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@SEE\_CHEM\_BUS

RESPONSIBLE CARE

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# CIA brand identity guidelines

**KINGS BUILDINGS** 

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#### Brand identity guidelines for the Chemical Industries Association

We would appreciate it if you would adhere to the following guidelines whenever you are using our brand.

# The logo

Our new brand increases the visual strength of the CIA's corporate image. We want to appear open and accessible, transparent and accountable.

The CIA logo consists of two blocks – the left block which carries the abbreviated form of CHEMICAL INDUSTRIES ASSOCIATION and the right hand block carrying our full name. These two elements should **never** be separated. The proportions of these elements should always remain the same.

All our communications must carry the brand, in order to be seen as a cohesive professional organisation.

If you have any queries about how to use the logo please contact Laura Bamford, BamfordL@cia.org.uk



# **Exclusion zone**

The CIA logo should always be used at the top left hand corner of a document.

There should always be a gap (exclusion zone) below the logo, the the same width as the vertical stripe, and to the right, no smaller than the height of the CIA letters.



The only exception is on third-party material. On third-party material the logo should always have a clear zone particularly when the logo is used beside other logos.



# **Responsible Care**

The RC logo may only be reproduced from master artwork files and must not be redrawn, retyped or altered in any way.

All master files are available from: Laura Bamford, BamfordL@cia.org.uk



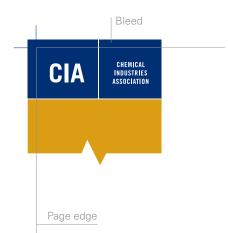
# Size and position of the logo

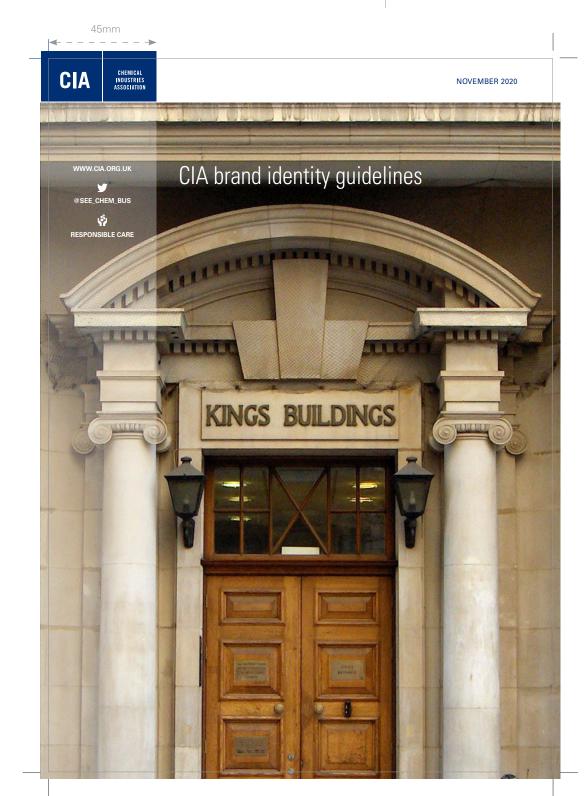
The logo always appears at the top left corner of the document. If printing a document that requires bleed, please use the bleed version of the logo, which has a 3mm extension on the top and left of the logo to allow for trimming.

#### **On printed publications**

On an A4 document the logo should always appear at 45mm wide (without the 3mm bleed). Please use the template supplied (CIA\_ cover\_colour.indt)

On an A5 document the logo should always appear at 35mm wide (without the 3mm bleed).





# Master artwork files

Our logo may only be reproduced from master artwork files and must not be redrawn, retyped or altered in any way.

All master files are available from: Laura Bamford, BamfordL@cia.org.uk

# File types - when and where to use the correct one

.jpg (also .tif)	These are usually photos and are made up of pixels and so if you enlarge them above their original appearing size they will start to pixelate and become poor quality. .jpgs can be used in all Microsoft and Adobe software.	.eps (also .ai)	These are vector files which means they are made up of lines and can be used at any size and do not degrade in quality, so ideal for large format printing. You cannot use directly in Word. You will not be able to view them (unless you have a drawing programme) but can be sent
.png (also .gif)	These can be photos, but are generally logos or graphics that are used for web. They can also have a transparent background so can be used over the top of a photo or a block of colour, ie a white or reversed out logo will generally be saved as a .png otherwise it would not be visible on a white backgroundpngs can be used in all Microsoft and Adobe software.	Please note:	directly to your external printereps files can be used in all Adobe software, but not Microsoft. Photos (.jpg and .png) that are inserted into Word or PowerPoint are compressed in size by the programme (this can be turned off in the programme preferences > File > reduce file size, if you don't want this to happen) so the end product does not become too large. If you are wanting these images to be used for high quality printing, ie CIA Matters, or large format printing, then you will need to supply the original photos to the designers/printers.

# Templates available for different software

Indesign Word

PowerPoint

# **Colour** palette

This colour palette is recomended for the different sections in CIA Matters. When possible these colours should be used on other publcations to give a cohesion of all material for that sector.

CORPORATE BLUE		HEALTH AND SAFETY			ENVIRONI CHANGE	MENT AND	CLIMATE	COMMUNICATIONS			
10% tint	25% tint	50% tint	10% tint	25% tint	50% tint	10% tint	25% tint	50% tint	10% tint	25% tint	50% tint
Pantone 288 C:100 M:84 Y:33 K:18 R:0 G:45 B:116 #002d74		Pantone 667 C:58 M:60 Y:22 K:0 R:124 G:105 B:145 #7c6991		Pantone 5565 C:55 M:25 Y:42 K:7 R:125 G:157 B:146 #7d9d92			Pantone 7565 C:16 M:57 Y:94 K:5 R:207 G:123 B:36 #cf7b24				
POLICY D	RECTOR'S		FEATURE			EDUCATIO	ON AND		ECONOMI	C SUMMAI	RY

OVERVIEW					EMPLOYMENT						
10% tint	25% tint	50% tint	10% tint	25% tint	50% tint	10% tint	25% tint	50% tint	10% tint	25% tint	50% tint
Pantone 7576 C:9 M:55 Y:72 K:1 R:224 G:134 B:80 #e08650		Pantone 43 C:34 M:37 R:170 G:19 #aa999d	Y:29 K:9		Pantone 7654 C:40 M:59 Y:19 K:3 R:165 G:119 B:155 #a5779b			Pantone 7555 C:16 M:36 Y:98 K:5 R:211 G:159 B:16 #d39f10			

ENERGY			
10% tint	25% tint	50% tint	
Pantone 7696			

C:64 M:26 Y:24 K:5 R:96 G:153 B:176 #6099b0

SCOTLAND					
10% tint	25% tint	50% tint			
Pantone 76 C:80 M:55 R:66 G:108 #426ca9					

RESPONSIBLE CARE				EVENTS – CIA					
10% tint	25% tint	50% tint		10% tint	25% tint	50% tint			
Pantone 576 C:59 M:21 Y:84 K:5 R:121 G:156 B:75 #799c4b			Pantone 695 C:24 M:64 Y:36 K:11 R:183 G:108 B:122 #b76c7a						
				EVENTS -	- REACHRE	ADY			
				10% tint	25% tint	50% tint			

Pantone 579 C:32 M:7 Y:48 K:0 R:190 G:208 B:156 #bed09c

CHEMICAL	.s managi	EMENT
10% tint	25% tint	50% tint

Pantone 722 C:18 M:52 Y:78 K:6 R:203 G:131 B:66 #cb8342

REGIONAL AFFAIRS					
10% tint	25% tint	50% tint			
Pantone 76 C:20 M:69 R:198 G:10 #c66784	Y:28 K:4				

MEMBER COMPANY NEWS				CIA TEAM	MEMBERS	;
10% tint	25% tint	50% tint		10% tint	25% tint	50% tint
Pantone 5483				Pantone 45	51	

C:71 M:30 Y:37 K:12 R:76 G:134 B:143

#4c868f

C:37 M:32 Y:66 K:15 R:158 G:146 B:95 #9e925f

# Typography

Univers (condensed to 95%) is our brand type faces and should be used whenever possible. If Univers is unavailable then it should be replaced by Arial or Calibri (e.g. on the website or in Word documents).

#### **Recommended typesizes:**

Word documents – 10pt with at least 12.5pt line spacing

PowerPoint – 24pt on single line spacing with 6pt space before bullets

Univers Light ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

Univers Roman ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

# Univers Bold ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

Calibri ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

# **CIA Matters**

Trade Gothic is our standard type face for CIA Matters. Several weights are available: Trade Gothic Condensed Nos 18 and **20** Trade Gothic Light, Medium and **Bold**  Trade Gothic ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

Trade Gothic No 18 ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

# General 'Look and feel'

All publications and advertising material must try to have a similar 'look and feel' to all other CIA material. Where possible all documents should follow the grid below – using a distinct band 45mm wide down the left side.

The band can be solid colour, semi transparent colour, photographic or kept clear (to imply the band), as shown in the examples on the following pages.

The only requirement is the size and position of the logo.



# **CIA Matters**



# Brochure and flyer covers





#### **Position statements**

#### CHENICAL INDUSTRIES ASSOCIATION CIA

#### Encountering chemical mixtures in daily life: a concern for our health and environment?

#### Background

There is a concern that exposure to chemical mixtures in the environment, abbet at low concentrations, may have a greater risk than might be expected based on the toxicity of single chemicals or products. However, the evidence shows that whilst dhemicals may sometimes act in an additive way, synergism or more than additive (i.e. what some stakeholders refer to as the chemical concal effect) which is a rare occurrence.

stakeholden refer to as the chemical coldtal<sup>®</sup> effect which is a size occurrence. The pressing question for society is whether exposure to multiple addatances in chemical mixtures can present an unacceptable fits to human health and while. This could potentially be extremely complex considering the numerous chemicals and possible comparison, as some time context wave different on environment, all different, the multiple additional and possible comparison and the source of the counter of the source of

The Chemical Industries Association (CIA) – the organisation that represents chemical and pharmaceutical businesses across the UK – and car colleagues in Europe (CEFIC – The European Chemical Industry Council have been working on this as part of on-industry sector's duty to society in considering any potential risks resulting from chemical manufacturing and their use.

#### Current status

- Unrent status The European Commission's current mandate from the EU Council in 2009 is to determine whether the existing angle substance approach for assessing chemical safety is sufficient to protect both humans and wildlife from the effects from potential cumulative exposures of multiple chemicals.
- After initial work by the European Commission, the regulatory policy focus shifted from a general consideration of chemical mixtures to a more focussed assessment to address risks from endocrine disruptors.
- The Organization for Economic Development (DECD) and the European Food Safety Authority (EFSA) have both continued the work on developing guidance for evaluating combined exposures to multiple chemicals.
- evaluating combined exposures to multiple deminatis. Several different approaches have been developed to date for prioritoriaing mixtures of deminatis in the environment, including the UKs Interdepartmental donougo in Health Risk from Chemical Selboy World Health Organization International Programme on Deminal Selberg Vol19: European Chemical Scientific Committees (2017): European Chemical Industry Council (2021) and the European Food Selsty Authority, EFSA (2019)<sup>4</sup>.



#### Our opinions and actions

Our opinions and activity Mat society reads to know is which demicials, if any, will potentially combine to give harmful effects on human health and/or the environment. First though, it is important to understand that there are different types of chemical mixtures and therefore a clear understanding of these is needed before poly clear disclosing can be made since different approaches are required.





### Types of chemical mixtures include

- Intentional mixtures manufactured products in which two or more chemicals are blended together in specific proportions including, for example, household consumer products, pharmaceuticals, biocides and plant protection products.
- Unintentional mixtures originate from a single source such as effluents discharged through manufacturing or from waste-water treatment cleats
- Coincidental Mixtures originate from multiple sources and through multiple pathways. These can often be of unknown and/or variable composition, consisting of anthropoperic discharges to the different environmental compartments (i.e. air, water, sediment and soil) and may include chemicals from natural sources.
- Long way insure chemicals from natural sources. Considering the growing body of scientific evidence that existing regulation based on ingle substances overs the risk from the majority of these mixtures, CIA advocates the need for a risk based, scientific approach to identify and prioritise those environmental mixtures of most concernority

#### CEFIC decision tree:

**CEFC decision tree:** To help advise this, the Europan Chemical Industry Coundi (CEFIC) proposad a decision tree sciencing tool the rabbles porticitation of deminal mixtures present in the environment, nabiling a risk assessment (for these mixtures to be performed and propositionate risk management decisions to be taken. Estentially, it can help to identify hotee combinations of demicals that times be of contem (i.e., those that truly have a cumulative risk). The decision tree combines the risk assessment (framework keproaches developed by doit help Voird Health Organization (WHG) and European Commission's EU Scientific Committees together with a concept into work and the work future 'biodity' the cumulative risk that would be missed by not doixing a cumulative risk assessment, as well as indicaring the fraction do taxicly that cornes from the matic truts component in the mixture. The MCR approach is recognised as an effective prioritisation method within the recent chemical mixture risk assessment guidance from EFSA DDISD.

#### Does it work?

Does it work? Published proof-of-concept weak, suing U.S. and European surface water data and European readential indoe air monitoring data, have demonstrated the effectiveness of the decision-teen to proving da-ab used retropositively for massure depositers or propectively using modelied data for motures of known or predicted theoretical described above offers a pragmatic and scientific way forward to effectively screen munerous substances in a given environmental compartment le g. solt, water, al, edd. The too is designed to identify where there is potential for a cumulative or contraination effect that requires a specific that assessment:

#### Our position

Our position CA vectores the European Commissions and other institutions analyses as an opportunity to review the scientific exprach to identifying and prioritising those mixtures of most concern in the environment. Changing existing existions and the basis of presumption in not the way forward and CAI does not believe there is a need to introduce my new arbitrary assessment factors, as suggested by some stakeholders, into the standard dhemical insit assessment process to cocount for combination effects. In our your this work represent an use and the process for individual substances.

#### Conclusion

Conclusion In the course of this debate, the CIA asks you to lend your support to encouraging regulation of combination of chemicals based on sound science to enhance the protection of public health and the environment.

#### References

- Price et al. 2012. A decision tree for assessing effects from exposures to multiple substances. *Journal of Environment Sciences Europa*, Vol 24-26. https://enveurope.springeropen.com/articles/10.1188/2190-4715-24-26.
- Backhaus, T., & Karlsson, M. (2014). Screening level mixture risk ass pharmaceuticals in STP effluents. Water Research, 49(0), 157-65.

#### CONTACTS

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Simon Marsh Communications Director Chemical Industries Associa Mob: +44 (0) 7951 389 197 Email: MarshS@cia.org.uk

#### Word reports

If a report is being sent out as an electronic file then please use the left hand template and preferably send out as a pdf. If you are printing a report particularly on a non edge-to-edge printer, use the right hand template so that the logo does not get cut off.

#### CIA CHEMICAL INDUSTRIES

#### Document title

Document sub-head or by-line

Please use the following instructions for protecting and unprotecting your

- To unprotect this document, click the button on the unprotect document button on the developer tab. In the drop-down menu click on 'Restrict Formatting and Editing. You will get a panel appearing to the right of your window. At the bottom of this panel click on the stop protection button. 1.
- You will now be dale to make changes to the document. But please be aware that while it is unprotected, you may inadvertently delete the header images if you delete the top two carriage returns in the document and the first two sections. If you have invibiles showing you can see whether the document is protected or Remember to re-protect the document before forwarding to anyone is protected or Remember to re-protect the document before forwarding to anyone. 2.
- At the top of each template there are two section breaks that form the protected section. This is only so that the header isn't deleted in error.
- If you click on the protect document on the righthand side of the window you get a panel saying 'Restrict editing and formatting', leave formatting restrictions un-ticked, but tick editing restrictions.
- Click on allow only this type of editing and in the drop-down menu select 'filing in forms'. Click 'Yes, start enforcing protection'. It will ask for a password. Just click ok. Don't set a password. 2.

Unfortunately, while any part of the document is protected the bullets and other functions are greyed out. Don't ask me why, it doesn't follow logic. To use full functionality you need to unprotect the document, make the changes and then re-protect the document as above.

#### Copy styles and AutoText between documents or template

You need to display the Developer tab.

- Do the following in these Microsoft Office programs: Excel, PowerPoint, or Word 1 Click the Microsoft Office Button (top left), and then click Excel Options, PowerPoint Options, or Word Options.
- Click Popular, and then select the Show Developer tab in the Ribbon check box.
- AT the right end of the developer tab you will Document templates. Click on this and at the bottom of the templates tab you will see the organiser button click the Organizer. 1.
- To copy items to or from a different template or file, click Close File, and then click Open File to open the template or file that you want. 2.
- Click the tab for the kind of items that you want to copy. 4.
  - Click the items that you want to copy in either list, then click Copy. To select a range of items, hold down SHIFT, and then click the first and last items. To select nonadjacent items, hold down alt key as you click each item.

Note. If you cannot save changes to the template, or if the Copy button is unavailable, the file might be protected or locked.

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#### Document title

Document sub-head or by-line

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- Click the tab for the kind of items that you want to copy.

Click the items that you want to copy in either list, then click Copy. To select a range of items, hold down SHIFT, and then click the first and last items. To select nonadjacent items, hold down alt key as you click each item.

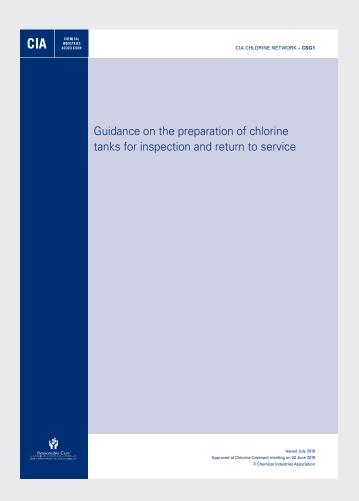
Note. If you cannot save changes to the template, or if the Copy button is unavailable, the file might be protected or locked.

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# **Guidance documents**



# **PowerPoint**

	Encountering chemical mixtures in daily life: a concern for our health and environment?						
WWW.CA.ORG.UK GOZE CHEM JOUS RESPONSIBLE CARE	Roger Pullin						
CIA CHEMICAL INDUSTRIES	Current Status						
	<ul> <li>The European Commission's current mandate from the EU Council in 2009 is to determine whether the existing single substance approach for assessing chemical safety is sufficient to protect both humans and wildlife from the effects from potential cumulative exposures of multiple chemicals.</li> <li>After initial work by the European Commission, the regulatory policy focus shifted from a general consideration of chemical mixtures to a more focussed assessment to address risks from endocrine disruptors.</li> <li>The Organization for Economic Development (OECD) and the European Food Safety Authority (EFSA) have both continued the work on developing guidance for evaluating combined exposures to multiple chemicals.</li> </ul>						
WWW.CIA.ORQ.UK SEE.CHEM_BUS RESPONSIBLE CARE							
WWW.CIA.ORG.UK SEE CHEM BUS RESPONSIBLE CARE	There is a concern that exposure to chemical mixtures in the environment, albelit at low concentrations, may have a greater risk than might be expected based on the toxicity of single chemicals or products. However, the evidence shows that whilst chemicals may sometimes act in an additive way, synergism or more than additive (a. e. what some stakeholders refer to a sthe 'chemical cocktait' effect) which is a rare occurrence.						
	The UK is now officially in a recession						
WWW GA.ORG.UK GEEE OFEN JUS RESPONSELE CARE	Between the base of the second quarter as lockdown was hadDescription of the lockdown was mades of the second quarter as lockdown was had substratesThe true economic impact of the lockdown was mades of the second quarter as lockdown was had substratesThe true economic impact of the lockdown was mades of the second quarter as lockdown was had substratesThe true economic impact of the lockdown was mades of the year was released by the Office for NationalThe true economic impact of the lockdown was mades of the year was released by the Office for NationalThe true economic impact of the lockdown was mades of the year was released by the Office for NationalThe true economic impact of the lockdown was mades of the year was released by the Office for NationalThe true economic impact of the lockdown was mades of the year was released by the Office for NationalThe true economic impact of the lockdown was mades of the year was released by the Office for NationalThe true economic impact of the lockdown was mades of the year was released by the Office for NationalThe true economic impact of the lockdown was mades of the year was released by the Office for National						

# **Advertising**



#### Responsible Care and the CIA

There are 58 national chemical manufacturing associations that comprise the global Responsible Care community, of which the CLA is one. We are committed to following the Responsible Care ethic: In Implementing fundamental features of national Responsible Care programmes Committent to advancing sustainable development of the chemical industry Erblancing the management of chemical products worldwide Chempoining and faoitating the extension of Responsible Care along the chemical industry's supply chain • Actively supporting national and local Responsible Care governance • Continuous improvement and performance responsing • Addressing stakeholder expectations about chemical industry subvisies and products • Providina pacrophiate resources to

Jucts iding appropriate resources to ctively implement Responsible

Responsible Care!

#### CIA CHEMICAL INDUSTRIES ASSOCIATION

PHARMACEUTICAL BUSINESSES

Join the CIA Working together to improve your business



Our expert team have unsurpassed kn edge of the issues that face chemical bus ses and the experience to really help.

Make our team part of yours. Being part of CIA is just like having extra staff on your team, though being able to access expertise in all the regulatory and business policy areas that count.

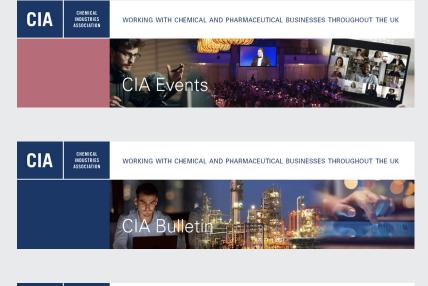
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CONTACT US FOR FURTHER INFORMATION: Kings Buildings Smith Square London SW1P 3JJ 020 7834 3399 | enquiries@cia.org.uk



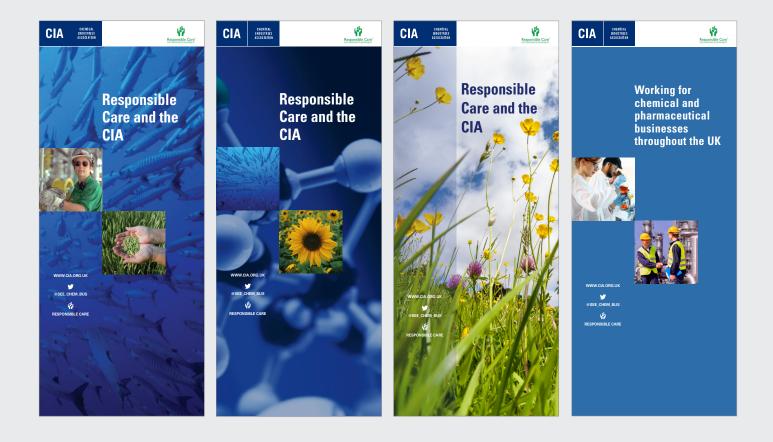
# **Email newsletter headers**







# **Roller banners**



CIA

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