



BRAND GUIDELINES

2 **SusChem Rebranding Philosophy**

2. SusChem Rebranding Philosophy / 2.1 Identity research

SusChem's new brand identity communicates a comprehensive vision for sustainability where sustainable chemistry is at the heart of all the solutions needed to tackle the most significant global challenges we face today and foresee in the future (e.g., climate change, ageing population, energy, circular economy, resource efficiency).

Clouds are the embodiment of SusChem's communication vision for sustainability. They are efficient (do more with less), constantly moving and transforming (much like molecules) and transitioning in colours, from the lights of dawn to dusk – epitomising happy emotions and magical feelings, like a journey to a new horizon full of innovations and excitement.

Illustrating SusChem with clouds conveys its simplicity and sophistication, its impact and beauty, its mutation and constant presence. SusChem's communication mission is to brighten the path to sustainable solutions like clouds reflecting the light in this transitioning landscape. These shapes bridge the gap between those dreams and the reality of a radiant future.



WORLD



BRIDGE



DREAM



TOGETHER



SKY

2. SusChem Rebranding Philosophy / 2.2 Tone of voice

A brand's tone of voice and personality is just as important as its visual artefacts. What we write should reflect the values that informed the distinctive visual elements of the brand. Capturing SusChem's unique voice in a consistent way is something that we should all strive for in our written and spoken communication.

SusChem is...



2. SusChem Rebranding Philosophy / 2.2 Tone of voice

ACTION — translating solutions into action

IMPACT — delivering impact for society

SOLUTIONS — creating solutions together

BRIDGE — bridging gaps to connect people and forge new partnerships

TOGETHER — together for sustainability

LIFE — life begins with chemistry

EXCITING — innovation that excites

FUTURE — at the heart of the solutions making a sustainable future of possible



2. SusChem Rebranding Philosophy / 2.3 Guiding Principles

I. Make it accessible

Sustainable chemistry covers a wide range of specialized knowledge and distinct vocabulary that our key audiences (e.g., EC officials, MEPs, government representatives and journalists) might not be entirely familiar with. Therefore, we should always strive to refrain from technical jargon or language where possible and keep our communication simple and accessible, aimed at a general audience.

2. SusChem Rebranding Philosophy / 2.3 Guiding Principles

II. Keep it dynamic

Although SusChem might occasionally write for academic publications, its writing style should not aim for such an audience. We want to communicate about chemistry-enabled solutions in a way that excites people. The language we use should therefore be engaging and the tone should be engaging and should always use the present tense. Keep sentences varied but generally short (never use more words than necessary). Steer clear of over-used buzzwords that do not add any clarity to your messages. Bear in mind that buzzwords can add unnecessary confusion due to the ambiguity and arbitrariness of their use. Keep your audience in mind and always craft your message to connect with them and foster shared understanding.

USE active voice, present tense

BE engaging, clear and exciting

2. SusChem Rebranding Philosophy / 2.3 Guiding Principles

III. Try to tell a story

It's almost always easier to relate to a narrative of some kind, as opposed to an abstract idea. So where possible, show, don't tell. Be specific. Bring a person, team, project, or unit to life by sharing their achievement. Give specifics, add details for color, and try to paint a meaningful picture that people can relate to.

2. SusChem Rebranding Philosophy / 2.3 Guiding Principles

IV. Illustrate our impact

Chemistry provides the building blocks that enable sustainable solutions across all other sectors in society. If we do not make a deliberate effort to illustrate our impact across the value-added chain, our crucial contributions are lost in translation and taken for granted. There are a multitude of ways to do this – through a story, a quote, a fact, an allusion. Our goal is to engage our audience at instants that surprise them with something they didn't expect, explaining how chemistry is making their lives, communities and future far better than they ever imagined by solving challenges for which they never realised that chemistry might play a role in their solution.

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