



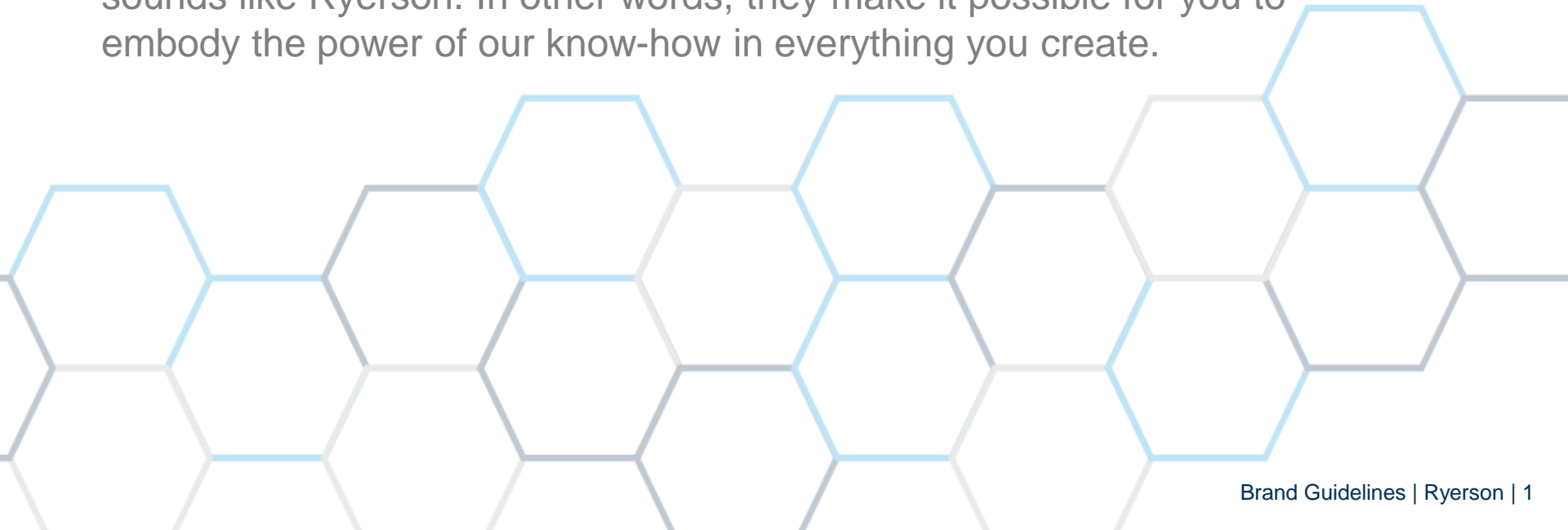
**RYERSON**

# **Brand Guidelines**

# We know where our business is headed, and our brand is going with it.

Ryerson has a strategy for the world ahead. We're using our know-how and resourcefulness to go beyond what other metal distributors can do for their customers. In building momentum around our goals, we have defined our brand to tell our bold story to the world.

Use these guidelines as a set of tools for successfully conveying our brand in any situation. They ensure that every communication looks, feels and sounds like Ryerson. In other words, they make it possible for you to embody the power of our know-how in everything you create.





# Our Visual Language

Our visual identity gives an enduring impression of who we are and what we're about. The following pages walk you through these core components of our brand.

# Logo Primary

## Primary Mark

This is the primary Ryerson logo. It should be used whenever possible, particularly on white or very light background colors and images.

## Inverse Alternate

The Inverse Alternate logo should be used when a dark or colored ground is necessary, including rich imagery.

## Black Alternate

The Black Alternate logo should only be used for facsimiles and other documents intended exclusively for black and white printing.



**RYERSON**



**RYERSON**



**RYERSON**

# Logo Family of Companies

## Primary Mark

This is the primary Ryerson Family of Companies logo. It should be used whenever possible, particularly on white or very light background colors and images.

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**RYERSON**  
— FAMILY OF COMPANIES —

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# Logo Sizing

## Clear Space

In order to preserve its visual integrity and presence, the Ryerson logo should always have a minimum amount of clear space equal to the height of the letter “R” on all sides. Do not place any graphic element or typography within this clear space.

## Minimum Size

The Ryerson logo should not be smaller than 0.75 inches wide in any application. Some applications, such as embroidery, may require larger minimums in order to preserve the letterforms and details.



CLEAR SPACE

**RYERSON**



0.75 INCHES  
MINIMUM



# Logo Background Control

Our logo works well on a variety of backgrounds. When using the logo on a photograph, place it in a sufficiently low-contrast area so that it stands out boldly.



# Logo Do Nots

Do not alter the Ryerson logo in any way, including changing the color, cropping, rotating, skewing, breaking, stretching, or compressing.

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# Color Palette

Ryerson blue is the primary color used to represent and anchor the Ryerson brand. Use it in most cases when only one color can be specified. The secondary colors can be used as accents to the Primary Ryerson Blue in selected design applications. Please consider their use judiciously. Ryerson Silver (PMS 877) is a special-purpose metallic ink that can only be used in print applications.



Ryerson Blue

PMS 295  
R0 G40 B85  
C100 M69 Y8 K54  
#002855



Ryerson Light  
Blue

PMS 2925  
R0 G156 B222  
C85 M21 Y0 K0  
#009CDE



Ryerson Yellow

PMS 130  
R242 G169 B0  
C0 M32 Y100 K0  
#F2A900



Ryerson Silver\*

PMS 877  
(metallic)

\*ALWAYS SPEC RYERSON  
SILVER WHEN PRINTING  
IDENTITY, BRAND AND  
MARKETING MATERIALS.



Ryerson Light  
Gray

PMS Cool Gray 5  
R177 G179 B179  
C13 M9 Y10 K27  
#B1B3B3

## Century Gothic

**AaBbCcDdEeFfGgHhIi  
JjKkLlMmNnOoPpQqRr  
SsTtUuVvWwXxYyZz**

Century Gothic is our primary typeface, which should be used wherever possible – particularly for headings and subheadings.

# Typeface Secondary

## Arial

**AaBbCcDdEeFfGgHhIi  
JjKkLlMmNnOoPpQqRr  
SsTtUuVvWwXxYyZz**

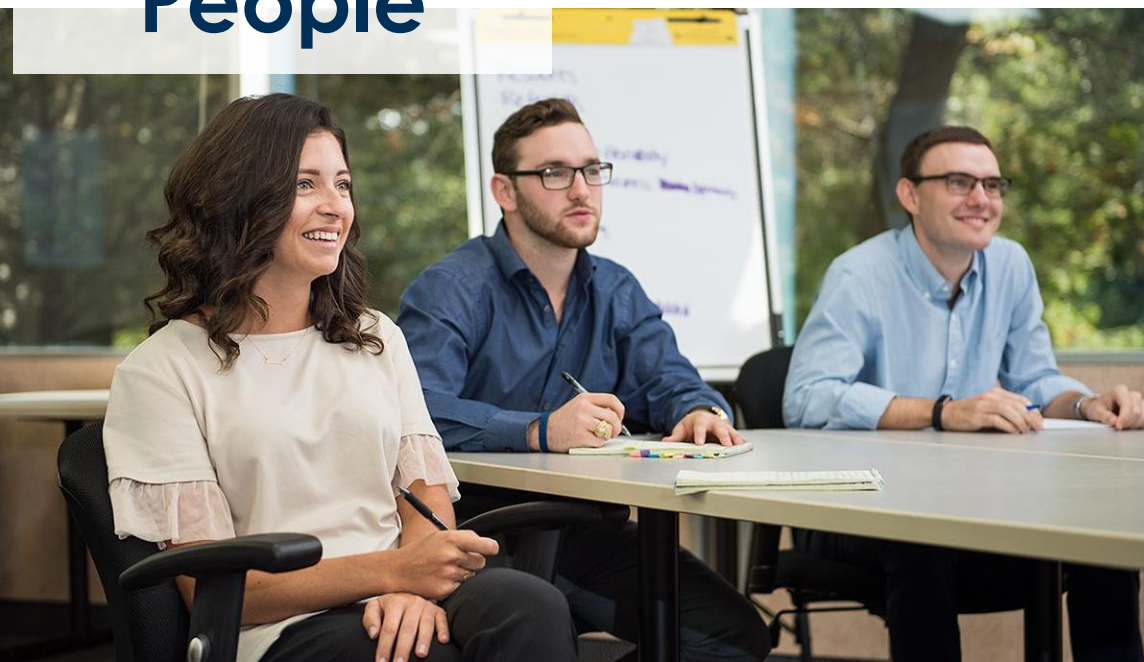
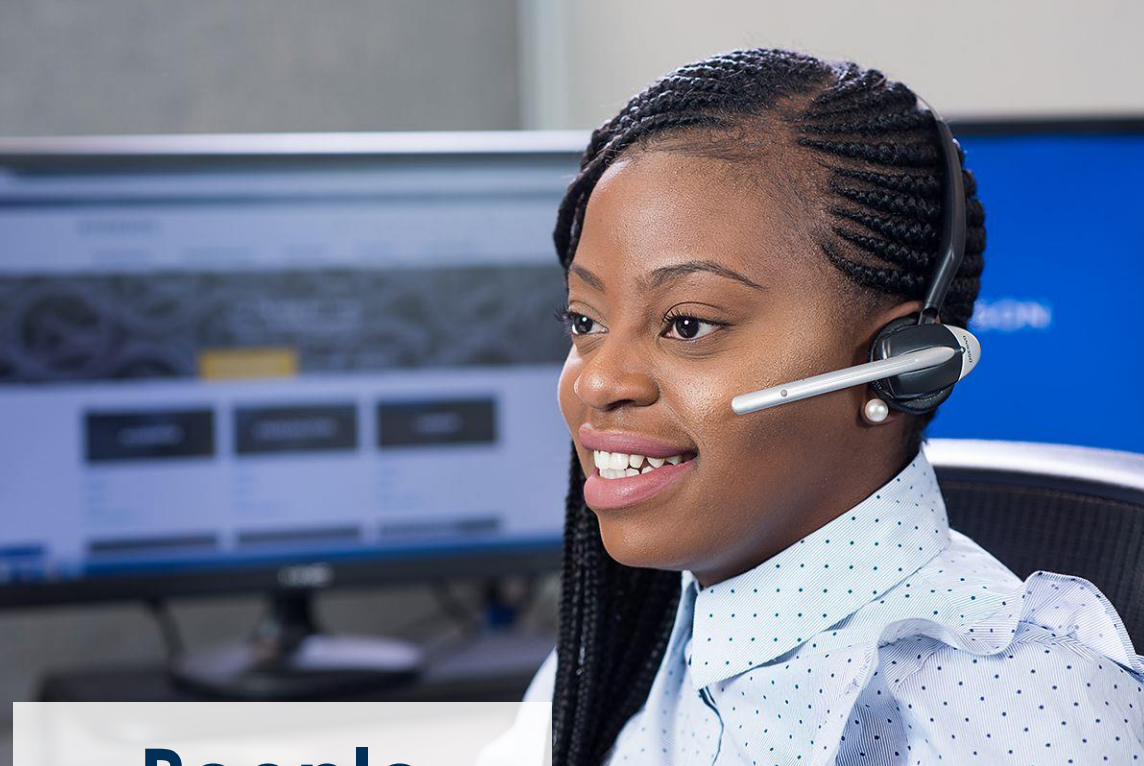
Arial is our secondary typeface, which should be used for body copy or for text that needs to be produced at a small size.



# Photography

We use rich, real-life images to tell our story. Our approach to photography is distinctly Ryerson. It is authentic, smart and intriguing. Every photo conveys the breadth and scope of our business, as well as the indelible human element that drives our culture.



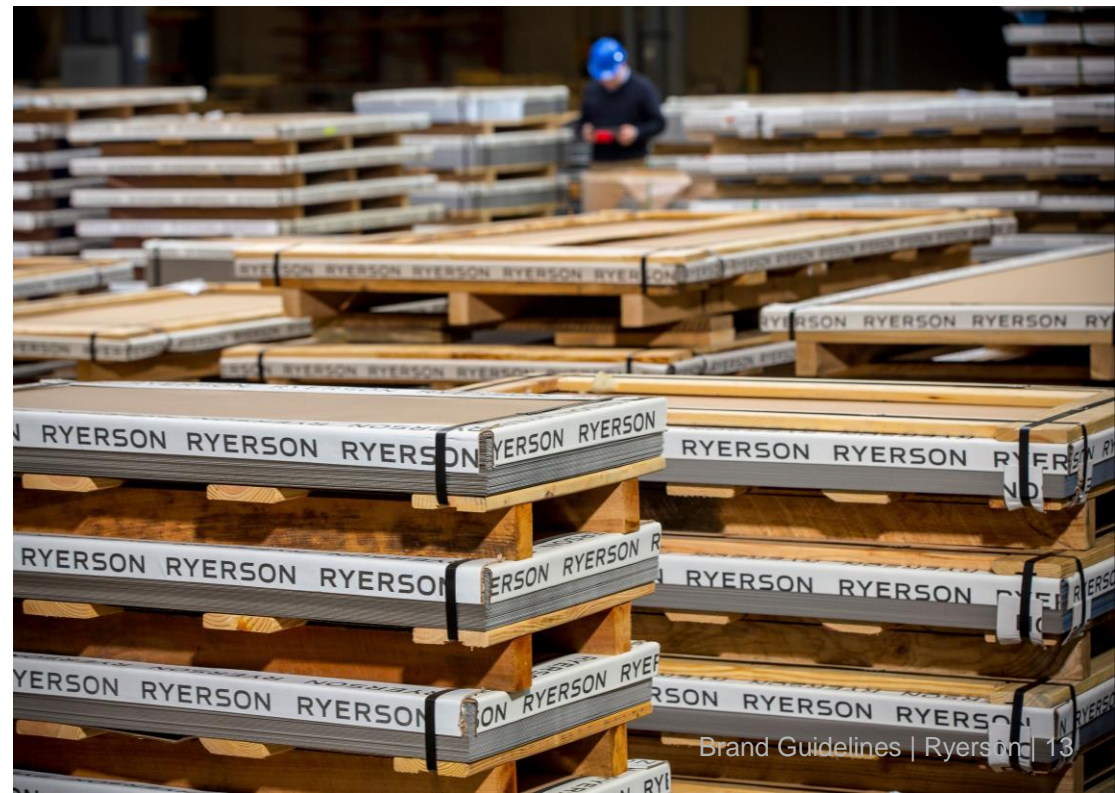


# People





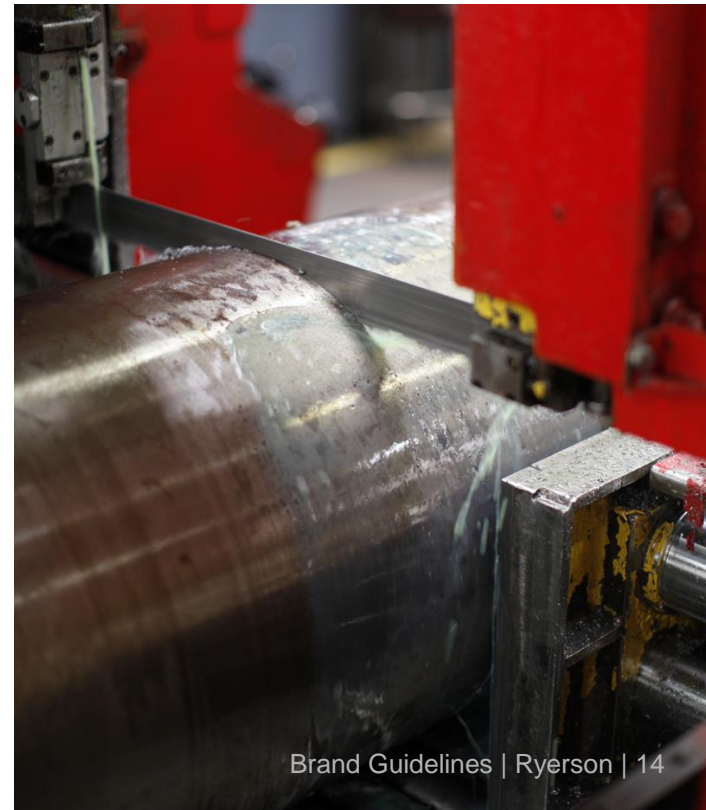
# Products







# Processing







# What to Avoid

We try to avoid any image that would be described as vague or boring. Stock photography, especially of people, should be used judiciously. And we never use low resolution images.



# Our brand is who we are. It carries us into our future, and it tells our story in rich and engaging ways.

These guidelines will make it easy for you to bring a strong, consistent Ryerson to people all over the world. And like our business, they will always be adapting to meet new challenges along the way.

