



BRAND GUIDELINES

3. Graphic Charter / 3.5 Web design

IV. Web banners

Web banners are used for event promotion or any type of communication on a partner website.



3. Graphic Charter / 3.5 Web design

IV. Web banners – Leaderboard / Composition rule

728 px x 90 px



Margins and columns

top: 20 px
bottom: 20 px
inner margins: 20 px
outer margins: 20 px

Logo size

SUSCHEM
100 px

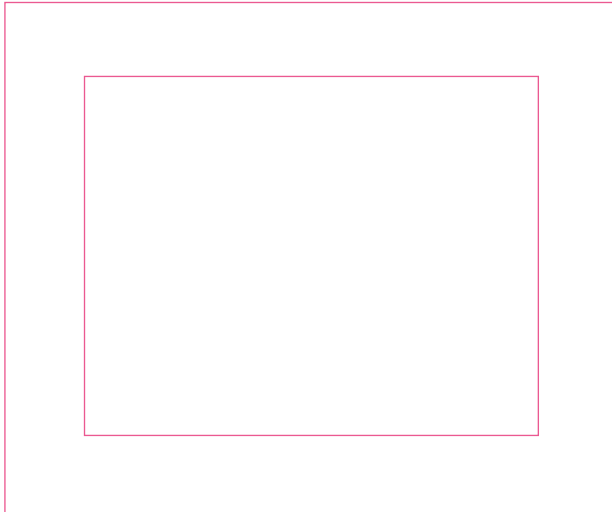
Icon size

SC
45 px

3. Graphic Charter / 3.5 Web design

IV. Web banners – Square / Composition rule

336 px x 280 px



Margins and columns

top: 40 px
bottom: 40 px
inner margins: 40 px
outer margins: 40 px

Logo size

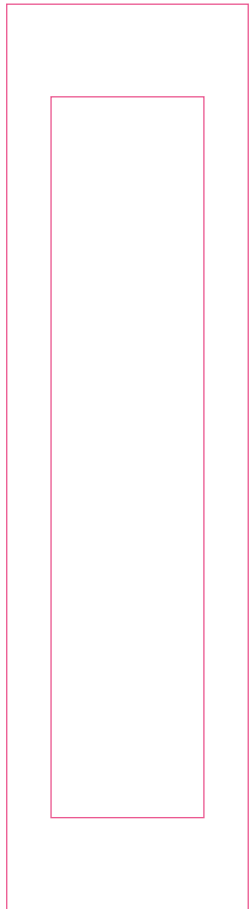
SUSCHEM

A diagram showing the logo 'SUSCHEM' with a horizontal line underneath it. The line has vertical end caps and is labeled '110 px' below it, indicating the width of the logo.

3. Graphic Charter / 3.5 Web design

IV. Web banners – Skyscraper / Composition rule

160 px x 600 px



Margins and columns

top: 60 px

bottom: 60 px

inner margins: 20 px

outer margins: 20 px

Icon size



45 px

3. Graphic Charter / 3.5 Web design

IV. Web banners / Templates

160 px x 600 px



728 px x 90 px



336 px x 280 px



The blue background is specific to SusChem events and should be used to promote them.

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