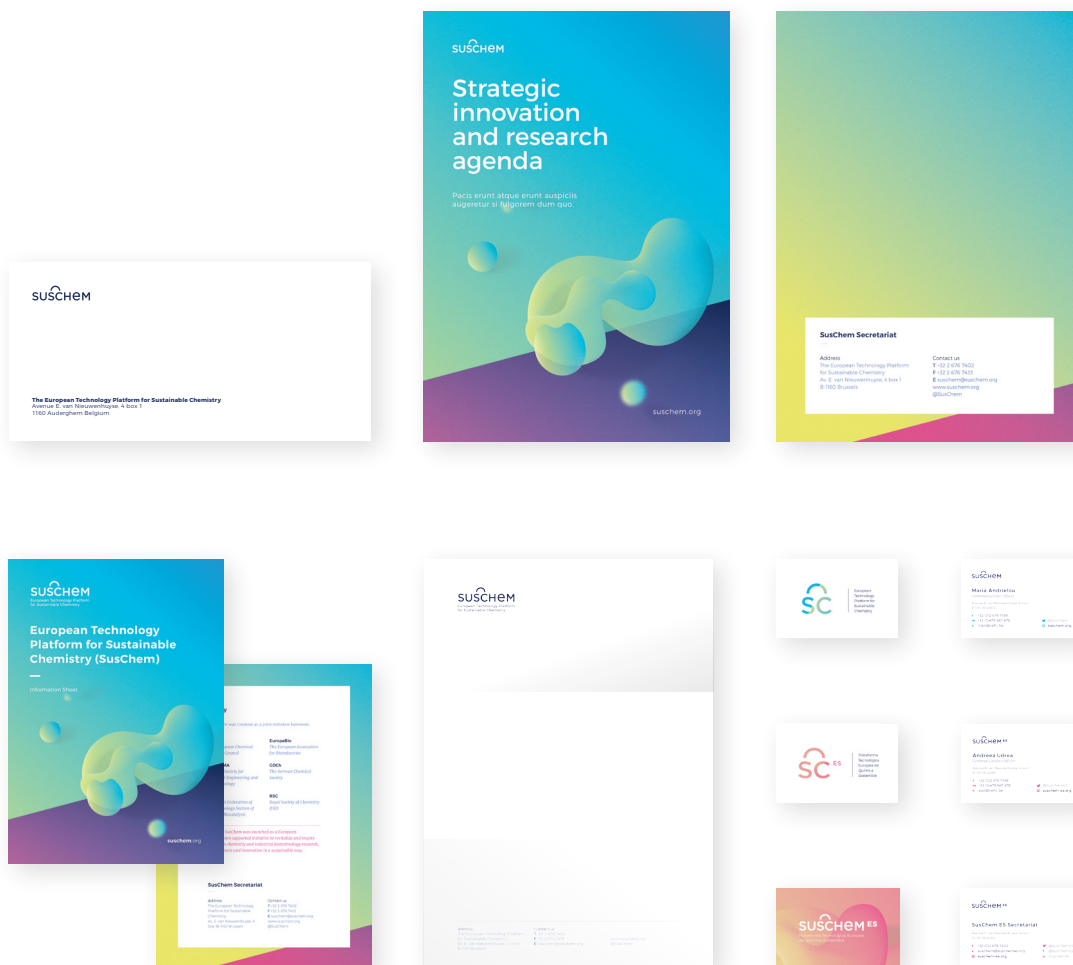




BRAND GUIDELINES

3. Graphic Charter / 3.4 Printed materials

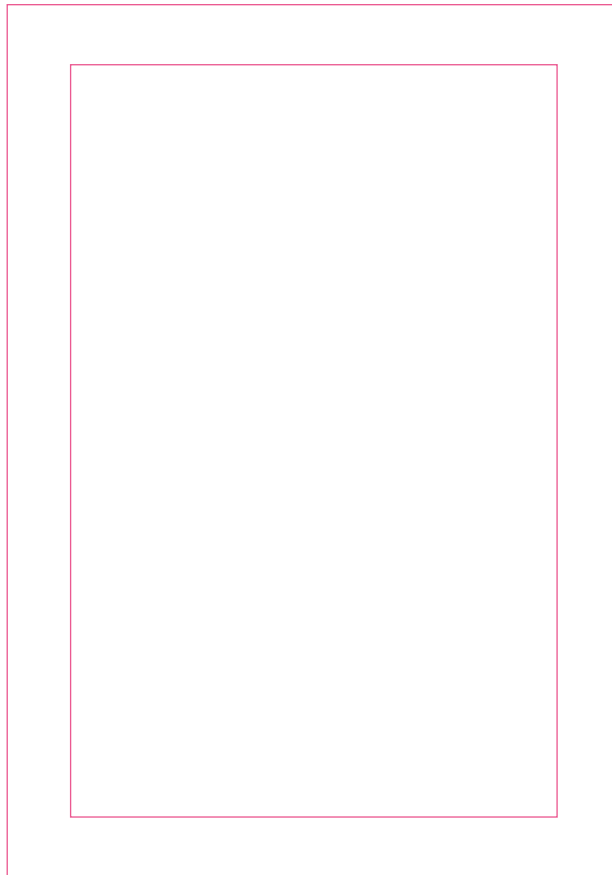
I. Overview



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

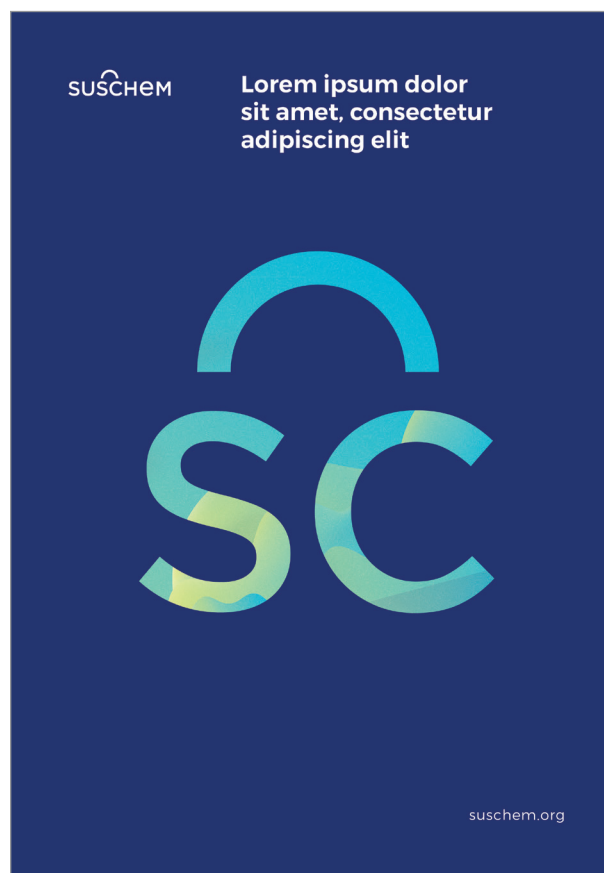
II. Brochure / NTPs template cover



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



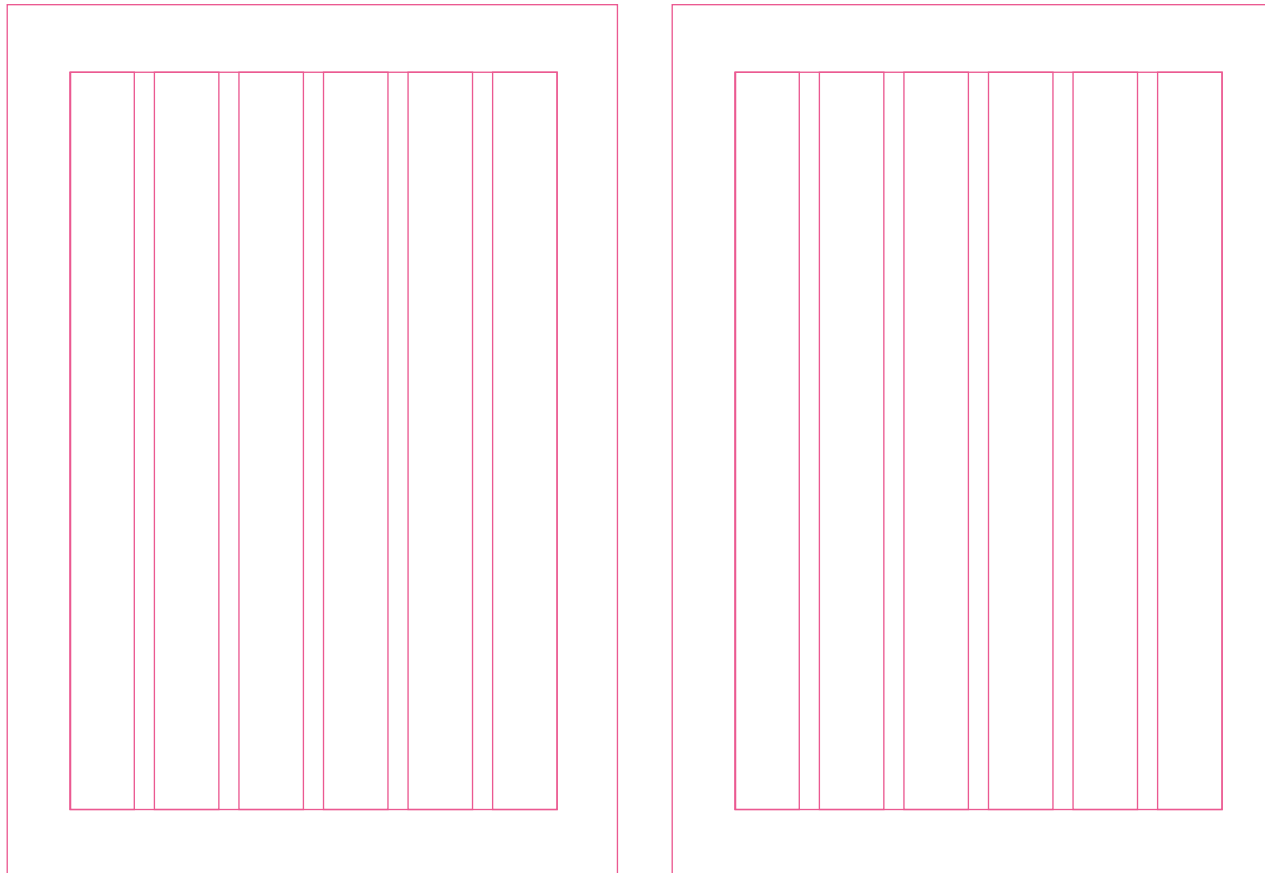
*This information is featured on the inner cover.
The gradient changes according to the cover's landscape.*



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

Introduction

The SusChem Vision

Ten years ago SusChem published its first Strategic Research Agenda (SRA) prior to the European Commission's Seventh Research Framework Programme (FP7). Many of the SRA's priorities were successfully incorporated into FP7 calls, especially in the areas of Knowledge Based Bioeconomy (KBB) and Nanosciences, Nanotechnologies, Materials and new Production Technologies (NMP). With the Horizon 2020 programme now underway it is time to update SusChem's priorities in line with the increased emphasis on innovation and societal challenges at the heart of Horizon 2020.

Sustainable solutions

Over the last ten years global changes have made the aspirations of the SusChem SRA even more relevant and urgent. The world population is projected to exceed nine billion by 2050. Yet available resources remain finite leading to greatly increased pressure on them. Major strategic implications (security, economic and geopolitical) follow from projected shortages of some raw materials. Significant pressures on water and energy supplies, living space and agricultural land are also anticipated.

Positive solutions to these pressures are critically dependent on sustainable chemistry and biotechnology. The chemical industry is at the centre of many value chains in important economic sectors including energy, construction, mobility and electronics. There are no robust solutions to the problems that society faces without the involvement of innovative sustainable chemistry to solve resource problems and deliver new innovative materials and solutions to industry.

3 <http://www.suschem.eu/en/innovation/innovation>

7 - SUSCHEM STRATEGIC INNOVATION AND RESEARCH AGENDA

Delivering Horizon 2020 Objectives

The chemical and biotechnological industries in Europe

In 2018 EU chemicals sales totalled 527 € billion out of a total of 1054 € billion. Since 1999 although EU chemicals sales have doubled this represents a decline in global market share from 32% (382 € billion) to 19% in 2018. However, the decline is not due to any shrinkage of EU chemical industry capacity and competitiveness, but because of the enormous expansion of China's market share from 8.7% (10 € billion) in 2002 to 33.2% (1 047 € billion) in 2018.

The EU chemical industry has generally held its own in markets compared to other world regions and remains a net exporter of goods.

The total contribution that the chemicals sector makes to annual EU GDP (0.6%) severely understates the overall importance of the chemicals sector to the EU economy. Chemicals contribute very substantially to the wealth creation along nearly all value chains across most industrial sectors (Figure 1).

6 [Cefic Facts and Figures 2019](http://www.cefic.org/efmh/figures) <http://www.cefic.org/efmh/figures> and Figure 1

Percentage of output consumed by consumer sector

7.4 %	Other business activities
2.1 %	Furniture
2.2 %	Electrical machinery and apparatus
2.3 %	Printing and publishing
2.6 %	Wood
2.6 %	Food and beverages
2.8 %	Machinery and equipment
3.1 %	Fabricated metal products
3.1 %	Other non-metallic mineral products
3.2 %	Textiles
4.3 %	Basic metals
4.3 %	Automotive
4.6 %	Pulp and paper
4.9 %	Services
5.1 %	Wholesales and retail trade
5.4 %	Other manufacturing
7.0 %	Agriculture
7.9 %	Construction
11.2 %	Health and social work
15.9 %	Rubber and plastics

Source: European Commission, Sustainable Data Expert Output 2018 and Cefic analysis

SUSCHEM STRATEGIC INNOVATION AND RESEARCH AGENDA - 8

A better measure of the chemical sector's contribution is Gross Value Added (GVA). The direct and indirect contributions that chemicals make to EU GVA is equivalent to some 20% of total annual EU GDP.

Opportunities for innovation in chemistry and biotechnology

Chemistry and biotechnology contribute to the Europe 2020 Growth Strategy through sustainability, not only through the development of better resource efficiency, but also by contributing to sustainable innovation. When the sustainability of a process or product is considered it is vital to optimise possible solutions using the three pillars of sustainable development by addressing together environmental, economic and societal issues along the value chain. Using measurable indicators that are scored using independent proof points, in the technology area addressed in this SRA, SusChem aims to set in operation rapidly in the central region of the venn schematic shown in Figure 2.

Figure place holder

Sustainable chemistry improving resource and energy efficiency

The record on sustainability for the European chemical industry over the last decade demonstrates that it is well placed to build further substantial improvements. Overall, the chemical industry has achieved great improvements in energy efficiency. Energy intensity, defined as the energy input per unit of production of chemicals and pharmaceuticals, has improved dramatically over the last two decades - performing much better than industry generally (Figure 3).

Source: Cefic, Chemicals International (2015), Eurostat and European Environment Agency data including pharmaceuticals

Figure place holder

9 - SUSCHEM STRATEGIC INNOVATION AND RESEARCH AGENDA

Chemistry and biotechnology contribute to the Europe 2020 Growth Strategy through sustainability

The industry's performance in reducing greenhouse gas emissions over the last twenty years is also very encouraging. Despite a 60%+ increase in units of production, GHG emissions have been halved (Figure 4). The chemical and biotechnology industries will continue to deliver further energy and resource savings by 2020 and beyond through the identification of technology areas that can most effectively deliver against the key relevant Horizon 2020 targets. This is a key purpose of the SusChem SRA.

Technology improvements and innovation opportunities

Just as it is important to distinguish carefully between research and innovation, it is also important to understand what leads to innovative thinking that can change society, create wealth or transform the market place. Innovation arises from thinking differently about commonly accepted norms, from swiftly identifying market opportunities and then exploiting them. It relies on a variety of skills, including cross sectoral and cross-disciplinary knowledge and thinking, informed market research, opportunistic thinking, business acumen, communication and entrepreneurial skills. The SusChem SRA also addresses the education and skills needs that will be required to deliver the Europe 2020 growth strategy. Incremental changes in technological capability, and their combination, are at least as capable as new changes in technology to lead to major market innovations. This is most important for the chemical and biotechnology sectors because even small incremental changes in these sectors, operating along and across numerous value chains, can result in profound positive competitive changes in a wide range of manufacturing processes, products and consumer experiences.

Investment in sustainable chemistry solutions can deliver the sustainable innovation that Europe needs for competitiveness and more jobs and growth.

10 - SUSCHEM STRATEGIC INNOVATION AND RESEARCH AGENDA

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

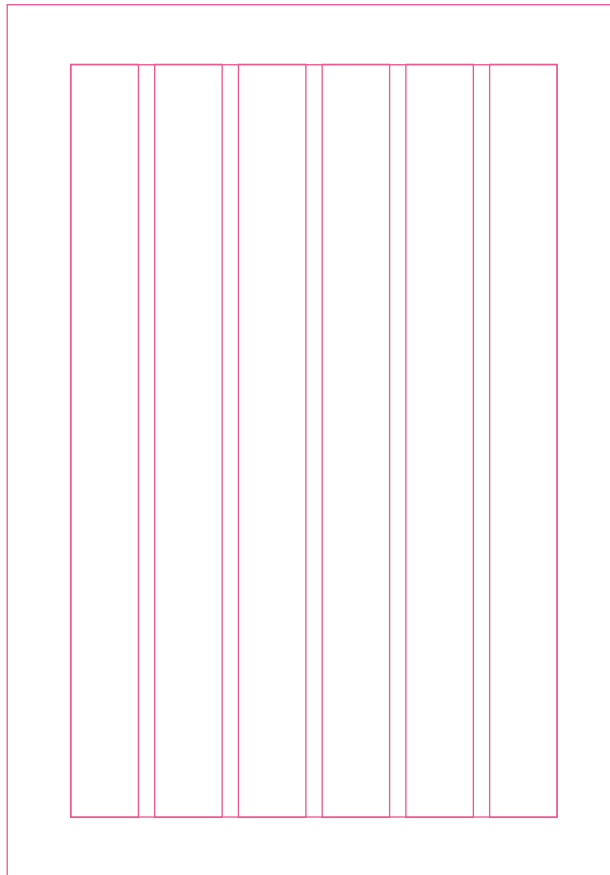
SUSCHEM - BRAND GUIDELINES • MAY 2017 • VERSION 1.1

10

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

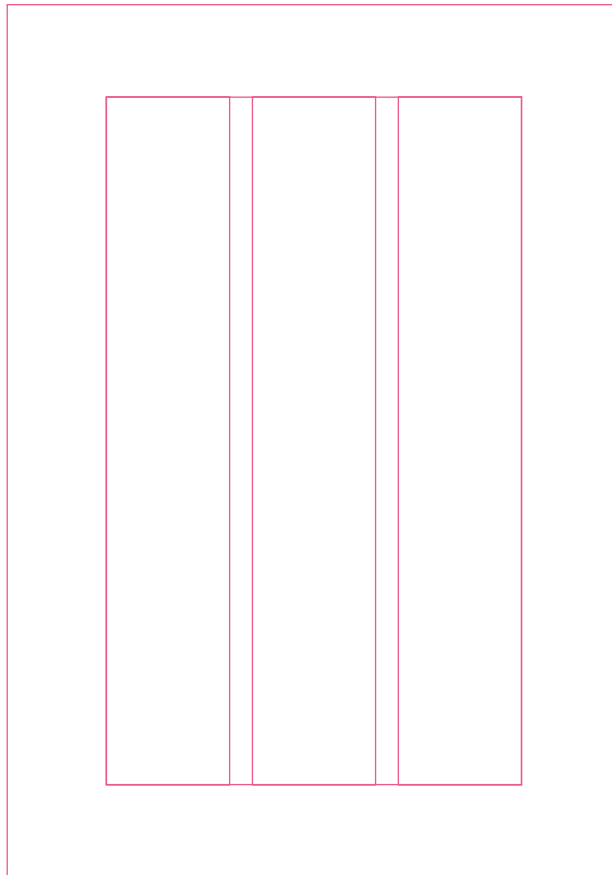
A5 - 148 mm x 210 mm



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

What is SusChem?

SusChem is the **European Technology Platform for Sustainable Chemistry**. It is a forum that brings together industry, academia, governmental policy groups and the wider society.

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

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

SusChem is currently focusing on five innovation related **working priorities**:

- Catalysis
- Information and Communication Technologies (ICT)
- Materials for Energy
- Sustainable Bioeconomy
- Water

What is a European Technology Platform (ETP) ?

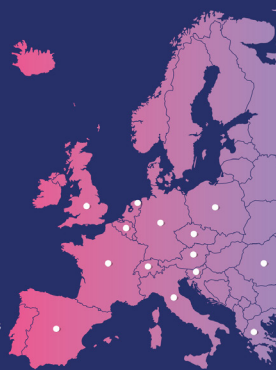
European Technology Platforms (ETPs) are industry-led stakeholder organizations, supported by both private and public funding, that develop long-term research and innovation agendas for action at European and national level.



SusChem addresses challenges that are specific to Research and Innovation in the European chemical industry and in the industrial biotechnology industries. It favors a value-chain vision, in full coordination with other industries and European Technology Platforms (ETPs) and in connection to the societal challenges expressed in the Innovation Union and in Horizon2020.

SusChem across Europe

SusChem has established a network of **National Technology Platforms** in 14 countries across Europe (Austria, Belgium, Czech Republic, France, Germany, Greece, Italy, Netherlands, Poland, Romania, Slovenia, Spain, Switzerland and United Kingdom) that work on sustainable chemistry initiatives within their own country, support national engagement in EU collaborative projects and programmes and contribute to transnational collaborations.



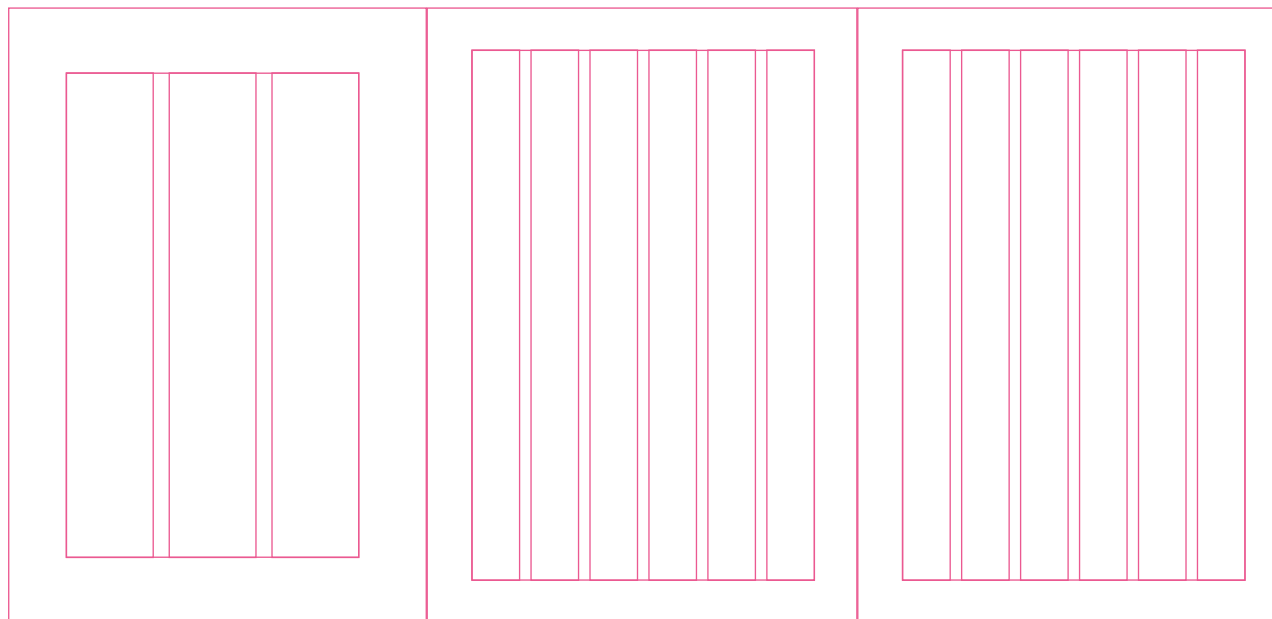
3. Graphic Charter / 3.4 Printed materials

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*

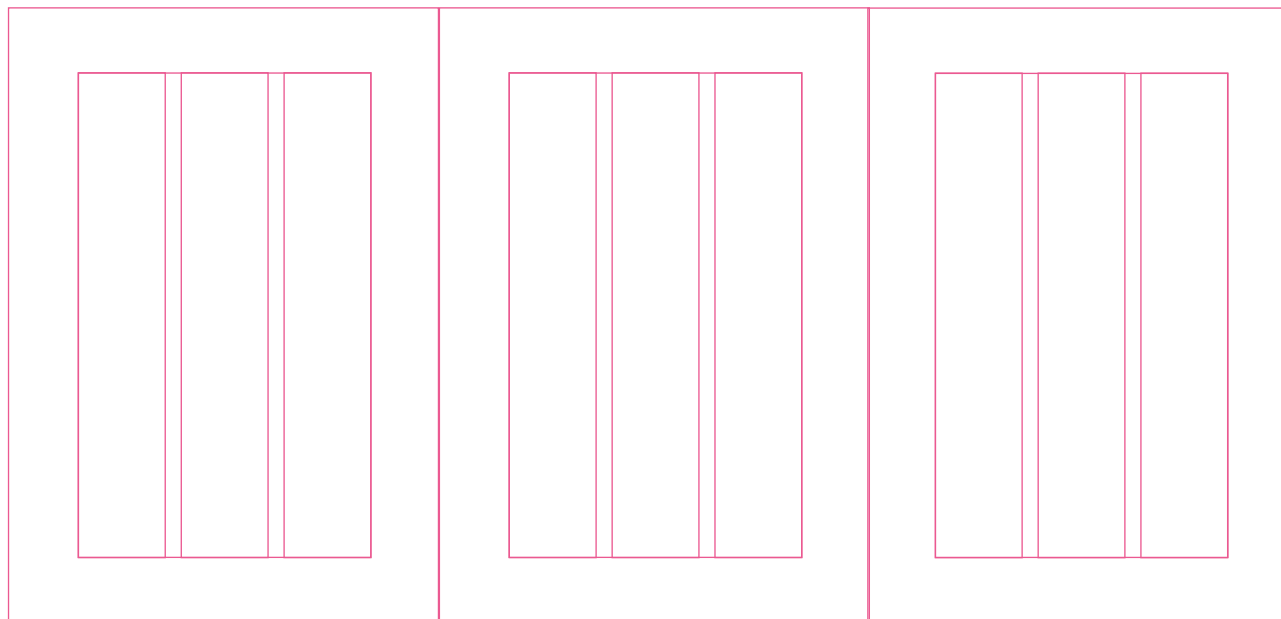
3. Graphic Charter / 3.4 Printed materials

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

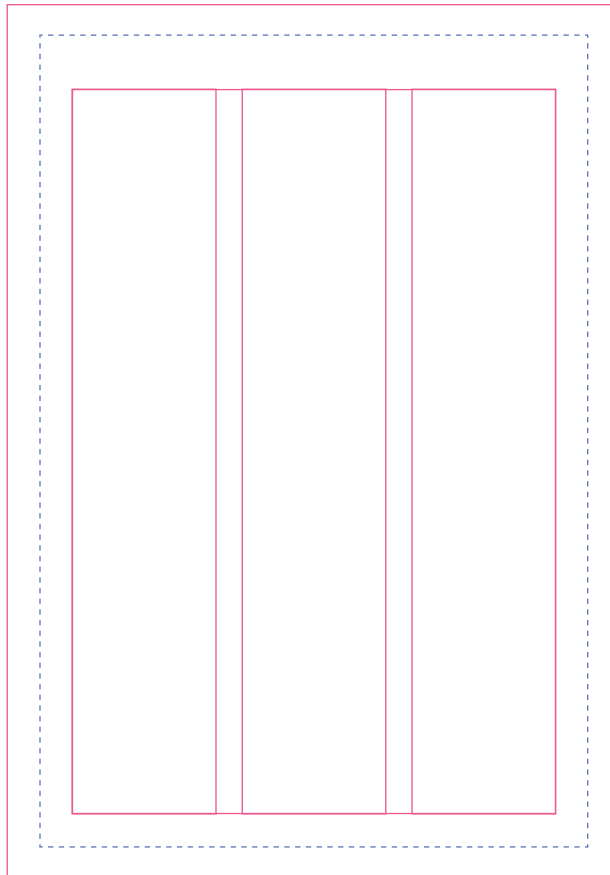
columns: 3

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*

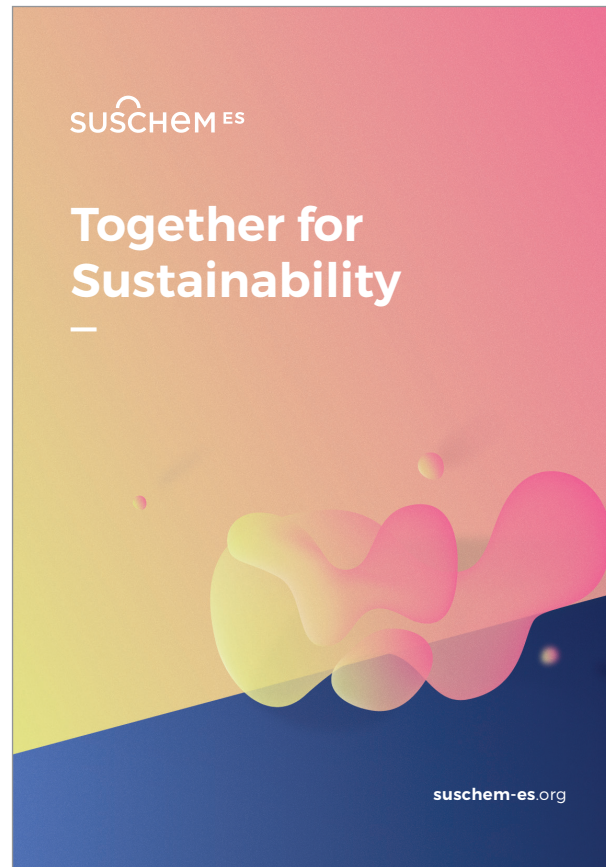
3. Graphic Charter / 3.4 Printed materials

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

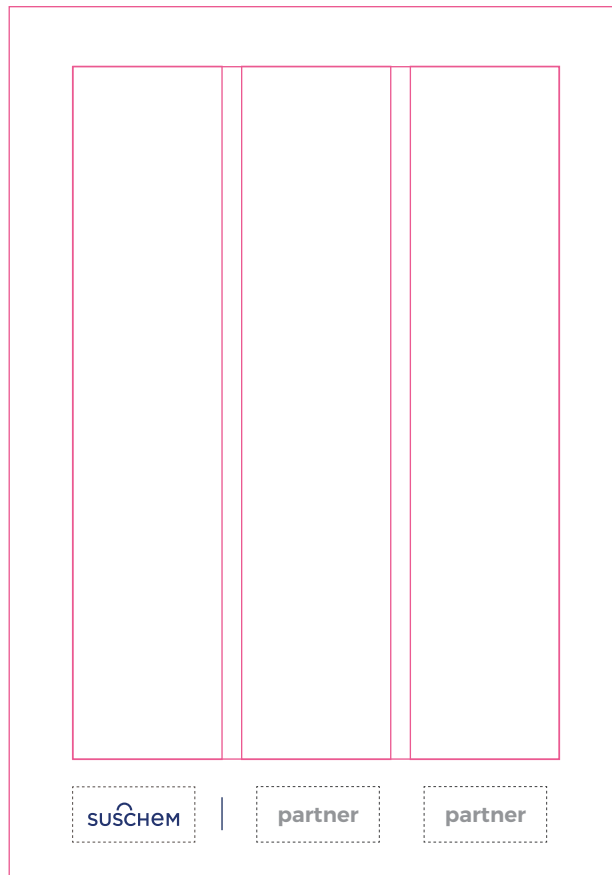


*This pictograms are to be used both on events program publications and on the agenda word documents.

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

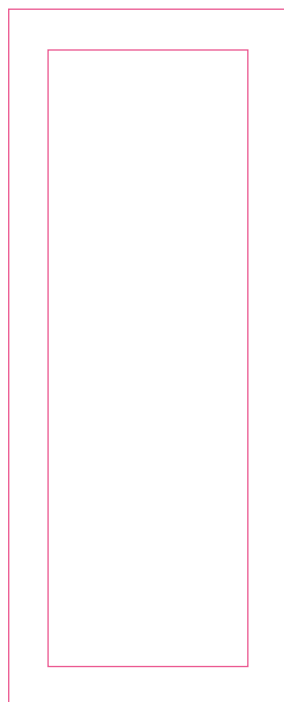
Logo size

SUSCHEM
70 mm

3. Graphic Charter / 3.4 Printed materials

VI. Roll-up / Composition rules and templates

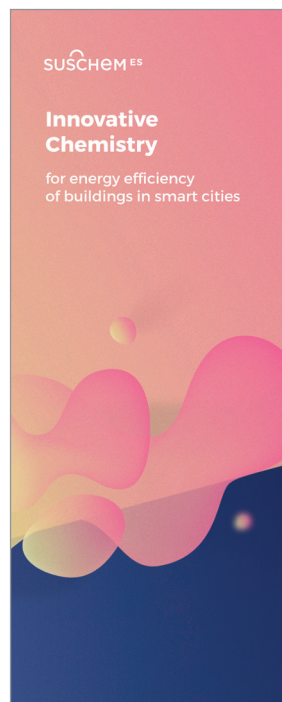
80 cm x 200 cm



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

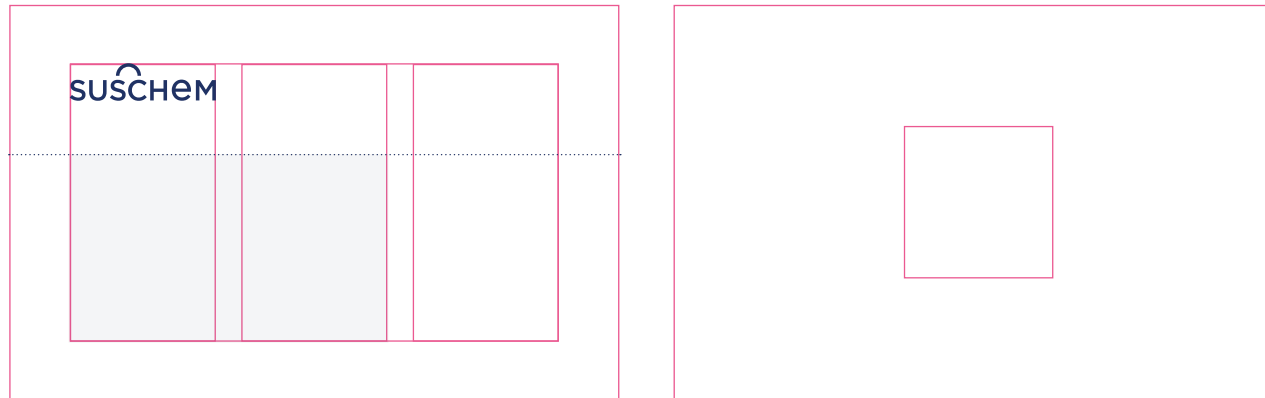


280 mm

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



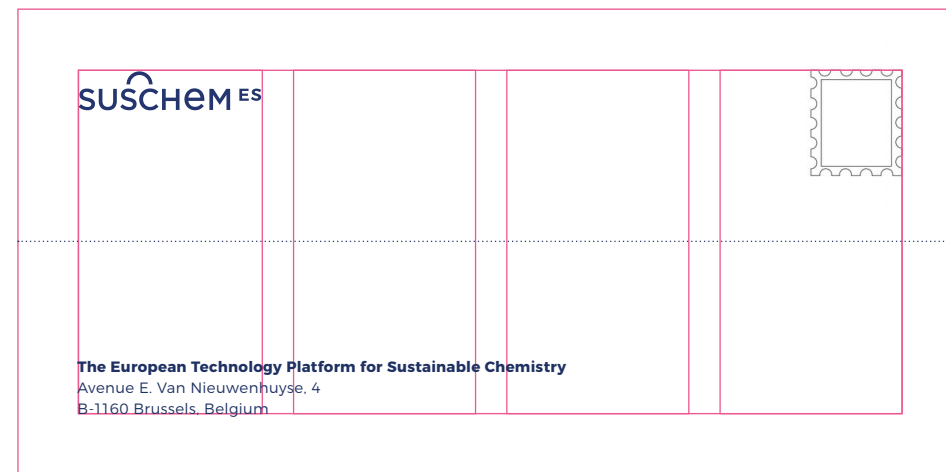
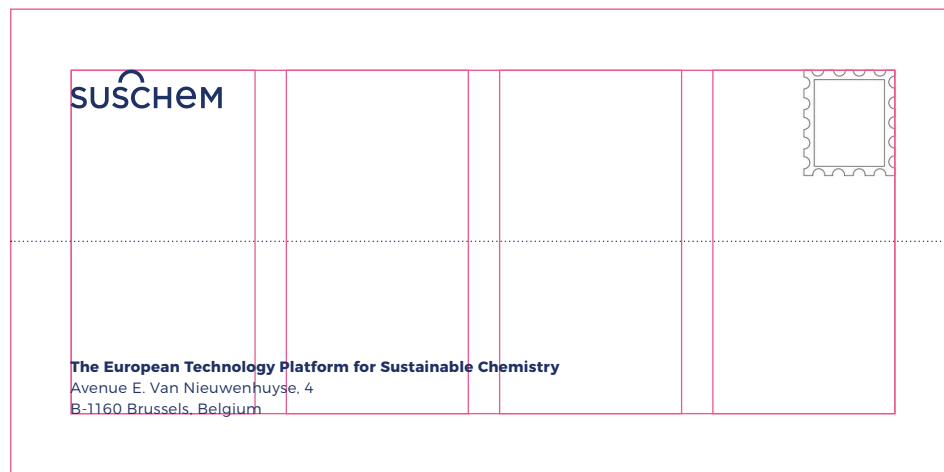
alternate back



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%

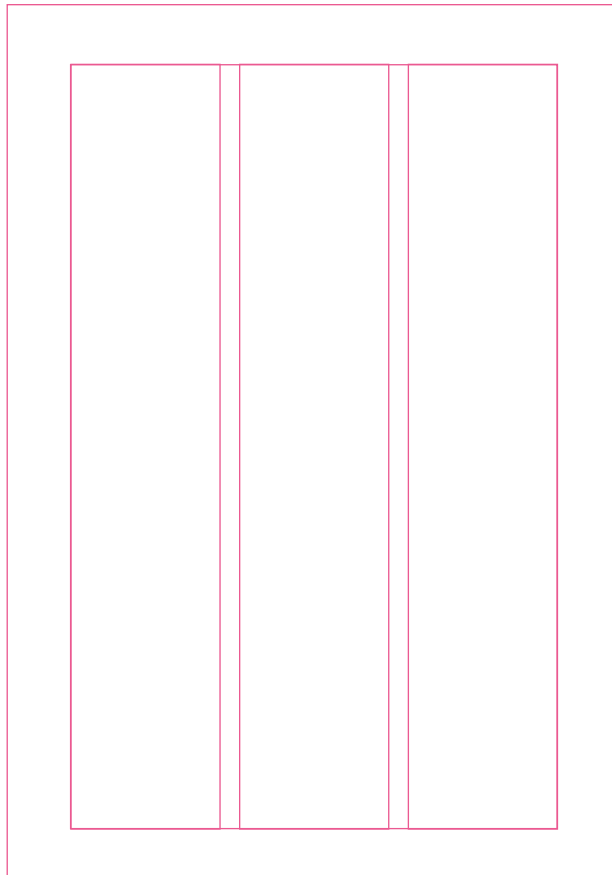
Logo size



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

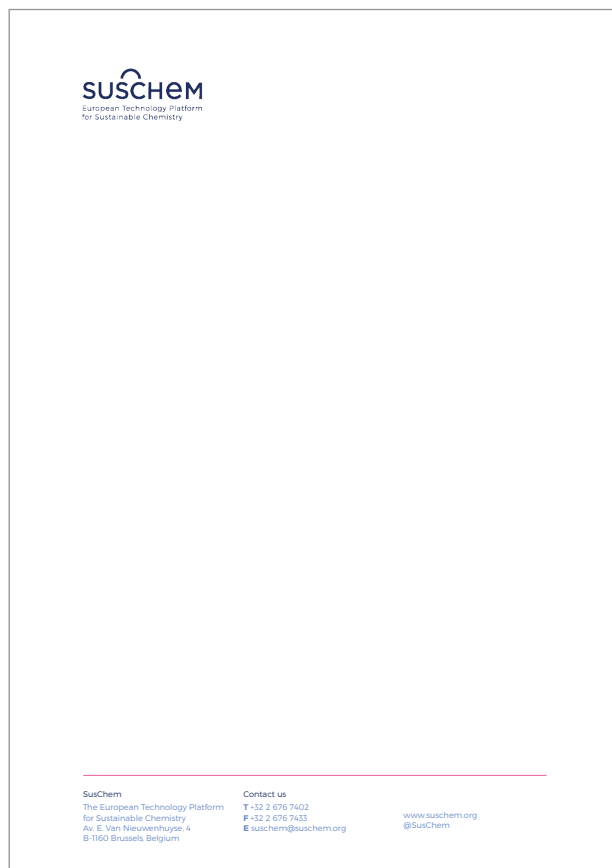
Logo size


35 mm

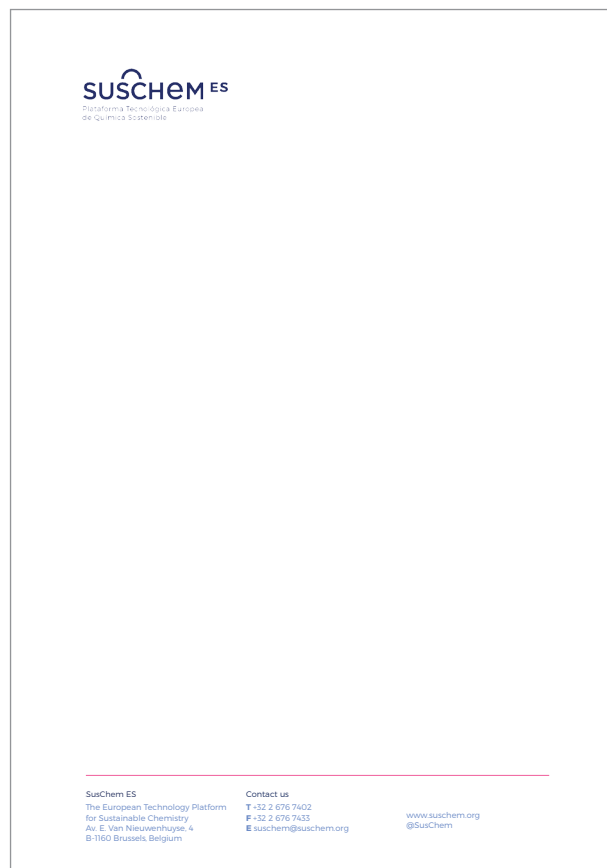
3. Graphic Charter / 3.4 Printed materials

X. Letterhead / Template

A4 - 210 mm x 297 mm - SusChem



NTPs



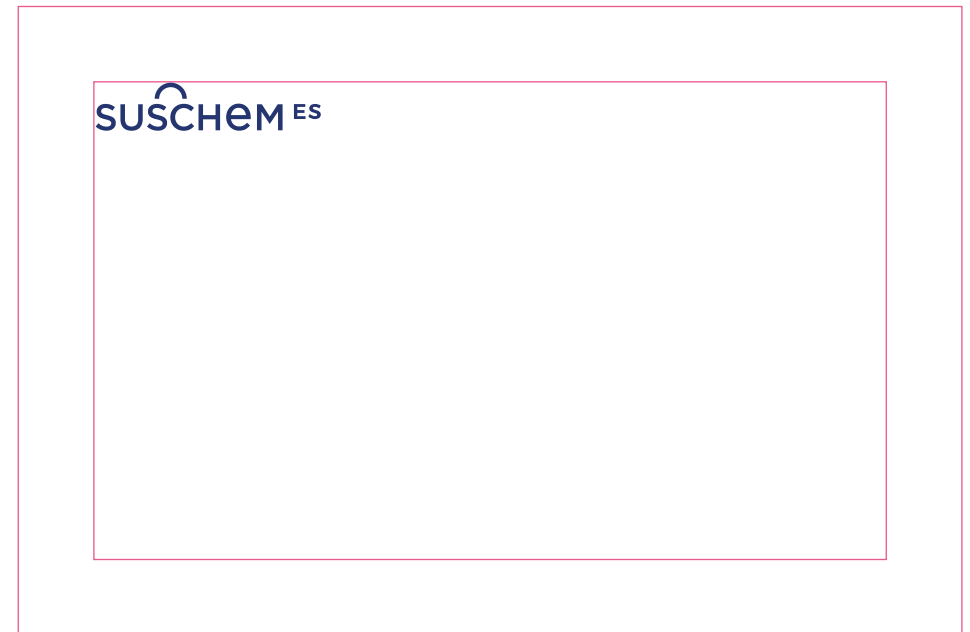
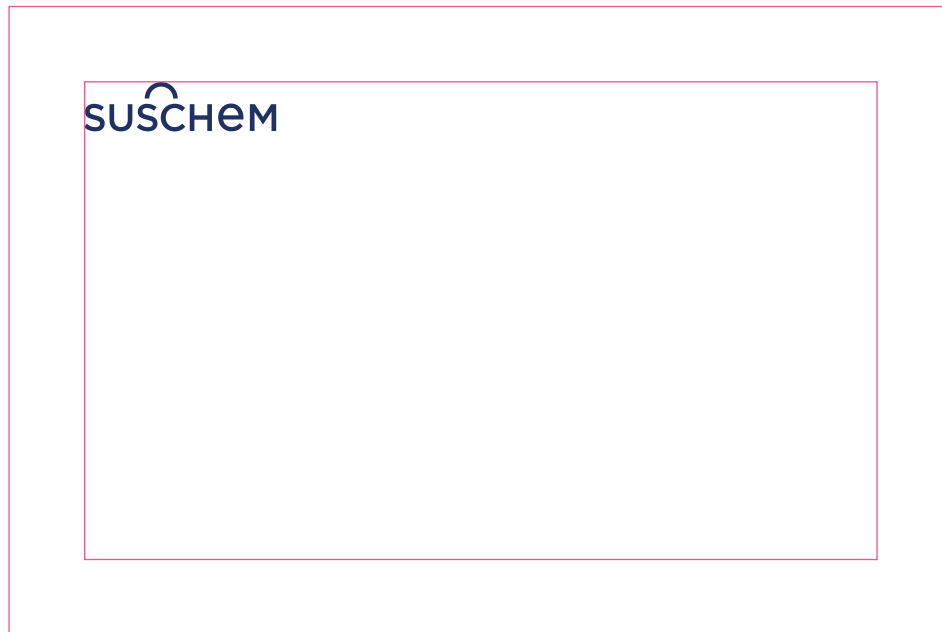
Example



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

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