



# Guidelines for Cooperative Marketing – Residential homes

Version 1.0



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# Welcome to COLORBOND® steel

The COLORBOND® steel brand gives everyone involved in the supply chain, the opportunity to align with an iconic Australian brand. It represents to a consumer that the product provides a high standard of quality and reliability. At BlueScope, we invest significant time and resources every year to build the presence and brand value of COLORBOND® steel.

To ensure that we maximise the value of COLORBOND® steel it is important that we project a consistent visual brand identity.

In 2022, BlueScope launched a refreshed COLORBOND® steel core colour palette. Introducing three new colours into the core residential colour range.

Consumers can continue to match, coordinate and complement their home's design from our refreshed on-trend colour palette.

These Guidelines for Cooperative Marketing will assist you in creating your own marketing materials including brochures, advertising and key messages. They will also ensure your marketing communications meet the requirements and expectations of the visual identity that COLORBOND® steel is most recognised for.





## Section 2

# VISUAL IDENTITY

## OUR LOGO

The COLORBOND® steel Logo is the most important element in our visual identity. With careful and consistent application, the Logo will remain a powerful asset for the brand.

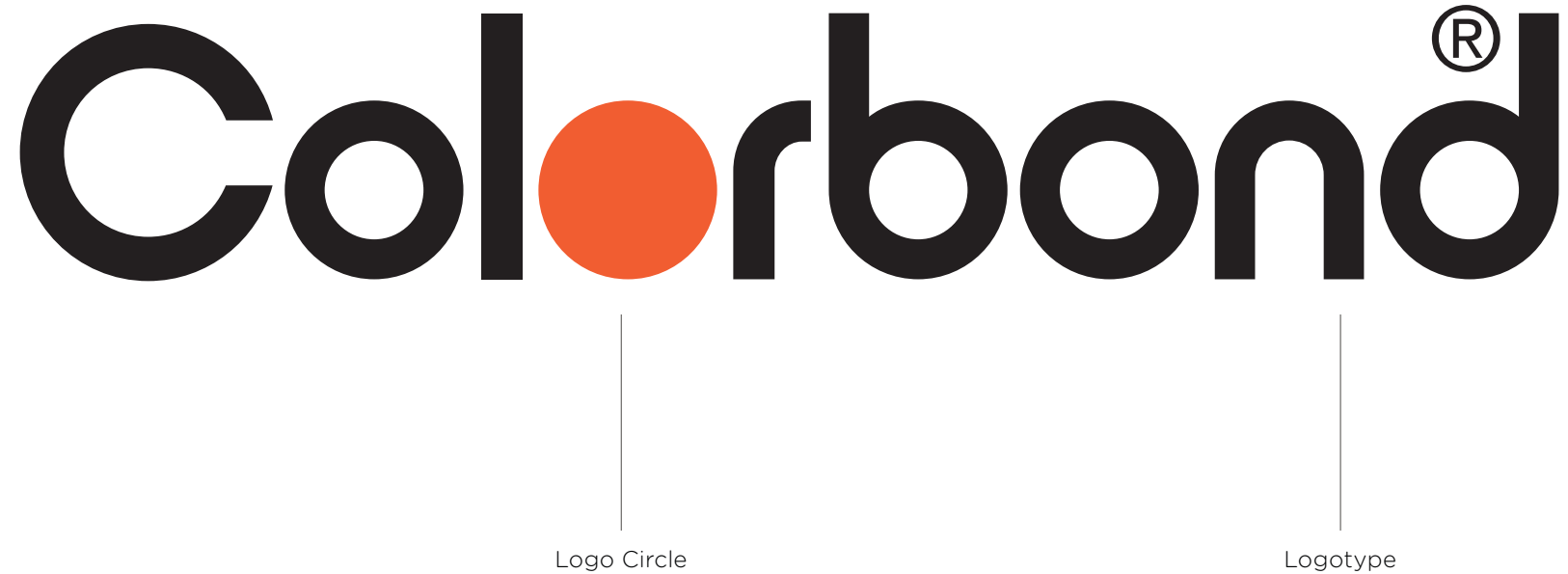
The logo consists of 2 elements:

- the Logotype
- the Logo Circle

This combination of elements is fixed and should not be altered in any way.

When using the COLORBOND® steel Logo you must always use our trade mark disclaimer:

‘COLORBOND® is a registered trade mark of BlueScope Steel Limited. ABN 16 000 011 058. All rights reserved.’



MINIMUM SIZES AND  
CLEAR SPACE

For greater visual impact the Logo should be given generous clear space around it. The clear space is equivalent to the size of the Logo Circle. The Logo should never be enclosed in a box or other graphic devices to make it stand out.



MINIMUM CLEAR SPACE

Minimum clear space is determined by the size of the Logo circle.



Print. 30mm wide or  
10mm high  
Screen. 10px high or  
56px wide

MINIMUM SIZE

Minimum size of 30mm wide or scaled to match minimum height of symbol (10px high.)

## LOGO VARIATIONS

The COLORBOND® steel Logo exists in four forms depending on the application and any restrictions on the delivery medium.

In most applications, and when a light coloured background allows, the regular Full Colour Logo should be used.

If the Logo is to appear on a dark background the Full Colour Reverse Logo should be used.

Where restrictions allow the printing of only one colour, the Monotone Logo should be used. In this case the Logo Circle is a 50% tint of the Logotype.

In all cases the background should be clear of distracting imagery to allow the Logo to be easily recognised.



Full Colour: Light background



Full Colour Reverse: Dark background



Monotone: Light background



Monotone Reverse: Dark background

## LOGO MISUSE

Never distort or change the Logo.  
Never use the Logo in any way other than as specified in these guidelines.

The COLORBOND® steel Logo must not be used as a word within a line or passage of text.





## CO-BRANDING USING THE COLORBOND® STEEL LOGO

The preferred approach to co-branding is:

- When pairing your logo with the COLORBOND® steel logo, you must adhere to this guidance.
- It must be clear the communication is coming from you. This means your branding and logo must be featured more prominently than the COLORBOND® steel branding and logo.
- The preferred position of the COLORBOND® steel logo is to the left of your logo.
- Only co-brand with one other logo.
- For legibility the minimum size requirements for the COLORBOND® steel logo must be maintained.

When using the COLORBOND® steel Logo you must always use our trade mark disclaimer:

‘COLORBOND® is a registered trade mark of BlueScope Steel Limited. ABN 16 000 011 058. All rights reserved.’

Approval of the correct visual representation of co-branding with the COLORBOND® steel Logo is required by BlueScope.

See Section 6 of this document for the approval process and contact details.

If using the COLORBOND® steel logo on your communications you are permitted to use the ‘Proud supplier of’ strapline above it – see example.

Colorbond® YourLogo

COLORBOND® STEEL / CO-BRAND

When featuring both the COLORBOND® steel logo and YourLogo. Your logo should be larger as the communication is coming from you.

Colorbond® YourLogo

COLORBOND® STEEL / CO-BRAND LOCKUP CONSTRUCTION

Hypothetical illustration to be used when a lock up exception is required.

Proud supplier of:

Colorbond®

Proud supplier of:

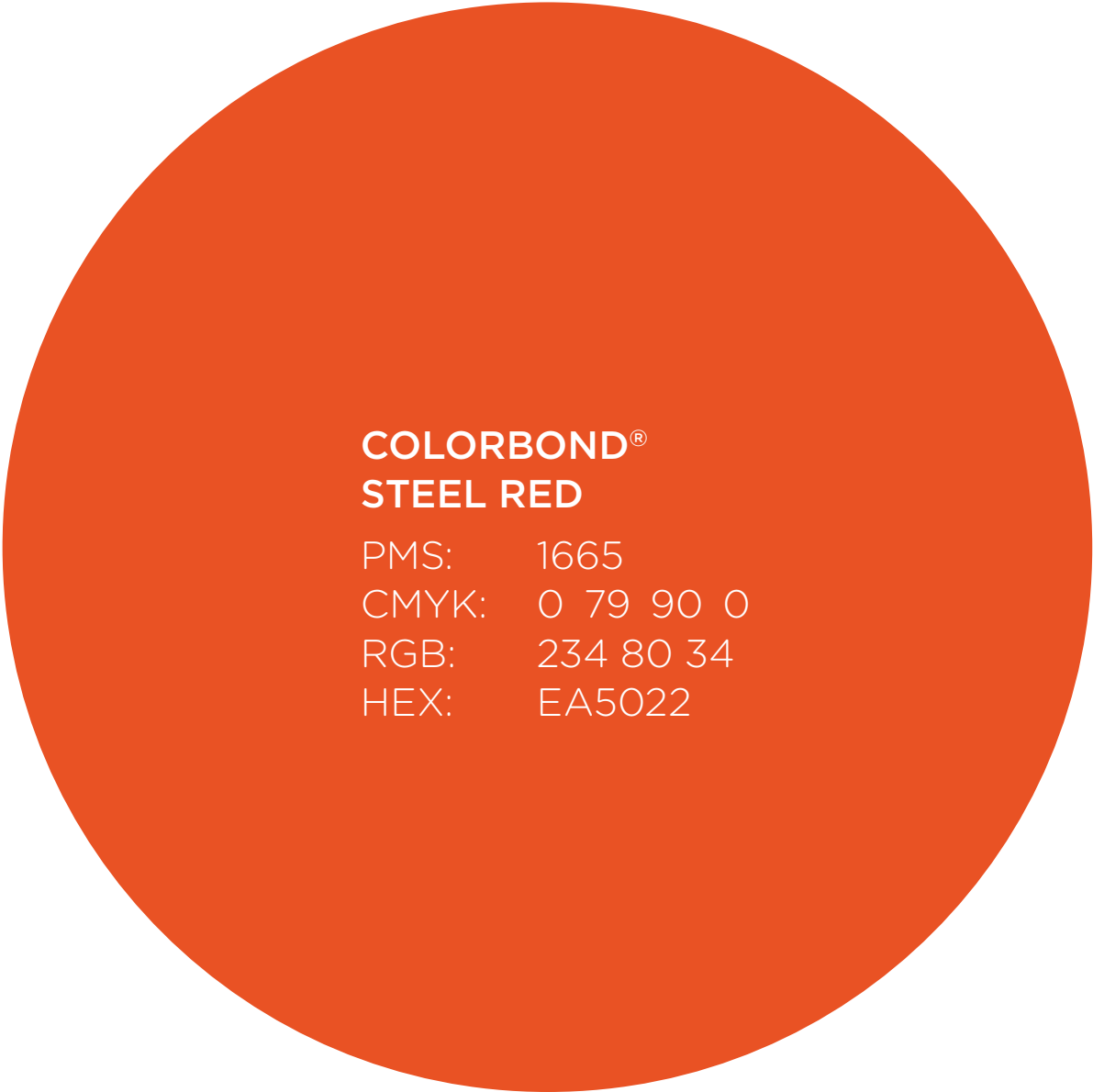
Colorbond®

## Section 3

# CORE COLOUR PALETTE

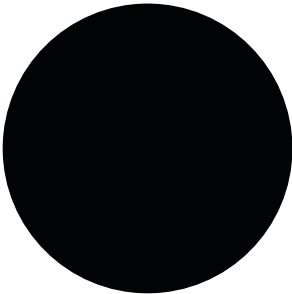
COLOUR PALETTE

To ensure consistency across all our digital and printed communications, use the following colour breakdowns.

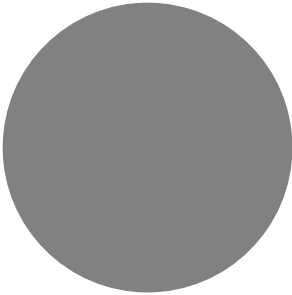


COLORBOND®  
STEEL RED

PMS: 1665  
CMYK: 0 79 90 0  
RGB: 234 80 34  
HEX: EA5022



**BLACK**  
Process Black  
CMYK: 75 65 40 100  
RGB: 0 0 0



**TINT**  
50% Tint of Black



CORE COLOUR RANGE  
IN A CLASSIC FINISH

To ensure consistency across all our digital and printed communications, use the following colour breakdowns from COLORBOND® steel's 22 core colours. Each of these colours represents a trade marked colour that is unique to our brand. No colours outside of this should be used.

When reproducing COLORBOND® steel ® and/or ™ colours in your printed communications, you MUST include the following footnote in the relevant communications:

'The COLORBOND® steel colours shown here have been reproduced to represent actual product colours as accurately as possible. However, we recommend checking your chosen colours against an actual sample of the product before purchasing as varying light conditions and limitations of the printing process, screens and devices may affect colour tones. COLORBOND®, BlueScope, the BlueScope brand mark and ® colour names are registered trade marks of BlueScope Steel Limited. ™ colour names are trade marks of BlueScope Steel Limited. ABN 16 000 011 058. All rights reserved.'



Dover White™

CMYK: 3 2 5 1  
RGB: 249 251 241  
HEX: F9FBF1



Surfmist®

CMYK: 2 2 11 12  
RGB: 228 226 213  
HEX: E4E2D5



Evening Haze®

CMYK: 1 2 22 28  
RGB: 197 194 170  
HEX: C5C2AA



Southerly®

CMYK: 15 11 13 4  
RGB: 210 209 203  
HEX: D2D1CB



Dune®

CMYK: 30 25 32 8  
RGB: 177 173 163  
HEX: B1ADA3



Paperbark®

CMYK: 6 13 30 19  
RGB: 202 191 164  
HEX: CABFA4



Classic Cream™

CMYK: 6 12 32 2  
RGB: 233 220 184  
HEX: E9DCB8



Shale Grey™

CMYK: 10 4 11 26  
RGB: 189 191 186  
HEX: BDBFBA



Bluegum®

CMYK: 44 29 30 13  
RGB: 150 151 153  
HEX: 969799



Windspray®

CMYK: 25 15 19 43  
RGB: 136 139 138  
HEX: 888B8A



Gully®

CMYK: 40 38 44 26  
RGB: 133 126 115  
HEX: 857E73



Jasper®

CMYK: 50 50 60 33  
RGB: 108 97 83  
HEX: 6C6153



Wallaby®

CMYK: 43 37 39 28  
RGB: 127 124 120  
HEX: 7F7C78



Basalt®

CMYK: 51 43 40 32  
RGB: 109 108 110  
HEX: 6D6C6E



Woodland Grey®

CMYK: 45 35 42 67  
RGB: 75 76 70  
HEX: 4B4C46



Monument®

CMYK: 24 18 14 90  
RGB: 50 50 51  
HEX: 323233



Night Sky®

CMYK: 75 65 40 100  
RGB: 0 0 0  
HEX: 000000



Ironstone®

CMYK: 37 20 5 80  
RGB: 62 67 76  
HEX: 3E434C



Deep Ocean®

CMYK: 64 39 15 69  
RGB: 54 65 82  
HEX: 364152



Cottage Green®

CMYK: 77 22 64 64  
RGB: 48 76 60  
HEX: 304C3C



Pale Eucalypt®

CMYK: 55 35 60 14  
RGB: 124 132 106  
HEX: 7C846A



Manor Red®

CMYK: 32 97 100 51  
RGB: 94 29 14  
HEX: 5E1D0E

CORE COLOUR RANGE  
IN A MATT FINISH



Bluegum® Matt

CMYK: 44 28 30 14  
RGB: 150 155 155  
HEX: 969B9B



Shale Grey™ Matt

CMYK: 23 14 20 6  
RGB: 198 201 196  
HEX: C6C9C4



Surfmist® Matt

CMYK: 8 5 12 3  
RGB: 234 233 224  
HEX: EAE9E0



Monument® Matt

CMYK: 32 15 27 90  
RGB: 41 46 42  
HEX: 292E2A



Basalt® Matt

CMYK: 7 0 7 75  
RGB: 95 97 93  
HEX: 5F615D



Dune® Matt

CMYK: 28 26 32 5  
RGB: 189 179 167  
HEX: BDB3A7

## Section 4

# TRADE MARKS, FOOTNOTES, DISCLAIMERS & KEY MESSAGES

## COLORBOND® STEEL AND OTHER TRADE MARKS IN COPY

### COLORBOND® STEEL EXPRESSED IN COPY

When expressed in sentence case copy, the word ‘COLORBOND’ should always be in upper case.

It should always be followed by the registered trade mark symbol ® in superscript, and always followed in turn by the word ‘steel’ in lower case.

If the copy is all upper case, ‘steel’ should also appear in upper case.

In some circumstances sub-brand names may be placed between ‘COLORBOND®’ and ‘steel’. These should appear in title case. If the copy is all uppercase, the sub-brand should also appear in upper case.

If the sub-brand is a trade mark, it should appear in title case and be followed by the relevant registered trade mark symbol ® or the trade mark symbol ™ in superscript.

With its designer palette,  
COLORBOND® steel inspires  
creativity.

**‘COLORBOND® steel’ in sentence case copy**

WITH ITS DESIGNER PALETTE,  
COLORBOND® STEEL INSPIRES  
CREATIVITY.

**‘COLORBOND® steel’ in upper case copy**

Available in COLORBOND® Ultra  
steel for coastal and industrial  
environments.

**‘COLORBOND® steel’ with sub-brand in  
sentence case copy**

### BLUESCOPE EXPRESSED IN COPY

When expressed in sentence case copy, the word ‘BlueScope’ should always include an upper case ‘B’ and ‘S’.

If the copy is all upper case, the word ‘BlueScope’ should also appear in upper case.

### OTHER TRADE MARKS EXPRESSED IN COPY

All other trade marks, including colour names, should appear in title case and should always be followed by the relevant registered trade mark symbol ® or the trade mark symbol ™ in superscript.

If the copy is all upper case, the trade marks should also appear in upper case.

COLORBOND® steel is made by  
BlueScope.

**‘BlueScope’ in sentence case copy**

COLORBOND® STEEL IS MADE  
BY BLUESCOPE.

**‘BlueScope’ in upper case copy**

Thermatech® technology is not  
available in the colour Night Sky®.

**Other trade marks and registered trade marks  
in sentence case copy**



OTHER TRADE MARKS

Other trade marks should appear in title case and should always be followed by the relevant registered trade mark symbol ® or the trade mark symbol ™ in super script, e.g. colour names, Activate® technology, Thermatech® solar reflectance technology and so on.

Guidance on using the registered and trade marked colour names, has been provided on the right.



Registered trade mark symbols are used for COLORBOND® steel and registered colour names.

TM

Trade mark symbol – created by inserting a glyph superscript and used for some trade marked colours.

Surfmist®  
Shale Grey™

When a COLORBOND® steel colour name is presented as a standalone element the solid ® trade mark is to be used.

Surfmist®  
Shale Grey™

For all ® and ™ trade mark symbols used in body copy use the relevant font family glyph as a superscript.

**Surfmist® is available in COLORBOND® Ultra steel**  
**SURFMIST® IS AVAILABLE IN COLORBOND® ULTRA STEEL**

Thermatech® technology is not available in COLORBOND® steel Night Sky®.

Other trade marks including colour names should be expressed in title case unless the copy is all uppercase

FOOTNOTES AND  
DISCLAIMERS

Footnotes may be required on material you produce. They will need to accompany the COLORBOND® steel logo, trade marks and messaging that require appropriate disclaimers.

If you are going into detail about any of the BlueScope technologies eg. Activate® technology and Thermatech® solar reflectance technology you will need to include the appropriate footnotes and disclaimers. See example provided on the right.

- Messaging that requires a footnote should be followed by a superscripted number or character.
- Numbering or characters should be in a numerical or chronological order. i.e. first to appear in the text should be first to appear in the footnotes.

- All messaging requiring disclaimers, logos and trade marks should be referenced in the footnote at the end of the document. As per your references throughout the document, the numbering or character reference should also be numerical or chronological in order in the footnote.
- The COLORBOND® steel footnotes and disclaimers relevant to your use of logos, trade marks and messaging should be included in your document. Should your business have its own footnotes or disclaimer requirements these can be added together. You should always obtain your own legal advice regarding appropriate footnotes and disclaimers relevant to your marketing collateral.

Below are examples of the kinds of footnotes and disclaimers which may be required on your material where relevant. Please note this is not an exhaustive list of the footnotes / disclaimers required. Please seek guidance from your BlueScope representative if you are unsure when and where to use these.

1. Activate® technology is not available for COLORBOND® steel products with a galvanised steel substrate.
2. Warranties are subject to exclusions, application and eligibility criteria. For full terms and conditions and to determine the eligibility of your product for the warranty visit [bluescopesteel.com.au/warranties](https://bluescopesteel.com.au/warranties) or contact BlueScope on 1800 800 789. Warranties provided by BlueScope do not affect consumer rights under the Australian Consumer Law.
3. Thermatech® technology is not available in COLORBOND® steel Night Sky®.
4. This promotion is administered by XXXX and not BlueScope Steel Limited. To the maximum extent permitted by law, BlueScope Steel Limited is not responsible or liable for the administration of, nor liable for any damage or loss arising from, this promotion. Please direct any questions regarding this promotion to XXXX.
5. The COLORBOND® steel colour swatches and images shown in this brochure have been reproduced to represent actual product colours 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. COLORBOND®, Thermatech®, Activate®, BlueScope and ® colour names are registered trade marks of BlueScope Steel Limited and ™ colour names are trade marks of BlueScope Steel Limited. ABN 16 000 011 058. All rights reserved.

APPROVED KEY MESSAGES

Strong, beautiful and durable COLORBOND® steel is tried and tested in Australian conditions to look great and deliver outstanding, long life performance.

COLORBOND® steel is tested in some of the harshest Australian conditions.

The 22 colours of the COLORBOND® steel core colour range are available in a Classic finish, six of which also come in a Matt finish.

COLORBOND® steel, with over 50 years of testing and development.

COLORBOND® steel is backed by a range of warranties† from BlueScope.

COLORBOND® steel conforms to relevant Australian Standards.

When using the COLORBOND® steel Logo or brand name you must always use our trade mark disclaimer:

‘COLORBOND® is a registered trade mark of BlueScope Steel Limited. ABN 16 000 011 058. All rights reserved.’

NOTE: Please view our approved brochures and website to source additional approved messaging.

†Warranties are subject to exclusions, application and eligibility criteria. For full terms and conditions and to determine the eligibility of your product for the warranty visit bluescopesteel.com.au/warranties or contact BlueScope on 1800 064 384. Warranties provided by BlueScope do not affect consumer rights under the Australian Consumer Law.



## Section 5

# SOCIAL MEDIA

# Social Media Tagging

If tagging our brand or core colours in Social, please use the below reference to ensure correct tagging e.g.:

#COLORBONDsteel  
@COLORBONDsteel

For our core colours, we write #COLORBONDsteel #colour (i.e. #COLORBONDsteel #Basalt)

When we are referring to Matt finishes it is written #COLORBONDsteel #BasaltMatt and we include #COLORBONDsteelMatt at the end of the post.

Or if you are referring to Matt colours in general then just use #COLORBONDsteelMatt.

Please note: 'Matt' does not have an 'e' on the end.

#COLORBONDsteel  
#Basalt  
#Dune  
#EveningHaze  
#Gully  
#Ironstone  
#Jasper  
#Monument  
#ShaleGrey  
#Surfmist  
#Wallaby  
#Windspray

#ClassicCream  
#CottageGreen  
#DeepOcean  
#ManorRed  
#NightSky  
#PaleEucalypt  
#Paperbark  
#WoodlandGrey  
#DoverWhite  
#Southerly  
#Bluegum

#COLORBONDsteelMatt  
#BasaltMatt  
#DuneMatt  
#MonumentMatt  
#ShaleGreyMatt  
#SurfmistMatt  
#BluegumMatt  
  
#COLORBONDdesigners  
#COLORBONDpalette  
#COLORBONDsteel #ultra  
#Flatlay  
#Letstalkaboutcolour

## Section 6

# APPROVALS & CONTACT INFORMATION

APPROVALS & CONTACT INFORMATION

PLEASE ALLOW 4-6 WEEKS FOR FEEDBACK/APPROVAL

Send the completed checklist with your final art/copy to your BlueScope representative who will send to Marketing for approval.

**PLEASE NOTE:**  
BlueScope’s review focuses on branding issues and is not a legal review of the material, nor is BlueScope’s feedback legal advice. You should obtain your own legal review and clearance of the material.

**PLEASE NOTE:**  
Unfortunately we do not supply any imagery to our customers for use due to photography usage rights. As typically our images feature talent, specific profiles and designs that are bespoke to each project.

**PLEASE DO NOT COPY AND PASTE ANY IMAGES FROM COLORBOND.COM**

Approval Checklist

Colorbond®

Your Details

Name		
Business Name/Trading Name		
Address		
	State	Postcode
Contact Details	Phone	
	Email	

Collateral Execution

<input type="checkbox"/> Brochure	<input type="checkbox"/> Flyer	<input type="checkbox"/> Online placement
<input type="checkbox"/> Social platform	<input type="checkbox"/> Point of sale	Other (specify)

Location

<input type="checkbox"/> National	<input type="checkbox"/> State	<input type="checkbox"/> Regional
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I have read the COLORBOND® steel GUIDELINES FOR COOPERATIVE MARKETING	<input type="checkbox"/> Yes	<input type="checkbox"/> No
I have used pre-approved copy	<input type="checkbox"/> Yes	<input type="checkbox"/> No
I have referenced the COLORBOND® steel Logo correctly	<input type="checkbox"/> Yes	<input type="checkbox"/> No
I have displayed the relevant/required disclaimers and footnotes	<input type="checkbox"/> Yes	<input type="checkbox"/> No
I have referenced any COLORBOND® steel colour correctly	<input type="checkbox"/> Yes	<input type="checkbox"/> No

PLEASE ALLOW 4-6 WEEKS FOR FEEDBACK/APPROVAL

Send the completed checklist with your final art/copy to your BlueScope representative who will send to Marketing for approval.

COLORBOND®, BlueScope and the BlueScope brand mark are registered trade marks of BlueScope Steel Limited.

BlueScope





Colorbond®

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