



BRAND GUIDELINES

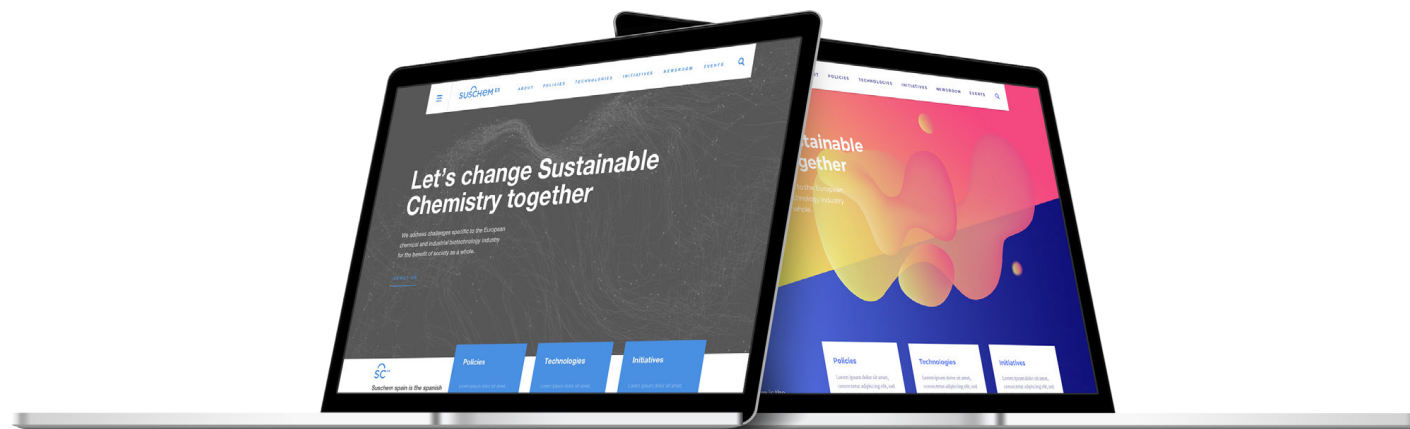
3. Graphic Charter / 3.5 Web design

1. Introduction

SusChem's web presence is one important way to present the European Technology Platform for Sustainable Chemistry to the world and to connect stakeholders, partners, policy makers, media, among others. It is a crucial tool for communicating with different audiences, both internal and external.

In 2017, a new design and CMS (content management system) were launched for the SusChem website, also providing directives for the NTPs websites.

The redesign of the SusChem homepage allows users to easily and quickly obtain the required information with innovative, evocative imagery and content as well as clear navigation.



3. Graphic Charter / 3.5 Web design

II. Web guidelines – SusChem / Typeset

Title levels

H1 Montserrat Semi Bold – 55px

H2 Montserrat Semi Bold – 40px

H3 Montserrat Regular – 30px

H4 Montserrat Regular – 24px

H5 Montserrat Regular – 19px

H6 Montserrat Regular – 16px

The typeset includes all the different text styles used in SusChem's website.

3. Graphic Charter / 3.5 Web design

II. Web guidelines – SusChem / Typeset

Simple text content

Introductory paragraph style

Montserrat Light 20px — spacing 38px.

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Regular content style

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Quote style

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AUTHOR NAME, ROLE IN COMPANY

Unordered list style

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Ordered list style

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Table style

TABLE HEAD

Value	Value	Value
Value	Value	Value
Value	Value	Value

3. Graphic Charter / 3.5 Web design

II. Web guidelines – SusChem / Typeset

Web page composition

1. Introductory paragraph style

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2. Regular text

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3. In content image*



4. Regular text*

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5. Titles

Use Level 3 for your titles

There are a total of 6 title levels. You should always use the level 3 for your title. However if you have several levels of information in your content start with level number 3 and go down from there to 4, 5 and 6.

**Aspirational and abstract photos are used full size, technical pictures are smaller used as floating images.*

3. Graphic Charter / 3.5 Web design

II. Web guidelines – SusChem / Typeset

Web page composition example

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H3 Montserrat Regular – 30px

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H4 Montserrat Regular – 24px

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H5 Montserrat Regular – 19px

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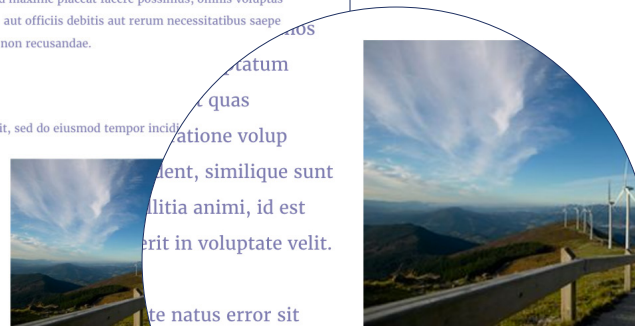
H6 Montserrat Regular – 16px

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3. Graphic Charter / 3.5 Web design

II. Web guidelines – SusChem / List content

Simple list

Content specification

- Title: best 50 characters
- Copy: best 210 characters
- Link or .pdf file

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3. Graphic Charter / 3.5 Web design

II. Web guidelines – SusChem / List content

Horizontal image list



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*Image specifications**

Ratio: 6:4

Pixels: 610Wx420H

Resolution: 72dpi

Content specification

- Image
- Title: best 75 characters
- Copy: best 280 characters
- Link or .pdf file



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**Images non-conform to requirements will be cropped.*

3. Graphic Charter / 3.5 Web design

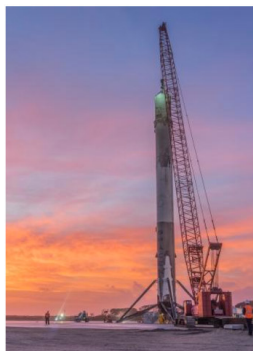
II. Web guidelines – SusChem / List content

Vertical image list



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Image specifications*

Ratio: 5:7

Pixels: 610Wx850H

Resolution: 72dpi

Content specification

- Image
- Title: best 75 characters
- Copy: best 750 characters
- Link or .pdf file

**Images non-conform to requirements will be cropped.*

3. Graphic Charter / 3.5 Web design

II. Web guidelines – SusChem / List content

Person list



John Doe

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*Image specifications**

Ratio: 6:4

Pixels: 600Wx395H

Resolution: 72dpi

Content specification

- Image
- Full Name
- Copy: best 440 characters
- Link or .pdf file



Tim Maverick

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**Images non-conform to requirements will be cropped.*

3. Graphic Charter / 3.5 Web design

II. Web guidelines – SusChem / List content

Large list



SusChem AT



SusChem BE



SusChem CH



SusChem CZ



SusChem DE



SusChem ES



SusChem FR



SusChem GR



SusChem IT

Image specifications*

Ratio: 6:4

Pixels: 600Wx395H

Resolution: 72dpi

Content specification

- Title: best 15 characters
- Link or .pdf file

**Images non-conform to requirements will be cropped.*

3. Graphic Charter / 3.5 Web design

II. Web guidelines – SusChem / List content

Contact card list



Image specifications*

Ratio: 1:1

Pixels: 600Wx600H

Resolution: 72dpi

Content specification

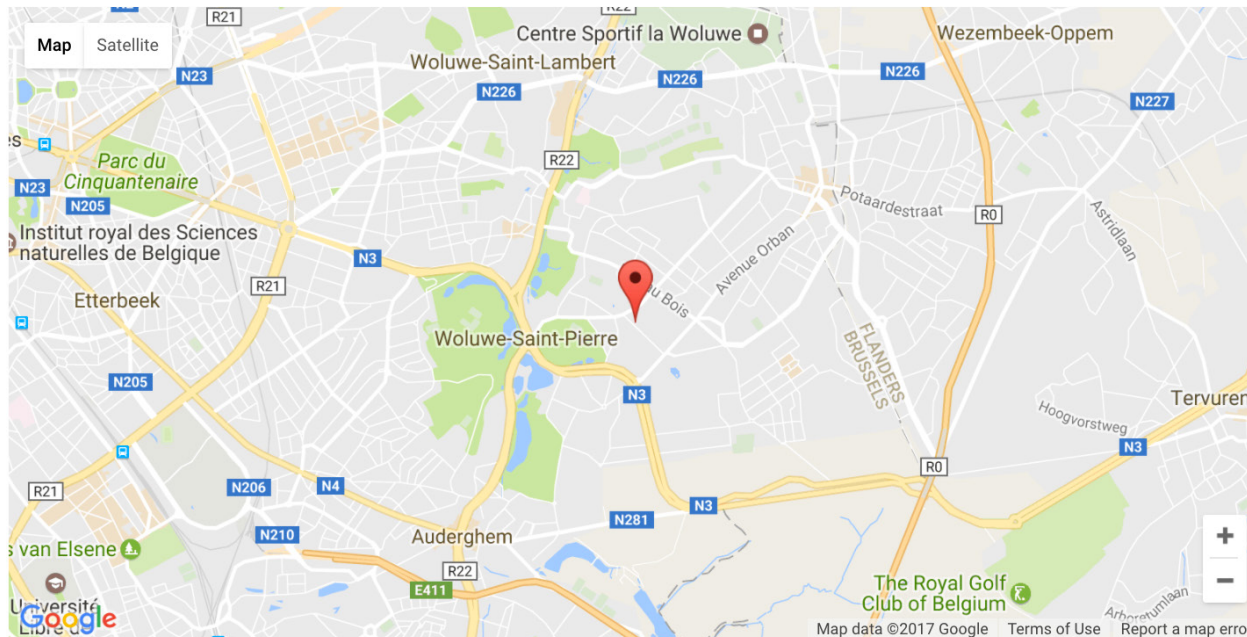
- Image
- Full name
- Job title and company
- Phone number
- Email
- URL

**Images non-conform to requirements will be cropped.*

3. Graphic Charter / 3.5 Web design

II. Web guidelines – SusChem / Advanced content

Map



Content specification

- Street
- Zipcode
- Locality
- Country

3. Graphic Charter / 3.5 Web design

II. Web guidelines – SusChem / Advanced content

Carousel



Image specifications*

Ratio: 7:5

Pixels: 780Wx520H

Resolution: 72dpi

Content specification

- Images (minimum 2)

**Images non-conform to requirements will be cropped.*

3. Graphic Charter / 3.5 Web design

II. Web guidelines – SusChem / Advanced content

Video

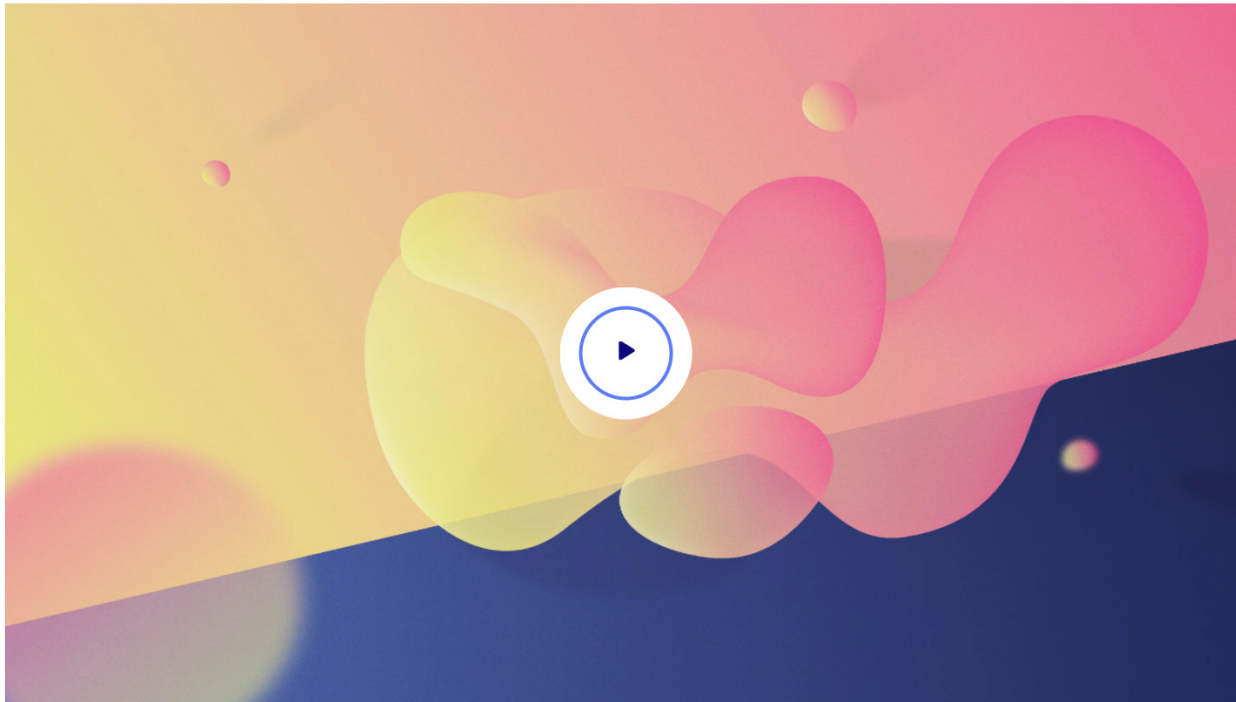


Image specifications*

Ratio: 7:5

Pixels: 780Wx520H

Resolution: 72dpi

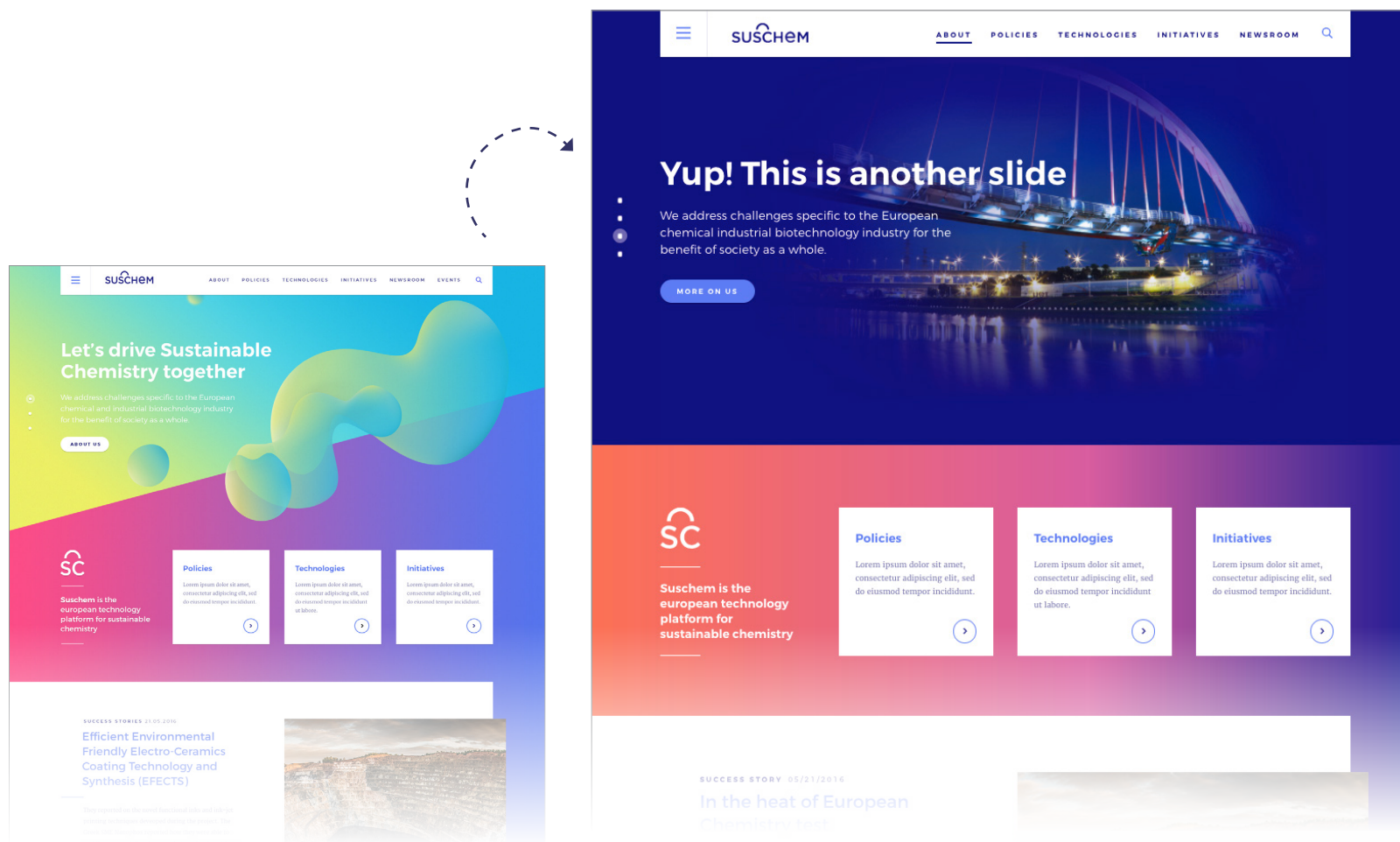
Content specification

- Youtube URL
- Image

**Images non-conform to requirements will be cropped.*

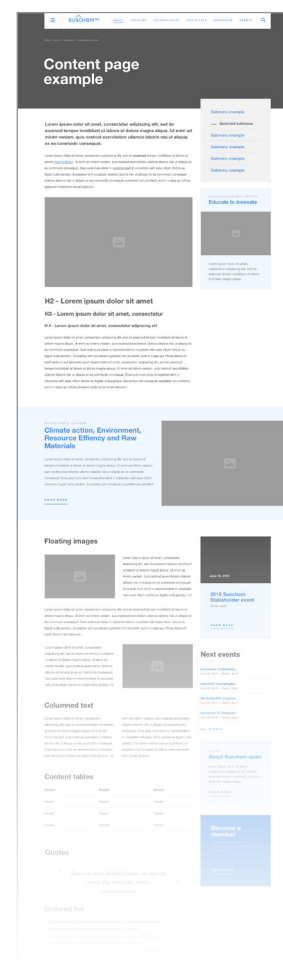
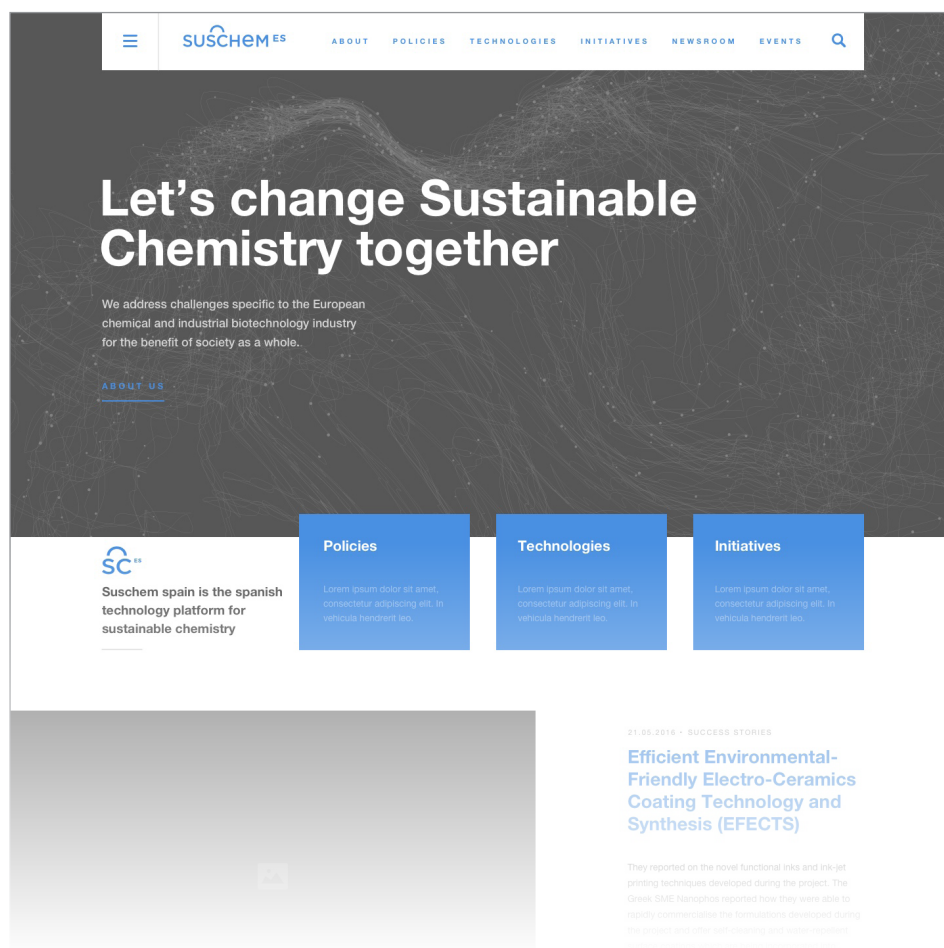
3. Graphic Charter / 3.5 Web design

II. Web guidelines – SusChem / Homepage slider



3. Graphic Charter / 3.5 Web design

II. Web guidelines – NTPs / Wireframes

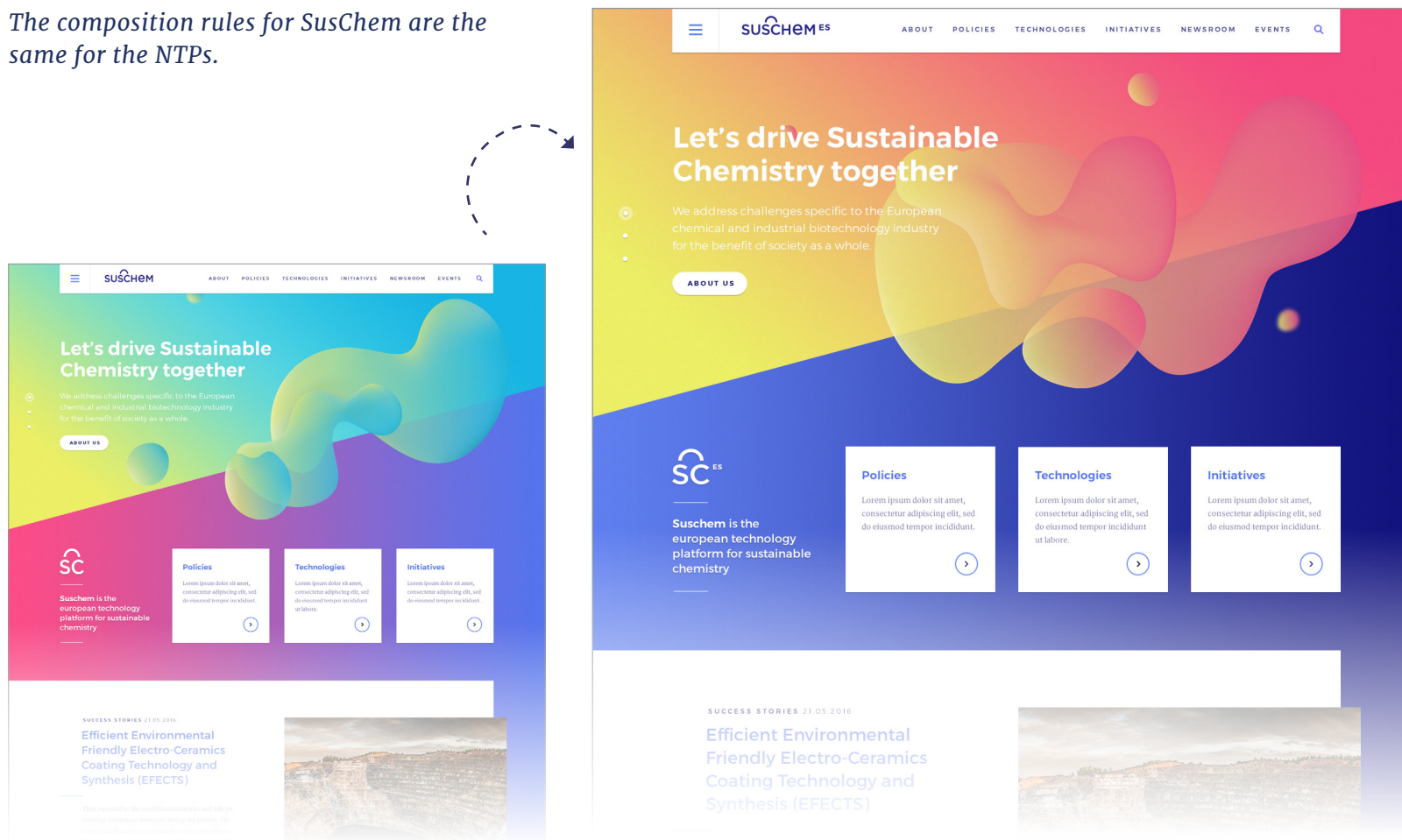


The composition rules for SusChem are the same for the NTPs.

3. Graphic Charter / 3.5 Web design

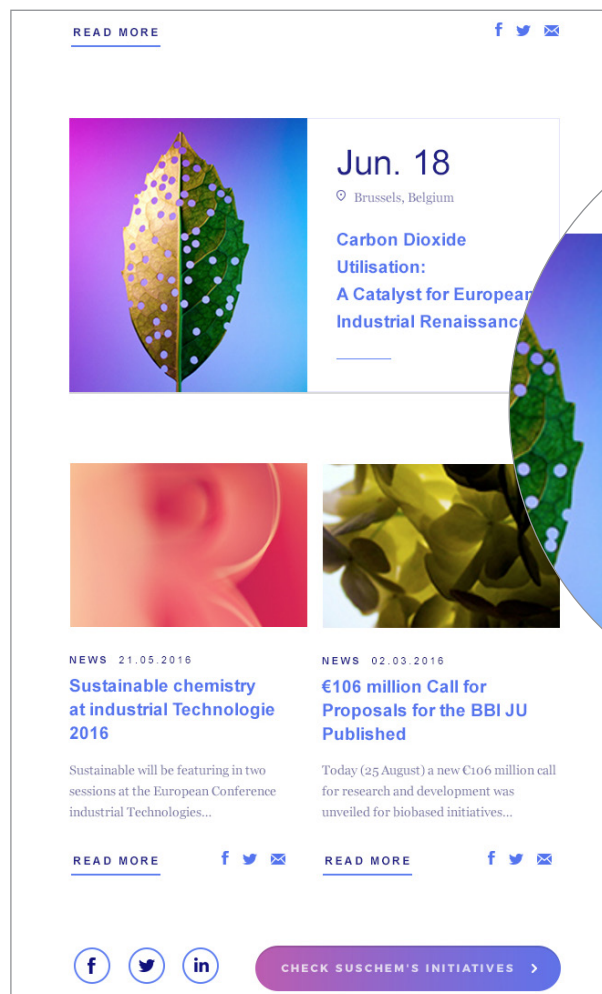
II. Web guidelines – NTPs / UI design

The composition rules for SusChem are the same for the NTPs.



3. Graphic Charter / 3.5 Web design

III. Electronic templates / Newsletter



3. Graphic Charter / 3.5 Web design

III. Electronic templates / Newsletter composition rule

1. Logo

2. Newsletter (volume, issue, date)

3. Summary

4. Featured article

- *Image*

Ratio: 6:4

Pixels: 640Wx410H

Resolution: 72dpi

- *Article type and date*

- *Title*

- *CTA button and share icons*

5. Upcoming event

- *Image*

Ratio: 3:3.5

Pixels: 300Wx350H

Resolution: 72dpi

- *Date*

- *Location*

- *Event's title*

6. Column article

- *Image*

Ratio: 6:4

Pixels: 640Wx410H

Resolution: 72dpi

- *Article type and date*

- *Title*

- *CTA button and share icons*

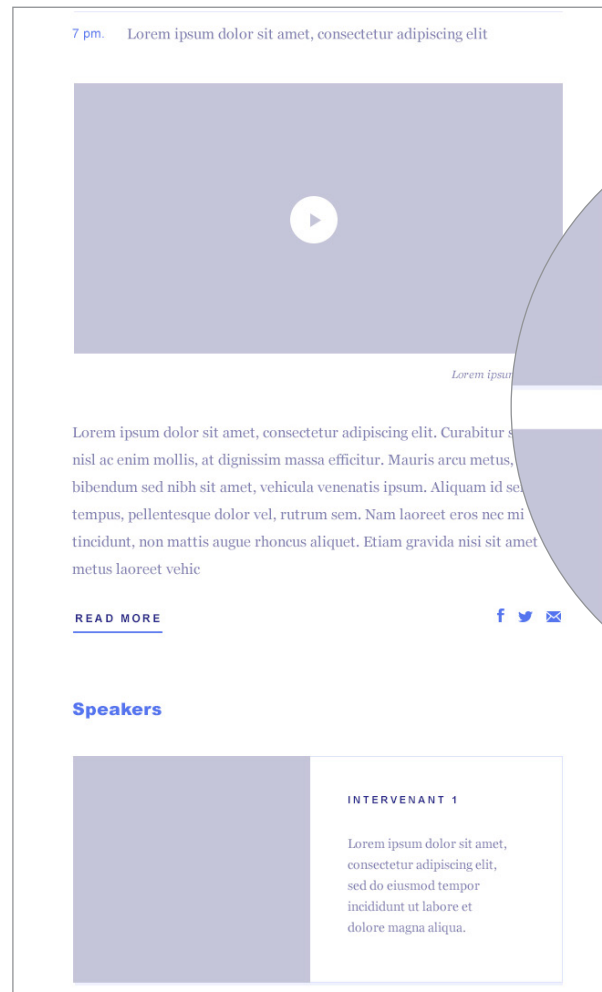
7. Share buttons and CTA

8. SusChem's contact information

9. Newsletter information

3. Graphic Charter / 3.5 Web design

III. Electronic templates / Event e-mail



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INTERVENANT 2

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3. Graphic Charter / 3.5 Web design

III. Electronic templates / Event e-mail composition rule

1. Logo

2. Event's title and date

3. Event image

- Image

Ratio: 5:2

Pixels: 1400Wx615H

Resolution: 72dpi

- Article type and date

- Title

- CTA button and share icons

4. Paragraph title

5. Description paragraph

6. Register button and share icons

7. Program

- Time table

- Activity description

8. Video URL

9. Description

10. CTA button and share icons

11. Speakers

- Image

Ratio: 1:1

Pixels: 100Wx100H

Resolution: 72dpi

- Speaker's name

- Short description

12. CTA button

13. Venue

- Image

Ratio: 6:4

Pixels: 640Wx410H

Resolution: 72dpi

- Cefic's contact information

14. CTA button

15. Register button and share icons

16. SusChem's contact information

17. Event e-mail information

3. Graphic Charter / 3.5 Web design

III. Electronic templates / Stakeholder e-mail



3. Graphic Charter / 3.5 Web design

III. Electronic templates / Stakeholder e-mail composition rule

1. Logo

6. E-mail signature

2. E-mail subject

7. SusChem's contact information

3. Image

8. Stakeholder e-mail information

Ratio: 6:4

Pixels: 640Wx410H

Resolution: 72dpi

4. E-mail Subject

5. E-mail content

- *Title*
- *Paragraphs*
- *List*
- *Author name*
- *Author job title*

Contact

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Chemistry

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