



# BlueScope Trade Marks & Logotypes Guidelines

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

At BlueScope, we invest significant time and resources 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.

Please review and contact your BlueScope Marketing lead or [global.marketing@bluescope.com](mailto:global.marketing@bluescope.com) if you have any queries.

# Using the company brand trade mark

## Correct nomenclature and format

Although “BlueScope” is a registered trade mark, in general written usage, as is the convention for many global corporate brands, we do not follow the normal product trade mark guidelines (fully capitalised followed by ®) for our company brand when written in text.

It should however always be correctly formatted - always with a capital “B” and “S”.

### Trade mark acknowledgement

While we do not fully capitalise or annotate (use the ® symbol) in text, where possible the footer of a document should contain the following trade mark acknowledgement; ie.

**BlueScope is a trade mark of BlueScope Steel Limited ABN 16 000 011 058.**

### Note:

\*The actual legal entity may vary dependent on country or business – always check with your local BlueScope Legal or Marketing department for the correct local trade mark nomenclature.

## Company name (legal entity) vs company brand

When making reference to the company in any form of communications we need to be certain whether we are referring to the brand “BlueScope”, or the legal entity “BlueScope Steel Limited”\*.

In fact, the company comprises a large number of different legal entities, most of which are rarely used externally.

The one identity that is common across the global company and that ties it all together is “BlueScope” – the company brand.

Therefore, in general most marketing, brand and other communications materials should utilise the company brand form of the name (eg BlueScope) in the text content of those communications, whereas legal documentation, formal letters, invoices, tender documents etc will utilise the legal entity form (eg.BlueScope Steel Limited).

**Using “BSL”: The company stock market “ticker” – BSL – should NOT be used as shorthand nomenclature for our company name. This notation should only be used when specifically referring to the company’s Australian Stock Exchange designation.**

## Quick reference guide for correct brand and/or legal entity reference

	BlueScope (the brand)	BlueScope Steel Limited* (the legal entity)
<b>Marketing literature –</b> <ul style="list-style-type: none"> <li>• Headlines and content for brochures</li> <li>• Advertisements</li> <li>• Technical bulletins</li> <li>• Case studies</li> <li>• Press releases</li> <li>• And other marketing communications</li> </ul>	✓	
<b>Marketing literature – legal footers, trade mark ownership etc.</b>		✓
<b>Business cards/email signatures</b>	✓	
<b>Correspondence – general business correspondence</b>	✓	
<b>Correspondence –</b> <ul style="list-style-type: none"> <li>• Formal business correspondence</li> <li>• Memorandum of agreements</li> <li>• Legal notices and proceedings</li> </ul>		✓
<b>Correspondence – footers and company address details</b>		✓
<b>Tender documents – contracts and undertakings</b>		✓

# 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 marks and logotypes.

The following pages show you how to correctly use the BlueScope trade marks and product logotypes and provides 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 are sourced from BlueScope and 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 losing their integrity and value and it is in the interest of BlueScope and its customers to strive to ensure correct and consistent use.

Outlined in this section are BlueScope's simple rules and standards for trade mark usage. Please follow these guidelines whenever you use BlueScope's 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 ™ if unregistered. Where computer systems are unable to replicate the ® symbol, the letter R placed within brackets, eg. (R) is acceptable. The applicable symbol should appear next to the mark every time it is used.

### A trade mark is always an adjective

A BlueScope product trade mark should be used as an adjective and 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

### A trade mark is always distinguished

Trade marks are unique identifiers and should be distinguished from surrounding text. When a trade mark appears in text, it should appear in upper case, eg COLORBOND® steel. At the very least, the first letter must be capitalised.

### A trade mark is always footnoted

In any material in which a trade mark appears, a footnote which identifies the trade mark and the trade mark owner is required. This footnote serves as a notice to others of the existence of trade mark rights – and may appear in small type. An example appears below.

\*\*Important note: not all trade marks within the BlueScope group are registered in the name of BlueScope Steel Limited – and not all businesses are authorised to use all marks. Please check with your Marketing contact for verification.

Example:

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.

### Product brand logotypes are not text

Product logotypes are available for use by authorised customers only and must **not** be used as a word within a block of text. The logotype should be considered as a visual representation of a BlueScope brand and **not** as a word of text.

The following examples are **incorrect** uses of BlueScope product logotypes:

This house has a Colorbond® roof. ✗

Colorbond® fencing for your home. ✗

## Reproducing logotypes

BlueScope product trade mark logotypes can be thought of as the visual or pictorial representation of a BlueScope trade mark and may be used with authorisation.

For example, the 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

### Mono usage

Colorbond®

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

### Colour reversed out of solid

Colorbond®

### Mono reversed out of solid

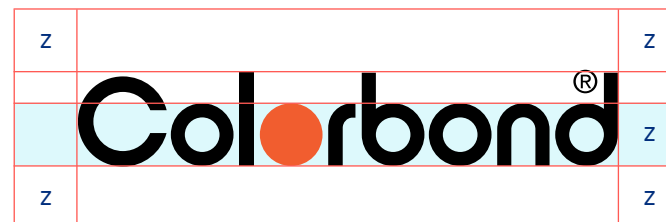
Colorbond®

### 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.



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

## Never distort or change the logo

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

Colorbond® ×

Colorbond® ×

Colorbond® ×

Colorbond® ×








## Examples of BlueScope trade marks and logotypes

### IMPORTANT:

Please note the following (particularly businesses with activities in more than one country):

- Not all trade marks within the BlueScope group are registered in the name of BlueScope Steel Limited.
- Not all trade marks are registered in all countries.
- Not all businesses are authorised to use all marks.

If in any doubt, please check with the appropriate marketing/legal representative for any queries regarding the usage of trade marks in your country. The table is provided by way of example only.

Registered in	Trade Mark	Logotype
Multiple Countries	COLORBOND® steel COLORBOND® is a registered trade mark of BlueScope Steel Limited	
Multiple Countries	ZINCALUME® steel ZINCALUME® is a registered trade mark of BlueScope Steel Limited	
Multiple Countries	TRUECORE® steel TRUECORE® is a registered trade mark of BlueScope Steel Limited	
New Zealand and Pacific Islands	COLORSTEEL® coated steel COLORSTEEL® is a registered trade mark of New Zealand Steel Limited	
Multiple Countries (ASEAN)	BLUESCOPE ZACS® steel BLUESCOPE ZACS® is a registered trade mark of BlueScope Steel Limited	
Australia	ORRCON® steel ORRCON® is a registered trade mark of Orrcon Manufacturing Limited	
Multiple Countries	BUTLER® BUTLER® is a registered trade mark of BlueScope Buildings North America, Inc.	
Multiple Countries	LYSAGHT® LYSAGHT® is a registered trade mark of BlueScope Steel Limited	

# Now, over to you.

Please review and contact your BlueScope Marketing lead  
or [global.marketing@bluescope.com](mailto:global.marketing@bluescope.com) or the BlueScope Trade Mark Attorney,  
[philip.kennedy@bluescopesteel.com](mailto:philip.kennedy@bluescopesteel.com) if you have any queries.

