

Xlerplate®

Brand Guidelines

A guide to using XLERPLATE® steel logos and trade marks



BLUESCOPE STEEL HAS ESTABLISHED AN OUTSTANDING REPUTATION AS A MANUFACTURER OF THE FINEST QUALITY STEEL PRODUCTS.

The XLERPLATE® steel brand represents BlueScope Steel's grade designation for high quality hot rolled steel plate, delivered with comprehensive service and support.

Familiarity with this brand can assist customers in making purchase decisions in your favour. To maximise that recognition it is important the XLERPLATE® steel logos and trade marks are used correctly and consistently. The guidelines in this document will assist you in maximising the value of this brand in your business communications.

Difference between XLERPLATE® steel and XLERPLATE LITE® steel

The introduction of the XLERPLATE LITE® steel brand means care needs to be taken to ensure the correct brand designation is used for the correct product range.

The table below provides a brief description of the different manufacturing processes of XLERPLATE® steel and XLERPLATE LITE® steel, and should be considered when applying the brand(s) to your communications.



The brand designation for hot rolled steel plate products produced from the Plate Mill with a thickness range from 5mm to 150mm



The brand designation for cut-to-length hot rolled structural plate grades produced from the Hot Strip Mill, with a thickness range from 3mm to 12mm

Using the XLERPLATE® steel logos

To ensure a consistent visual representation of the logos is portrayed, thereby ensuring maximum recognition, the following rules and guidelines have been developed and should be followed at all times.

DESIGN AND COLOURS

The design of the logos cannot be altered under any circumstances. This means that alterations or distortions cannot be made to the graphic proportions of the logos or their individual elements. Additions to the logos are also not permissible.

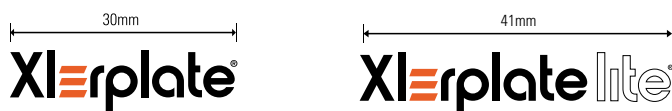
The colours of the logos have been chosen to coincide with the overall visual identity being established within BlueScope Steel and therefore cannot be changed. The colours are:

■ 'Text' element 100% Black ■ 'Stylised E' element Pantone® 166 XLERPLATE® orange

NOTE: One colour and reversed versions of the logos are also available on request.

SIZE

The minimum size of the logos used in promotional literature and all other promotional items should not be smaller than shown below, to ensure the logos are not too difficult to read. In applications such as embroidery, a larger size should be used to maintain visibility of the elements.



BACKGROUND

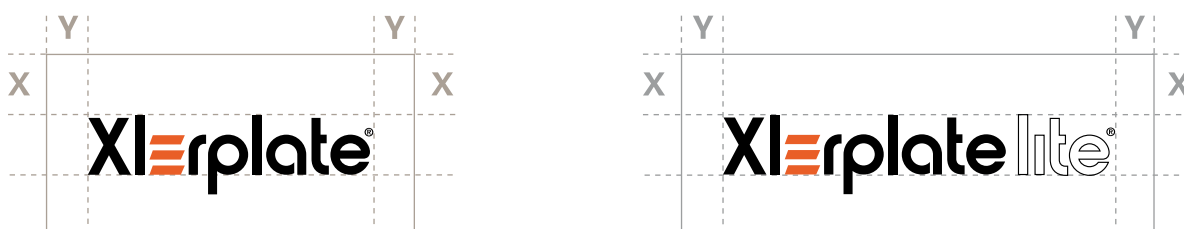
To further enable maximum impact of the logos, they are best presented on a white background. If a coloured background is to be used, care should be taken to ensure the elements of the logos stand out from the background colour.

Where the logos are to appear on a dark coloured background, a reversed out white version of the logos is also available.

CLEAR SPACE AROUND LOGO

To make sure that the logos stand out we have defined a clear space that must be maintained around them. This helps increase the effectiveness and legibility by reducing text or visual matter around them. Below is an example of the clear space requirements.

(X = the cap height; Y = the width of the lowercase 'a')



NEVER DISTORT OR CHANGE THE LOGOS

Do not distort or use the logos in any way other than outlined in these guidelines.



Using the XLERPLATE® steel trade marks

Incorrect use of trade marks may place the mark at risk of becoming a generic name for similar steel products. When this occurs the value of the brand to your business communications is diminished. For this reason, please adopt the following simple guidelines when using these trade marks.

ALWAYS SPELL THE TRADE MARK CORRECTLY

There are no alternate spellings for these trade marks. For example, the marks are never spelt 'EXCELERPLATE' nor split into two words. Also, "LITE" must never be spelt "Light".

ALWAYS USE THE CORRECT SYMBOL

Trade marks must always be followed by the appropriate symbol to denote their registration status.

The correct symbols are:

® for XLERPLATE® steel – denoting its full registration

® for XLERPLATE LITE® steel – denoting its full registration

Please superscript the ® symbol where possible

ALWAYS DISTINGUISH THE TRADE MARK FROM SURROUNDING TEXT

As trade marks are important they need to be differentiated from the surrounding text. In the case of XLERPLATE® steel and XLERPLATE LITE® steel we require they be capitalised as presented in this document.

ALWAYS USE THE TRADE MARK AS AN ADJECTIVE

Both trade marks must always be followed by the word 'steel' presented in lower case.

ALWAYS PROVIDE A FOOTNOTE

In any material where these trade marks appear, it is necessary to include a footnote that identifies them as being exclusive to BlueScope Steel.

The correct form of the appropriate footnotes are:

XLERPLATE® and XLERPLATE LITE® are registered trade marks of BlueScope Steel Limited

MANDATORY APPROVALS

To ensure the accuracy and consistency of our intellectual property, please have a BlueScope Steel Brand Manager sign-off ALL promotional material before distribution takes place.

Please send promotional material in hard copy or PDF format via email, or for further information please contact:

Wendy Boland

Brand Manager, Industrial Markets

BlueScope Steel Limited

Engineering Building

PO Box 1854

Wollongong NSW 2505

Phone: +612 4275 3180

Email: wendy.boland@bluescopesteel.com

