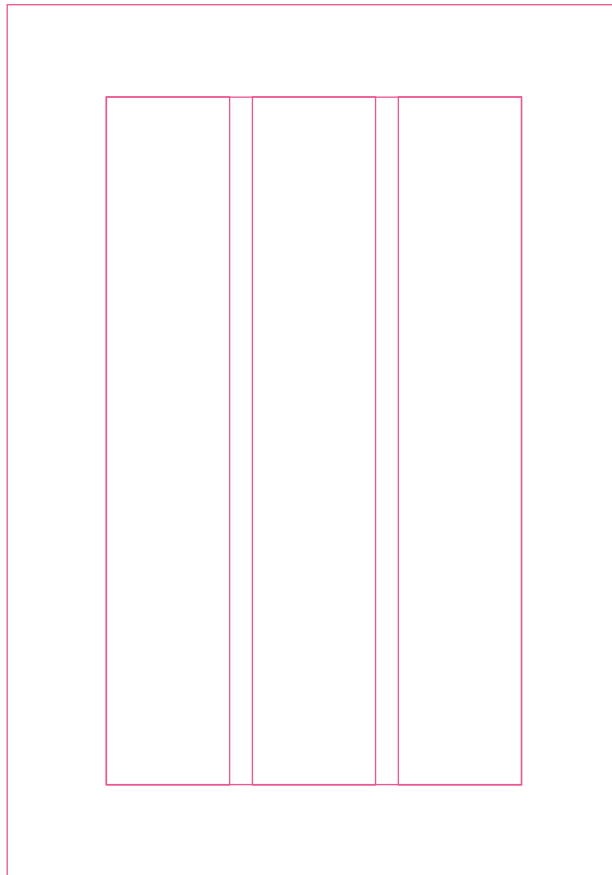
A5 - 148 mm x 210 mm



## 3. Graphic Charter / 3.4 Printed materials

### III. Flyer / Inner pages composition rules

A5 - 148 mm x 210 mm



#### ***Margins and columns***

*top: 25 mm*

*bottom: 25 mm*

*inner margins: 25 mm*

*outer margins: 25 mm*

*columns: 3*

*gutter: 5 mm*



## 3. Graphic Charter / 3.4 Printed materials

### III. Flyer / Inner pages template

A5 - 148 mm x 210 mm



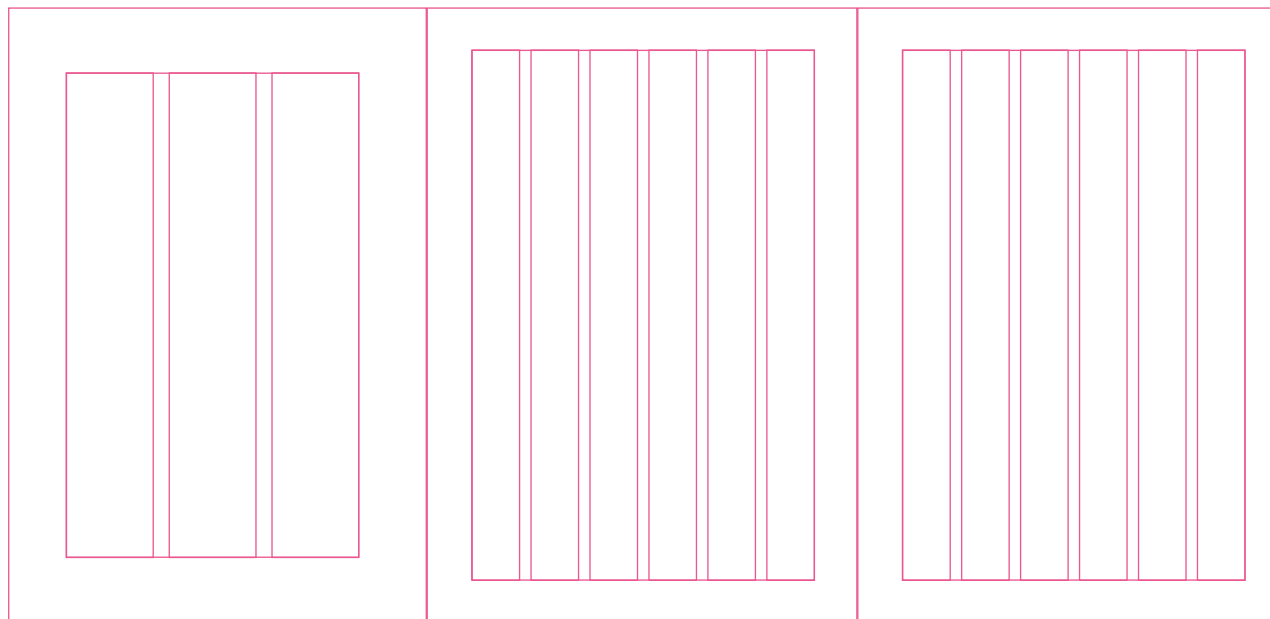
## 3. Graphic Charter / 3.4 Printed materials

### III. Flyer / Trifold composition rules

*Inner pages - 145 mm x 210 mm*

*Back cover - 148 mm x 210 mm*

*Front cover - 148 mm x 210 mm*



*top: 25 mm*  
*bottom: 25 mm*  
*inner margins: 22 mm*  
*outer margins: 25 mm*

*columns: 3*  
*gutter: 5 mm*

#### **Covers**

##### **Margins and columns**

*top: 15 mm*  
*bottom: 15 mm*  
*inner margin: 15 mm*  
*outer margin: 15 mm*

*columns: 6*  
*gutter: 5 mm*

*+ frame (5 mm) for NTPs  
publications*

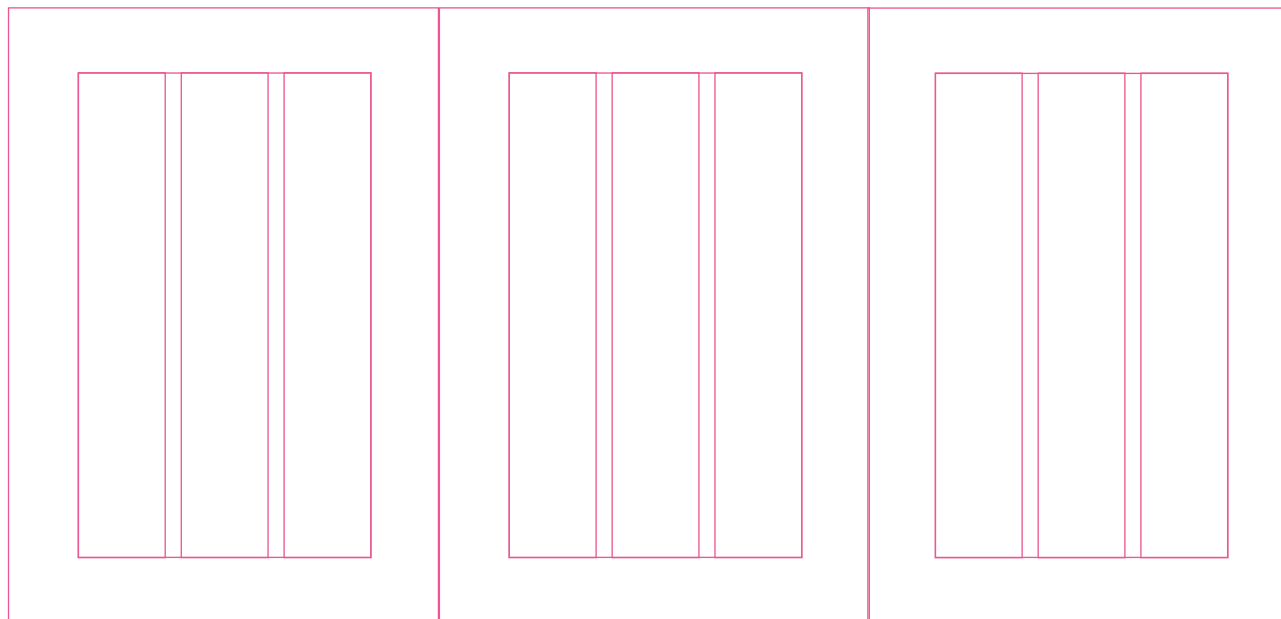
## 3. Graphic Charter / 3.4 Printed materials

### III. Flyer / Trifold composition rules

*Inner pages - 148 mm x 210 mm*

*Inner pages - 148 mm x 210 mm*

*Inner pages - 145 mm x 210 mm*



*top: 25 mm*

*bottom: 25 mm*

*inner margins: 25 mm*

*inner margins: 22 mm  
(for the folded page)*

*outer margins: 25 mm*

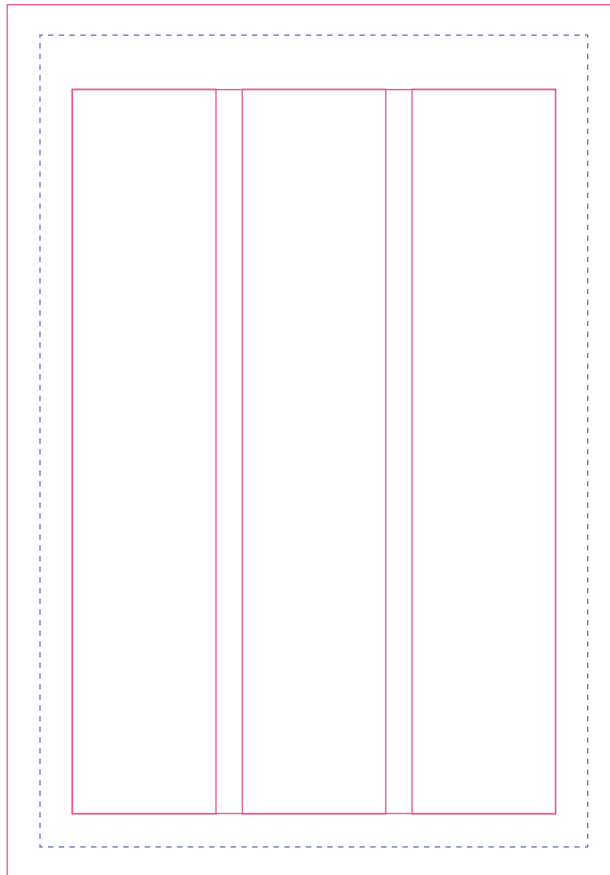
*columns: 3*

*gutter: 5 mm*

## 3. Graphic Charter / 3.4 Printed materials

### IV. Program / Composition rules

A6 - 105 mm x 148 mm



#### **Margins and columns**

*top: 15 mm*

*bottom: 15 mm*

*inner margin: 15 mm*

*outer margin: 15 mm*

*columns: 6*

*gutter: 5 mm*

*+ frame (2,5 mm) for NTPs  
publications*

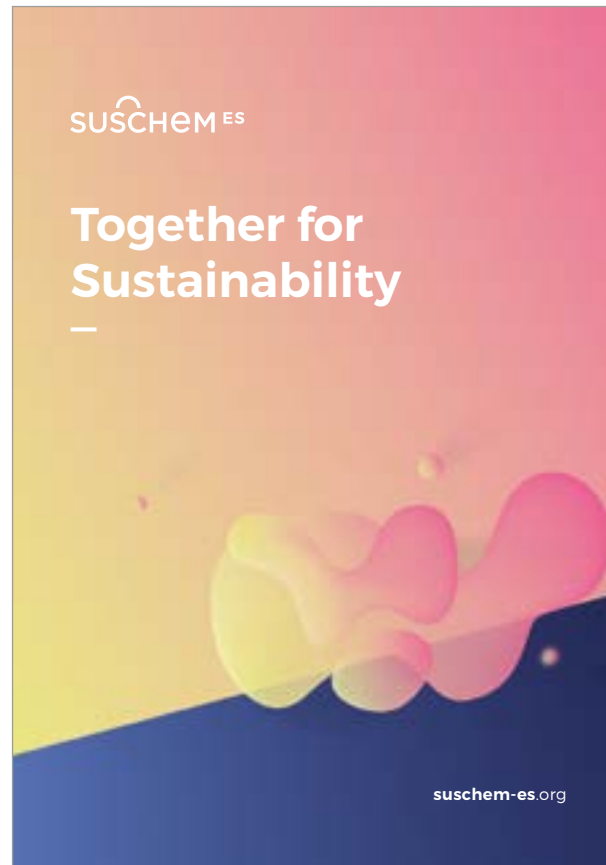
### 3. Graphic Charter / 3.4 Printed materials

#### IV. Program / Template front cover

A6 - 148 mm x 210 mm - SusChem



NTPs



### 3. Graphic Charter / 3.4 Printed materials

#### IV. Program / Template back cover & pictograms

SusChem and NTPs back cover



SusChem and NTPs pictograms

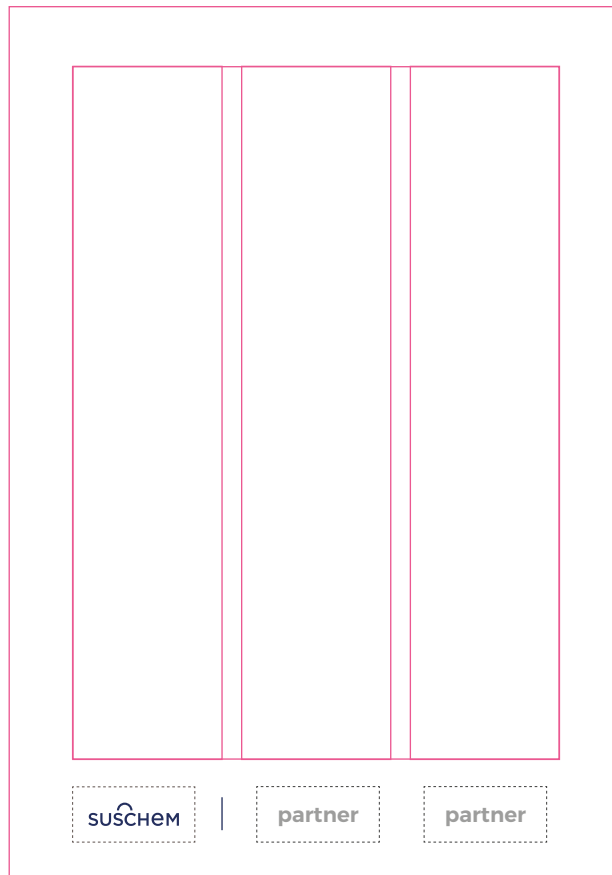


*\*This pictograms are to be used both on events program publications and on the agenda word documents.*

## 3. Graphic Charter / 3.4 Printed materials

### V. Poster / Composition rules

A2 - 420 mm x 594 mm



#### Margins and columns

top: 40 mm  
bottom: 40 mm  
inner margin: 40 mm  
outer margin: 40 mm

columns: 3  
gutter: 10 mm

+ frame (40 mm) for NTPs  
publications

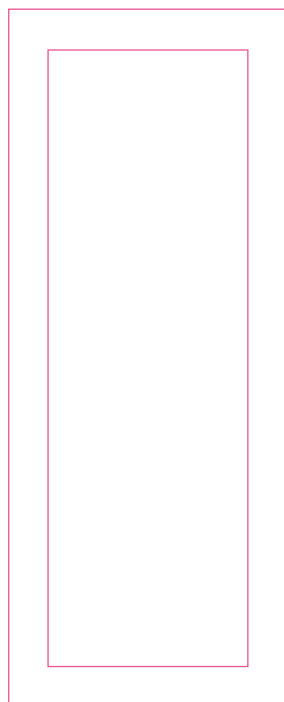
#### Logo size

SUSCHEM  
70 mm

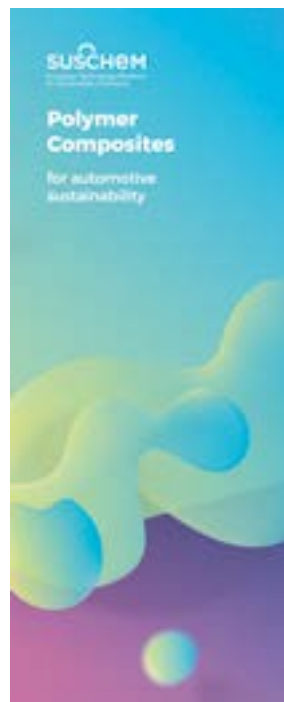
## 3. Graphic Charter / 3.4 Printed materials

### VI. Roll-up / Composition rules and templates

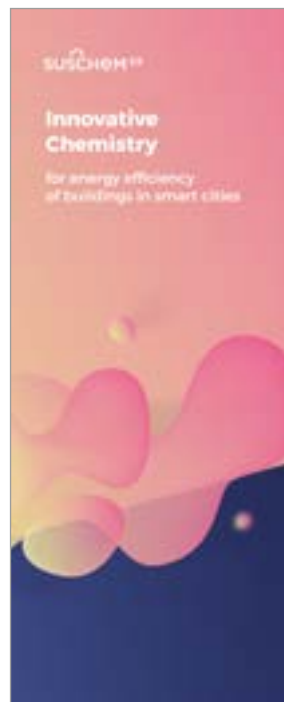
80 cm x 200 cm



SusChem



NTPs



Event (zoom)



Co-branding



#### **Margins and columns**

top: 100 mm

bottom: 100 mm

inner margin: 100 mm

outer margin: 100 mm

+ frame (40 mm) for NTPs publications

#### **Logo size**

SUSCHEM



250 mm

SUSCHEM  
European Technology Platform  
for Sustainable Chemistry



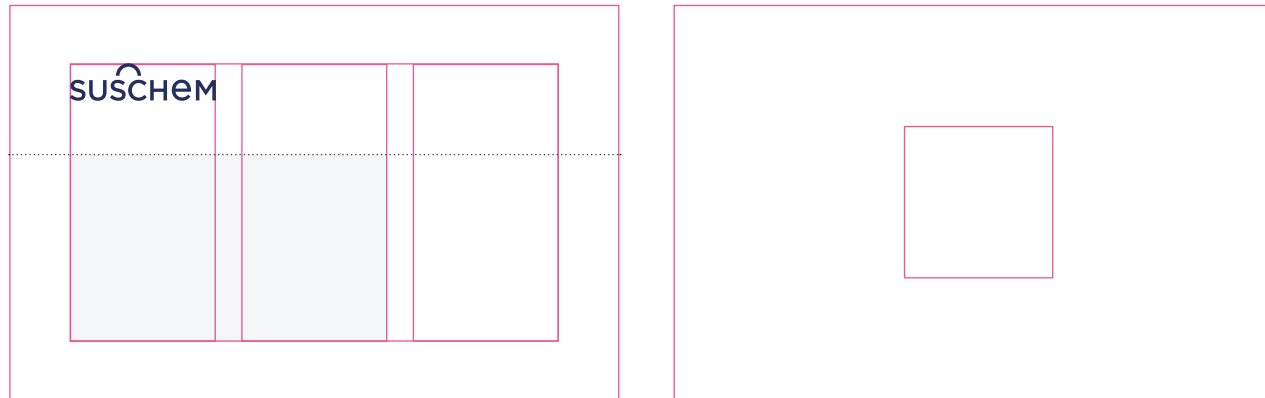
280 mm



## 3. Graphic Charter / 3.4 Printed materials

### VII. Business card / Composition rules

85 mm x 55 mm



#### Margins and columns

top: 8 mm

bottom: 8 mm

inner margin: 8 mm

outer margin: 8 mm

columns: 3

gutter: 4 mm

..... : 33%

#### Logo size



+ frame (5 mm) for NTP's  
business cards

## 3. Graphic Charter / 3.4 Printed materials

### VII. Business card / Templates SusChem and NTPs

front SusChem



back SusChem



front NTPs



back NTPs



## 3. Graphic Charter / 3.4 Printed materials

### VII. Business card / Templates Secretariat

*front Secretariat*



*back Secretariat*



*front Secretariat NTP*



*back Secretariat NTP*



### 3. Graphic Charter / 3.4 Printed materials

#### VIII. Event badge / Templates

*front*



*back*



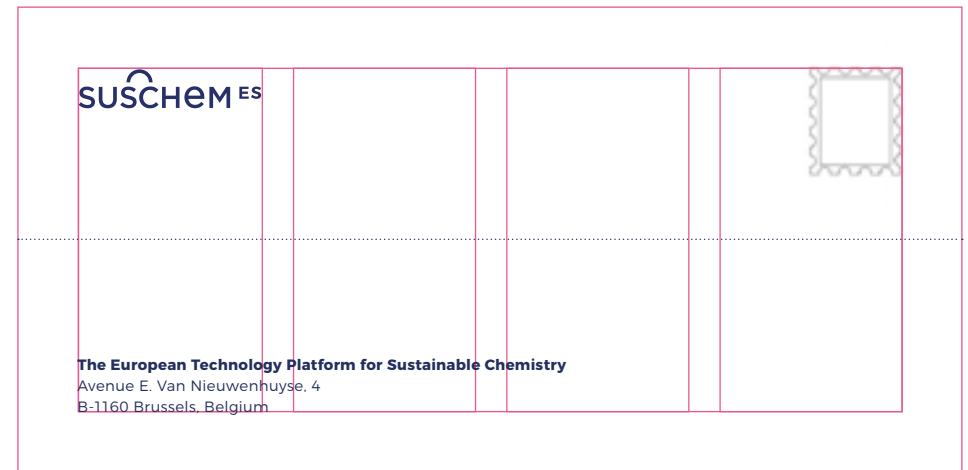
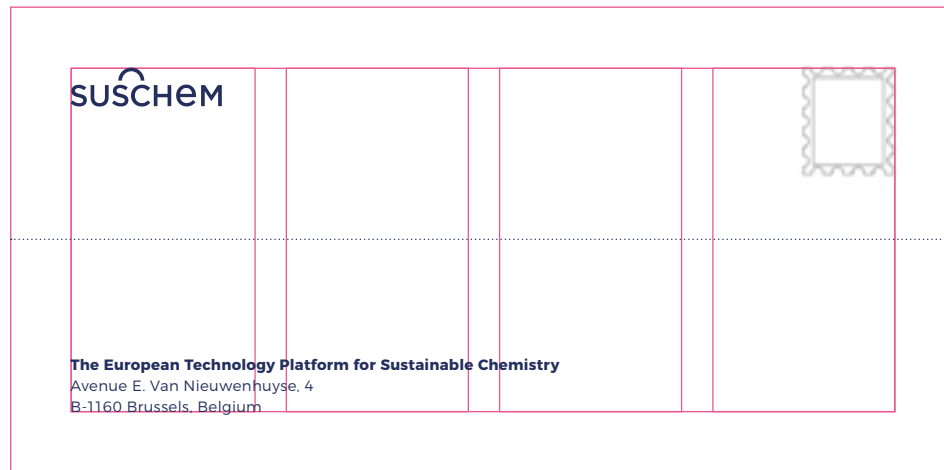
*alternate back*



## 3. Graphic Charter / 3.4 Printed materials

### IX. Envelope / Composition rules

229 mm x 114 mm



#### Margins and columns

top: 15 mm

bottom: 15 mm

inner margin: 15 mm

outer margin: 15 mm

columns: 3

gutter: 7 mm

..... : 50%

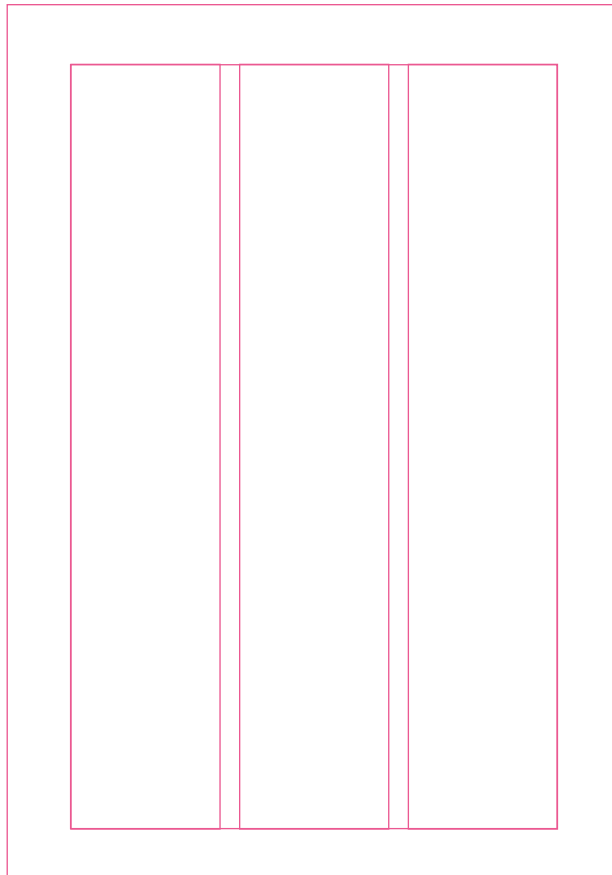
#### Logo size



## 3. Graphic Charter / 3.4 Printed materials

### X. Letterhead / Composition rules

A4 - 210 mm x 297 mm



#### **Margins and columns**

top: 25 mm  
bottom: 20 mm  
inner margin: 25 mm  
outer margin: 25 mm

columns: 3  
gutter: 6 mm

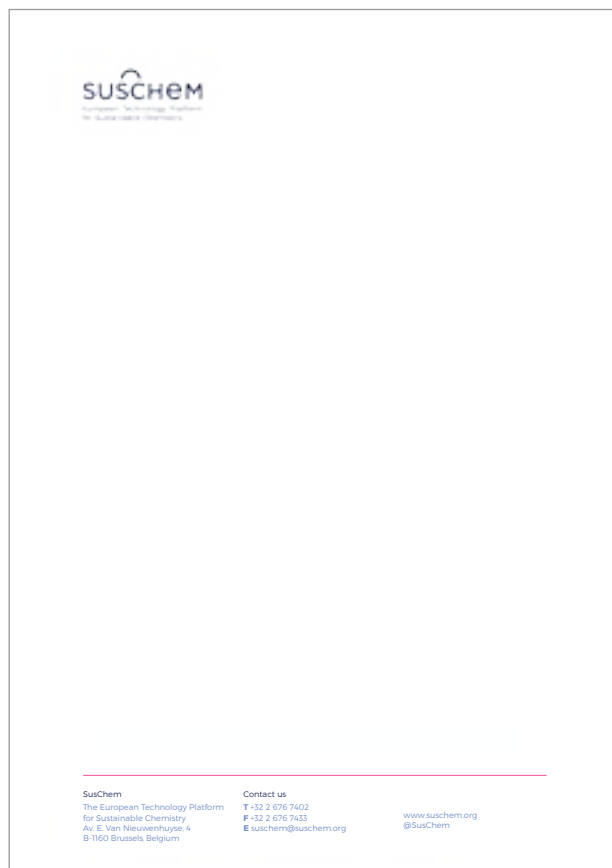
#### **Logo size**



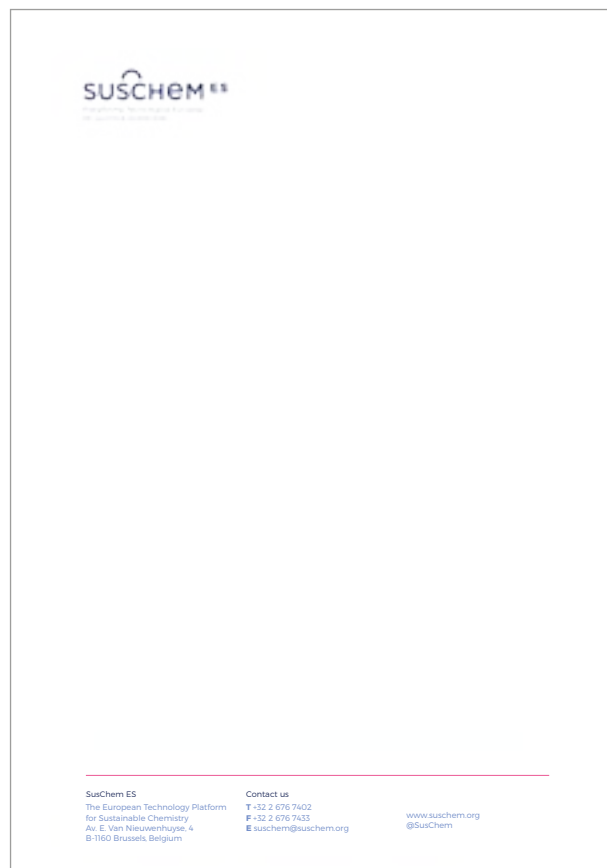
## 3. Graphic Charter / 3.4 Printed materials

### X. Letterhead / Template

A4 - 210 mm x 297 mm - SusChem



NTPs



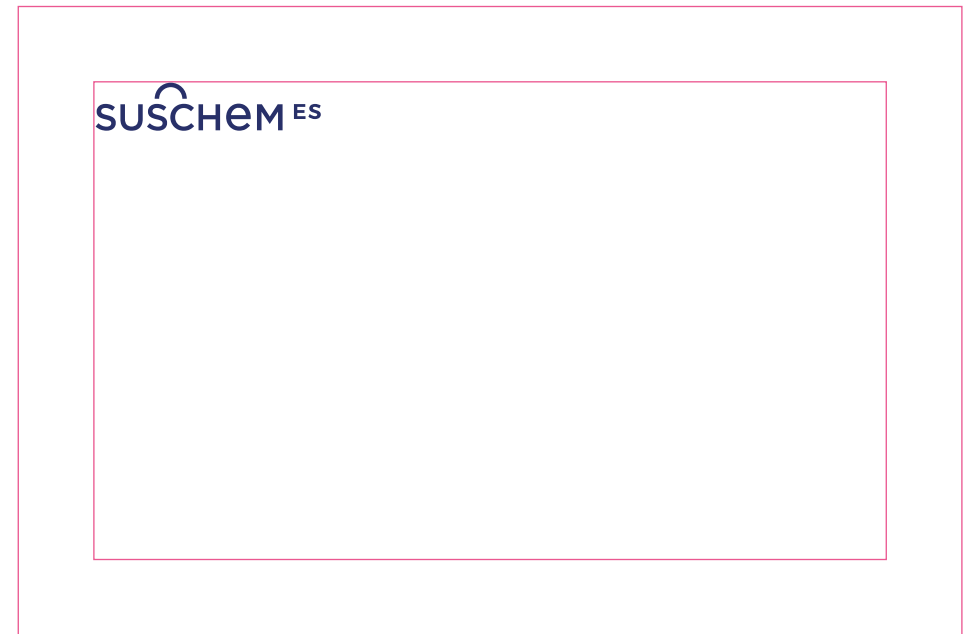
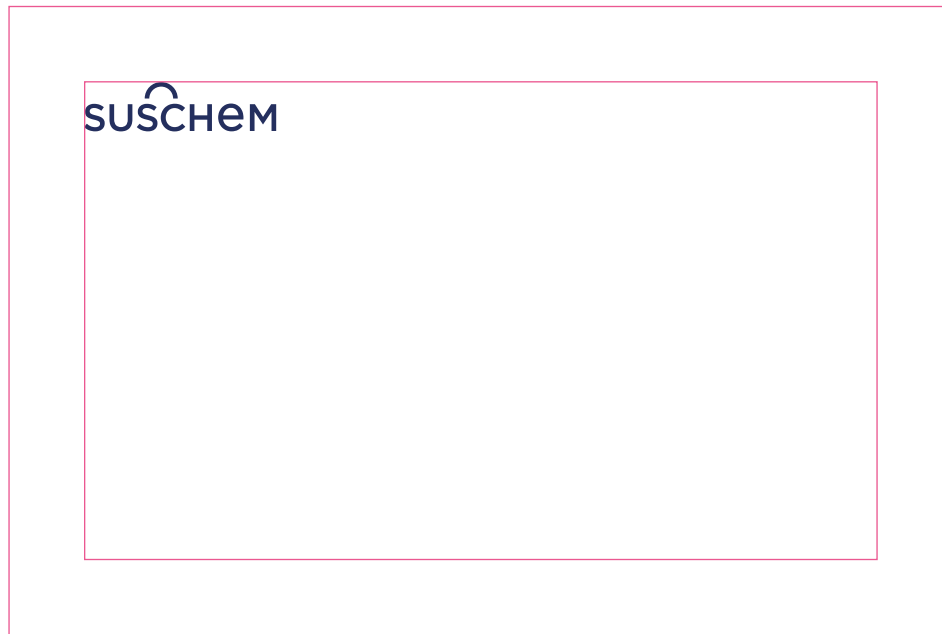
Example



### 3. Graphic Charter / 3.4 Printed materials

#### XI. Postcard / Composition rules

Postcard - 150 mm x 100 mm



#### Margins and columns

top: 10 mm  
bottom: 10 mm  
inner margins: 10 mm  
outer margins: 10 mm

#### Logo size

SUSCHEM  
25 mm

+ frame (5 mm) for NTPs  
business cards



## 3. Graphic Charter / 3.5 Web design

### I. Introduction

SusChem's web presence is one important way to present the European Technology Platform for Sustainable Chemistry to the world and to connect stakeholders, partners, policy makers, media, among others. It is a crucial tool for communicating with different audiences, both internal and external.

In 2017, a new design and CMS (content management system) were launched for the SusChem website, also providing directives for the NTPs websites.

The redesign of the SusChem homepage allows users to easily and quickly obtain the required information with innovative, evocative imagery and content as well as clear navigation.



### 3. Graphic Charter / 3.5 Web design

#### II. Web guidelines – SusChem / Typeset

##### *Title levels*

**H1 Montserrat Semi Bold – 55px**

**H2 Montserrat Semi Bold – 40px**

**H3 Montserrat Regular – 30px**

**H4 Montserrat Regular – 24px**

**H5 Montserrat Regular – 19px**

**H6 Montserrat Regular – 16px**

*The typeset includes all the different text styles used in SusChem's website.*

## 3. Graphic Charter / 3.5 Web design

### II. Web guidelines – SusChem / Typeset

#### Simple text content

##### Introductory paragraph style

Montserrat Light 20px — spacing 38px.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et lorem ipsum dolor sit amet, tempor incididunt et dolore magna aliqua.

##### Regular content style

Merriweather Regular 15px — spacing 30px.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam.

##### Quote style

*“Merriweather Light Italic 20px — spacing 38px.*

*Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent et pellentesque diam. Lorem ipsum dolor sit amet, incididunt ut labore consectetur adipiscing elit.”*

**AUTHOR NAME, ROLE IN COMPANY**

##### Unordered list style

- > At vero eos et accusamus et iusto odio dignissimos ducimus.
- > Lorem ipsum dolor sit amet, consectetur adipiscing elit.
- > Quis autem vel eum iure reprehenderit qui in ea voluptate.

##### Ordered list style

1. At vero eos et accusamus et iusto odio dignissimos ducimus.
2. Lorem ipsum dolor sit amet, consectetur adipiscing elit.
3. Quis autem vel eum iure reprehenderit qui in ea voluptate.

##### Table style

###### TABLE HEAD

Value

Value

Value

Value

Value

Value

Value

Value

Value

## 3. Graphic Charter / 3.5 Web design

### II. Web guidelines – SusChem / Typeset

#### Web page composition

##### 1. Introductory paragraph style

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et lorem ipsum dolor sit amet, tempor incididunt et dolore magna aliqua.

##### 2. Regular text

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo.

##### 3. In content image\*



##### 4. Regular text\*

At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati ratione voluptatem sequi cupiditate non provident, similique sunt in culpa qui officia deserunt mollitia animi, id est laborum et dolorum reprehenderit in voluptate velit.

Ed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt.



##### 5. Titles

### Use Level 3 for your titles

There are a total of 6 title levels. You should always use the level 3 for your title. However if you have several levels of information in your content start with level number 3 and go down from there to 4, 5 and 6.

*\*Aspirational and abstract photos are used full size, technical pictures are smaller used as floating images.*

## 3. Graphic Charter / 3.5 Web design

### II. Web guidelines – SusChem / Typeset

#### Web page composition example

Montserrat Light 20px – spacing 38px. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Montserrat Regular 20px – spacing 38px. 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 aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.



**H3 Montserrat Regular – 30px**

Et harum quidem rerum facilis est et expedita distinctio. Nam libero tempore, cum soluta nobis est eligendi optio, congue nihil imperdi quo minus id quod mazime placeret facere possimus, omnis voluptas assumenda est, omnis dolor repellendus. Temporibus autem offends delectus aut rerum consequuntur imperdiet ut et voluptatem repellendus est et molestiae non recusabatur.

**H4 Montserrat Regular – 24px**

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 aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia.

**H5 Montserrat Regular – 18px**

Et harum quidem rerum facilis est et expedita distinctio. Nam libero tempore, cum soluta nobis est eligendi optio, congue nihil imperdi quo minus id quod mazime placeret facere possimus, omnis voluptas assumenda est, omnis dolor repellendus. Temporibus autem offends delectus aut rerum consequuntur imperdiet ut et voluptatem repellendus est et molestiae non recusabatur.

**H6 Montserrat Regular – 14px**

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 aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia.



At vero eos et accusamus et iusto odio dignissim dui mollitia. Ut enim dolor voluptatem consectetur sequi atque. Itaque id consectetur accumsan nisl. Nam libero tempore, cum soluta nobis est eligendi optio, congue nihil imperdi quo minus id quod mazime placeret facere possimus, omnis voluptas assumenda est, omnis dolor repellendus. Temporibus autem offends delectus aut rerum consequuntur imperdiet ut et voluptatem repellendus est et molestiae non recusabatur.

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## 3. Graphic Charter / 3.5 Web design

### II. Web guidelines – SusChem / List content

#### Simple list

##### Content specification

- Title: best 50 characters
- Copy: best 210 characters
- Link or .pdf file

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## 3. Graphic Charter / 3.5 Web design

### II. Web guidelines – SusChem / List content

#### Horizontal image list



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“Merriweather Light Italic 20px — spacing 38px. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent et pellentesque diam. Lorem ipsum dolor sit amet, incididunt ut labore consectetur adipiscing elit.”“Merriweather Light Italic 20px — spacing



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#### Image specifications\*

Ratio: 6:4

Pixels: 610Wx420H

Resolution: 72dpi

#### Content specification

- Image
- Title: best 75 characters
- Copy: best 280 characters
- Link or .pdf file

*\*Images non-conform to requirements will be cropped.*



## 3. Graphic Charter / 3.5 Web design

### II. Web guidelines – SusChem / List content

#### Vertical image list



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#### Image specifications\*

Ratio: 5:7

Pixels: 610Wx850H

Resolution: 72dpi

#### Content specification

- Image
- Title: best 75 characters
- Copy: best 750 characters
- Link or .pdf file

*\*Images non-conform to requirements will be cropped.*



## 3. Graphic Charter / 3.5 Web design

### II. Web guidelines – SusChem / List content

#### Person list



**John Doe**

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**Tim Maverick**

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#### *Image specifications\**

Ratio: 6:4

Pixels: 600Wx395H

Resolution: 72dpi

#### *Content specification*

- Image
- Full Name
- Copy: best 440 characters
- Link or .pdf file

*\*Images non-conform to requirements will be cropped.*

### 3. Graphic Charter / 3.5 Web design

#### II. Web guidelines – SusChem / List content

##### Large list



SusChem AT



SusChem BE



SusChem CH



SusChem CZ



SusChem DE



SusChem ES



SusChem FR



SusChem GR



SusChem IT

##### *Image specifications\**

Ratio: 6:4

Pixels: 600Wx395H

Resolution: 72dpi

##### *Content specification*

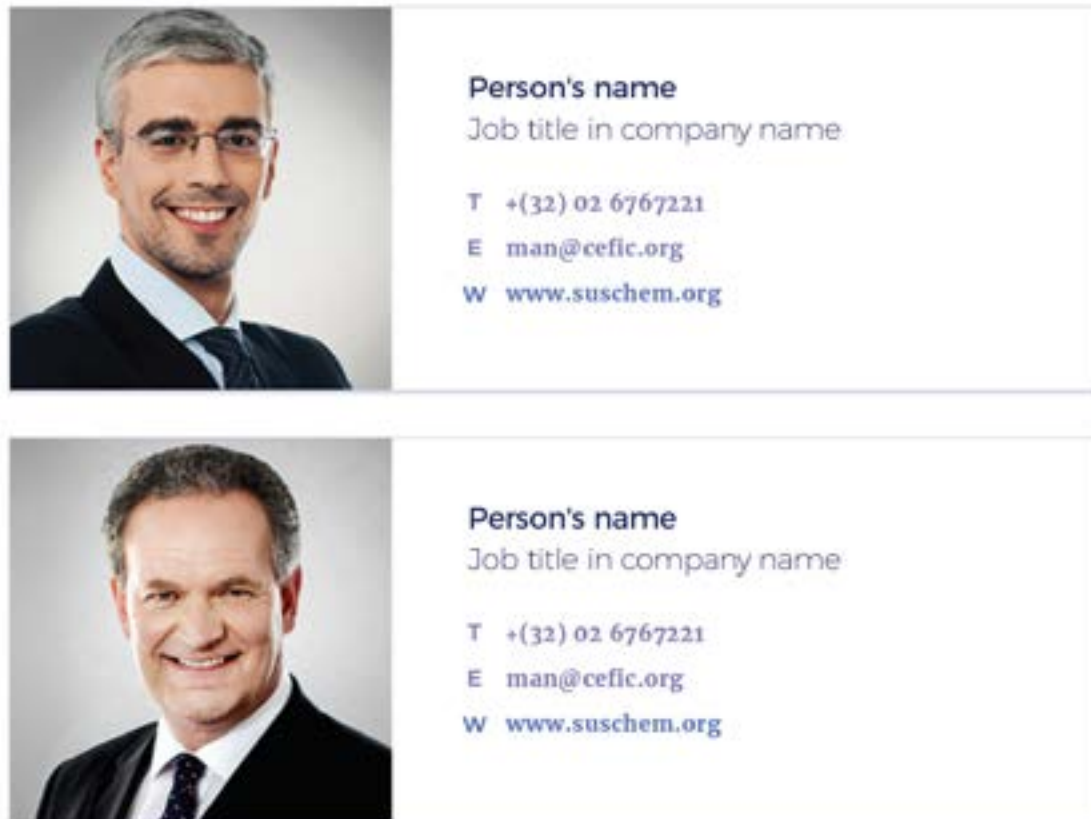
- Title: best 15 characters
- Link or .pdf file

*\*Images non-conform to requirements will be cropped.*

## 3. Graphic Charter / 3.5 Web design

### II. Web guidelines – SusChem / List content

#### Contact card list



#### Image specifications\*

Ratio: 1:1

Pixels: 600Wx600H

Resolution: 72dpi

#### Content specification

- Image
- Full name
- Job title and company
- Phone number
- Email
- URL

*\*Images non-conform to requirements will be cropped.*

## 3. Graphic Charter / 3.5 Web design

### II. Web guidelines – SusChem / Advanced content

#### Map



#### Content specification

- Street
- Zipcode
- Locality
- Country

## 3. Graphic Charter / 3.5 Web design

### II. Web guidelines – SusChem / Advanced content

#### Carousel



#### ***Image specifications\****

*Ratio: 7:5*

*Pixels: 780Wx520H*

*Resolution: 72dpi*

#### ***Content specification***

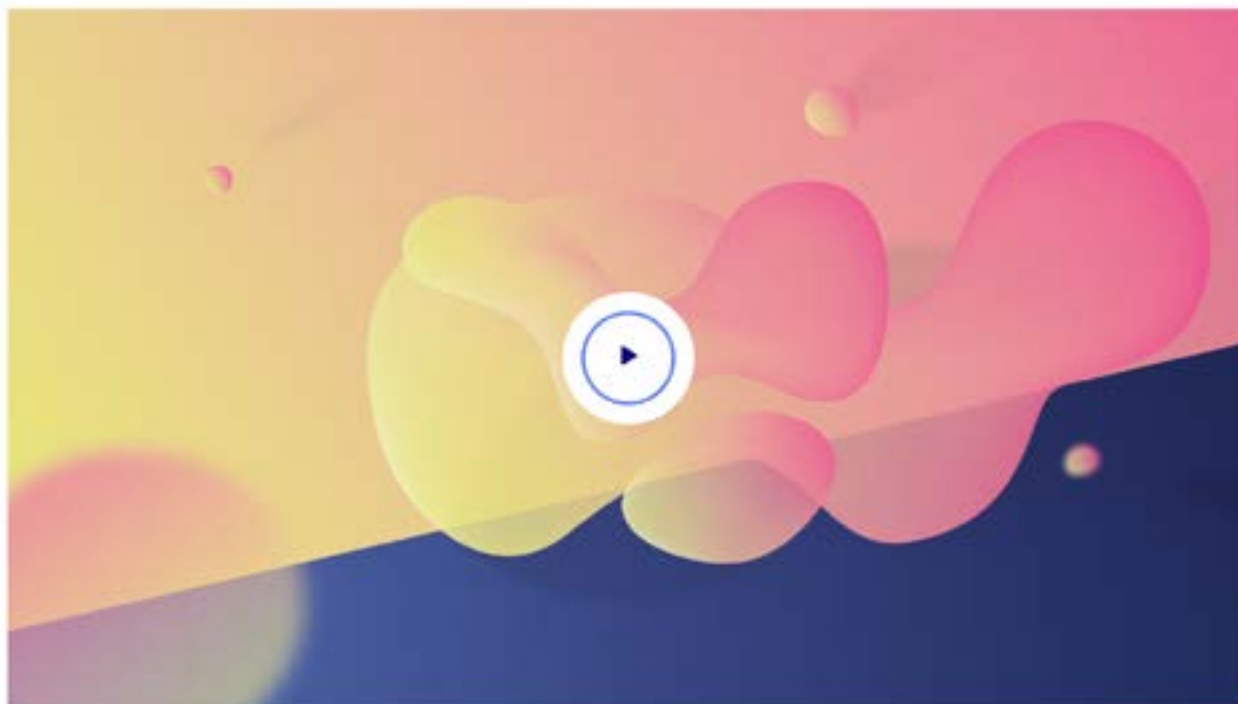
- *Images (minimum 2)*

*\*Images non-conform to requirements will be cropped.*

## 3. Graphic Charter / 3.5 Web design

### II. Web guidelines – SusChem / Advanced content

#### Video



#### **Image specifications\***

Ratio: 7:5

Pixels: 780Wx520H

Resolution: 72dpi

#### **Content specification**

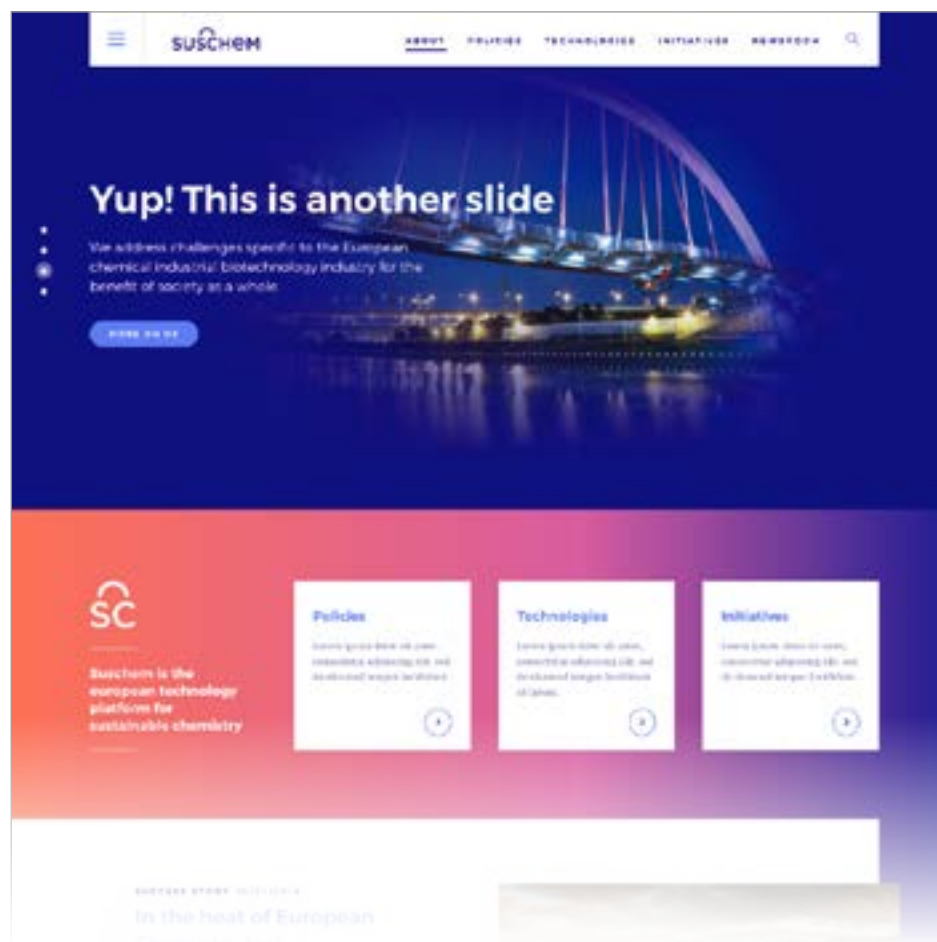
- Youtube URL
- Image

*\*Images non-conform to requirements will be cropped.*



### 3. Graphic Charter / 3.5 Web design

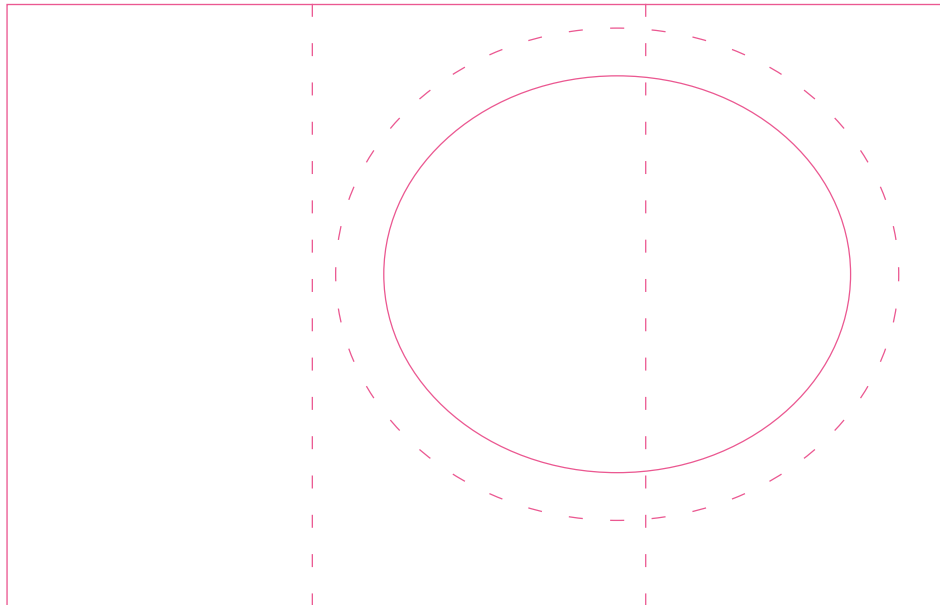
#### II. Web guidelines – SusChem / Homepage slider



### 3. Graphic Charter / 3.5 Web design

#### II. Web guidelines – SusChem / Homepage slider composition rules

1160 px x 740 px

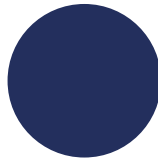


*A filter will be applied on the image so that only a small portion of it is visible. It's like peeking through a hole in a wall of fog. The image must always be readable even though only part of it is visible.*

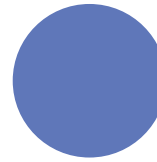


### 3. Graphic Charter / 3.5 Web design

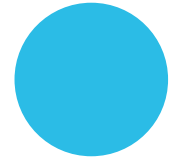
#### II. Web guidelines – SusChem / Homepage slider examples



HEX code  
#11117c



HEX code  
#6080f1

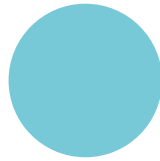


HEX code  
#18b6e5

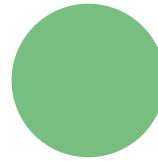


### 3. Graphic Charter / 3.5 Web design

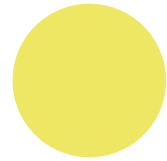
#### II. Web guidelines – SusChem / Homepage slider examples



HEX code  
#5ad7e0



HEX code  
#5cd67d

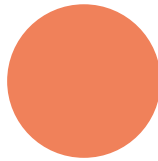


HEX code  
#eef166

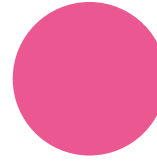


### 3. Graphic Charter / 3.5 Web design

#### II. Web guidelines – SusChem / Homepage slider examples



HEX code  
#ff774d



HEX code  
#ff4d87



### 3. Graphic Charter / 3.5 Web design

#### II. Web guidelines – SusChem / Correct use of photos for the homepage slider

**USE** IMAGES THAT HAVE A STRONG UNIFIED COLOURED BACKGROUND THAT MATCHES SUSCHEM'S COLOURS



**DO NOT USE** IMAGES WITH A SATURATED MULTICOLOURED BACKGROUND OR A WHITISH BACKGROUND



### 3. Graphic Charter / 3.5 Web design

#### II. Web guidelines – SusChem / Correct use of photos for the homepage slider

USE THE HEADER IN THIS WAY



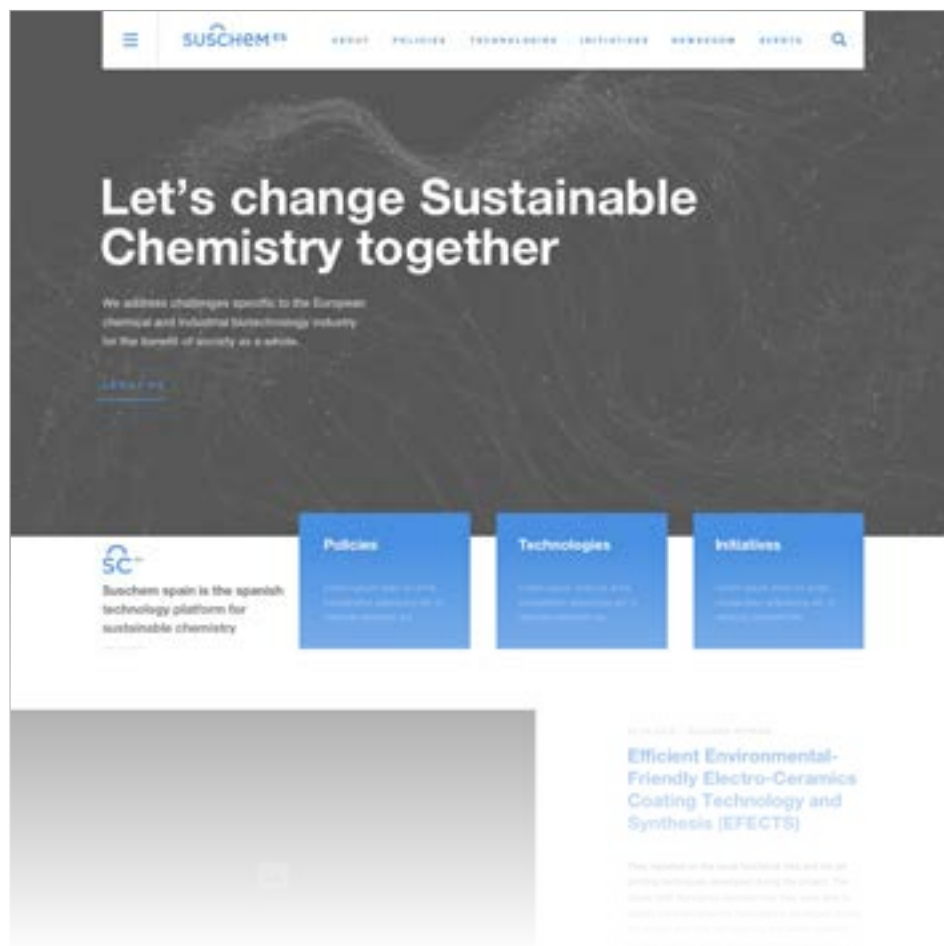
*It is important that the main background colour of the original picture closely matches the colour of the filter applied on top of it.*

DO NOT USE THE HEADER IN THIS WAY



### 3. Graphic Charter / 3.5 Web design

#### II. Web guidelines – NTPs / Wireframes



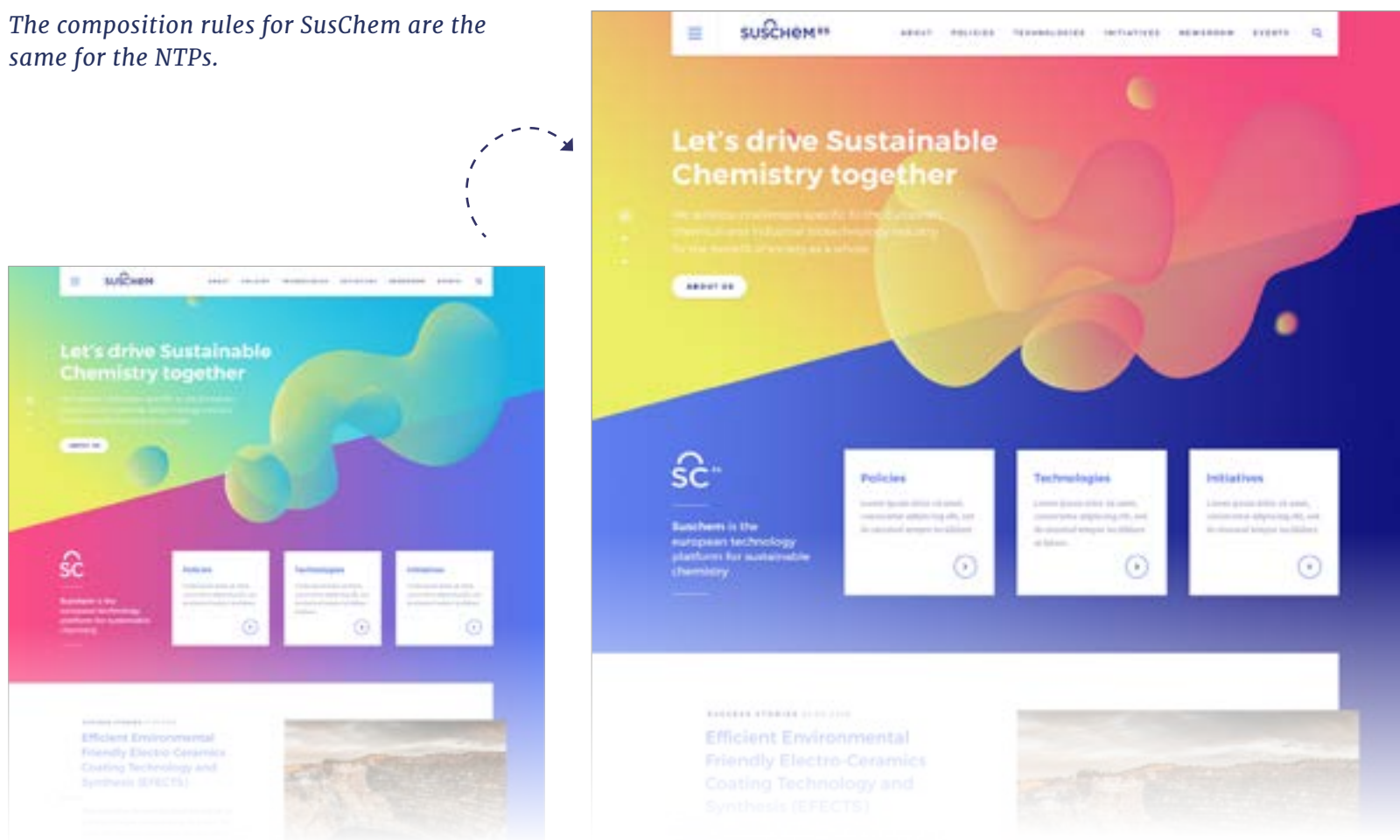
*The composition rules for SusChem are the same for the NTPs.*



### 3. Graphic Charter / 3.5 Web design

#### II. Web guidelines – NTPs / UI design

The composition rules for SusChem are the same for the NTPs.



## 3. Graphic Charter / 3.5 Web design

### III. Electronic templates / Newsletter





## 3. Graphic Charter / 3.5 Web design

### III. Electronic templates / Newsletter composition rule

#### 1. Logo

#### 2. Newsletter (volume, issue, date)

#### 3. Summary

#### 4. Featured article

- *Image*

Ratio: 6:4

Pixels: 640Wx410H

Resolution: 72dpi

- *Article type and date*

- *Title*

- *CTA button and share icons*

#### 5. Upcoming event

- *Image*

Ratio: 3:3.5

Pixels: 300Wx350H

Resolution: 72dpi

- *Date*

- *Location*

- *Event's title*

#### 6. Column article

- *Image*

Ratio: 6:4

Pixels: 640Wx410H

Resolution: 72dpi

- *Article type and date*

- *Title*

- *CTA button and share icons*

#### 7. Share buttons and CTA

#### 8. SusChem's contact information

#### 9. Newsletter information

## 3. Graphic Charter / 3.5 Web design

### III. Electronic templates / Event e-mail



## 3. Graphic Charter / 3.5 Web design

### III. Electronic templates / Event e-mail composition rule

#### 1. Logo

#### 2. Event's title and date

#### 3. Event image

- Image

Ratio: 5:2

Pixels: 1400Wx615H

Resolution: 72dpi

- Article type and date

- Title

- CTA button and share icons

#### 4. Paragraph title

#### 5. Description paragraph

#### 6. Register button and share icons

#### 7. Program

- Time table

- Activity description

#### 8. Video URL

#### 9. Description

#### 10. CTA button and share icons

#### 11. Speakers

- Image

Ratio: 1:1

Pixels: 100Wx100H

Resolution: 72dpi

- Speaker's name

- Short description

#### 12. CTA button

#### 13. Venue

- Image

Ratio: 6:4

Pixels: 640Wx410H

Resolution: 72dpi

- Cefic's contact information

#### 14. CTA button

#### 15. Register button and share icons

#### 16. SusChem's contact information

#### 17. Event e-mail information

## 3. Graphic Charter / 3.5 Web design

### III. Electronic templates / Stakeholder e-mail



## 3. Graphic Charter / 3.5 Web design

### III. Electronic templates / Stakeholder e-mail composition rule

#### 1. Logo

#### 6. E-mail signature

#### 2. E-mail subject

#### 7. SusChem's contact information

#### 3. Image

#### 8. Stakeholder e-mail information

*Ratio: 6:4*

*Pixels: 640Wx410H*

*Resolution: 72dpi*

#### 4. E-mail Subject

#### 5. E-mail content

- *Title*
- *Paragraphs*
- *List*
- *Author name*
- *Author job title*

## 3. Graphic Charter / 3.5 Web design

### IV. Web banners

Web banners are used for event promotion or any type of communication on a partner website.



### 3. Graphic Charter / 3.5 Web design

#### IV. Web banners – Leaderboard / Composition rule

728 px x 90 px



##### **Margins and columns**

top: 20 px  
bottom: 20 px  
inner margins: 20 px  
outer margins: 20 px

##### **Logo size**

**SUSCHEM**  
100 px

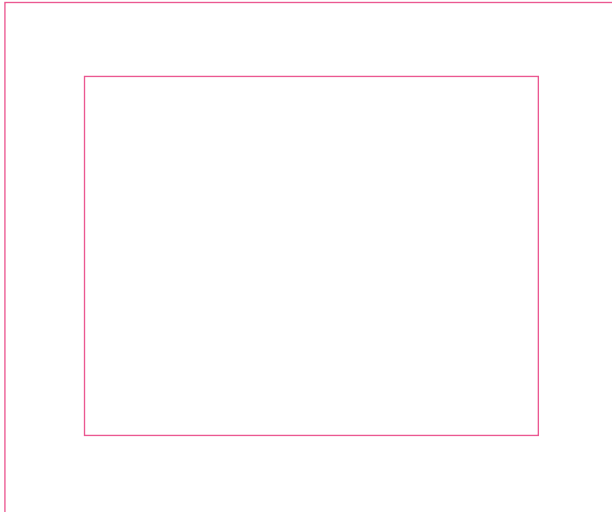
##### **Icon size**

**SC**  
45 px

### 3. Graphic Charter / 3.5 Web design

#### IV. Web banners – Square / Composition rule

336 px x 280 px




##### **Margins and columns**

*top: 40 px*  
*bottom: 40 px*  
*inner margins: 40 px*  
*outer margins: 40 px*

##### **Logo size**

**SUSCHEM**



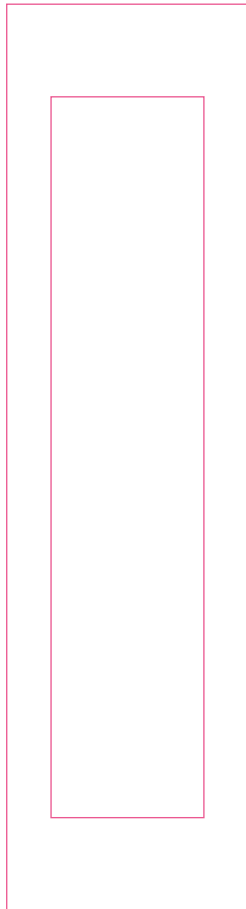
110 px



### 3. Graphic Charter / 3.5 Web design

#### IV. Web banners – Skyscraper / Composition rule

160 px x 600 px



##### **Margins and columns**

*top: 60 px*

*bottom: 60 px*

*inner margins: 20 px*

*outer margins: 20 px*

##### **Icon size**



### 3. Graphic Charter / 3.5 Web design

#### IV. Web banners / Templates

160 px x 600 px



728 px x 90 px



336 px x 280 px



*The blue background is specific to SusChem events and should be used to promote them.*

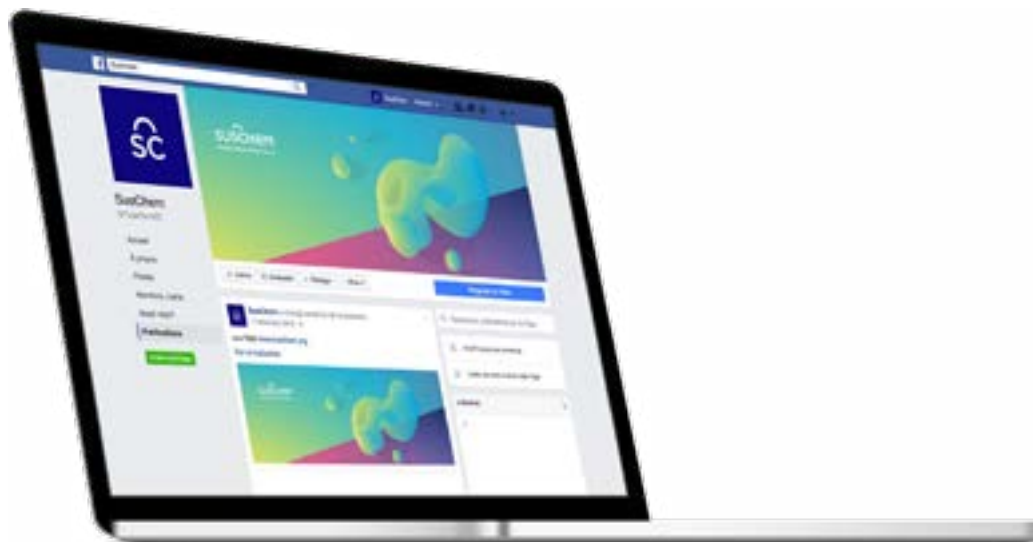
## 3. Graphic Charter / 3.6 Social media

### I. Introduction

The strength of social media is that it is built upon real relationships between people. This electronic communication enables stakeholders and organizations to easily connect with others around the world and pass messages quickly.

Additionally, social networking can help support SusChem's mission of fostering innovation, sustainable chemistry, partnerships and achieve societal challenges.

SusChem and NTPs use social media to publicize and share important events, topics, news and decisions on the EU level.



### 3. Graphic Charter / 3.6 Social media

#### II. SusChem / Facebook

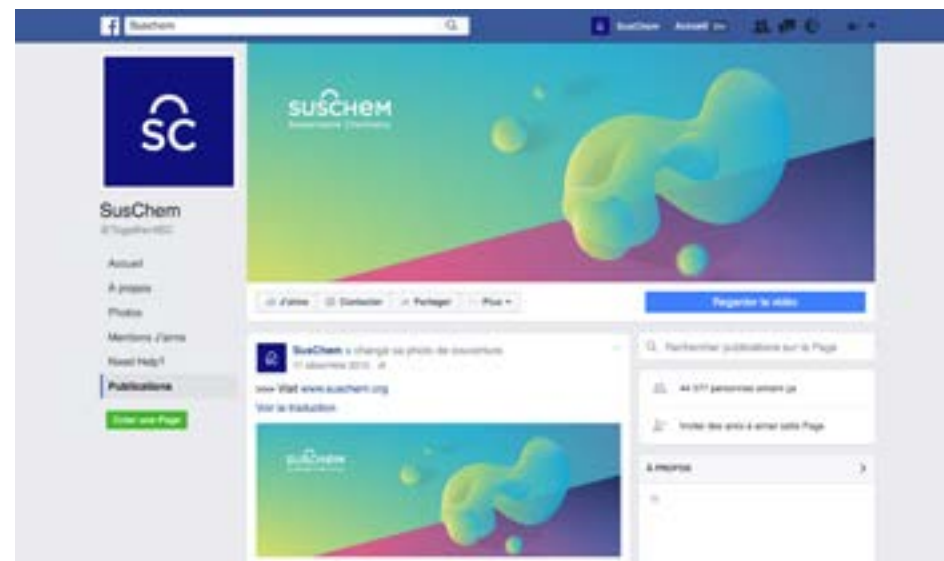
851 px x 315 px



180 px x 180 px



Mockup



### 3. Graphic Charter / 3.6 Social media

#### II. SusChem / Twitter

1500 px x 500 px



400 px x 400 px



### 3. Graphic Charter / 3.6 Social media

#### II. SusChem / LinkedIn

1000 px x 425 px



300 px x 180 px



400 px x 400 px



### 3. Graphic Charter / 3.6 Social media

#### III. NTPs

Facebook - 851 px x 315 px



Twitter - 1500 px x 500 px



LinkedIn - 1000 px x 425 px



Facebook - 180 px x 180 px



Twitter - 851 px x 315 px



LinkedIn - 300 px x 180 px



## 3. Graphic Charter / 3.7 Editorial style

### I. Names and titles

- **SusChem Board:**

President and Board members  
Secretariat

- **Management team:**

Cefic Innovation Managers

- **NTPs:**

President  
Secretariat



### 3. Graphic Charter / 3.7 Editorial style

#### II. Basic style rules

**Follow the European Commission Directorate-General for Translations** - English Style Guide: [https://ec.europa.eu/info/files/english-resources-english-style-guide\\_en](https://ec.europa.eu/info/files/english-resources-english-style-guide_en)

**Language use** - British English

**Numbers** - Spell out one through nine except when referring to purely numerical measures (e.g., 6 percent, \$8). Use Arabic numerals for 10+ except at beginning of sentences.

**Tricky plurals** - Addendum-addenda, bacterium-bacteria, consortium-consortia, criterion-criteria, plus-pluses, symposium-symposia or symposia

**Commas** - Do not use serial commas (“a, b and c” not “a, b, and c”). For clarity exceptions see English Style Guide.

**Quotes** - Commas (,) and periods (.) always go within quotes: John said, “Sustainable chemistry is an exciting field.” “Me too,” said Jane.

**Confusion between English words** - Look out for errors involving the pairs below:

dependent (adj. or noun) - dependant (noun only) -  
license (verb) - licence (noun) - practise (verb) - practice

(noun) - principal (adj. or noun) - principle (noun) -  
stationary (adj.) - stationery (noun)

Note also: all together (in a body), altogether (entirely);  
premises (both buildings and propositions), premisses  
(propositions only); discreet (careful and circumspect),  
discrete (separate).

**Capitalization** - Proper names and nouns are capitalized but ordinary nouns are not. The titles and names of persons, bodies, programmes, documents.

The President of the Research and Innovation Programme Council.

The Horizon 2020 Framework Programme.

See English Style Guide for additional examples. Within a sentence (“John Smith, director of marketing, said...”) do not capitalize titles (except acronyms such as CEO, CFO, etc.).

**Dates and Times** - Write out the month, preceded by a simple figure for the day, separated by a hard space, e.g., 20 February 2017

## 3. Graphic Charter / 3.7 Editorial style

### III. Acronyms and frequently used terms

**Cefic** - European Chemical Industry Council

**EC** - European Commission

**EU** - European Union

**Dechema** - Gesellschaft für Chemische Technik und Biotechnologie eV

**EIP** - European Innovation Partnerships

**ETP** - European Technology Platform

**EuropaBio** - European Association for Bioindustries

**Europe 2020** - EU's growth strategy for the second decade of 21st century

**FP6** - The European Commission's 6th Framework Programme for Research that ran from 2002 until 2006

**FP7** - The European Commission's 7th Framework Programme for Research that runs from 2007 to 2013

**GDCh** - Gesellschaft Deutscher Chemiker

**Horizon 2020** - The European Commission's forthcoming Framework Programme for Research and Innovation that will run from 2014 to 2020

**IAP** - Implementation Action Plan

**Innovation Union**

**KET** - Key Enabling Technologies

**NTP** - National Technology Platforms

**OECD** - Organisation for Economic Cooperation and Development

**PPP** - Public-Private- Partnership

**RSC** - Royal Society of Chemistry

**SRA** - Strategic Research Agenda

**SMEs** - Small and medium-sized enterprises

**WssTP** - Water Supply and Sanitation Technology Platform



## **Copyrights**

This graphic charter is an internal document aimed at presenting the basic principles ruling the new visual identity of SusChem.

To find this charter and download all the material, go to: [www.suschem.org](http://www.suschem.org) to the Press Area.

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Revised: May 2017

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- Maria Andriellou
- Esteban Pagaran

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- Unsplash (<https://unsplash.com/>)

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