



BRAND GUIDELINES

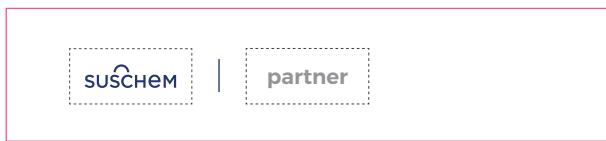
3. Graphic Charter / 3.2 Graphic identity

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.

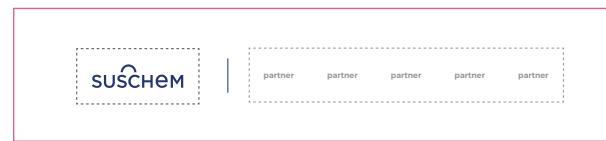
The logos are placed at the bottom for posters.

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



Ratio 25% SusChem - 75% partners

First column: Suchem Logo

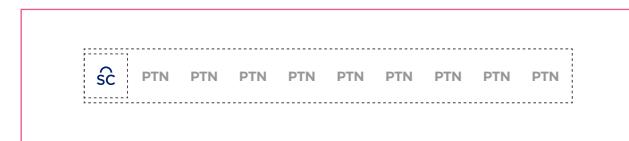
Second and third columns: partner's name or logo



More than 8 logos - solution:
Do not use the logo. Write out the partner's name instead.



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



$$x = 0$$

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.



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



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

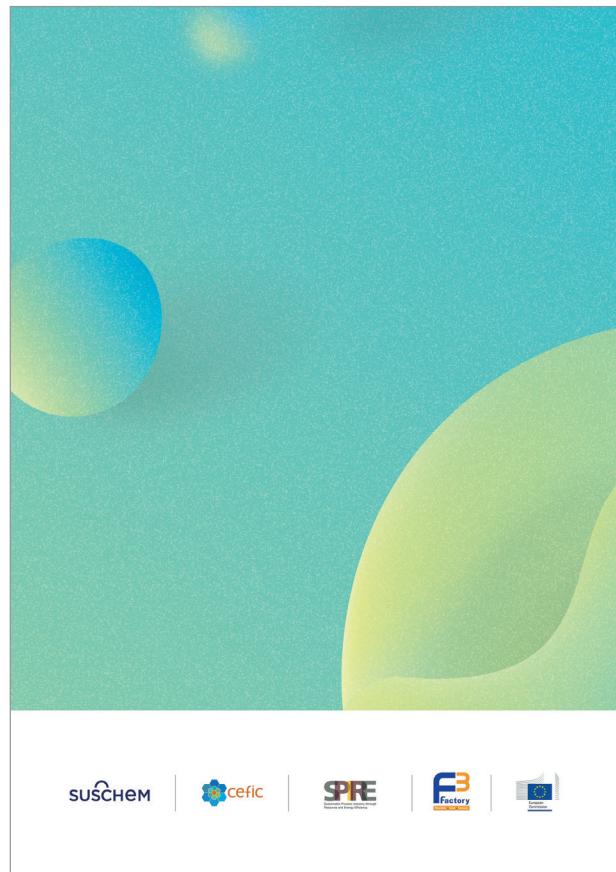
The logos are placed at the bottom for posters.

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



3. Graphic Charter / 3.2 Graphic identity

VII. Co-branding / Examples



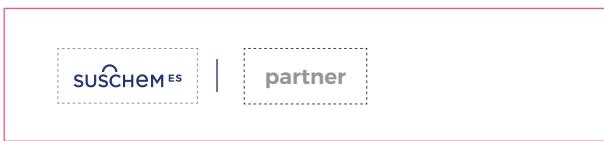
3. Graphic Charter / 3.2 Graphic identity

VII. Co-branding / NTPs partner composition rule

Ratio 1 SusChem - 1 partner

First column: Suchem Logo

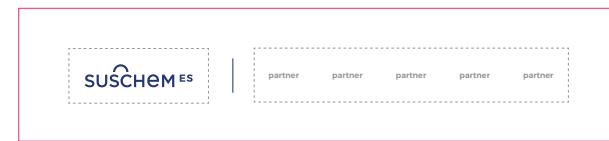
Second and third columns: partner's name or logo



Ratio 75% SusChem - 25% partners

First column: Suchem Logo

Second and third columns: partner's name or logo



Ratio 25% SusChem - 75% partners

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.

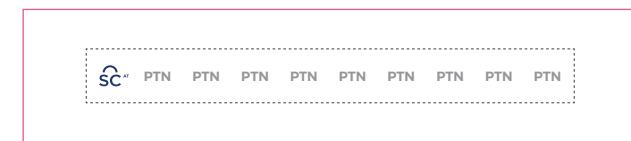
The logos are placed at the bottom for posters.

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

*More than 8 logos - solution:
Do not use the logo. Write out the partner's name instead.*



*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 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.



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

SusChem

The European Technology Platform for Sustainable
Chemistry

T +32 2 676 7402

F +32 2 676 7433

E suschem@suschem.org

W www.suschem.org