



LOGO & BRAND GUIDELINES, USING THE LYSAGHT® BRAND IN YOUR MARKETING

**CO-OPERATIVE MARKETING GUIDELINES
FOR LYSAGHT® DISTRIBUTORS, RESELLERS,
CUSTOMERS AND CHANNEL PARTNERS**

VERSION 4: MARCH 2024



CONTENTS

Introduction	03
How to use our brand in your own marketing	04
Approved Logo Lock-up - Proud Supplier of	05
Approved Logo Lock-up - LYSAGHT LIVING® - Proud Supplier of	06
Logo Lock-Up Variations	07
Clear Space and Minimum Size	08
Lysaght Colour Palette	09
Trademarks and How to Use Them	10
Approved Key Messages	11
Social Media Overview	12
Approvals and Contact Information	14
Additional Marketing Products	15

INTRODUCTION

Co-operative marketing is a partnership Lysaght offers to our trusted network that allows us to support your local and regional marketing and advertising goals. To ensure that we maximise the value of the trusted LYSAGHT® brand it is important that, together, we use the brand consistently. As a valued Lysaght partner, we are proud to offer you benefits that include:

1. Assistance to create your own marketing materials including brochures, advertising and key messages using our brand;
2. Alignment with a trusted Australian brand;
3. Opportunities to advertise this alignment by using our brand alongside your own in a way that represents our brand correctly;
4. Aligning your brand with ours to help build further trust with your customers, backed by Lysaght's 100-year history as an Australian manufacturer.

HOW TO USE OUR BRAND IN YOUR OWN MARKETING

Should you wish to include Lysaght branding within your own marketing and advertising, please ensure you follow the guidelines outlined in this document and complete the approval form located in the Lysaght Sharepoint page:

BBC Marketing ➔ Lysaght ➔ Files for Sales Teams ➔ Co-operative Marketing Toolkits ➔ Lysaght Co-operative Marketing - Logo & Brand Guidelines

Or email Lysaght Marketing and a form can be sent to you:

marketing@lysaght.com

Send the completed form, with your final art/copy to your Lysaght Account Manager or sales representative, who will submit to Lysaght Marketing for approval.

If you require further information or clarification, please contact your Lysaght Account Manager or Lysaght Marketing.

APPROVED LOGO LOCK-UP PLACEMENT



**Proud supplier of LYSAGHT®
steel building products**

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**We've got you
covered for all your
roofing & guttering needs.**

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Come see us at 123 Steel Road, Metalville - 0410 234 56

LYSAGHT Proud supplier of LYSAGHT® steel building products
LYSAGHT®, LONGLINE 305® and COLORBOND® are registered trademarks of BlueScope Steel Limited.
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WAYNES ROOFING

APPROVED LOGO LOCK-UP - PROUD SUPPLIER OF

To assist you in creating your own co-operative marketing materials, we are able to supply you with two (2) different logo lock-ups. The first can be used as a stand-alone element or the second can be locked-up alongside your own logo as shown below. Both versions of the lock-up can be used in a horizontal or a 'stacked' configuration.

NOTE: The Lysaght logo can not be used on its own or with other competitor logos without prior approval from the Lysaght Marketing Team.



**Proud supplier of LYSAGHT®
steel building products**

PROUD SUPPLIER LOGO – OPTION 1

Your logo here

**Proud supplier of LYSAGHT®
steel building products**

PROUD SUPPLIER LOGO – OPTION 3



**Proud supplier of LYSAGHT®
steel building products**

PROUD SUPPLIER LOGO – OPTION 2

Your logo here

**Proud supplier of LYSAGHT®
steel building products**

PROUD SUPPLIER LOGO – OPTION 4

APPROVED LOGO LOCK-UP - LYSAGHT LIVING® - PROUD SUPPLIER OF

If your business only supplies LYSAGHT LIVING® products, or if you wish to specifically market LYSAGHT LIVING® products, the following lock-up can be used. The LYSAGHT LIVING® lock-up can be used in a horizontal or a 'stacked' configuration.

NOTE: The LYSAGHT LIVING® logo can not be used alongside the Lysaght logo. It can not be used on its own, or with other competitor logos without prior approval from the Lysaght Marketing Team.



**Proud supplier of
LYSAGHT LIVING®
products**

LYSAGHT LIVING® PROUD SUPPLIER LOGO – OPTION 1



**Proud supplier of
LYSAGHT LIVING® products**

LYSAGHT LIVING® PROUD SUPPLIER LOGO – OPTION 2

LOGO LOCK-UP VARIATIONS

When you include Lysaght branding in your own marketing materials, you must use one of our approved logo lock-up variations.

Our preferred primary logo for use in all instances is the “shimmer” version.



**Proud supplier of LYSAGHT®
steel building products**

PRIMARY “SHIMMER” LOGO

TYPICAL USAGE

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



**Proud supplier of LYSAGHT®
steel building products**

SINGLE COLOUR LOGO

TYPICAL USAGE

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



**Proud supplier of LYSAGHT®
steel building products**

MONO BLACK LOGO

TYPICAL USAGE

- Forms
- Facsimile
- Black and white print advertising



**Proud supplier of LYSAGHT®
steel building products**

MONO WHITE LOGO (REVERSED OUT SOLID)

TYPICAL USAGE

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

CLEAR SPACE AND MINIMUM SIZE

CLEAR SPACE

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 as indicated to the right.

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 EXCLUSION AREA



MINIMUM SIZE

NOTE: The Lysaght logo can not be used on its own or with other competitor logos without prior approval from the Lysaght Marketing Team.

LYSAGHT COLOUR PALETTE

PRIMARY COLOUR – NAVY BLUE

Navy Blue is Lysaght's primary colour and is the core of our visual identity. Lysaght Navy Blue is to be used as the dominant colour in any visual communication however NOT used as an entire background colour. It is used mostly for text and headers.

BODY COPY COLOUR – BLACK / GREY

For all applications where body copy is viewed on a white or light coloured background, Black / Grey is to be used.

COLOUR BREAKDOWNS

Colour breakdowns are given to the right; however, it is always good practice to ensure a printer / production company undertakes its own match of PMS to CMYK colour standards for its production processes and machines.

The colour reproductions in this guide should not be used for colour matching purposes.

LYSAGHT NAVY BLUE

PMS 295
CMYK: 100.50.0.75
RGB: 0.36.76
HEX: 00234B

LYSAGHT DARK BLUE

PMS 660
CMYK: 90.57.0.0
RGB: 2.108.182
HEX: 026BB5

LYSAGHT LIGHT BLUE

PMS 2985
CMYK: 57.0.0.0
RGB: 82.202.245
HEX: 52C9F4

RICH OR 100% BLACK

TRADEMARKS AND HOW TO USE THEM

BlueScope owns an extensive portfolio of both registered and unregistered trademarks that are used by the LYSAGHT® brand to market and protect its market offering. The following list includes the most commonly used trademarks, both registered (®) and unregistered (™). All other trade marks, including product and profile names, should always be followed by the relevant registered trade mark symbol ® or the trade mark symbol ™ as shown below.

BRAND

LYSAGHT®

ROOFING & WALLING

ALSPAN®
 ALSULATE 125®
 BAROQUE™
 CUSTOM BLUE ORB®
 CUSTOM ORB®
 CUSTOM ORB ACCENT®
 DOMINION®
 ENSEAM®
 EASYCLAD®
 FLATDEK®
 IMPERIAL™
 KLIP-LOK®
 KLIP-LOK 700 HI-STRENGTH®
 KLIP-LOK 700 CLASSIC®
 LONGLINE 305®
 LT7®
 MINI ORB®
 MULTICLAD®
 PANELRIB®
 SNAPSEAM™

SPANDEK®
 TRIMDEK®
 TRIMWALL®
 V-RIB®
 WALLCLAD™
 WAVELINE®
 WEATHERLINE®
 ZENITH®

FORMWORK

BONDEK®
 BONDEK PLUS®

PATIOS & CARPORTS

LYSAGHT LIVING®
 SMARTPARTS™

BATTENS, PURLINS & FRAMING

FIRMLOK®
 HOOKLOK®
 SUPABRIDGE™
 SUPACEE®
 SUPAPURLIN®
 SUPAZED®

SUPRAFRAME®
 SUPRATRUSS®
 TOPSPAN®

GUTTERS & FASCIA

COLONIAL®
 EMLINE®
 FITFAST®
 NOVALINE®
 OGEE™
 RANCELINE®
 SHEERLINE®
 SHORELINE™
 TRIMLINE®

FENCING AND SCREENING

COLORSCREEN®
 CLASSICSCREEN®
 CUSTOMSCREEN®
 DUOSCREEN®
 LOUVRESCREEN™
 MINISCREEN®
 NEETALOK®
 NEETASCREEN®

SMARTASCREEN®
 SLATSCREEN™

ACCESSORIES, SYSTEMS & SOLUTIONS

LOK-KLIP®
 SUPATHERMIC™
 TRIM-KLIP™

PERMALITE® ALUMINIUM

Enduro Green®
 Glacier White™
 Gull Grey™
 Moon Shadow®
 Obelisk Grey®
 PERMALITE® aluminium
 Sahara®
 Slate Grey™

APPROVED KEY MESSAGES

To help you formulate copy when talking about LYSAGHT® and Lysaght products in your marketing and communications we have formulated the below approved key messages for your use:

LYSAGHT® proudly shapes products from Australian COLORBOND® steel.

We/our customer have/has chosen to use LYSAGHT CUSTOM ORB® (insert relevant product) shaped from COLORBOND® Steel.

LYSAGHT® products have been shaped in Australia for over 100 years.

LYSAGHT®'s range of durable, innovative and beautiful roofing, walling and fencing shapes have been designed for Australian conditions to inspire all Australians to build better.

LYSAGHT® products conform to relevant Australian standards.

LYSAGHT® products are guaranteed by warranties from COLORBOND® and BlueScope.*

NOTE: *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.

SOCIAL MEDIA OVERVIEW

Lysaght's active presence across major social media platforms is a testament to our commitment to engaging and informing diverse audiences. Our digital footprint spans from sharing product insights and projects to highlighting our brand values, making these channels an integral part of our marketing strategy.

TAGGING, MENTIONING, AND HASHTAGS

Incorporating mentions and tags of Lysaght in your social media posts can significantly enhance your marketing efforts. Accurate use of the LYSAGHT® name and trademarks, aligned with our approved messaging, not only elevates your status as an approved distributor but also strengthens brand consistency.

We encourage the use of specific hashtags (more relevant for Instagram) along with tagging Lysaght in your posts. This practice increases your content's visibility and creates opportunities for us to potentially reshare your content, thus boosting your reach further. Relevant hashtags help categorise your content, making it discoverable to a broader audience interested in similar topics.

Tag us at:

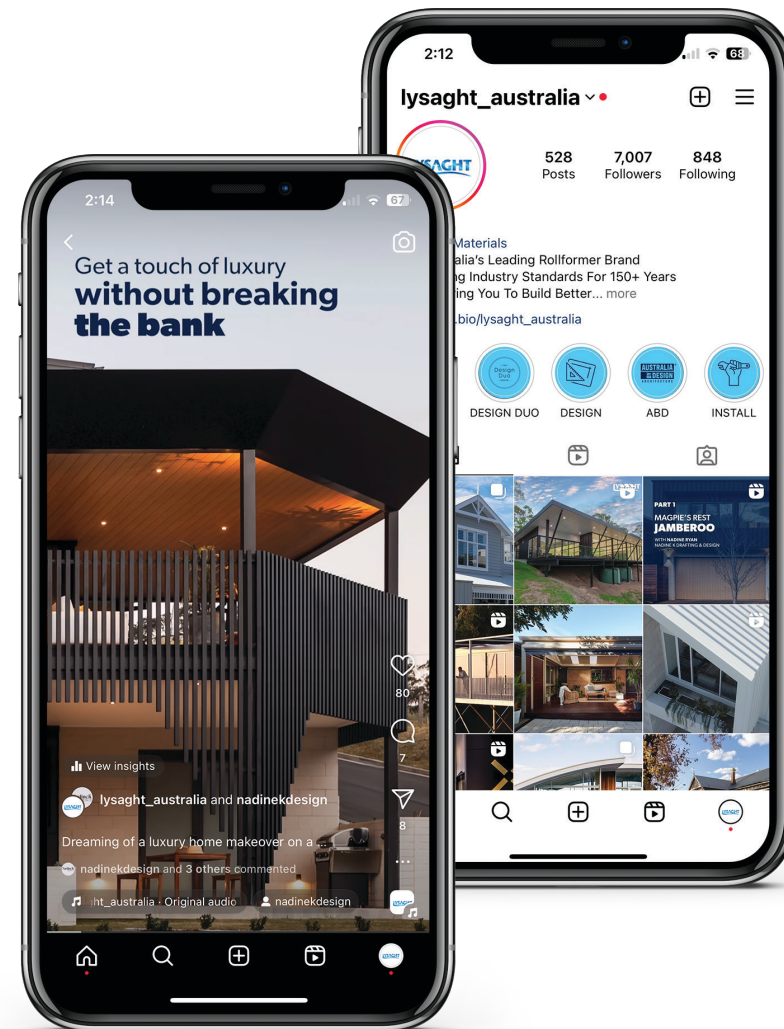
Instagram: @lysaght_australia

Facebook: LysaghtAU

LinkedIn: Lysaght

YouTube: @LysaghtAU

Potential Hashtags: #LysaghtInnovation, #LysaghtDesign, #BuildingWithLysaght #ShapersOfColorbond



SOCIAL MEDIA OVERVIEW

COLLABORATIVE POSTS

Leverage the synergy of collaborative marketing on platforms like Instagram and Facebook. Collab posts allow you and Lysaght to jointly author content, appearing on both accounts' Feeds or Reels. This shared approach amplifies engagement, extends reach, and showcases our joint efforts. Benefits include expanded audience reach, increased engagement, streamlined content creation, and enhanced brand authenticity and community ties.

PROMOTING CONTENT

View social media as an essential outlet for publishing and promoting your content. When creating informative or entertaining content, including blogs, articles, or videos, integrate these into your social media strategy for maximum impact. Directly link to Lysaght products or articles where relevant, reinforcing our partnership and adding depth to your content. Use platforms like Facebook to boost blog posts, LinkedIn for professional articles, and Instagram for engaging visual content. This approach not only draws potential customers but also deepens engagement with your existing audience, broadening your brand's digital influence while underscoring our cooperative relationship.

Effective social media marketing thrives on the mutual promotion of content, creating an ecosystem where both your brand and Lysaght can flourish.

APPROVALS AND CONTACT INFORMATION

PLEASE ALLOW 2-4 WEEKS FOR FEEDBACK/APPROVAL

Whenever you use the provided logo lock-ups in your co-operative marketing, you should gain approval from Lysaght's Marketing Team.

Send the completed checklist with your final art/copy to your Lysaght Account Manager or sales representative who will submit to Lysaght Marketing for approval.

When you submit your final artwork, please clearly indicate exactly where the relevant Lysaght logo is to be positioned.

Once approved, Lysaght Marketing will supply the relevant logos for use in your specific marketing material.

PLEASE NOTE:

Lysaght's review focuses on branding issues and is not a legal review of the material, nor is Lysaght's feedback legal advice. You should obtain your own legal review and clearance of the material.

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

Please do not copy and paste any images from lysaght.com

Follow the following file path on Lysaght Sharepoint for the approval form:

BBC Marketing → Lysaght → Files for Sales Teams → Co-operative Marketing Toolkits → Lysaght Co-operative Marketing - Logo & Brand Guidelines

Or email Lysaght Marketing and a form can be sent to you:

marketing@lysaght.com

LYSAGHT

USING THE LYSAGHT® BRAND IN YOUR MARKETING APPROVAL FORM

YOUR DETAILS

YOUR NAME _____

BUSINESS NAME/TRADING NAME _____

LYSAGHT ACCOUNT NUMBER _____

LYSAGHT ACCOUNT MANAGER NAME _____

ADDRESS _____

STATE _____ POSTCODE _____

CONTACT PHONE _____

CONTACT EMAIL _____

LOGO PLACEMENT

☐ PRINTED ADVERTISING OR FLYER

☐ ONLINE - DIGITAL ADVERTISING FOR WEBSITE

☐ BROCHURE

☐ SOCIAL MEDIA

☐ POINT-OF-SALE (INSIDE SALES OFFICE)

☐ EXTERNAL BUILDING SIGNAGE

WHERE WILL THE LOGO BE SHOWN?

☐ QLD ☐ SA

☐ NSW ☐ NT

☐ VIC ☐ WA

☐ TAS

PLEASE NOTE REGION: _____

REQUIRED LOGO LOCK-UP

☐ PROUD SUPPLIER OF - LYSAGHT

☐ PROUD SUPPLIER OF - CO-BRANDED

PLEASE ALLOW 4 WEEKS FOR FEEDBACK/APPROVAL

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

CHECKLIST

☐ I have read the LYSAGHT® Co-operative Marketing Guidelines

☐ I have attached final artwork which clearly indicates where the LYSAGHT® logo lock-up is to be positioned, in accordance with this guideline

☐ I have used pre-approved messages (including social media)

☐ I have referenced LYSAGHT® products and associated Trade Marks correctly

WHERE WILL THE LOGO BE SHOWN?

☐ QLD ☐ SA

☐ NSW ☐ NT

☐ VIC ☐ WA

☐ TAS

PLEASE NOTE REGION: _____

ECKLIST

☐ I have read the LYSAGHT® Co-operative Marketing Guidelines

☐ I have attached final artwork which clearly indicates where the LYSAGHT® logo lock-up is to be positioned, in accordance with this guideline

☐ I have used pre-approved messages (including social media)

☐ I have referenced LYSAGHT® products and associated Trade Marks correctly

INSPIRATION TO BUILD BETTER

ADDITIONAL MARKETING PRODUCTS

If you would like to create additional Lysaght-branded marketing campaigns, please speak with your Account Manager about how Lysaght can support you with:

- Advertising Templates
- Product Boards
- Pull-up Banners
- Branded Merchandise
- Signage



LYSAGHT® CO-OPERATIVE MARKETING APPROVAL FORM

YOUR DETAILS

YOUR NAME
BUSINESS NAME/TRADING NAME
LYSAGHT ACCOUNT NUMBER
LYSAGHT ACCOUNT MANAGER NAME
ADDRESS
STATE POSTCODE
CONTACT PHONE
CONTACT EMAIL

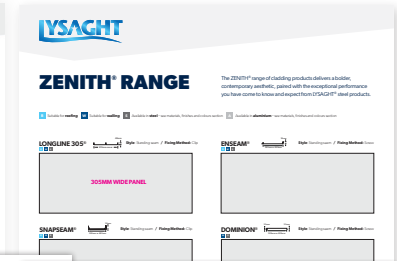
LOGO PLACEMENT

☐ PRINT
☐ ONLINE
☐ BROCHURE
☐ SOCIAL
☐ POINT-OF-SALE
☐ EXTERNAL

REQUIRED LOGO

☐ PROFILE
☐ PRODUCT

PLEASE ALLOW 10 business days for processing of your request. Send the completed form to your Lysaght Account Manager for approval.



INSPIRATION TO BUILD BETTER

- ROOFING & WALLING
- GUTTERING
- FENCING & SCREENING
- PATIOS, CARPORTS & STRUCTURES

LYSAGHT



INSPIRATION TO BUILD BETTER