



BRAND GUIDELINES

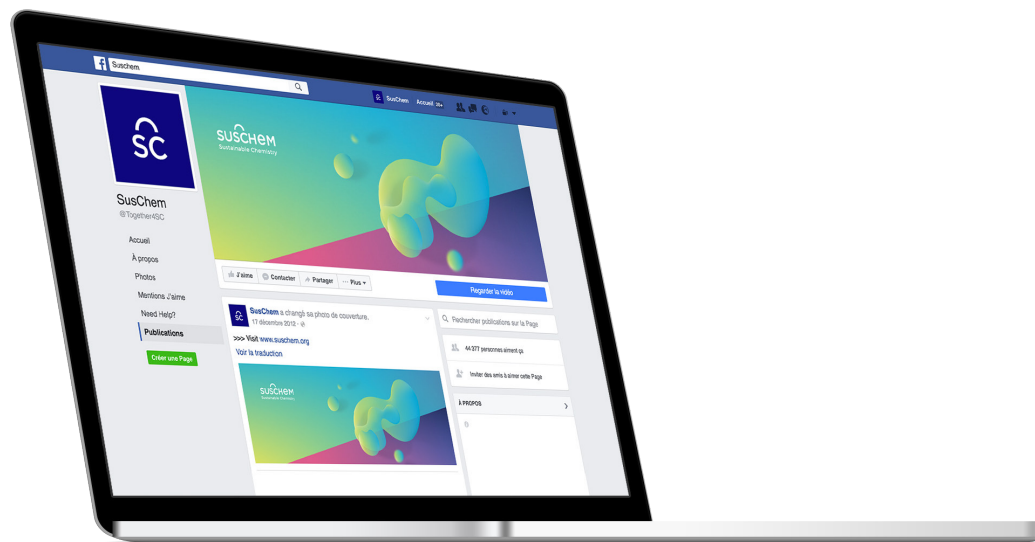
3. Graphic Charter / 3.6 Social media

I. Introduction

The strength of social media is that it is built upon real relationships between people. This electronic communication enables stakeholders and organizations to easily connect with others around the world and pass messages quickly.

Additionally, social networking can help support SusChem's mission of fostering innovation, sustainable chemistry, partnerships and achieve societal challenges.

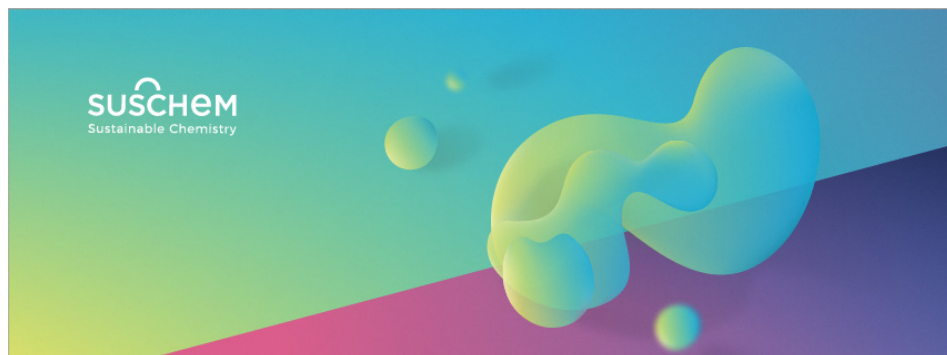
SusChem and NTPs use social media to publicize and share important events, topics, news and decisions on the EU level.



3. Graphic Charter / 3.6 Social media

II. SusChem / Facebook

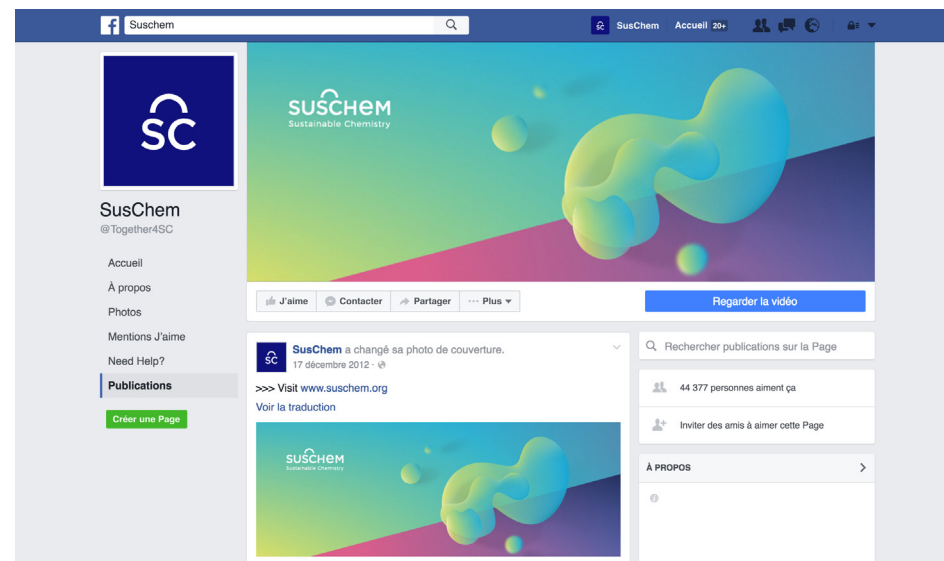
851 px x 315 px



180 px x 180 px



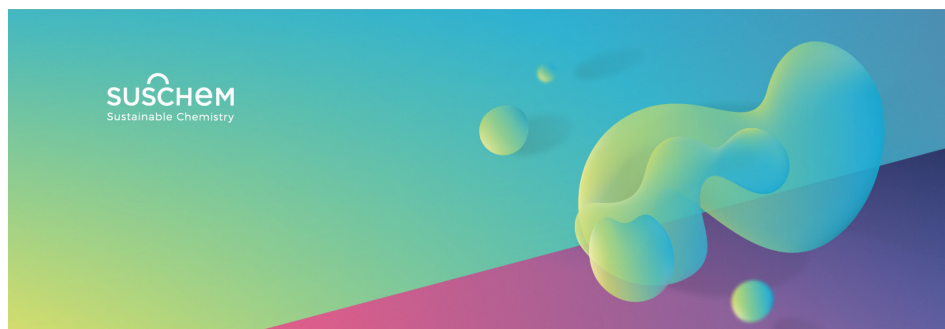
Mockup



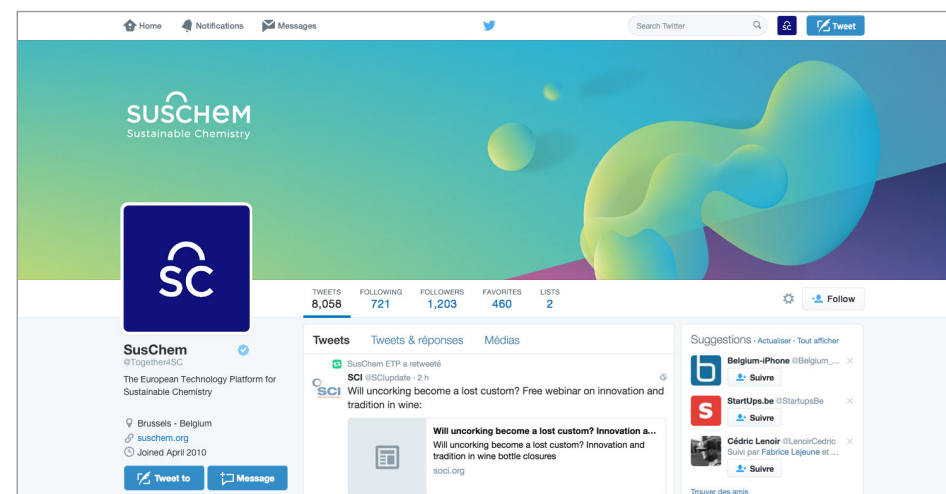
3. Graphic Charter / 3.6 Social media

II. SusChem / Twitter

1500 px x 500 px



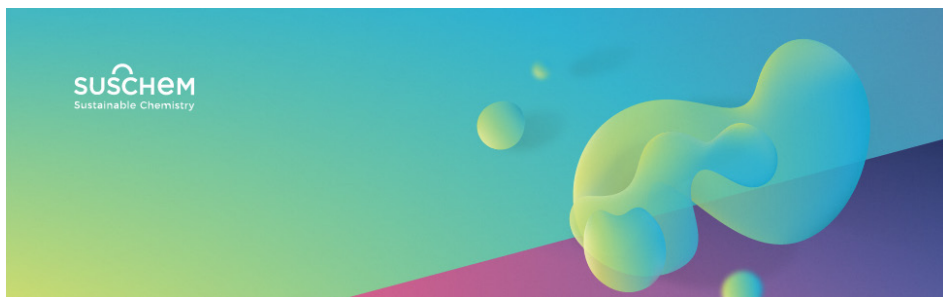
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3. Graphic Charter / 3.6 Social media

II. SusChem / LinkedIn

1000 px x 425 px



300 px x 180 px



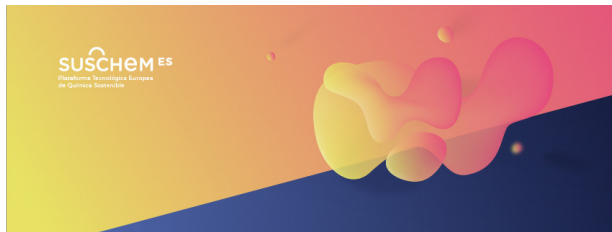
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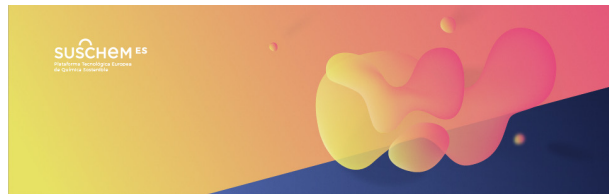
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III. NTPs

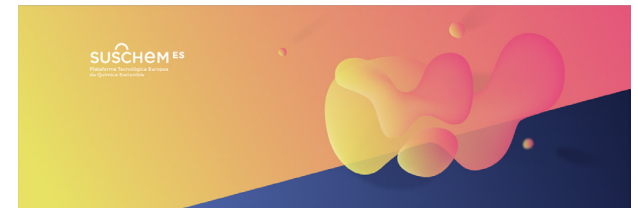
Facebook - 851 px x 315 px



Twitter - 1500 px x 500 px



LinkedIn - 1000 px x 425 px



Facebook - 180 px x 180 px



Twitter - 851 px x 315 px



LinkedIn - 300 px x 180 px



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