



BRAND GUIDELINES

1 Overview

1. Overview / 1.1 About SusChem

SusChem is the European Technology Platform for Sustainable Chemistry. This platform brings together the industry, the world of academia, governmental policy groups and society as a whole.

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

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

1. Overview / 1.2. What is a Brand?

A brand is the relationship between an organization and its audience and is earned over time. This is how your audience perceives you. It takes considerable time as well as a consistent and dedicated effort to build. However, it takes very little time or effort to lose your brand credibility/reputation. As such, building, maintaining and protecting one's brand should be given the highest priority.

1. Overview / 1.3 The SusChem brand

SusChem's brand represents its reputation and promise to its core stakeholders and society as a whole. We honor this promise through our commitment to nurture a lasting relationship with our stakeholders. Our brand therefore reflects our daily engagement with stakeholders which we foster through our internal and external communication, be it an event, an e-mail, a press release, a website, a social media platform, a video and so on.

SusChem's relationship with its external audience lays the foundation for our brand value. Hence what we convey in our independent communication as a European Technology Platform, National Technology Platform or through joint activities with other entities (e.g., Public Private Partnerships (PPPs), other European projects, and so on.) shapes the perception of SusChem in general. This is a responsibility that each of us must honor and these brand guidelines have been developed to help us all speak with a unified voice as representatives of SusChem.

1. Overview / 1.4 SusChem's brand identity

SusChem's brand identity spans all the visual aspects of the brand. It consists of visual artifacts that tell the SusChem story in a consistent and recognizable way. When the SusChem story is communicated in a unified and consistent manner, the brand will only become more successful, distinguishing itself from other brands. This, in turn, further reinforces the brand and benefits the success of SusChem and its reputation. That is why we developed a graphic charter that explains the brand guidelines.

Following the principles outlined in this guide will make communication easier, clearer and more impactful.

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