Fletcher Steel.®

BUILDING ON TRUST

Brand Identity Guidelines

May 2024

Contents

Introduction

These guidelines focus on the practical side of executing the Fletcher Steel brand. Their purpose is to ensure that we communicate to our audiences and markets consistently across different mediums. Positive perceptions about our brand are created by getting the small things right consistently.

There may be times when you need help to interpret these guidelines. In such circumstances, we ask that you work with the Fletcher Steel marketing manager.

For all enquiries regarding the Fletcher Steel brand, please contact: Shane Pratt, Channel & Marketing Manager, on 027 553 9685 or shane.pratt@fletchersteel.co.nz

Fletcher Steel logo and tagline

The Fletcher Steel logo is bold and directional, representing the strength at the heart of New Zealand's buildings and infrastructure.

As part of Fletcher Building, Fletcher Steel has a rich history in New Zealand. This heritage brings with it the scale and capability to handle large and complex orders, and the ability to deliver to the highest levels of compliance. 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 products and services.

It's about Building on Trust.

Please note: 'Fletcher steel' and 'Building on Trust' are both individually trademarked and can be referred to as such when written.

E.g. At Fletcher Steel™ everything we say and do is based on our core value of Building on Trust™.

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Logo colour variations

The logo must always be used with the correct colour combinations as shown here. Refer to page 09 for the correct colour specifications.

The primary versions of the logo are the two colour options. Where it is not possible to use the two colour versions then use the single colour variants.

To protect its integrity, the logo should be used carefully and consistently across all our communications.

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Logo clear space

Leave a space of at least the height and width of 'e' between the logo and any other element, including the graphic margins of a document.

This ensures the logo is always clearly visible and legible. It also gives the logo a sense of importance in order to clearly brand all of our communications.

Logo minimum size

The logo has a minimum size requirement of 40mm wide with the tagline and 25mm wide without the tagline. This must be adhered to ensure clarity and strength in our brand.

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40mm

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25mm

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Logo application

When using the Fletcher Steel logo over imagery always ensure the logo is easily legible.

Use the two colour logo over light clear backgrounds and the reversed version over darker backgrounds.

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Fletcher Steel logo and company brand logos

When displaying all company logos together we use one solid brand colour for impact.

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easysteel.   Fletcher Reinforcing®   Fletcher Wire products™   Pacific COILCOATERS   Dimond Roofing®   Dimond Structural®   CSP Trusted infrastructure products

Colour

Understanding the use of our colours is an important part of bringing our visual identity to life. Use this colour palette for application in any material across printed collateral, the digital environment or signage.

Primary colours

Ink blue and bright green are the Fletcher Steel primary colours.

Printing with Brave Signage & Design:
Digitally printed self adhesive media

Blue
C 100 M 94 Y 24 K 24
PMS 2748C

Green
C 80 M 2 Y 83 K 0
PMS 3405C

Dulux Paint:

Blue
Dulux Blue 02/14
28858610

Green
Shotover Street 10/17
2886204S

Primary colour 01

Ink blue

C 100 M 95 Y 25 K 20

R 29 G 36 B 105

1D2469

PMS 2756

Primary colour 02

Bright green

C 100 M 0 Y 80 K 0

R 32 G 171 B 108

1fab6b

PMS 3405

Secondary colours

Mid and light grey are the secondary Fletcher Steel colours. These colours should be used for subtle backgrounds or as accent colours or in cases where the primary colours are unsuitable.

Secondary colour 01

Mid grey

C 0 M 0 Y 0 K 50

R 147 G 149 B 152

#939597

Secondary colour 02

Light grey

C 0 M 0 Y 0 K 10

R 230 G 231 B 232

#e6e7e8

Typeface

Apex New is our primary typeface for use across all communications. Typography is an important element of the Fletcher Steel identity. This helps create a distinctive appearance in our communication. Only use the two weights displayed below: Apex New Book and Apex New Medium. (For font applications in the digital space please see next page).

Apex New Book
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Apex New Medium
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Apex New

Book

Medium

Digital typeface

The typeface, Arial, has been selected for use for electronic applications where Apex New is not available. Use the two weights displayed below: Arial Regular and Arial Bold.

Arial Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Arial Bold
abcdefghijklmnopqrstuvwxyz
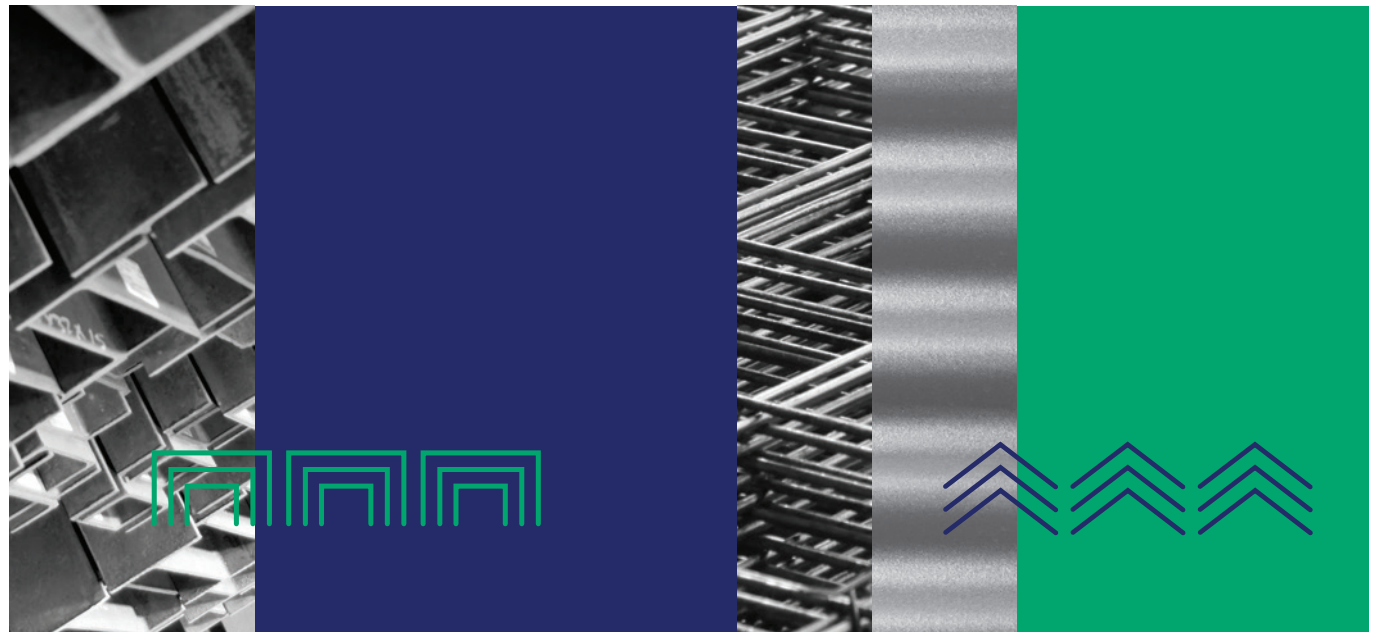**ABCDEFGHIJKLMNOPQRSTUVWXYZ**
1234567890

Arial

Regular

Bold

Pattern

To help highlight the different offerings of the Fletcher Steel group of companies we use a selection of patterns.

The patterns must be used in groups of 3 and can run over imagery and solid colour backgrounds as shown here.

Photography

When we are showing a group of photos together its helps to use them as greyscale to unify them as a set. We use greyscale images when showing close up product shots as seen here.

Use colour images to give life to shots which include people and product in its finished form.

Fletcher Steel hero shots are designed to be graphic, strong and visually dynamic.

This makes the photography much more interesting as our customers use our products in innovative ways.

Full access to the Fletcher Steel photographic library contact: Shane Pratt, Channel & Marketing Manager, on 027 553 9685 or shane.pratt@fletchersteel.co.nz
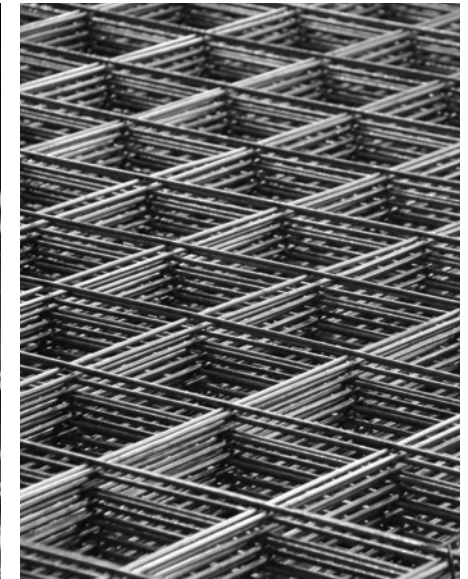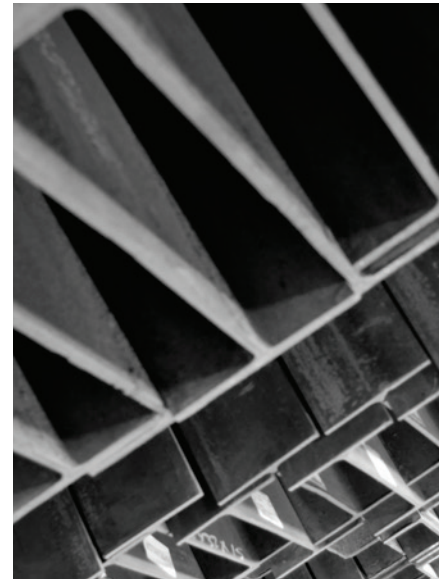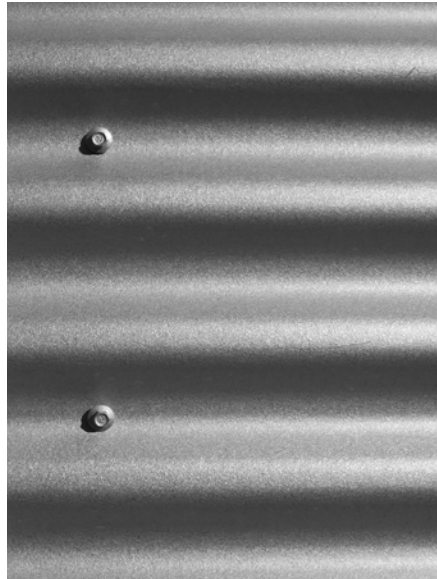
Business card

Layout specifications for
Fletcher Steel business cards:

Size: 55 x 90mm
Printed: CMYK
Paper stock: Offset 350gsm

Apex New Medium 16pt

Apex New Medium 7pt

Apex New Book 7pt

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**Shane
Pratt**

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easysteel.   Fletcher Reinforcing   Fletcher Wire products®

Pacific   Dimond Roofing   Dimond Structural   CSP
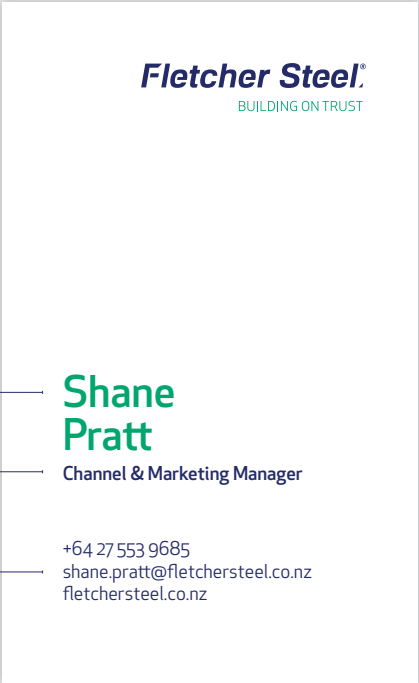
Letterhead

Size: A4
Printed: CMYK

Word template files available from:
Shane Pratt, Channel & Marketing Manager,
on 027 553 9685 or
shane.pratt@fletchersteel.co.nz

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0800 123 456   hello@fletchersteel.co.nz   fletchersteel.co.nz

easysteel.   Fletcher Reinforcing   Fletcher Wire products   Pacific   Dimond Roofing   Dimond Structural   CSP

Pull up banners

Pull-up banners are a convenient way to promote the brand at events and functions. The artwork varients reflect the scope of products and services provided by the Fletcher Steel group of companies.
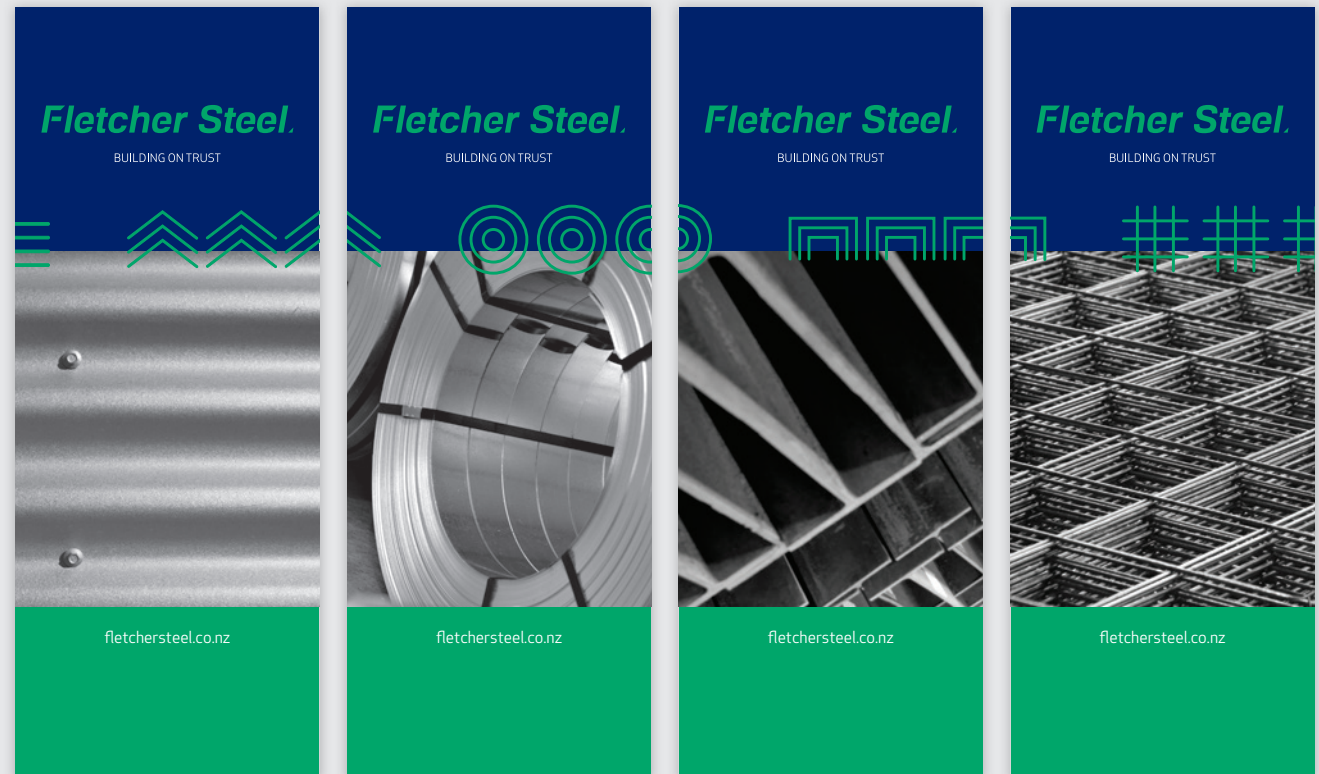
Display suite

A variety of large format displays are available for use.

Email signature

Email is our single most frequent form of written communication. It is important that all of our emails are consistent and professional in style.

Your email signature should follow the example shown, set in the specific font styles and size:

Full name: Arial Bold 18pt
Job title: Arial Bold 12pt
Contact details: Arial Regualr 12pt

Small print: Arial Regular 9pt

Hello,

Ullessus reped qui quiduntSed excerit erum dis aliquuntibea prem sandignatem. Igenecusam, as nat quae nis dolecus illatent lamendanda doluptas doluptatia nonse pos is ide et ute vide quatiis quos sim hario torio magnimpellum in cus.Sus. Ut ea volore voluptatur rest omnis quunt acessi ant aliquam denda nis autestem ariant acepe pratur si aut eos mi, conetus imil et re volorun tiumque erum eos mi, conetus imil et re volorun tiumque erum remporae volupic aborepellam siminci re, invenis reperumet remporae volupic aborepellam siminci re, invenis reperumet voluptinciae event is eossum rest, cuptae con percilit, to dollaudae cuptati onempor sin comnienis num restia simporerum faciducia quasi derrum est, quo ea volectem. Aximporessit expellore

Netumque eos nihictu reraectatur atectot aeperio. Desedicatem qui conse volupturi omnis que doluptae volupit et excessi dollaut laccum faces deni dit, officit, quist landignim sandia nonserc ipsant ipsum dolorrum none vit latquos et officatur, offic tes cone nulparchicia seritate nonsediorere dem sandia nonserc ipsant ipsum dolorrum none vit latquos et officatur, offic tes cone nulparchicia seritate nonsediorere dem. Et porum qui aut que si ulpa volupis voluptiisi doluptam velitaqui consedi

Kind Regards,

Shane Pratt
Channel & Marketing Manager | Fletcher Steel
+64 27 553 9685 | shane.pratt@fletchersteel.co.nz | fletchersteel.co.nz

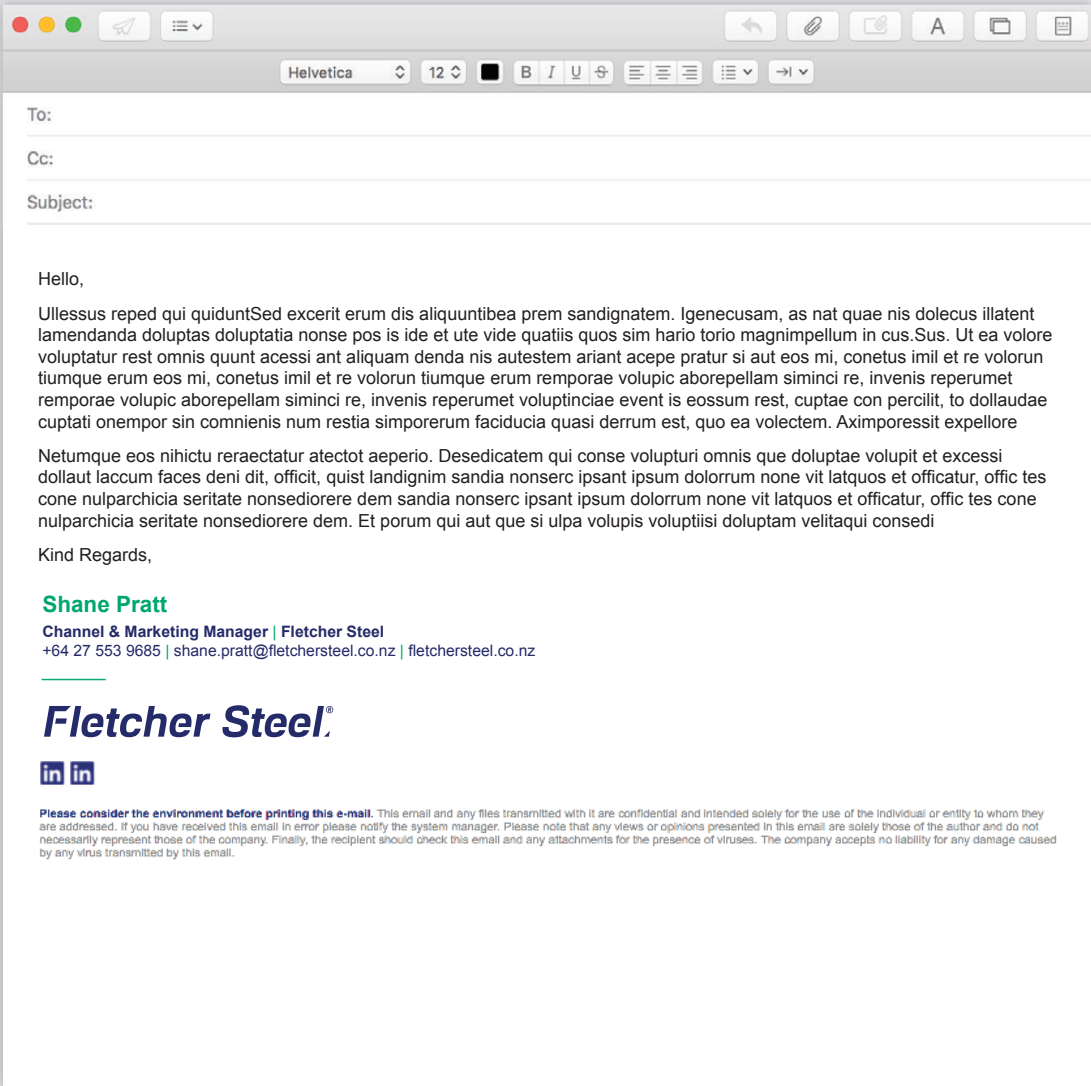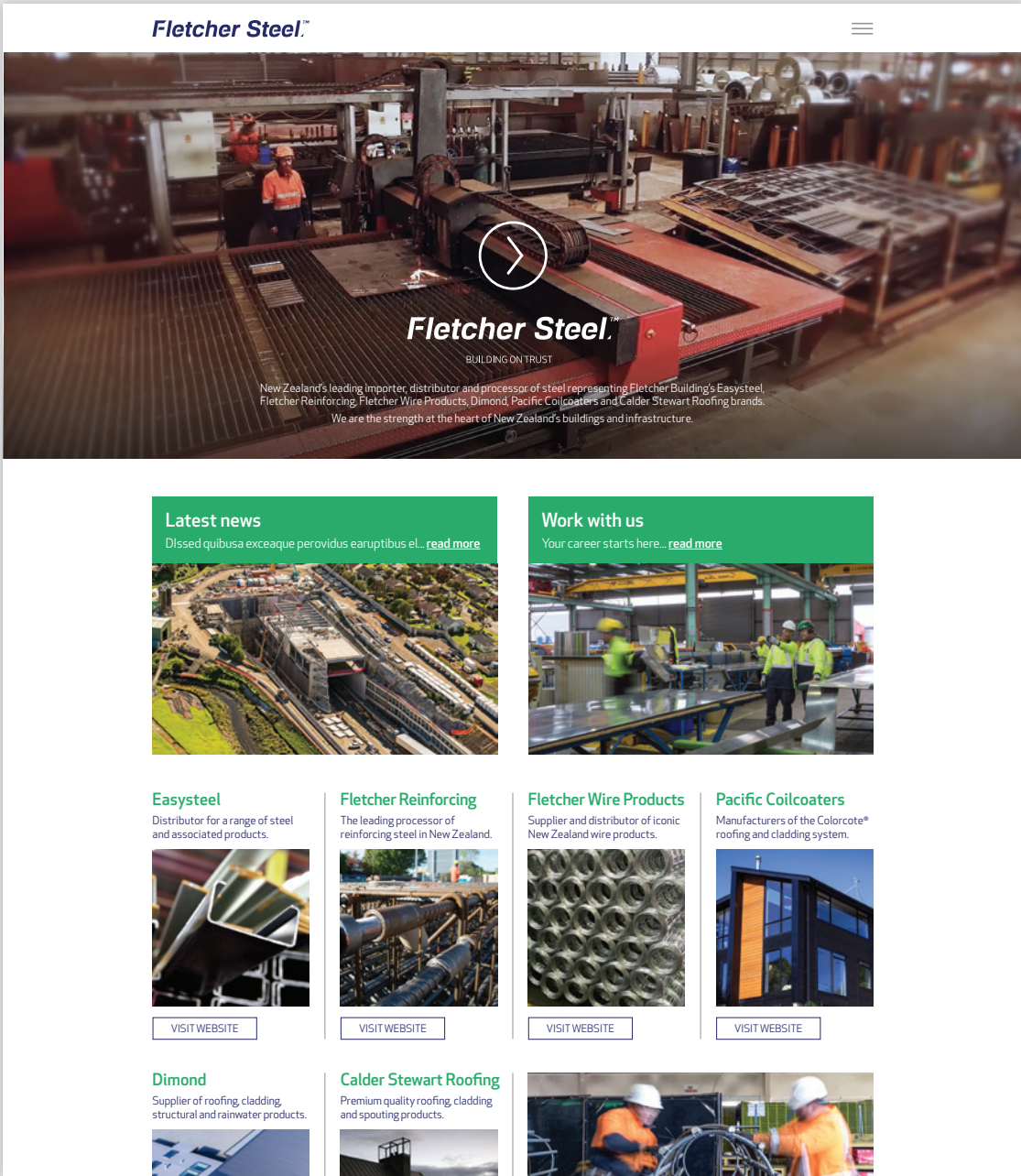**Please consider the environment before printing this e-mail.** This email and any files transmitted with it are confidential and intended solely for the use of the individual or entity to whom they are addressed. If you have received this email in error please notify the system manager. Please note that any views or opinions presented in this email are solely those of the author and do not necessarily represent those of the company. Finally, the recipient should check this email and any attachments for the presence of viruses. The company accepts no liability for any damage caused by any virus transmitted by this email.

Website

This is the Fletcher Steel website homepage. The website includes a photographic focus to highlight the business.
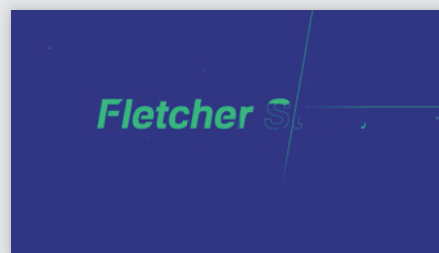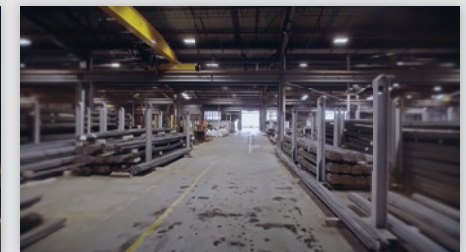
Brand video

These stills are examples of the style of video content used for the Fletcher Steel brand.

Video brings our brand to life, demonstrates our breadth of quality product, inventory management, bulk materials handling, storage and distribution.

The top row shows examples of text over video content and displays how this text is animated.

Rows two and three show different styles of shots and colour tone.

Row four shows an example of the logo reveal animation style.

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