

# TRADE MARKS & LOGOTYPES

GUIDELINES FOR CUSTOMER USE

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# SETTING THE STANDARDS

At BlueScope, we invest significant time and resources every year to build the profile and core values of our product brands. To ensure that we maximise the value of these brands it is important that we strive to project consistent visual brand identities across all our business activities. We are delighted to provide you, our valued business partners, the opportunity to put our brands to work – for your business.

This brochure includes examples of BlueScope trade marks and logotypes and a detailed explanation of where and how to use them.

Please review the guidelines and contact Steel Direct on 1800 022 999 if you have any queries.

# HOW TO USE BLUESCOPE TRADE MARKS

BlueScope has established an outstanding reputation as a manufacturer of the finest quality steel products. And, as with any fine product, the guarantee of quality is assured by their instantly recognisable trade mark and logotypes.

The following pages show you how to correctly use the BlueScope product logotypes and trade marks and gives you some examples of practical ways they can be utilised.

## USING OUR TRADE MARKS IN COPY OR TEXT

Trade marks such as COLORBOND® steel, ZINCALUME® steel and TRUECORE® steel give everyone involved in their sale and installation a distinct competitive advantage. They are statements to the purchaser that the products represent a certain standard of quality and reliability of manufacture.

Incorrect use and the failure to take the proper precautions for protection, may place the trade marks at risk of becoming just a generic name for similar steel products. That is why it is vital to protect and strengthen their good name.

Outlined in this section are BlueScope's simple rules and standards for trade mark usage. Please follow these guidelines whenever you use our trade marks.

### A TRADE MARK IS ALWAYS SPELT CORRECTLY

A trade mark can only ever have one correct spelling. For example, 'COLORBOND®' must never be spelt with a 'U', or be split into two words.

### A TRADE MARK AND ITS SYMBOL

A trade mark must always be followed by a ® symbol if registered, or alternatively a ™ or an asterisk (\*) if waiting for full registration. Where computer systems are unable to replicate the ® symbol, the letter R placed within brackets, eg. (R) is acceptable. The applicable symbol must appear next to the mark every time it is used.

### A TRADE MARK IS ALWAYS AN ADJECTIVE

Any BlueScope product trade mark must never stand alone as a noun, nor should it be used as a verb.

For example:

✓ The roof is made from COLORBOND® steel	✗ The roof is made from COLORBOND
✓ Select COLORBOND® steel for your roof today	✗ COLORBOND your roof today
✓ It's a COLORBOND® steel roof	✗ a COLORBOND® roof

Thermatech® solar reflective technology used on COLORBOND® steel can be referred to as Thermatech®.

### A TRADE MARK IS ALWAYS DISTINGUISHED

Because trade marks are special, it is important to treat them that way. When the trade mark appears in text, it must be followed by the word 'steel', eg. COLORBOND® steel.

The trade mark must always be in upper case to distinguish it from the surrounding text.

### A TRADE MARK IS ALWAYS FOOTNOTED

In any material in which the trade mark appears, it is also necessary to include a footnote which identifies the trade marked product, colour name or technology as being exclusive to BlueScope. This footnote may appear in small type, however it should not be omitted under any circumstances, eg:

COLORBOND®, ZINCALUME®, Thermatech®, BlueScope, the BlueScope brand mark and ® colour names are registered trade marks of BlueScope Steel Limited. Activate™ and ™ colour names are trade marks of BlueScope Steel Limited.

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## USING OUR TRADE MARKS IN COPY OR TEXT *continued*

### TRADE MARKED COLOUR AND TECHNOLOGY NAMES

Colour names for COLORBOND® steel and technology names for ZINCALUME® and COLORBOND® steel are all trade marked to help protect our investment and further differentiate our product from our competitors. Current colour names and trade mark registration status is available online at [www.steel.com.au](http://www.steel.com.au).

### PRODUCT BRAND LOGOTYPES ARE NOT TEXT

Product logos must **not** be used as a word within a block of text. The logotype should be considered as a visual representation of our brand and **not** as a word of text. The following examples are incorrect uses of our product logotypes:

This house has a **Colorbond®** roof. **X**

**Colorbond®** fencing for your home. **X**

## REPRODUCING LOGOTYPES

Our trade mark logotypes, such as COLORBOND® can be thought of as the visual or pictorial representation of BlueScope trade marks. COLORBOND® logotype including a solid 'o' can be used in the following ways:

### COLOUR USAGE

**Colorbond®**

**SPOT:** Pantone Warm Red

**CMYK:** C0 M79 Y91 K0

**RGB:** R203 G81 B41

### COLOUR REVERSED OUT OF SOLID

**Colorbond®**

### MONO USAGE

**Colorbond®**

For black use of the logotype, the 'o' has a 50% screen of black.

### MONO REVERSED OUT OF SOLID

**Colorbond®**

### MINIMUM SIZE REQUIREMENT

**Colorbond®** 5mm

### CLEAR SPACE REQUIREMENT

To help increase effectiveness and legibility by reducing the impact of text or visual matter, we have defined a clear space that must be maintained.

**Colorbond® z**

Clear space: **Z** = height of lower case 'o'

**Colorbond® z**

### NEVER DISTORT OR CHANGE THE LOGO

Never distort or use our logotype in any way other than as outlined in these guidelines:

**Colorbond® x**

**Colorbond® x**








**Colorbond® x**

**Colorbond® x**

# A SNAP SHOT OF OUR BEST KNOWN TRADE MARKS AND LOGOTYPES

It's sometimes difficult to know the appropriate nouns to accompany the trade mark – so here's a quick reference guide to our trade marks, their following names and logotypes.

Instructions for use of logotypes are detailed in this brochure.

FULL PRODUCT DESCRIPTION	NORMAL DESCRIPTION	TRADE MARKED LOGOTYPE
COLORBOND® pre-painted steel	COLORBOND® steel	
COLORBOND® Permagard® steel	COLORBOND® Permagard® steel	
COLORBOND® Coolmax® steel	COLORBOND® Coolmax® steel	
ZINCALUME® zinc/aluminium/magnesium alloy-coated steel	ZINCALUME® steel	
TRUECORE® residential framing steel	TRUECORE® steel	
GALVSPAN® zinc-coated steel	GALVSPAN® steel	
DECKFORM® steel	DECKFORM® steel	



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For information and inspiration

1800 022 999  
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