



BRAND GUIDELINES

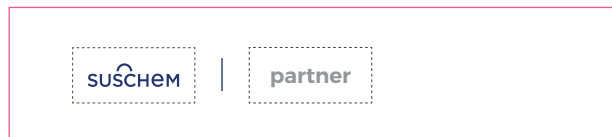
3. Graphic Charter / 3.2 Graphic identity

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

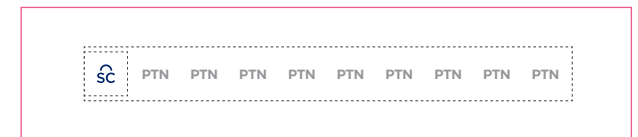
First column: Suchem Logo

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.

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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 light blue arc is positioned above the "S", and a light blue bracket is positioned below the "M".

$x =$ 

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 is a horizontal line with vertical end caps, 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.*

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3. Graphic Charter / 3.2 Graphic identity

VII. Co-branding / Examples



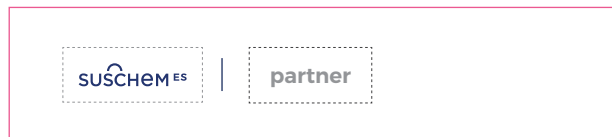
3. Graphic Charter / 3.2 Graphic identity

VII. Co-branding / NTPs partner composition rule

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Ratio 25% SusChem – 75% partners

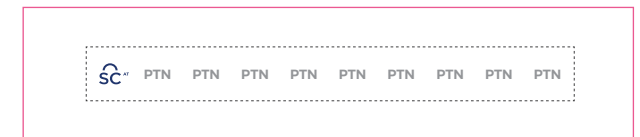
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Second and third columns: partner's name or logo



More than 8 logos - solution:

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3. Graphic Charter / 3.2 Graphic identity

VII. Co-branding / NTPs sponsor logo use

SUSCHEM^{ES}



$x =$ 

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^{AT}
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.

Contact

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