

Guidelines how to use and reference Process Simulation Cup (PSC) in your PR/ marketing.

We are happy that you promote PSC. We also care about the PSC brand and want to keep its identity consistent. We created a few guidelines that will help you and us make it happen. Thank you for supporting us!

Here is a text snippet for your website:



“Process Simulation Cup is a yearly, international competition which prepares future chemical process engineers for the industry by providing a uniquely designed process simulation training. Young professionals can join at any point in the competition and benefit from the opportunity to use simulation software to solve a real-world optimization problem. Bachelor, Masters, and Ph.D. students interested in using CHEMCAD should visit www.process-simulation-cup.com. Registration open all year long.”

1. Process Simulation Cup is an international student competition geared towards chemical process engineering students, academic staff and universities (users and nonusers of CHEMCAD). Its main aim is to attract and increase participation in the contest.

PSC Vision: To provide high-quality and innovative process simulation training to ambitious and motivated engineering students around the world.

PSC Mission: To equip future engineers with the qualities and competencies necessary to succeed as process optimization professionals.

2. PSC in your publicity

a) When writing an article, presentation, content for a web page or own (printed/online) marketing materials, always reference PSC. This includes PSC related initiatives, programs and campaigns. In all cases, authors should ensure that the reference is specific and clear and that

any interested reader will be able to easily find the referenced information. Please send us a link to all your mentions. We will happily link back to you.

b) PSC offers a range of initiatives that should be accurately conveyed to audiences. Always mention the full title when referring to a product, program or campaign such as PSC Evergreen, PSC Cups, PSC Student Ambassador or PSC Academic Ambassador. Please reference when appropriate by adding a website link, blog link, news post or an article so that we can link back to you.

c) Process Simulation Cup is always mentioned in full (i.e. 'Process Simulation Cup') or when referring to an edition, e.g. PSC2018. Always write PSC2018 without a blank between PSC and the year.

d) Never copy and paste PSC website content to your own website, social media posts or a publication etc., even if you credit it. Relevance, quality and Google SERPs matter to us. Create your own text and insert our links when applicable.

3. PSC Copyright

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4. PSC Trademark Usage Guidelines

PSC has developed these guidelines to protect its intellectual property. These Trademark Usage Guidelines apply to PSC as well as to third parties.

a) Referential Use. Third parties may use PSC logo to reference PSC website, programs and campaigns. Referential Use must be accurate. Third party use of PSC trademarks must accurately portray the relationship between PSC and the third party (e.g., it should not imply sponsorship, affiliation or endorsement of another company or its products) and must not create confusion about who owns the PSC copyrights.

b) PSC Trademarks rights. Third parties should not seek or suggest that they have any rights in PSC trademarks. Further, third parties should not market products or services using PSC trademarks or trademarks that are confusingly similar.

c) PSC trade Dress. Do not mimic PSC trade dress. Trade Dress is how PSC products and packaging look, including their distinctive graphics, icons and colour combinations (e.g., the images, icons and design of the PSC website).

d) Do not alter PSC Trademark. Use the trademark exactly as it is written (e.g., do not shorten the mark, or create acronyms, or use different capitalization).

Thank you in advance for your support!