

BRAND GUIDELINES

VERSION 03 | NOVEMBER 2020

BUILDING ON TRUST

Proud to be trusted in New Zealand for over 95 years, Easysteel is your ideal partner, delivering quality, competitively-priced steel product to companies working in the building, construction and infrastructure sector.



LOGO

PRIMARY LOGO

Horizontal with Tagline



Horizontal no Tagline



LOGO

CLEARSPACE AND MINIMUM SIZE

Clearspace

To ensure consistency of logo treatment and use, it is very important to follow the clear space rules.

The Easysteel Logo must always feature a minimum amount of clear space as indicated. No other logos, copy or images are to encroach on this space.

These rules apply to all the variants of the Easysteel Logo.



Minimum Size

The minimum size for the Easysteel Logo with tagline "A FLETCHER BUILDING COMPANY" is 40 mm wide.

These rules apply to all the variants of the Easysteel Logo.



The minimum size for the Easysteel Logo without the tagline "A FLETCHER BUILDING COMPANY" is 20 mm wide.

These rules apply to all the variants of the Easysteel Logo.



LOGO

LOGO USAGE

Primary Full Colour



Reversed Full Colour



Greyscale



LOGO

LOGO USAGE

Do not have full colour logo on dark background.



Do not add any features or elements to the logo.



Do not change the typeface of the logo.



Do not change the proportions of the logo.



Do not use colour not in brand palette.



Do not use colour over a image



COLOURS

Black

CMYK
C:0 M:0 Y:0 K:100

PMS
K:100

HEX
#000000

Avery 700 Premium
Film Swatches (for signwriting)
Avery 701 Black

Orange

CMYK
C:0 M:53 Y:100 K:0

PMS
PMS151

HEX
#f68e1f

Avery 700 Premium
Film Swatches (for signwriting)
Avery 705 Orange

Grey

CMYK
C:0 M:0 Y:0 K:50

PMS
PMS Cool Grey 8C

HEX
#939393

Avery 700 Premium
Film Swatches (for signwriting)
Avery 744-01 Tele Grey

BRAND FONTS

PRIMARY TYPEFACE

Coupe - Thin

- Can be used as a heading font
- Don't use as a body copy font as it can be too thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()_+{}:"'?

Coupe - Normal

- Works well as body copy font
- Can be used as heading font

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()_+{}:"'?

Coupe - Bold

- Works well as body copy sub-heading font
- Can be used as heading font

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()_+{}:"'?

BRAND FONTS

SCREEN TYPEFACE

Verdana - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()_+{}:”?

Verdana - Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()_+{}:”?

BRAND FONTS

EXAMPLES OF USAGE

Coupe Medium – Regular 40pt

Coupe Bold – Regular 15pt

Couple Normal – Regular 10pt

Experts in Plate Profiling

Building on trust. As part of Fletcher Building, Easysteel has a rich history in New Zealand. This heritage brings with it the things you'd expect - like the scale and capability to handle large and complex orders, and the ability to deliver to the highest levels of compliance.

The Easysteel difference

What really sets us apart as a steel processor? Our customers tell us it's our customer service. We're renowned for providing rapid response, efficient delivery, and unrivalled back-up and support. We're committed to having good people and maintaining great relationships through consistent, on-time delivery of high quality steel plate.

Plate profiling experts

Fletcher Easysteels Profiling operations provide the largest most efficient plate cutting facilities in New Zealand. Whether your requirements are for mild steel, boiler quality, wear or high tensile plate, we profile cut to meet your requests.

Plate Profiling can facilitate your needs in the way of Plasma cutting, Gas cutting, Drilling/Tapping and Counterboring, through to bevelling and weld preparation saving you time and money.

An integral part of Profiling is our CAD services which utilize the latest software technology to nest your designs quickly and efficiently saving cost with minimal waste.

Our expertise is not limited to profile cutting and CAD services, the team here have years of industry knowledge and can also assist you with business consulting, service & advice and market insight.

Adding value

We also strive to provide value-added services that help boost productivity in our clients' businesses. Things like quick turn-around for customer quotations, sourcing specialty steel plates or complex profiling requirements, and helping to lower costs through pre-planned logistics and processing options.

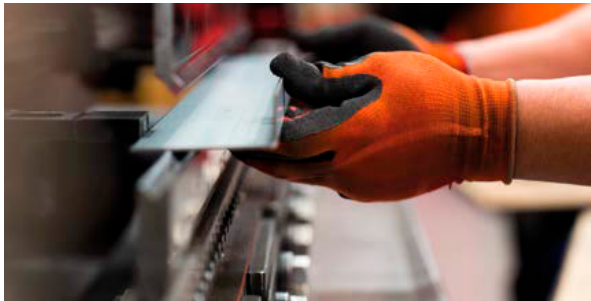
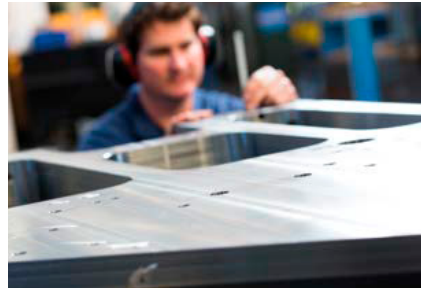
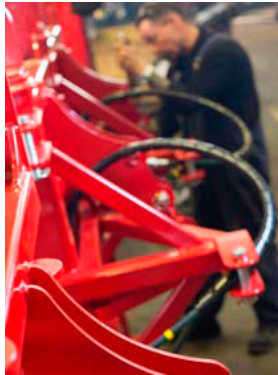
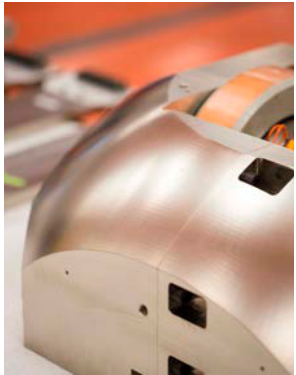
At the end of the day, great partnerships create great outcomes, for you and your customers. Working together is about marshalling our strengths and capabilities to meet your requirements. It's about building together in ways that are complementary, accurate, and dependable. It's about building on trust.

Easysteel at a glance:

- Top-tier capability in delivering steel products and services, as part of the Fletcher Building group
- A 95 year heritage in New Zealand
- Customer services that can help smooth business processes, lower costs, and help your business compete and thrive
- Core values that help us build better, together with you

PHOTOGRAPHY

COLOUR



PHOTOGRAPHY

BLACK AND WHITE



TRADEMARK & REGISTRATION

ALWAYS use appropriate ™ or ® symbol

The ™ symbol is ONLY reserved for select products that have yet to be approved as 'Registered' logos. All other products and sub-brands (and their corresponding logos) should be accompanied by the ®.

Please note that it may be a criminal offence to use ® on a Trademark that IS NOT registered in the country of its audience.

For this reason it is imperative that Fletcher Building Legal is consulted on all other occasions.

ALWAYS use appropriate placement of symbols

Do not position a ™, ® or © symbol over punctuation marks. It can make the punctuation seem it is part of the Trademark.

LOGO	WRITTEN FORM	SYMBOL	APPLICATION
	The Steel Promise®	® MUST be used	Headline / In text

STATIONERY

BUSINESS CARDS / LETTERHEAD

Business Card - front



Business Card - back



Letterhead



Business Card - dual-branded front



Business Card - dual-branded back



Business Card - multi-branded front



Business Card - multi-branded back



EMAIL SIGNATURE

Masterbrand

Neil Watson | Marketing Manager



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Verdana 9pt

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Verdana 6.5pt

Co-branded - Fletcher Reinforcing

Neil Watson | Marketing Manager



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Multi-branded - Fletcher Reinforcing

Neil Watson | Marketing Manager



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BROCHURES

CONSTRUCTION, GENERAL ENGINEERING AND MANUFACTURING



ADVERTISING

MAGAZINE ADVERTISING



The advertisement is set against a white background. At the top left is the **easysteel.** logo in orange and black, with the tagline 'A FLETCHER BUILDING COMPANY' in small black text below it. To the right of the logo is a photograph of a construction worker wearing a white hard hat, a plaid shirt, and a safety vest, working on a white steel beam. A large orange square is positioned to the left of the photograph. Below the photograph, the text 'Proudly supporting Grayson Engineering.' is written in white. Underneath this, a paragraph in white text reads: 'At Easysteel we pride ourselves on the strength of long-standing relationships we have with customers like Grayson Engineering.' At the bottom, in orange text, it says: 'For your next project call **0800 EASYSTEEL (0800 327 978)** or visit **easysteel.co.nz**'.

easysteel.
A FLETCHER BUILDING COMPANY

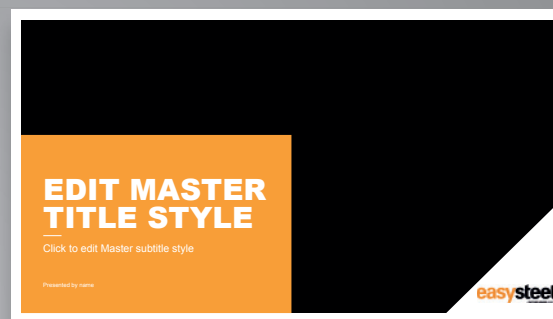
Proudly supporting
Grayson Engineering.

At Easysteel we pride ourselves on the strength of long-standing relationships we have with customers like Grayson Engineering.

For your next project call **0800 EASYSTEEL (0800 327 978)** or visit **easysteel.co.nz**

PRESENTATION

POWERPOINT



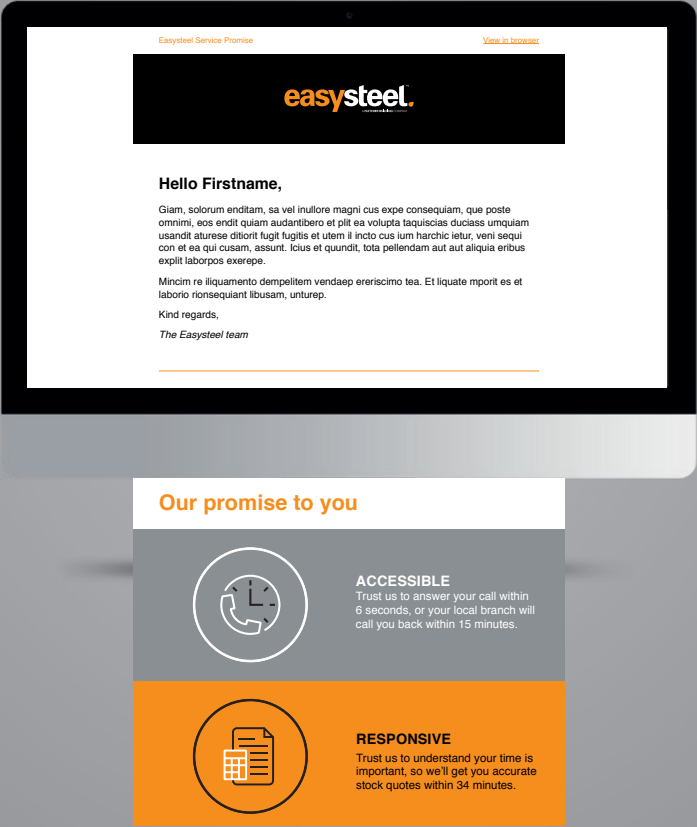
HEADING 28PT, ARIAL, ES ORANGE

Subheading 18pt, Arial, FS Grey

- Body copy 18pt, Arial, ES Black. Quisque fermentum malesuada orci viverra ullamcorper. Aliquam sodales mollis sollicitudin.
- In tincidunt, nisi in fringilla vestibulum, nulla tellus viverra nisi, non fringilla leo nulla eget eros. Mauris quis varius metus.
- Pellentesque commodo sapien felis, posuere varius justo sagittis nec.

Document Title - September 2017

easysteel.





ICONOGRAPHY

THE STEEL PROMISE®

As a business, we must perform for our customers and The Steel Promise® gives us a great platform in which to measure our service levels and expectations.

The Steel Promise® sets us apart; allowing us to work hard on every order to answer the phone quickly (Accessible), recognising that time is important and providing accurate stock quotes (Responsive), meeting delivery windows when expected (On Time) and ensuring test certificates are available (Traceable).

The Steel Promise® provides our customers the trust that we will deliver on what we promise. It's that easy.

Our iconography has various formats for use across different types of media advertising, including magazines and online. The following pages show them in use.



THE STEEL PROMISE®

PULL-UP BANNERS, ADVERTISING AND POSTERS

