

OLYMPICSTEEL

BRAND IDENTITY GUIDE

Brand Identity Guide

HOW TO USE

The purpose of establishing corporate/brand identity standards is to clearly define the elements of the identity and present a strong, recognizable, consistently uniform brand to all who come in contact with Olympic Steel.

The following standards are presented to assist by explaining basic brand identity elements and how they are intended to be used.

This guide is to be referenced in the development of all external and internal communications materials to ensure consistency.

Links to all logos shown in this guide and other brand resources are available at: <https://iamolympicsteel.com/our-brand/>

INQUIRIES

This guide is not inclusive of every possible usage scenario. Please direct any questions concerning usage not specifically covered in this guide to Olympic Steel's Corporate Communications & Marketing team.

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Roll-out Note: This Brand Identity Guide is focused on the Olympic Steel enterprise brand. In the coming months, we will add to this guide to reflect appropriate guidelines for each of Olympic Steel's subsidiary brands.

Primary Logo

USAGE

The Olympic Steel logo may only be used in all black or all white. Incorrect use of the Olympic Steel logo can compromise the integrity and effectiveness of the brand. To ensure accurate and consistent reproduction of the logo, always use the approved digital artwork – available on OSSIE-Marketing.

NOTE: The 'Y', 'M' and 'P' are touching, forming a typographic ligature.



CLEAR SPACE

The logo always stands alone and is offset by an absolute minimum amount of clear space, equal to one-half the height of the logo in the size at which the logotype is reproduced.



MINIMUM SIZE

The minimum height at which the logo can be reproduced is 0.25 inches (1/4"). In this case, the clear space is equal to 0.125 inches (1/8").



Color Bar Logo

USAGE

The Olympic Steel portion of the color bar variation may only be used in all black or all white. The color bar logo is provided as one unit and should not be reconfigured or changed to any other colors.



CLEAR SPACE

The color bar logo always stands alone and is offset by an absolute minimum amount of clear space, equal to one-half the height of the letters in the logo in the size at which the logotype is reproduced.



MINIMUM SIZE

The minimum height at which the logo can be reproduced is 0.25 inches (1/4"). In this case, the clear space is equal to 0.125 inches (1/8"). Minimum Height requirements apply to the letters in the logo only, not including the color bar.



COLOR BAR ACCENT

The color bar can be used on its own as an optional accent. Use with discretion. It may only appear in color, not in black, white or grays. It may only be used with Olympic Steel logos. It may not appear with other brand or subsidiary logos.

Approved Variations

USAGE

The Olympic Steel portion of the logo may only be used in all black or all white. The color bar logo is provided as one unit and should not be reconfigured or changed to any other colors.

Clear space and minimum height requirements equal to one-half the height of the letters in the logo apply to the configuration as a whole. Minimum height requirements apply to the logo portion only, not including the color bar.

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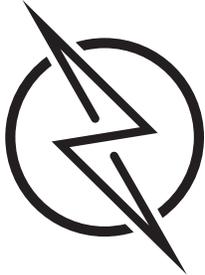
OLYMPIC**STEEL**

New Tagline & Icon

ICON

An icon is a symbol - a visual representation, shorthand for a broader concept.

By adding an icon to the existing Olympic Steel logo (and having the ability to utilize the icon as a stand-alone logo from time to time), we are incorporating the notion of ZEUS (our enterprise stock symbol) in what will, ideally, become a recognizable symbol for the Company as a whole.



TAGLINE

A tagline is a phrase or slogan - a memorable description that becomes identified with a brand.

The metal you need. The company you can trust.

With a tagline at the enterprise (ZEUS) level, we can represent Olympic Steel as a whole - what we do as a Company, what we offer and how we want to be remembered (or “known”) as an organization.

These additional features were identified to help promote and strengthen the Olympic Steel brand. (These enhancements are aimed at the enterprise level. We will continue to recognize and promote the many distinct and well-established brands that make up the Olympic Steel portfolio.) They were identified over a period of market research and with feedback from our Commercial and Leadership teams with an eye toward who we are, how we want to be recognized in the industry and our local communicates and how we want to be known by our customers.



Primary Logo with Tagline

USAGE

The Olympic Steel logo with tagline may be used provided as one unit in all black or all white and should not be reconfigured or changed to any other colors.

Clear space and minimum height requirements equal to one-half the height of the letters in the logo apply to the configuration as a whole. Minimum height requirements apply to the logo portion only.

The tagline may be used alone, with image files as provided in all black or all white only. Clear space and minimum height requirements of 0.125 inches (1/8") apply.

OLYMPICSTEEL

The metal you need. The company you can trust.



The metal you need. The company you can trust.

The metal you need. The company you can trust.

When using the logo with tagline at minimum height, use the **OlySteel_Logo_Tagline_MinimumHeight** file at 100% - do not reduce or enlarge.



Color Bar Logo with Tagline

USAGE

The Olympic Steel color bar logo with tagline may be used as provided as one unit with the Olympic Steel portion of the logo in all black or all white. The color bar is provided as one unit and should not be reconfigured or changed to any other colors.

Clear space and minimum height requirements equal to one-half the height of the letters in the logo apply to the configuration as a whole. Minimum height requirements apply to the logo portion only.

OLYMPICSTEEL

The metal you need. The company you can trust.



When using the color bar logo with tagline at minimum height, use the **OlySteel_ColorBar_Logo_Tagline_MinimumHeight** file at 100% - do not reduce or enlarge.



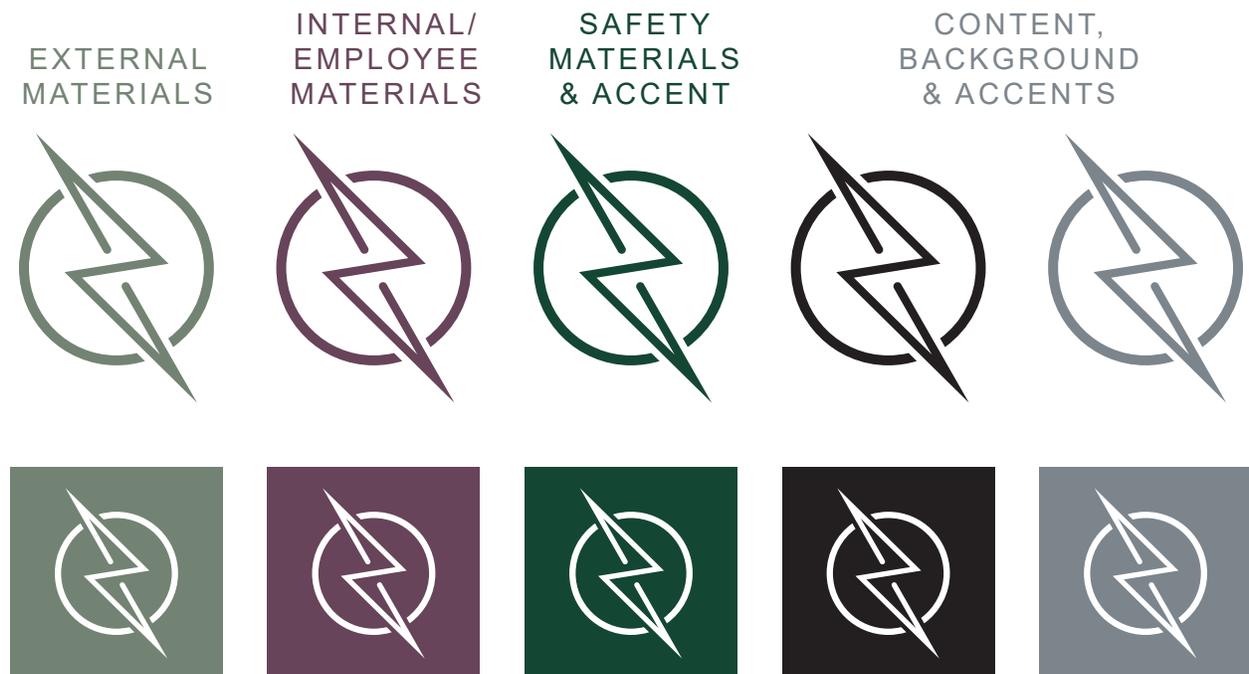
Icon

USAGE

The Olympic Steel icon may be used independently as one unit as provided with all parts in all black or all white or an approved color from the color palette. It should not be reconfigured or changed to any other colors or placed in proximity to other configurations of the logo or tagline. It must be all black or all white when used with the Olympic Steel logo or logo & tagline configuration. It can only be shown in color when used by itself without any additional logos.

For merchandise uses, the background can be a neutral or complementary color. Contact the Communications team for approval.

Clear space requirements equal to one-and-a-half the height of the extension of the lightning bolt outside of the circle apply. Icon must be centered in a space that is equal in height and width. Minimum height requirements apply to the circle portion of the icon only.



Logo with Icon

USAGE

The Olympic Steel icon may be used together with the primary or color bar logo as one unit as provided with all parts in all black or all white. The color bar is provided as one unit and should not be reconfigured or changed to any other colors.

Clear space and minimum height requirements equal to one-half the height of the letters in the logo apply to the configuration as a whole. Minimum height requirements apply to the logo portion only.



Logo with Icon and Tagline

USAGE

The Olympic Steel tagline and icon may only be used together with the logo as one unit as provided with all parts in all black or all white and should not be reconfigured or changed to any other colors.

Clear space and minimum height requirements equal to one-half the height of the letters in the logo apply to the configuration as a whole. Minimum height requirements apply to the logo portion only.



When using the color bar logo with tagline at minimum height, use the **OlySteel_Logo_Tagline_MinimumHeight** file at 100% - do not reduce or enlarge.



Incorrect Usage

Change the colors



Use special effects



Place on an image with poor contrast



Condense, expand or distort



Rotate or crop



Create a shape around the logo



Use the logo as part of the body copy



Type as logo



Create own version of logo



Combine versions of logo configurations



Color Palette

PRIMARY - EXTERNAL MATERIALS

Accent for internal materials

CMYK
28 | 0 | 29 | 48

RGB
110 | 135 | 120

HEX
6E8778

Pantone
5625

PRIMARY - INTERNAL/EMPLOYEE MATERIALS

Accent for external materials

CMYK
72 | 90 | 75 | 15

RGB
95 | 56 | 68

HEX
5F3844

Pantone
5195

PRIMARY - SAFETY MATERIALS & OVERALL ACCENT

CMYK
100 | 0 | 81 | 66

RGB
0 | 80 | 47

HEX
00502F

Pantone
3435

CONTENT, BACKGROUND & ACCENTS

CMYK
0 | 0 | 0 | 100

RGB
0 | 0 | 0

HEX
000000

Pantone
Black

CMYK
5 | 0 | 0 | 45

RGB
148 | 156 | 161

HEX
949CA1

Pantone
430

Fonts

ARIAL FAMILY

The Arial font family is the primary typeface to be used across all communications materials for each of the brands in the Olympic Steel portfolio.

Aa

Arial Narrow
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;!@#\$\$%^&*) 0123456789

Aa

Arial Black
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;!@#\$\$%^&*) 0123456789

Aa

Arial Regular
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;!@#\$\$%^&*) 0123456789

Aa

Arial Italic
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;!@#\$\$%^&) 0123456789*

Aa

Arial Bold
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;!@#\$\$%^&*) 0123456789

Aa

Arial Bold Italic
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;!@#\$\$%^&*) 0123456789

Internal/Employee Messaging

TAGLINES - INTERNAL

Primary Employee Brand

I AM Olympic Steel.

Enterprise Objectives

Be safe. Be profitable. Be engaged.

Employee Value Proposition (for Recruiting)

Olympic Steel offers a history of strength, a future of success, a world of opportunity.

Safety

Safety first. Always. And, it begins with me.

EMAIL SIGNATURE

A revised email signature with the addition of the icon will promote the Olympic Steel brand in a consistent way, incorporating ZEUS as a symbol for the Company as a whole.



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Safety first. Always. And, it starts with me.

External Enterprise Messaging

TAGLINES - EXTERNAL

Primary Enterprise

The metal you need. The company you can trust.

Employee Value Proposition (for Recruiting)

Olympic Steel offers a history of strength, a future of success, a world of opportunity.

Safety

Safety first. Always. And, it begins with me.

SUBSIDIARIES BAR

The Olympic Steel family of subsidiaries is represented by an image that includes the names of each subsidiary in type form. Use one of the the images provided - do not type the names.

The subsidiaries bar may be used alone, with image files as provided in all black or all white only. Clear space and minimum height requirements of 0.125 inches (1/8") apply.

Action Stainless | Berlin Metals | Central Tube & Bar | Chicago Tube & Iron | Integrity Stainless | McCullough Industries | Metal-Fab | MetalWorks | Shaw Stainless & Alloy



**Action Stainless | Berlin Metals | Central Tube & Bar | Chicago Tube & Iron
Integrity Stainless | McCullough Industries | Metal-Fab | MetalWorks | Shaw Stainless & Alloy**



Imagery

PEOPLE

Photos of Olympic Steel's people should show their pride and confidence. Photos should follow the guidelines listed below – especially for individuals featured under the “I AM Olympic Steel” tagline.

- Photos should use a solid black background.
- The focus should be on the face – showing pride in the expression.
- Lighting should be dramatic, but natural.





OLYMPIC **STEEL**

The metal you need. The company you can trust.