

SusChem's new brand

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Step into your sustainable future

2017 is a special year for SusChem

Creating Solutions Together



suschem

**Welcome to the new
SusChem**

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suschem.org

sUSchem

New logo

sUSchem

suschem

SusChem icon





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#suschem2017: Brand experience

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Brand experience: Make a wish tree

A 100... wishes and counting

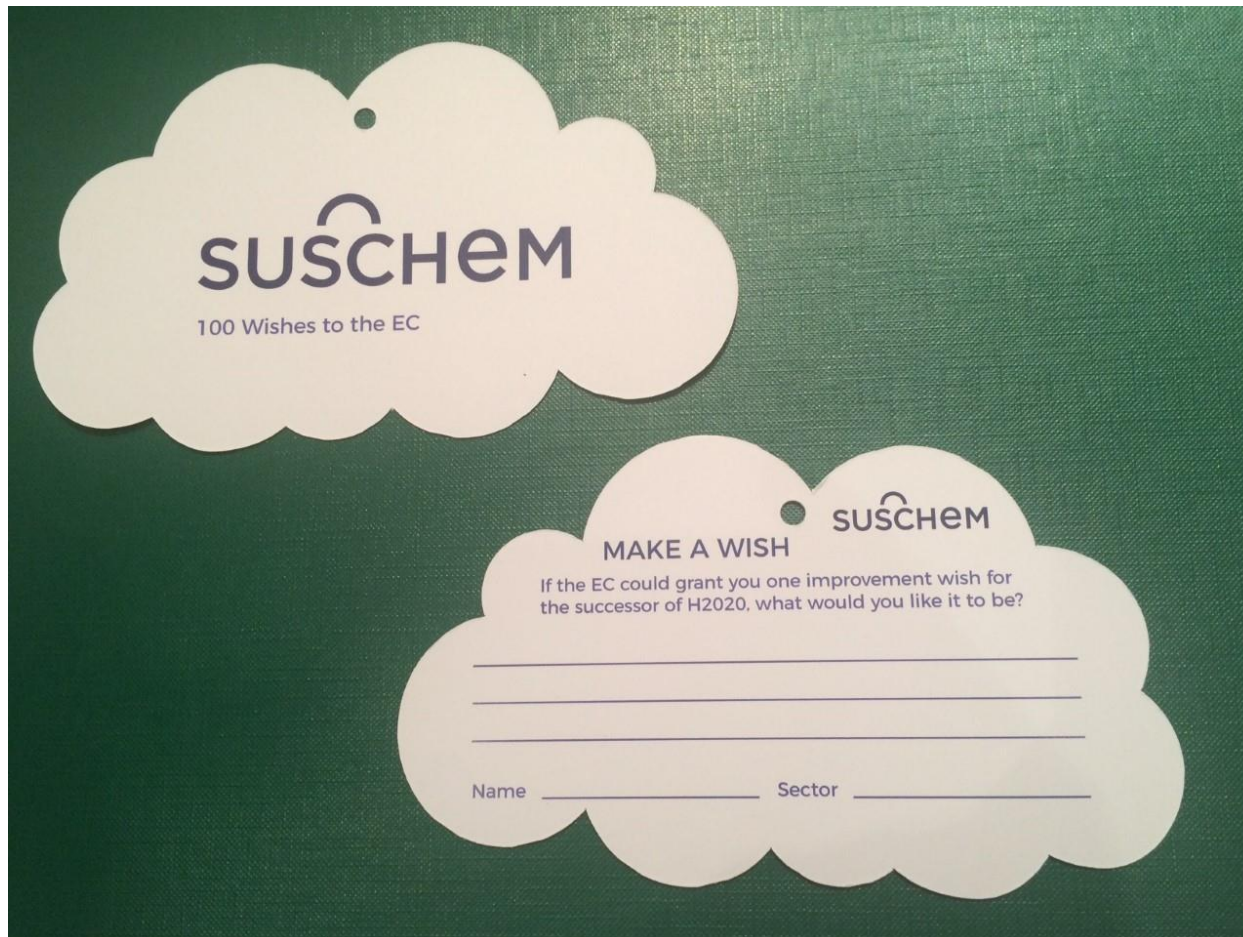
If the EC could grant you one wish for the upcoming successor of Horizon 2020, what would it be?

“One lucky wish card will grant its writer an Apple Watch.”





Brand experience: Make a wish tree



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- The mural is a vibrant, hand-drawn illustration on a large wall. At the top, the title 'LIÈGE MÉTROPÔLE 3' is written in large, bold, block letters. Below the title, the central theme is 'I ♥ LIÈGE', with a heart symbol. The mural is divided into several sections, each representing a different aspect of the city:
- Top Left:** A lightbulb icon with the word 'CRÉATIVE' below it. Next to it is a globe with the word 'OUVERTE' (Open) above it.
 - Top Center:** A circular diagram with 'LIÈGE' in the center, surrounded by arrows and the words 'CENTRAL', 'NORD', 'SUD', 'EST', and 'OUEST'.
 - Top Right:** A building icon with the word 'RECHERCHE' (Research) above it. Below it is a laptop icon with the word 'Hub' next to it.
 - Middle Left:** A train icon with the word 'CONNECTÉE' (Connected) below it. Above it is a money bag icon with the word 'DÉVELOPPEMENT' (Development) next to it.
 - Middle Center:** A large, stylized 'LIÈGE' logo with a heart in the center. To its right is a map of the city with various landmarks labeled: 'AÉROPORTS', 'TRAINS', 'LOGISTIQUE', 'UNIVERSITÉ', 'PORT', 'GUILLEMINOIS', and 'LIÈGE AIRPORT'.
 - Middle Right:** A building icon with the word 'DESIGN' next to it. Below it is a bicycle icon with the word 'Reciprocity' next to it.
 - Bottom Left:** A factory icon with the word 'CORONMEUSE' below it. To its right is a tram icon with the word 'TRAM' below it.
 - Bottom Center:** A large, stylized 'LIÈGE' logo with a heart in the center. To its right is a building icon with the word '200.000 HABITANTS' above it. Below it is a building icon with the word '160 NATIONALITÉS' above it.
 - Bottom Right:** A building icon with the word 'STARTUP' next to it. Below it is a building icon with the word 'DESIGN' next to it.
- A man in a white shirt and dark pants is kneeling on the right side of the mural, drawing on it with a marker. The mural is a colorful and detailed representation of the city of Liège, showing its various aspects and landmarks.

Brand experience: 5 senses

- Visual
- Taste
- Auditory
- Smell
- Touch



We are all SusChem

You are SusChem

We are SusChem

We are all SusChem

Together we stand as strong ambassadors for the SusChem brand.

This is a responsibility that each one of us must honour.

And it starts today! Spread our reach on Twitter, Facebook, YouTube, Newsroom, LinkedIn, by following us!

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Social Media

suschem
Sustainable Chemistry

Together for Sustainability

SusChem ETP
@SusChem
FOLLOWS YOU
The European Technology Platform for Sustainable Chemistry
Brussels, Europe

TWEETS 13.3K FOLLOWING 232 FOLLOWERS 2,627 LIKES 335 LISTS 1

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SusChem ETP @SusChem · 1h
Getting ready for #suschem2017 - but what to wear?

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Thank you!

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