



BRAND GUIDELINES

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

Contact

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