

# LYSAGHT BRAND IDENTITY QUICK REFERENCE TOOLKIT

MINI STYLE GUIDE



ISSUED: **SEPTEMBER 2019**

## THIS QUICK REFERENCE TOOLKIT IS INTENDED TO PROVIDE SUMMARY GUIDELINES FOR KEY ELEMENTS OF OUR BRAND IDENTITY.

### 01 BRAND ELEMENTS THE LYSAGHT TRADEMARK

## OUR LEGAL ENTITY VERSUS OUR COMPANY BRAND.

**LYSAGHT® is both our brand and our trading name (Lysaght).**

When making reference to our business in any form of communications we need to be certain whether we are referring to the brand “LYSAGHT®”, or the legal entity “BlueScope Steel Limited Trading as Lysaght”.

In general, most marketing, brand and other communications materials should utilise the LYSAGHT® brand, whereas legal documentation, formal letters, invoices, tender documents etc will also reference the legal entity form (eg: BlueScope Steel Limited t/as Lysaght).

### Correct nomenclature and format

In text, Lysaght should be referred to in the following way:

- when referring to the company name we write it as “Lysaght” – eg:
  - The great people at Lysaght are experts in the building and construction market .....
  - CUSTOM ORB® from Lysaght
  - Manufactured by Lysaght
  - I work for Lysaght
- when referring to the product or product group we use the more formal trade mark guidelines (ie: CAPITALS and ® symbol) – eg:
  - The range of LYSAGHT® steel building products are well suited to the modern style of building
  - LYSAGHT® roofing products
  - LYSAGHT CUSTOM BLUE ORB®
  - The LYSAGHT CUSTOM ORB® profile is durable
  - We sell LYSAGHT® steel building products
  - LYSAGHT TOPSPAN® is an economical lightweight alternative to timber battens

## 02 BRAND ELEMENTS

### LOGO VERSIONS

The PMS colours for the full colour logo are for reference only and should not be reproduced. The Full Colour logo should always be reproduced in either CMYK or RGB colour modes.

Colour reproduction must follow the guidelines stipulated here.



#### PRIMARY "SHIMMER" BLUE

PMS 2985,

C57 M0 Y0 K0, R82 G202 B245

#### TYPICAL USAGE:

- Print & digital publications
- Websites
- Signage
- Livery
- Internal collateral



#### BLUE VERSION

PMS 660

C90 M57 Y0 K0, R2 G108 B182

#### TYPICAL USAGE:

- Printed applications where the gradient is difficult to reproduce
- Promotional items with single colour print
- Embroidery (uniforms, merchandise)
- Painted signage



#### MONO BLACK LOGO

CO M0 Y0 K100, R0 G0 B0

#### TYPICAL USAGE:

- Black and white print advertising



#### MONO WHITE LOGO (REVERSED OUT SOLID)

CO M0 Y0 K0, R255 G255 B255

#### TYPICAL USAGE:

- Brochures and other visual materials where the colour palette makes the full colour logo indistinct

## 03 BRAND ELEMENTS

### EXCLUSION ZONE

To ensure our logo stands out and delivers maximum impact a clear space free of typography, photography, illustrations or distracting graphics should be maintained around the logo at all times.

A general rule of thumb is to maintain a distance equal to the height of the 'x' around the logo.



## 04 BRAND ELEMENTS

### MINIMUM SIZE

To maintain quality of definition and legibility it is recommended that the logo is not printed smaller than 20mm in width.

In online and electronic applications the minimum size is 169 pixels.



MINIMUM SIZE  
20MM / 169 PIXELS



## 05 LYSAGHT REGISTERED NAMES AND TRADEMARKS

### ROOFING & WALLING

LYSAGHT CUSTOM BLUE ORB®  
 LYSAGHT CUSTOM ORB®  
 LYSAGHT CUSTOM ORB ACCENT® 21  
 LYSAGHT CUSTOM ORB ACCENT® 35  
 LYSAGHT KLIP-LOK CLASSIC®  
 LYSAGHT KLIP-LOK 700 HI-STRENGTH®  
 LYSAGHT KLIP-LOK® 406  
 LYSAGHT KLIP-LOK® 700  
 LYSAGHT LOK-KLIP®  
 LYSAGHT SPANDEK®  
 LYSAGHT SPANRIB®  
 LYSAGHT EASYCLAD®  
 LYSAGHT MINI ORB®  
 LYSAGHT MULTICLAD®  
 LYSAGHT MULTILINE®  
 LYSAGHT PANELRIB®  
 LYSAGHT TRIMDEK®  
 LYSAGHT TRIMWALL®  
 LYSAGHT WALLCLAD®  
 LYSAGHT® Finishing Touches  
 LYSAGHT ZENITH™  
 LYSAGHT LONGLINE 305®  
 LYSAGHT ENSEAM®  
 LYSAGHT IMPERIAL™  
 LYSAGHT DOMINION®  
 LYSAGHT BAROQUE®  
 PERMALITE®  
 PERMALITE WAVELINE®  
 PERMALITE V-RIB®  
 PERMALITE LT7®

PERMALITE ALSPAN®  
 PERMALITE ALSULATE-125®

### HOME IMPROVEMENTS

LYSAGHT FIRMLOK® Beam  
 LYSAGHT FLATDEK®  
 LYSAGHT FLATDEK® 310  
 LYSAGHT FLATDEK® II  
 LYSAGHT LIVING®  
 LYSAGHT® Patio Post  
 LYSAGHT SMARTPARTS®

### FORMWORK & SLABS

LYSAGHT BONDEK®  
 LYSAGHT BONDEK PLUS®

### PURLINS & GIRTS

LYSAGHT HOOK-LOK® II Bridging  
 System  
 LYSAGHT SupaZed®  
 LYSAGHT SupaCee®  
 LYSAGHT SupaPurlin®  
 LYSAGHT TOPSPAN® 22  
 LYSAGHT TOPSPAN® 40  
 LYSAGHT TOPSPAN® 50  
 LYSAGHT TOPSPAN® 61  
 LYSAGHT TOPSPAN® 120

### ACCESS SYSTEMS

LYSAGHT INTERLOK® II  
 LYSAGHT ROOFTRAK®

### GUTTERING & DOWNPIPES

LYSAGHT EMLINE® gutter  
 LYSAGHT NOVALINE® Fascia System  
 LYSAGHT OGEE® gutter  
 LYSAGHT® QUAD gutter  
 LYSAGHT RANCE® gutter  
 LYSAGHT RANCELIN® gutter  
 LYSAGHT SHEERLINE® gutter  
 LYSAGHT TRIMLINE® gutter  
 LYSAGHT COLONIAL® gutter  
 LYSAGHT® Downpipes

### FENCING

LYSAGHT CUSTOMSCREEN®  
 LYSAGHT CUSTOMSCREEN PLUS®  
 LYSAGHT MINISCREEN®  
 LYSAGHT MINISCREEN PLUS®  
 LYSAGHT NEETASCREEN®  
 LYSAGHT NEETASCREEN PLUS®  
 LYSAGHT SMARTASCREEN®  
 LYSAGHT SMARTASCREEN PLUS®  
 LYSAGHT SPANSCREEN®  
 LYSAGHT NEETALOK®  
 LYSAGHT MANDALAY®

### HOUSEFRAMING

LYSAGHT SUPRAFRAME®  
 LYSAGHT SUPRATRUS®

## 06 CUSTOMER USE OF THE LYSAGHT LOGO

In general, customers should seek approval to use the Lysaght logo or other BlueScope brandmarks in their advertising, promotional and communication materials from their Account Manager. Three options are available to leverage their use of BlueScope brands:

1. Utilise the "STEEL BY™" brand partnership brand mark
2. Utilise the appropriate product brand mark (eg: COLORBOND® steel)
3. Use the Lysaght logo

The use of all these logos should strictly follow the appropriate brand usage guidelines and approval processes for each option. At all times it is the responsibility of the customer that they adhere to the guidelines and their use of the logos is not misleading. In no way must they imply that they are owned by BlueScope or Lysaght, or have a legal connection with BlueScope or Lysaght.