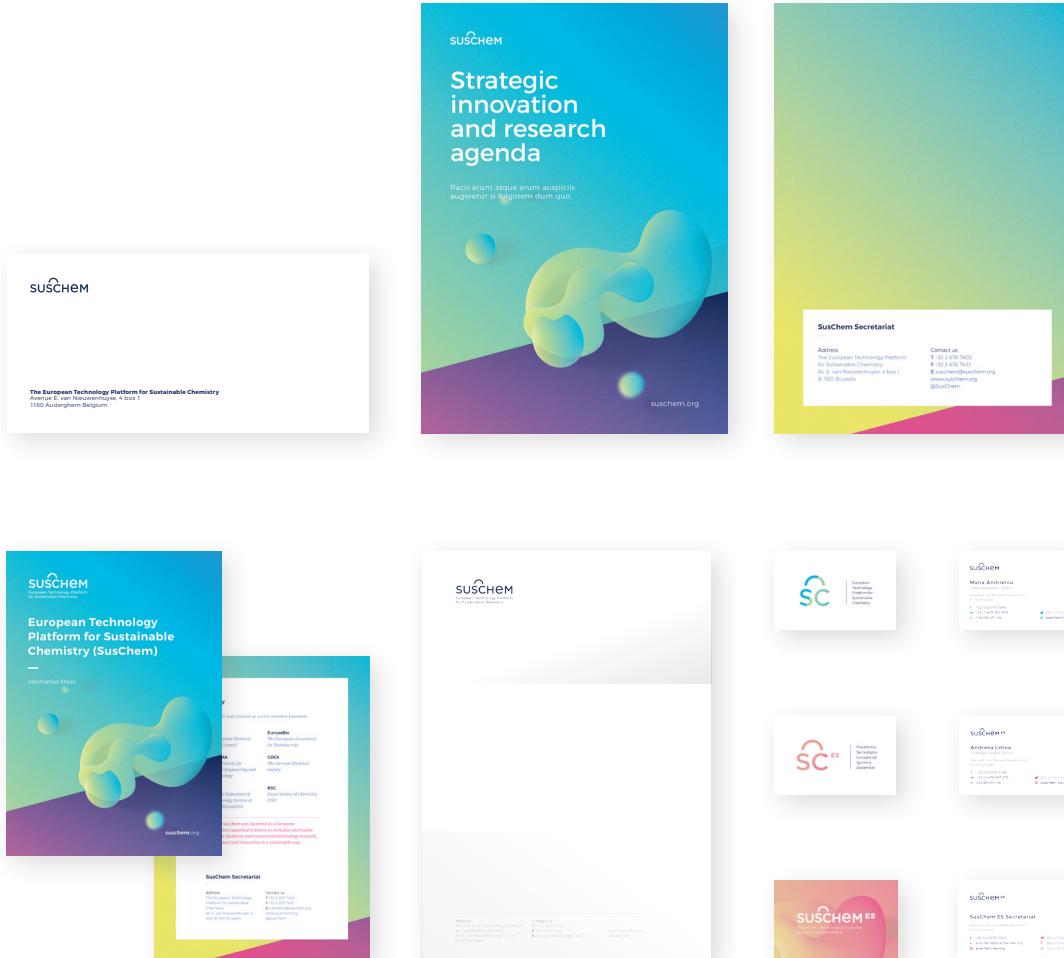




BRAND GUIDELINES

# 3. Graphic Charter / 3.4 Printed materials

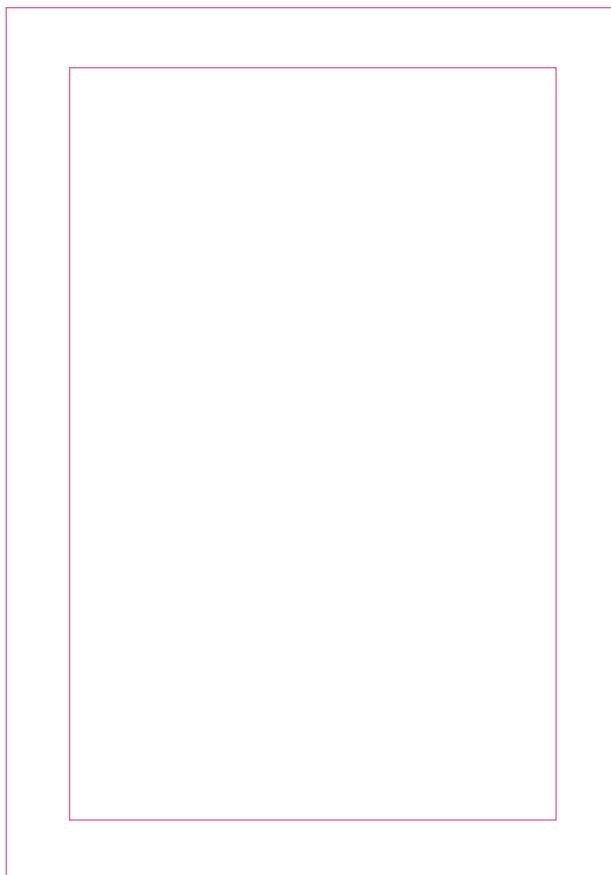
## I. Overview



### 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

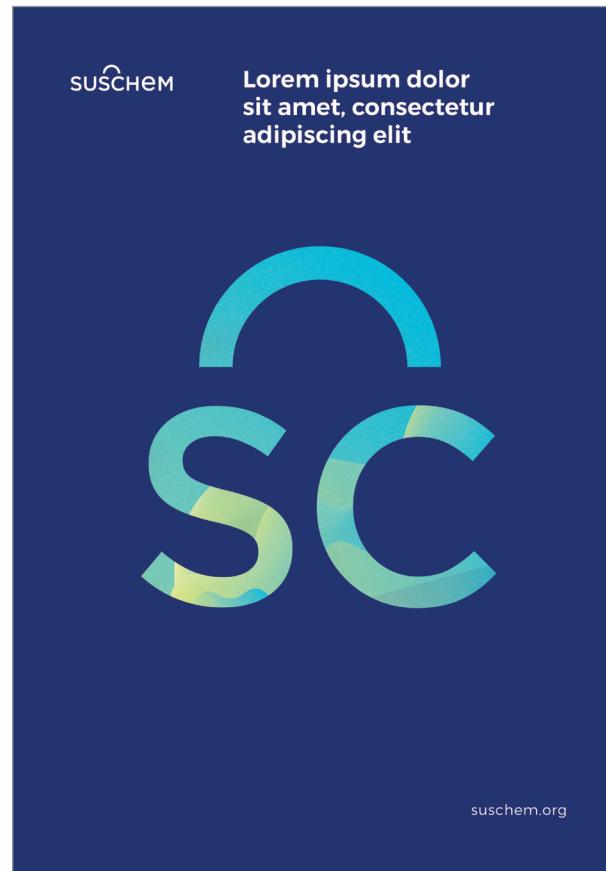
#### II. Brochure / NTPs template cover



### 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

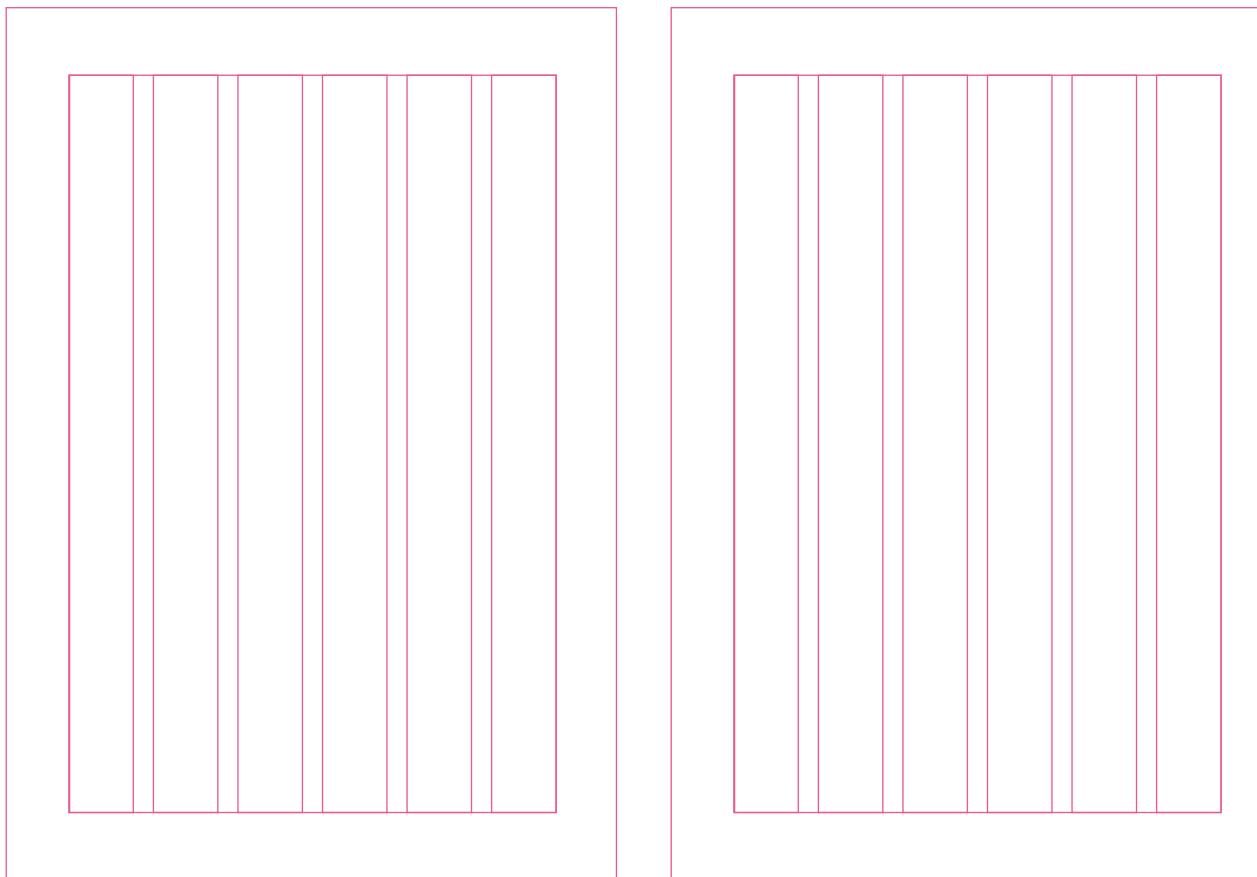


*This information is featured on the inner cover.  
The gradient changes according to the cover's  
landscape.*

### 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



**Foreword**

**SC**

When the European Technology Platform for Sustainable Chemistry 'SusChem' was established in 2004, we followed the European Commission's wish that the chemical and the biotechnological industries, along with other important European industries, should "get their act together" and formulate a strategy and a plan. This strategy and plan outlined how we could rejuvenate our industries through research and innovation, how this aligned with European Commission funding initiatives, in particular the Research Framework Programmes 6 and 7, and most effectively improve the competitiveness and sustainability of our industries.

This was not an easy task since a 'European Technology Platform' was a new concept and had to be first shaped into a lively, creative and impactful organisation, open for all interested stakeholders from industry, academia, SMEs Research and Technology Organisations (RTOs). But we succeeded and during our 10th anniversary celebration at our 2014 stakeholder event we demonstrated how far we have come.

Specifically, an analysis of SusChem activities showed that 'SusChem inspired' ideas accessed 7% of total funding in FP7. That is impressive, but needs to be compared to the 20% value for the Gross Value Added (GVA) that the chemical industry contributes directly and indirectly to European GVA. We can see that SusChem has come a long way, but there is still room for growth in how sustainable chemistry and biotechnology can leverage European Commission funding.

*"I am sure that this SIRA will help and inspire us all to take SusChem to the next level."*

The Horizon 2020 programme emphasises one particular aspect, namely the 'bridging of the valley of death'. Essentially, Europe is very strong in research but often struggles to transform this research into innovation that has a competitive impact in business. To help tackle this challenge pilot and demonstration projects are one focus area of Horizon 2020 and SusChem takes up this theme in this Strategic Innovation and Research Agenda (SIRA).

Another important point is the clear focus on societal challenges in Horizon 2020. Everything we do with our tax payers' and our customers' money should be focused on ultimately improving societal conditions, in particular with respect to sustainability for 'People, Planet and Profit'. Our work will be fully justified if we can simultaneously create jobs, improve the environment and generate greater economic success and wellbeing.

In this spirit, the new SIRA is a great opportunity to clearly present our plans for the Horizon 2020 period. I hope that this document adds value to the societal, scientific and industrial debate and helps all SusChem stakeholders to concentrate on the real challenges that we all face.

As a long-time member of SusChem I can clearly say that our momentum and our success is based on the personal commitment of all SusChem members. I am sure that this SIRA will help and inspire us all to take SusChem to the next level.

**Dr Klaus H. Sommer**  
Chairman SusChem  
Head Customer & Product Management  
Bayer Technology Services

# 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. Many of the SRA's priorities were successfully incorporated into FP7 calls, especially in the areas of Knowledge Based Bioeconomy (KBBI) and Nanosciences, Nanotechnologies, Materials and new Production Technologies. The SusChem SRA programme now underway is in line to update SusChem's priorities in line with the increased emphasis on innovation and societal challenges at the heart of Horizon 2020.

#### Sustainable solution

Over the last ten years, global changes have made the aspirations of the SusChem SRA even more relevant and challenging. The European chemical industry has exceeded nine billion by 2030.3 Available resources remain finite leading to growing increased pressure on them. Major strategic implications lie in the economic and geopolitical future from the increasing use of some raw materials. Significant pressures on water and energy supplies, living space and agricultural land are also a major concern.

Possible 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 such as pharmaceuticals, chemicals, energy and electronics. There are no natural solutions to the problems that society faces without the involvement of the chemical industry. It is critical to both research problems and deliver new innovative materials and solutions to industry.

3 <http://www.eurostat.ec.europa.eu/population>

### Delivering Horizon 2020 Objectives

#### The chemical and biotechnological industries in Europe:

In 2015 EU chemicals sales totalled 527 € billion out of a total of 1056 € billion. Since 1995 although EU chemicals sales have increased by 100%, there has been a decline in global market share from 32% (332 € billion) to 17% in 2015. However, the decline is not due to a lack of competitiveness, but rather to increasing and competitiveness, but because of the enormous expansion of China's market share from 9% (19 € billion) in 2002 to 33.2% (164 € billion) in 2015.

This is a significant shift of focus from input (research) towards output (innovation). Community Horizon 2020 is a major research programme that will be the key enabling technologies that are critical to boosting competitiveness and industrial leadership, and also on a set of societal challenges that underpin innovation. In 2020 it expects to include energy, climate, energy and food security, health and the ageing population.<sup>4</sup>

The SusChem Strategic Innovation and Research Agenda (SIRA) formulates the platform's priorities in line with those of Horizon 2020 to catalyse the achievement of these objectives. The SIRA also supports the objectives of the new European Commission to boost jobs, growth and innovation, and to move towards a sustainable Energy Union and strengthen the European industrial base.

#### Why research and innovation?

Research is not a means of creating wealth in itself. The act of investing money, time and other assets into a research project can turn these resources into potential wealth, but it does not necessarily create wealth. Here, none of these research outputs automatically changes society, improves society or creates wealth. An act of research can achieve a certain level of innovation is a complementary activity to research, turning knowledge, ideas and inventions into new business opportunities that can transform the world.

4 <http://ec.europa.eu/enterprise/research/programmes/>

**Percentage of output consumed by consumer sector**

Industry	Percentage
Other business activities	7.4 %
Furniture	2.1 %
Electrical machinery and apparatus	2.2 %
Publishing and printing	2.3 %
Wood	2.6 %
Food and beverages	2.6 %
Machinery and equipment	2.8 %
Fabricated metal products	3.1 %
Other non-metallic mineral products	3.1 %
Textiles	3.2 %
Basic metals	4.3 %
Automotive	4.9 %
Pulp and paper	4.9 %
Service	5.1 %
Wholesale and retail trade	5.4 %
Other manufacturing	7.0 %
Construction	7.9 %
Health and social work	11.2 %
Rubber and plastics	13.9 %

Sources: European Commission, Benefits data (input-output 2000 and Orbis analysis)

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

#### 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 through the development of new products. When the sustainability of a process or product is considered, it is vital to optimise possible solutions by addressing the environmental, economic and societal issues along the value chain, using measurable and quantifiable criteria to define key control points. In the technology area addressed in this SRA, SusChem aims to set its operations squarely in the central region of the wavy schematic, shown in Figure 2.

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

The 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 industry must continue to contribute to deliver further energy and resource savings by 2020 and beyond through the identification of technologies that can deliver the same or even at least as capable as steep changes in technology to meet 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 disrupt 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 exploring them. It requires a culture of openness, a willingness to share and cross-disciplinary knowledge and thinking, informed market research, opportunistic thinking, business acumen and the development of entrepreneurial skills. The SusChem SRA also addresses these education and skills needs that will be required to deliver the Europe 2020 growth strategy. Incremental changes in technology can be achieved through the introduction of small incremental changes in these sectors, operating along and across numerous value chains, can result in significant cumulative changes in a wide range of manufacturing processes, products and consumer perceptions.

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

#### Sustainable chemistry improving resource and energy efficiency

The record on sustainability for the European chemical industry over the last decade demonstrates that it is possible to build further sustainable improvements. Overall, the chemical industry has made great improvements in energy efficiency. Energy intensity, defined as the energy input per unit of production (kg of output), has been reduced by 20% on average, dramatically over the last two decades - performing much better than industry generally (Figure 5).

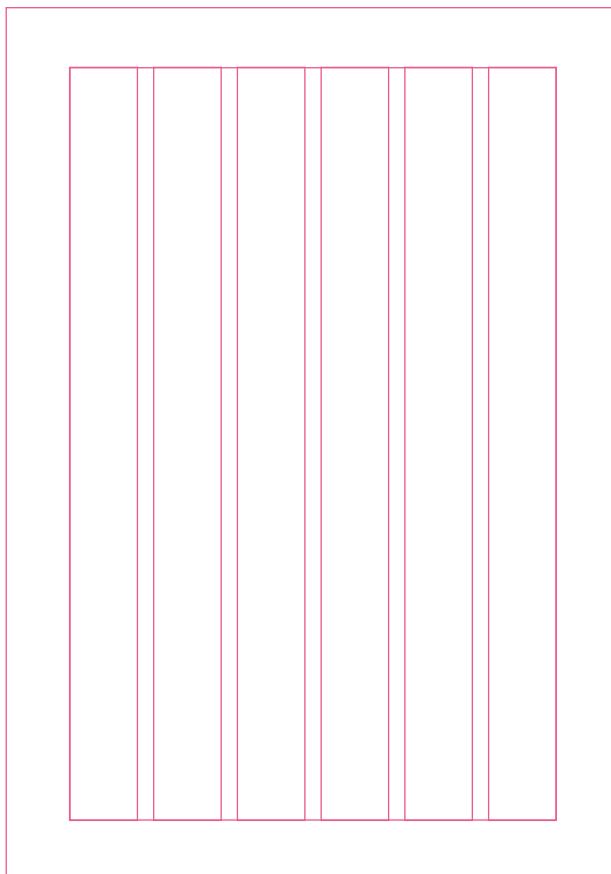
Source: GVA: Chemistry International (2015) Summary and European Environment Agency (EEA) <http://www.eea.europa.eu>

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*

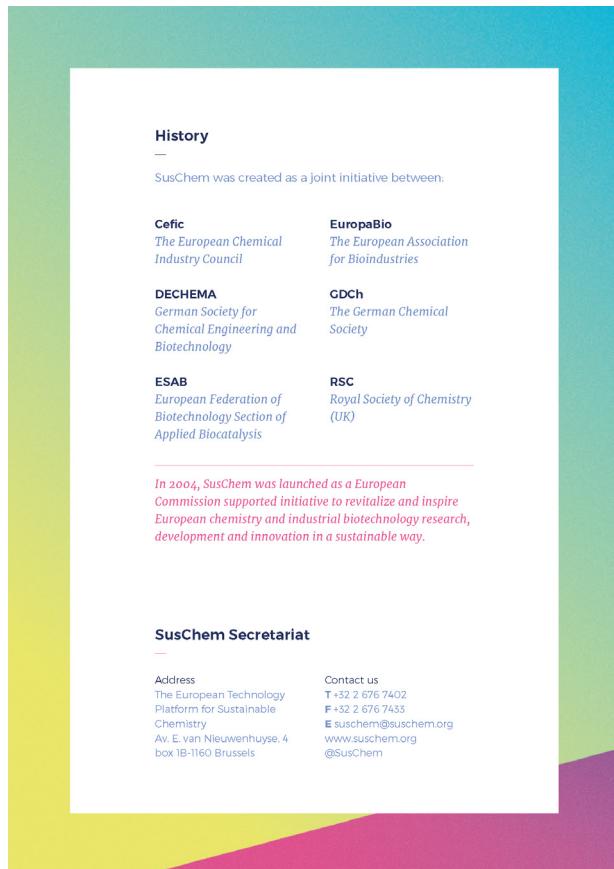
##### Logo size



### 3. Graphic Charter / 3.4 Printed materials

#### III. Flyer / SusChem template cover

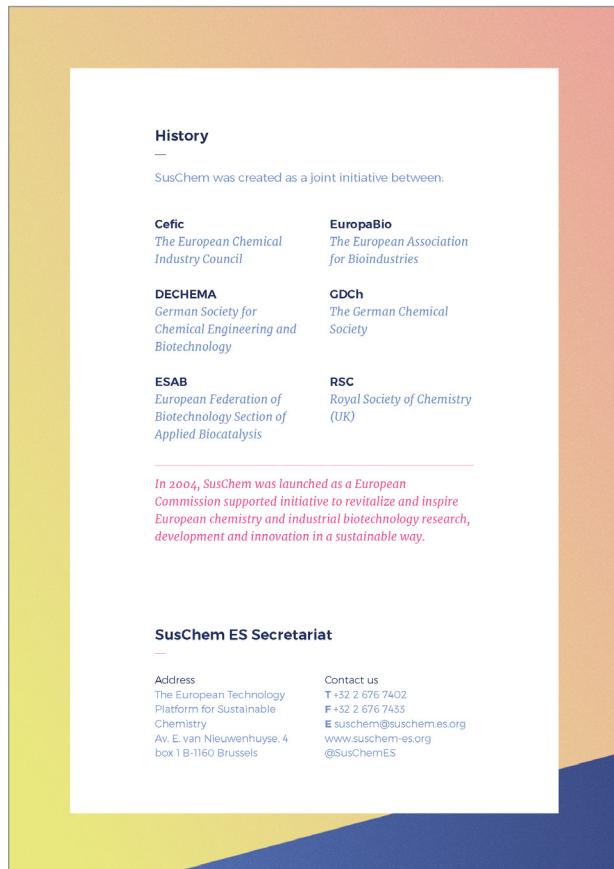
A5 - 148 mm x 210 mm



### 3. Graphic Charter / 3.4 Printed materials

### III. Flyer / NTPs template cover

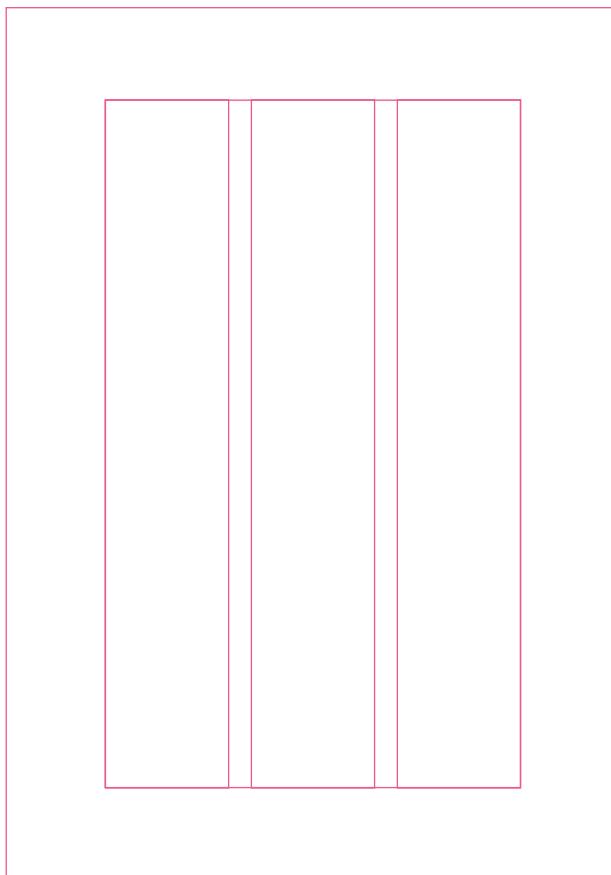
A5 - 148 mm x 210 mm



### 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*

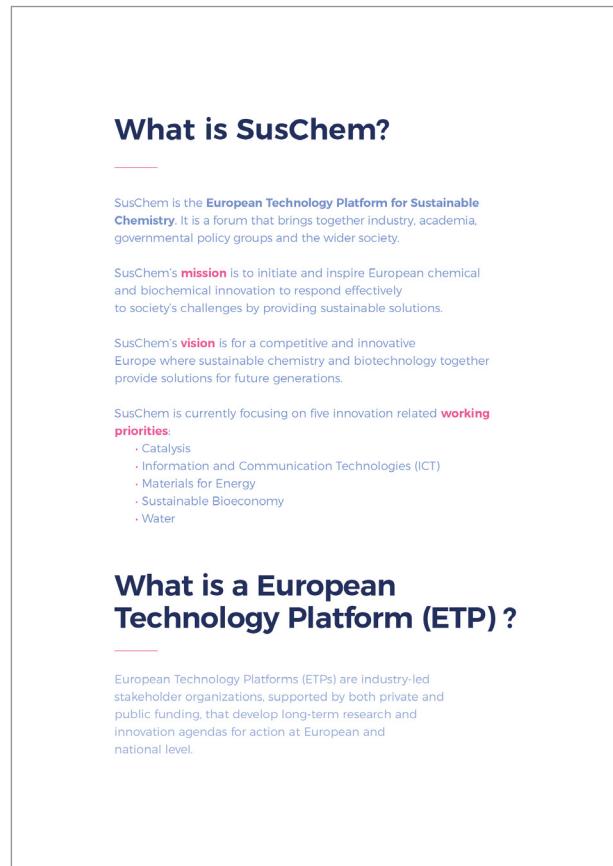
*columns: 3*

*gutter: 5 mm*

### 3. Graphic Charter / 3.4 Printed materials

#### III. Flyer / Inner pages template

A5 - 148 mm x 210 mm



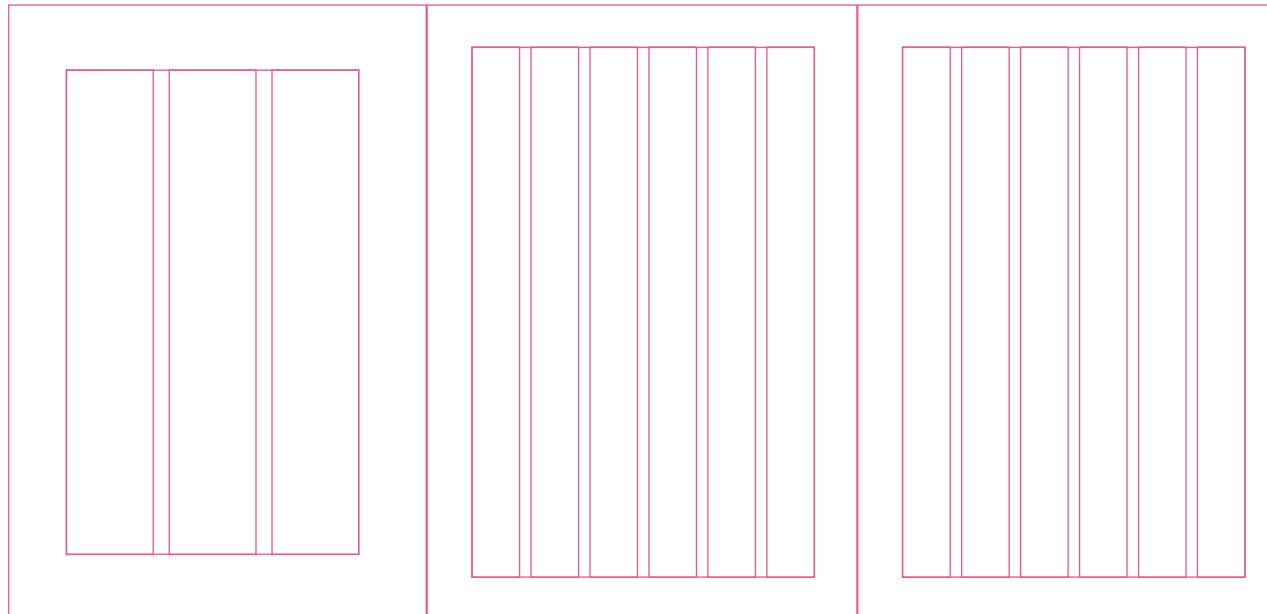
### 3. Graphic Charter / 3.4 Printed materials

#### 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

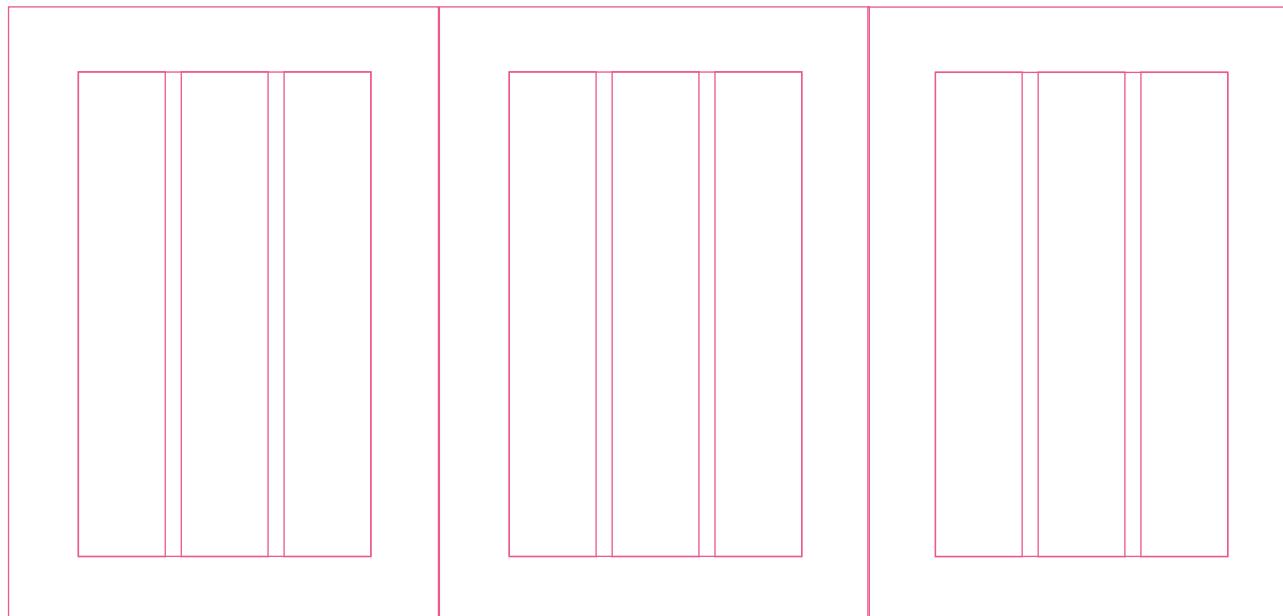
### 3. Graphic Charter / 3.4 Printed materials

#### 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*



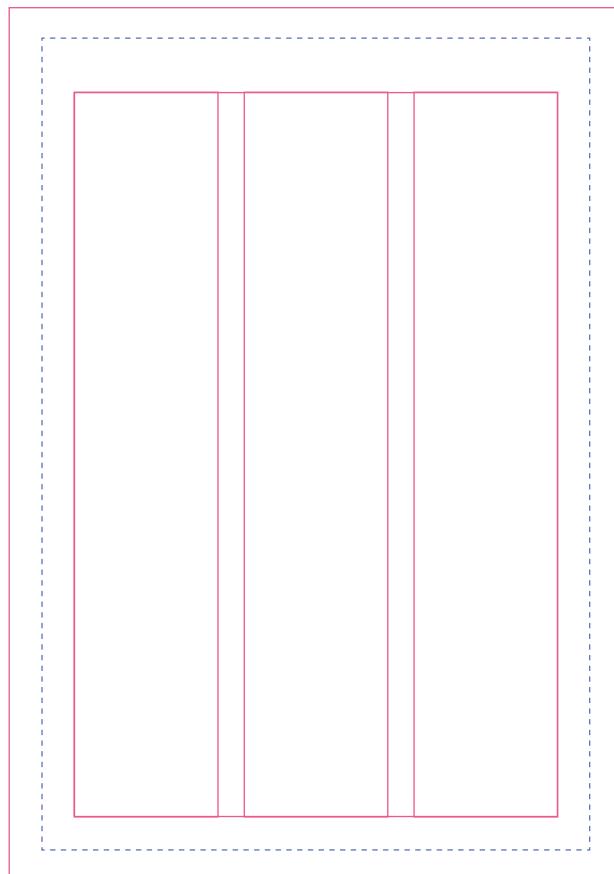
*top: 25 mm  
bottom: 25 mm  
inner margins: 25 mm  
inner margins: 22 mm  
(for the folded page)  
outer margins: 25 mm*

*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*

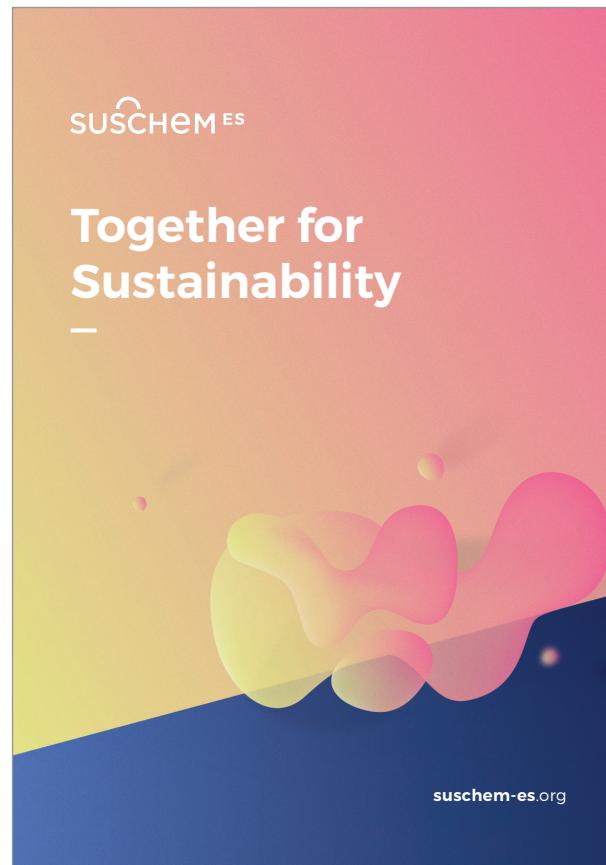
### 3. Graphic Charter / 3.4 Printed materials

#### IV. Program / Template front cover

A6 - 148 mm x 210 mm - SusChem



NTPs



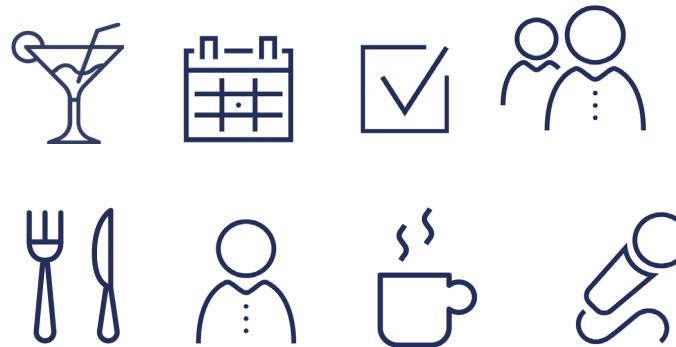
### 3. Graphic Charter / 3.4 Printed materials

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

*SusChem and NTPs back cover*



*SusChem and NTPs pictograms*

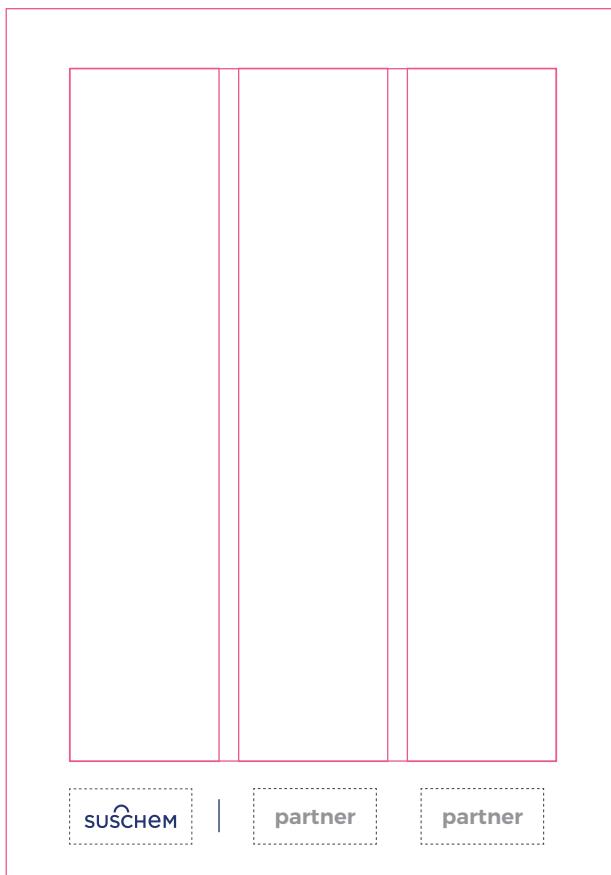


*\*This pictograms are to be used both on events program publications and on the agenda word documents.*

### 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*

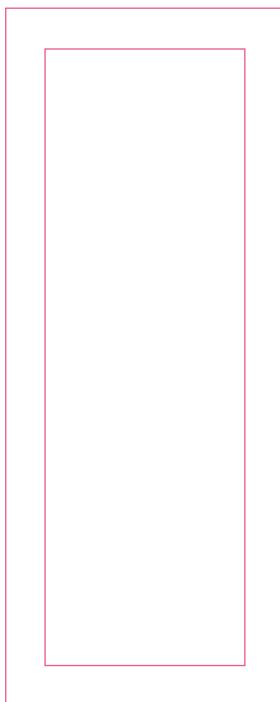
##### Logo size



### 3. Graphic Charter / 3.4 Printed materials

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

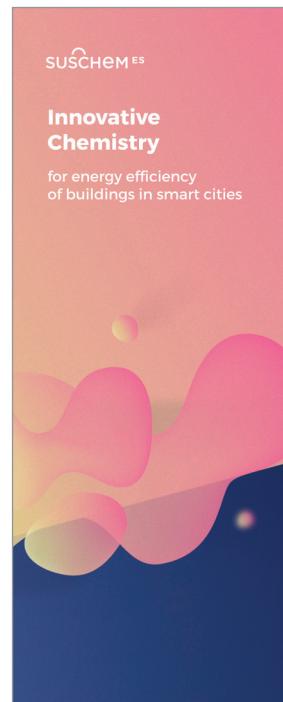
80 cm x 200 cm



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

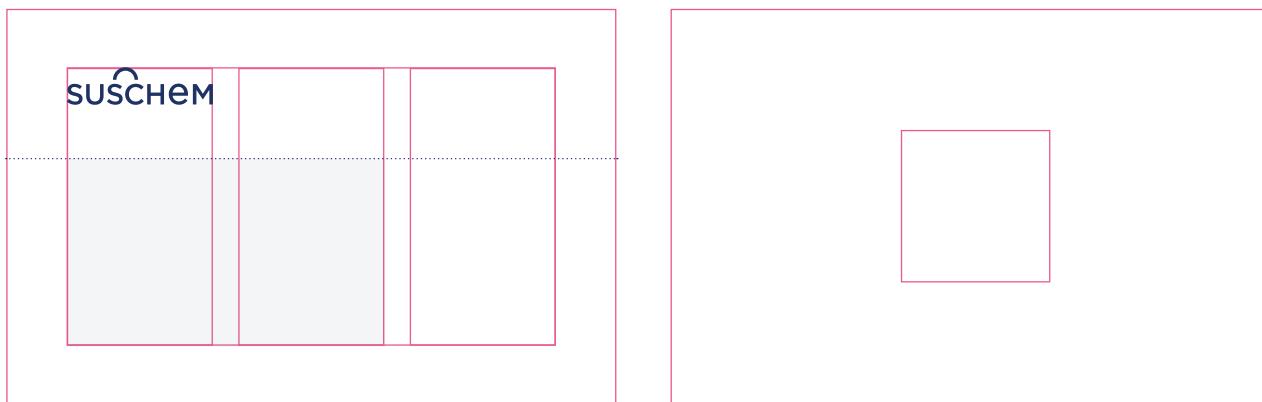
#### Logo size



### 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%

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

##### Logo size



### 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*



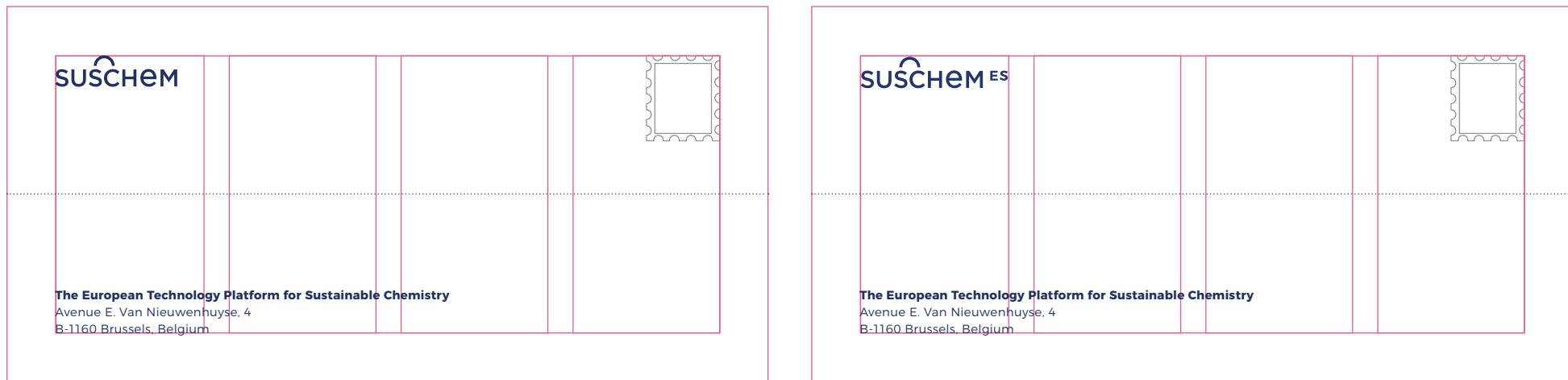
*alternate back*



### 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%

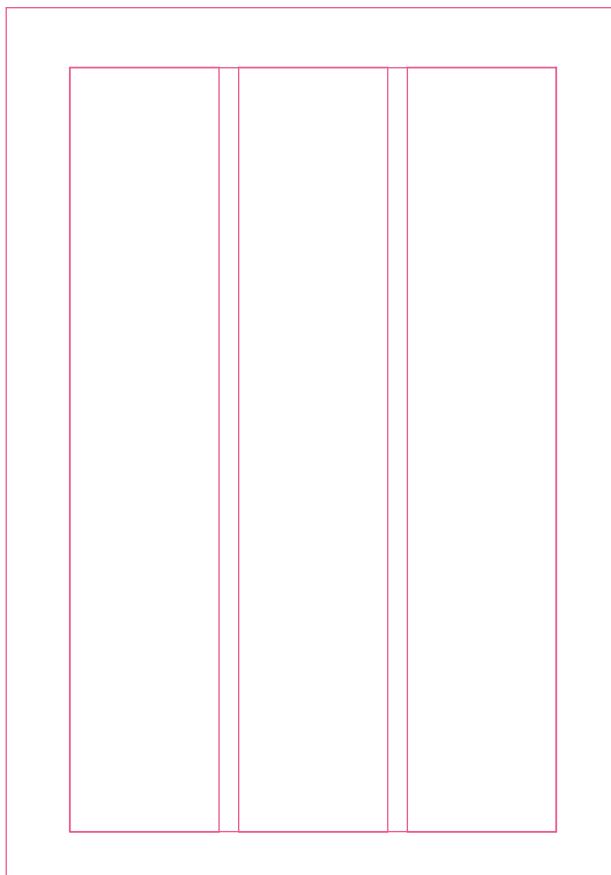
##### Logo size



### 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*

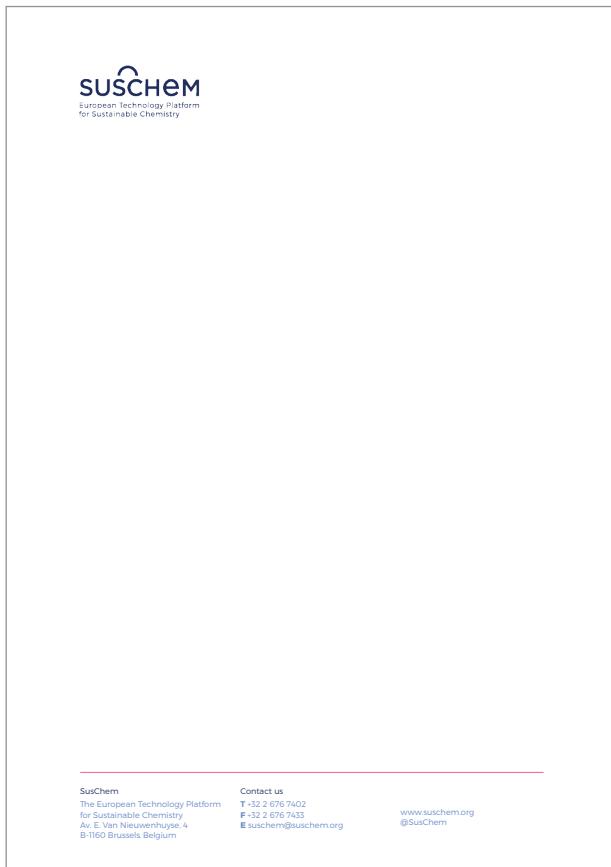
##### *Logo size*



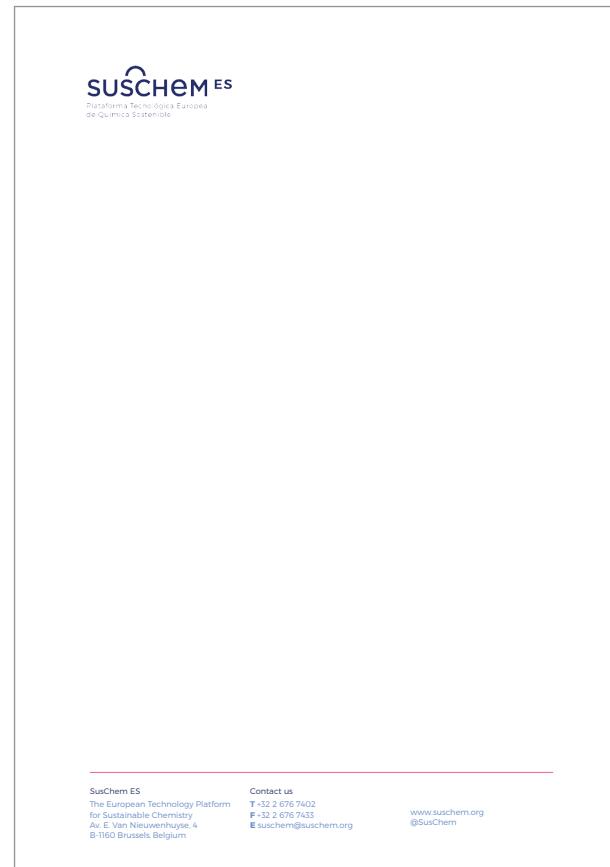
### 3. Graphic Charter / 3.4 Printed materials

#### 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



+ frame (5 mm) for NTPs  
business cards

**Contact**

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