

Approved copy for use in your own advertising and marketing

The following copy is available for you to use in your advertising and marketing, subject to approval. When you are creating your own COLORBOND® steel Matt marketing material we ask that you reference this copy. To keep the approval process as smooth as possible we recommend against changes to this copy. All material that features our name, our logos, our trademarks or any of our copy or materials is required to be submitted for prior approval, via the three-step process outlined on page 15 of the sales support pack downloadable via COLORBOND.COM/MATT/SUPPORT*.

Approved Copy For Homebuyers

“Introducing COLORBOND® steel Matt, the elegant and versatile material that diffuses light for a soft, natural, textured appearance. Tested in some of Australia’s harshest conditions, it’s the long lasting finish that enhances your home design.

Available in five colours, ranging from light, medium to dark in depth of colour, COLORBOND® steel Matt provides the versatility to adapt to virtually any design you choose.”

Copy for Trade Customers

Introducing COLORBOND® steel Matt, the elegant and versatile material that diffuses light for a soft, natural, textured appearance. Tested in some of Australia’s harshest conditions, it’s the long lasting finish that enhances your design.

Available in five colours ranging from light, medium, to dark in depth of colour; COLORBOND® steel Matt provides you with the depth and flexibility to adapt to virtually any building type.

Help us protect our brand

For over 50 years COLORBOND® steel has quite literally become part of the Australian landscape. Our logo is instantly recognisable and brand valued by architects, builders and consumers alike. It is therefore very important that our logos and trade marks are used appropriately. If you wish to use any of our logos and/or trade marks for your marketing, just contact us to discuss and always remember to seek prior approval.

Referencing COLORBOND® steel Matt and use of relevant logo

Whenever you reference COLORBOND® steel Matt products, use the words and format “COLORBOND® steel Matt”. Please ensure the word COLORBOND® is in CAPS, include the ® and follow with the words “steel” in lowercase and “Matt” with a capital “M”. When using the COLORBOND® steel Matt logo please follow the guidelines in the Sales Support Pack. The logotype should be considered as a visual representation of our brand. Product logos must not be used as a word within a block of text. To view the pack and request a copy of the COLORBOND® steel Matt logo please log onto COLORBOND.COM/MATT/SUPPORT.

Trade mark notices and disclaimers

Trade mark notices and disclaimers are an important way to ensure we protect our brand and represent material correctly. When referencing COLORBOND® steel Matt, include the following in your material:

COLORBOND® is a registered trade mark of BlueScope Steel Limited.

Referencing Colours

1. To help customers identify the new Matt colours it’s important to reference each one using the “Matt” suffix and use the appropriate ® or ™ symbol: Monument® Matt, Basalt® Matt, Dune® Matt, Shale Grey™ Matt and Surfmist® Matt. Also include the following trade mark notice: “COLORBOND® and ® colour names are registered trade marks of BlueScope Steel Limited. ™ colour names are trade marks of BlueScope Steel Limited.”
2. When referencing/featuring a particular COLORBOND® steel Matt colour(s) in an image, or including colour swatches please also include the following disclaimer and trade mark notice in your material:

The COLORBOND® steel Matt colour swatches and images shown have been reproduced to represent actual product colours and finishes as accurately as possible. However, we recommend checking your chosen colour against an actual sample of the product before purchasing, as varying light conditions and limitations of the printing process may affect colour tones and finishes. To determine the most suitable material for your project, please contact your supplier or see COLORBOND.COM/MATT. COLORBOND® and ® colour names are registered trade marks of BlueScope Steel Limited. ™ colour names are trade marks of BlueScope Steel Limited.