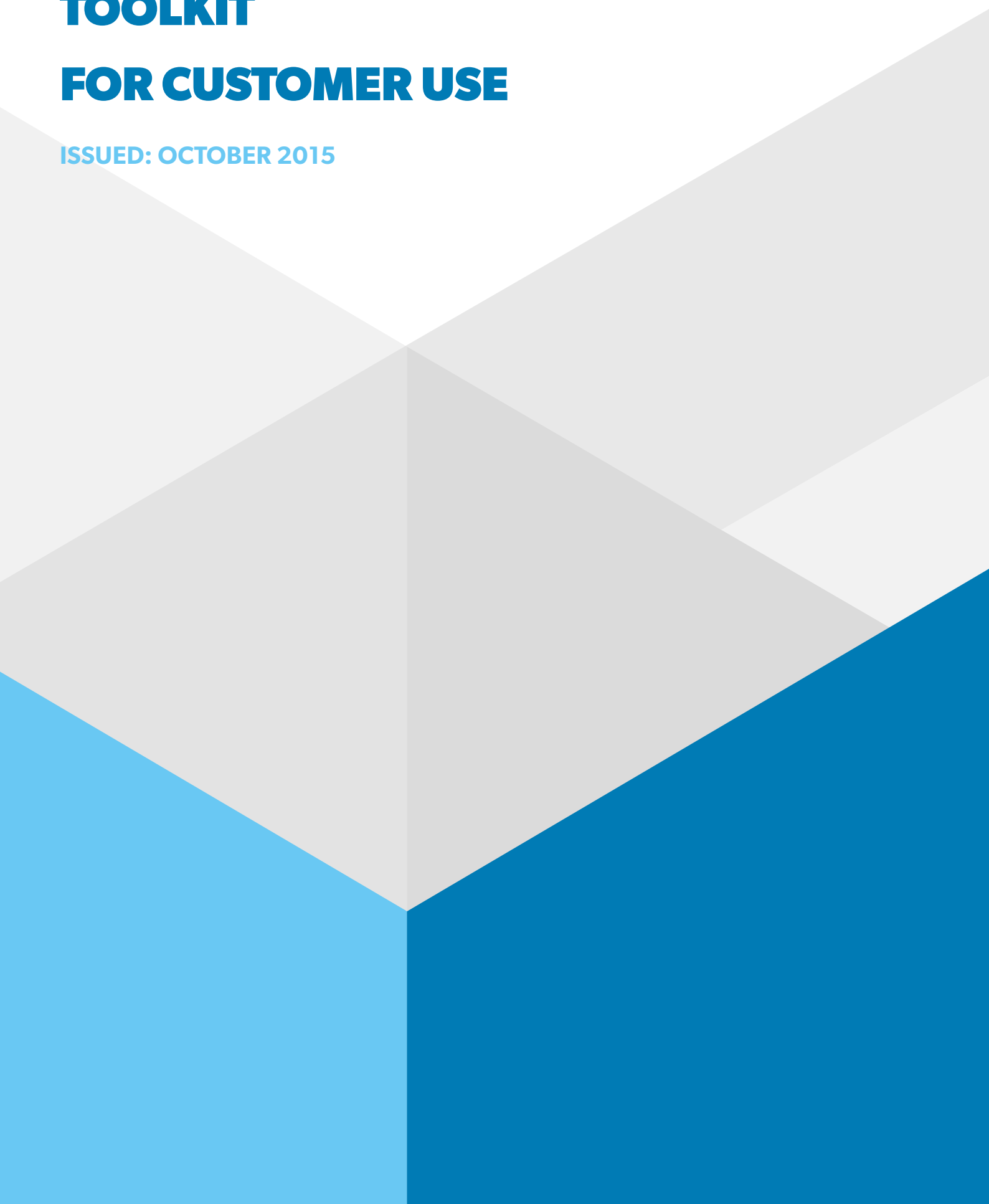


**LYSAGHT  
BRAND IDENTITY  
QUICK REFERENCE  
TOOLKIT**



**FOR CUSTOMER USE**

ISSUED: OCTOBER 2015



**THIS QUICK REFERENCE TOOLKIT IS INTENDED TO PROVIDE SUMMARY GUIDELINES FOR KEY ELEMENTS OF OUR BRAND IDENTITY.**

**LOGO VERSIONS & USAGE**

The PMS colours for the full colour logo are for reference only and should not be reproduced. The Full Colour logo should always be reproduced in either CMYK or RGB colour modes. Colour reproduction must follow the guidelines stipulated here.



**PRIMARY "SHIMMER" BLUE**

PMS 2985,  
C57 M0 Y0 K0, R82 G202 B245

**TYPICAL USAGE:**

- Print & digital publications
- Websites
- Signage
- Livery
- Internal collateral



**BLUE VERSION**

PMS 660  
C90 M57 Y0 K0, R2 G108 B182

**TYPICAL USAGE:**

- Printed applications where the gradient is difficult to reproduce
- Promotional items with single colour print
- Embroidery (uniforms, merchandise)
- Painted signage



**Mono Black Logo**

C0 M0 Y0 K100, R0 G0 B0

**TYPICAL USAGE:**

- Black and white print advertising



**MONO WHITE LOGO (REVERSED OUT SOLID)**

C0 M0 Y0 K0, R255 G255 B255

**TYPICAL USAGE:**

- Brochures and other visual materials where the colour palette makes the full colour logo indistinct

**MINIMUM SIZE**

To maintain quality of definition and legibility it is recommended that the logo is not printed smaller than 20mm in width.



MINIMUM SIZE  
20MM / 169 PIXELS

In online and electronic applications the minimum size is 169 pixels.

## EXCLUSION ZONE & PROTECTING THE LOGO

To ensure our logo stands out and delivers maximum impact a clear space free of typography, photography, illustrations or distracting graphics should be maintained around the logo at all times.

A general rule of thumb is to maintain a distance equal to the height of the 'x' around the logo.



## CUSTOMER USE OF THE LYSAGHT LOGO

In general, customers should seek approval to use the Lysaght logo or other BlueScope brandmarks in their advertising, promotional and communication materials from their Account Manager. Three options are available to leverage their use of BlueScope brands:

1. Utilise the "STEEL BY™" brand partnership brand mark
2. Utilise the appropriate product brand mark (eg: COLORBOND®)
3. Use the Lysaght logo

The use of all these logos should strictly follow the appropriate brand usage guidelines and approval processes for each option. At all times it is the responsibility of the customer that they adhere to the guidelines and their use of the logos is not misleading. In no way must they imply that they are owned by BlueScope or Lysaght, or have a legal connection with BlueScope or Lysaght.

## CUSTOMER USE OF LYSAGHT REGISTERED NAMES AND TRADEMARKS

Lysaght owns an extensive portfolio of both registered and unregistered trademarks. This portfolio continues to expand as we introduce new technologies and products to our market offering. The following list represents the current listing of our most commonly used trademarks.

When using one or more of these trademarks a footnote similar to that below should be used:

*LYSAGHT CUSTOM ORB® is a registered trademark of BlueScope Steel Limited ABN 16 000 011 058.*

### ROOFING & WALLING

LYSAGHT CUSTOM BLUE ORB®  
 LYSAGHT CUSTOM ORB®  
 LYSAGHT CUSTOM ORB ACCENT® 21  
 LYSAGHT CUSTOM ORB ACCENT® 35  
 LYSAGHT INTEGRITY® 820  
 LYSAGHT KLIP-LOK CLASSIC®  
 LYSAGHT KLIP-LOK 700 HI-STRENGTH®  
 LYSAGHT KLIP-LOK® 406  
 LYSAGHT KLIP-LOK® 700  
 LYSAGHT LOK-KLIP®  
 LYSAGHT LONGLINE 305®  
 LYSAGHT SPANDEK®  
 LYSAGHT SPANRIB®  
 LYSAGHT EASYCLAD®  
 LYSAGHT MINI ORB®  
 LYSAGHT MULTICLAD®  
 LYSAGHT MULTILINE®  
 LYSAGHT PANELRIB®  
 LYSAGHT TRIMDEK®  
 LYSAGHT TRIMWALL®  
 LYSAGHT WALLCLAD®  
 LYSAGHT® Finishing Touches

### HOME IMPROVEMENTS

LYSAGHT FIRMLOK® Beam

LYSAGHT FLATDEK®  
 LYSAGHT® Patio Post  
 LYSAGHT Living Collection®  
 LYSAGHT SMARTPARTS®

### FORMWORK & SLABS

LYSAGHT W-DEK®  
 LYSAGHT BONDEK®

### PURLINS & GIRTS

LYSAGHT HOOK-LOK® II Bridging System

LYSAGHT SupaZed®  
 LYSAGHT SupaCee®  
 LYSAGHT SupaPurlin®  
 LYSAGHT TOPSPAN® 22  
 LYSAGHT TOPSPAN® 40  
 LYSAGHT TOPSPAN® 50  
 LYSAGHT TOPSPAN® 61  
 LYSAGHT TOPSPAN® 120

### ACCESS SYSTEMS

LYSAGHT INTERLOK® II  
 LYSAGHT ROOFTRAK®

### GUTTERING & DOWNPIPES

LYSAGHT EMLINE® gutter  
 LYSAGHT NOVALINE® Fascia System  
 LYSAGHT OGEE® gutter

LYSAGHT® quad gutter  
 LYSAGHT RANCE® gutter  
 LYSAGHT RANCELINER® gutter  
 LYSAGHT SHEERLINE® gutter  
 LYSAGHT TRIMLINE® gutter  
 LYSAGHT® Downpipes

### FENCING

LYSAGHT CUSTOMSCREEN®  
 LYSAGHT CUSTOMSCREEN PLUS®  
 LYSAGHT MINISCREEN®  
 LYSAGHT MINISCREEN PLUS®  
 LYSAGHT NEETASCREEN®  
 LYSAGHT NEETASCREEN PLUS®  
 LYSAGHT SMARTASCREEN®  
 LYSAGHT SMARTASCREEN PLUS®  
 LYSAGHT SPANSCREEN®  
 LYSAGHT NEETALOK®  
 LYSAGHT MANDALAY®

### HOUSEFRAMING

LYSAGHT SUPRAFRAME®  
 LYSAGHT SUPRATRUS®  
 LYSAGHT TOPSPAN®  
 LYSAGHT TOPSPAN® 22  
 LYSAGHT TOPSPAN® 40