

Logo & Brand guidelines, Using the Fielders brand in your marketing

Co-operative marketing guidelines
for Fielders® distributors, resellers,
customers and channel partners

Version 4: March 2024

You can do it with Fielders.



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Introduction

Co-operative marketing is a partnership Fielders 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 Fielders® brand it is important that, together, we use the brand consistently.

As a valued Fielders 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 local 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 Fielders' long history as an Australian manufacturer.

How to use our brand in your own marketing

Should you wish to include Fielders 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 Fielders Sharepoint page:

BBC Marketing ➡ Fielders ➡ Files for Sales Teams ➡ Co-operative Marketing Toolkits ➡ Fielders Co-operative Marketing - Logo & Brand Guidelines

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

marketing@fielders.com.au

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

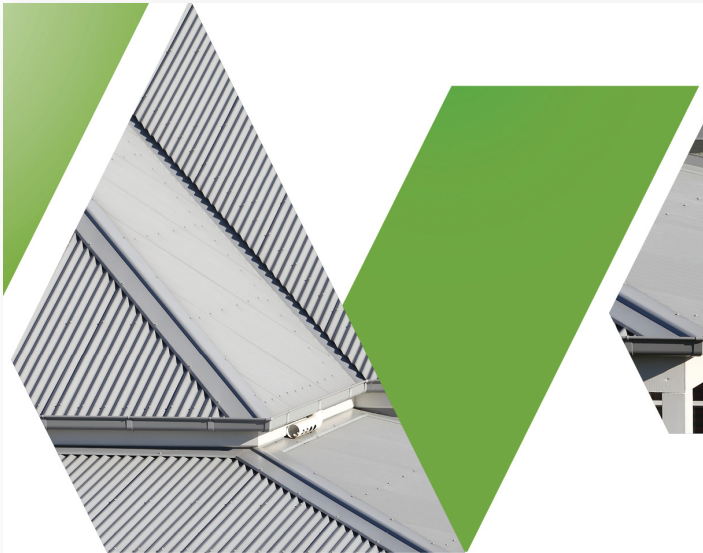
If you require further information or clarification, please contact your Fielders Account Manager or Fielders Marketing.

Approved logo lock-up placement



**Proud Supplier of
Fielders® Steel Building Products**


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Your one stop shop for all your roofing and guttering needs.


Onsectur re, simposanis commole cerupta volestem essitatis sus, quias explantet aut ex eaquia debis commodis aces modi dolorpo ruptatem asplitas essinve lestia didicessi aces magnaturi aut audipis que omno con num volorios aceaten ditasperi digenih icatio volore por asim renti untemolupta solenimo quia corumendist ullandiatus nulpia nam quam, omnitias alit ratuilsare molum hilibuscia aperum repudi cus pe dolla doloreptaes exerum qui officia simaxim enihill

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



FIELDERS®, PROMINENCE® and COLORBOND® are registered trademarks of BlueScope Steel Limited. © BlueScope Steel Limited May 2023 ABN 16 000 011 058. All rights reserved.

**Proud Supplier of
Fielders® Steel Building Products**



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



Proud Supplier of
Fielders® Steel Building Products

Proud Supplier Logo - Option 1

Your logo here

Proud Supplier of
Fielders® Steel Building Products

Proud Supplier Logo - Option 3



Proud Supplier of
Fielders® Steel Building Products

Proud Supplier Logo - Option 2

Your logo here

Proud Supplier of
Fielders® Steel Building Products

Proud Supplier Logo - Option 4



Approved Logo Lock-Up - Fielders Co-Branded Product Logos - Proud Supplier of

If you are a supplier of a particular Fielders product (e.g. ARAMAX®), or you wish to promote a specific Fielders product type, we are able to supply you with Fielders co-branded logo product lock-ups for your particular product choice. Due to the width of the Fielders co-branded product logos, the logo lock-ups can be used in a 'stacked' configuration only.

Note: The Fielders co-branded product logo can not be used on its own or with other competitor logos without prior approval from the Fielders Marketing Team.



**Proud Supplier of
Fielders® Steel Building Products**

Proud Supplier Of – Fielders Co-Branded Product Logo Example



Logo Lock-Up Variations

When you include Fielders 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 full-colour version.

PRIMARY (CMYK AND RGB)

Horizontal



Stacked



**Proud Supplier of
Fielders® Steel Building Products**

Primary Typical Usage (CMYK and RGB):

- Print and digital publications
- Websites
- Signage
- Livery
- Internal collateral
- Promotional items
- Embroidery (uniforms, merchandise)

REVERSED

Horizontal



**Proud Supplier of
Fielders® Steel Building Products**

Stacked



**Proud Supplier of
Fielders® Steel Building Products**

Reversed Typical Usage:

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

MONO BLACK

Horizontal



**Proud Supplier of
Fielders® Steel Building Products**

Stacked



**Proud Supplier of
Fielders® Steel Building Products**

Mono Black Usage:

- Internal forms
- Facsimile
- Black and white print advertising

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 8mm in height. In online and electronic applications the minimum size is 45 pixels.

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

CLEAR SPACE



MINIMUM SIZE

8MM
/45PX



Colour Palette

Primary Colour - Gunmetal Grey

Gunmetal grey is Fielders' primary colour and is the core of our visual identity. Gunmetal grey is to be used as the dominant colour in any visual communication.

Secondary Colour - Green

In our communications we also use green as a secondary colour, to bring our brand personality (genuine, responsive, assured, supportive, creative) to life. Fielders' green should never be the dominant colour in any marketing materials.

Always lead with gunmetal grey as the most prominent colour, and use green to highlight. Green can be used freely in a design, although care should be exercised that it does not become the dominant colour in a layout.

Body Copy Colour - Black

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

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.

Primary Colour - Gunmetal Grey

GUNMETAL GREY
PMS 7546
CMYK 67-45-27-70
RGB 36-52-68
HEX 243444

Secondary Colour - Green

GREEN
PMS 346
CMYK 56-0-53-0
RGB 113-197-151
HEX 71C597

Body Copy - Black

BLACK
CMYK 0-0-0-100
RGB 0-0-0
HEX 000000

Trademarks and How to Use Them

BlueScope owns an extensive portfolio of both registered and unregistered trademarks that are used by the Fielders® 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.

Accessories, Systems & Solutions

- AngleCut™
- TL-Clip™

Fencing & Screening

- Dominator®

Formwork

- KF40®
- KF57®
- KF70®
- KingFlor®
- RF55®
- SlimDek 210®
- SlimFlor®

Gutters & Fascia

- Ainsworth OG™
- Halfline®
- Ovolo™
- Urbis™

Patios & Carports

- Centenary®

Roofing & Walling

- ARAMAX®
- Boulevard®
- Cadence™
- C-Dek™
- CorroMax®
- CorroMax 21®
- CorroMax 35®
- Finesse®
- FreeForm™
- Grandeur®
- Hi-Klip®
- Hi-Rib™
- King-Klip®
- Lo-Rib™
- Mini-Flute™
- Neo Roman™

- Panelform™
- Prominence®
- Shadowline®
- Spanform™
- S-Rib™
- TL-5™
- T-Lap™

Sheds

- Endurance®

Approved Key Messages

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

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.

Fielders® proudly shapes products from Australian COLORBOND® steel.

Fielders® products have been manufactured in Australia for over 100 years.

We/our customer have/has done it with Fielders using Fielders ARAMAX® (insert relevant product) manufactured from COLORBOND® Steel.

Fielders® products conform to relevant Australian standards.

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

Fielders® offers a range of roofing, walling and fencing products and structures to help Australians bring their visions to life.

Social Media Overview

Fielders' presence on major social media platforms reflects our enduring dedication to building relationships and sharing valuable knowledge with our community. We span our digital touch points to showcase not just our products and projects, but to embody our core values, making our social channels a cornerstone of our communications strategy.

Tagging, Mentioning, and Hashtags

Incorporating mentions and tags of Fielders in your social posts can significantly amplify your marketing activities. Proper use of the Fielders name and trademarks, in line with our authentic messaging, not only enhances your reputation as a trusted partner but also reinforces our brand's unity.

We encourage the adoption of tailored hashtags (particularly on Instagram) alongside tagging Fielders in your posts. This method boosts your content's exposure and can lead to us sharing your content, thereby broadening your audience reach. Well-chosen hashtags allow your content to be found by those with shared interests, expanding its impact.

Tag us at:

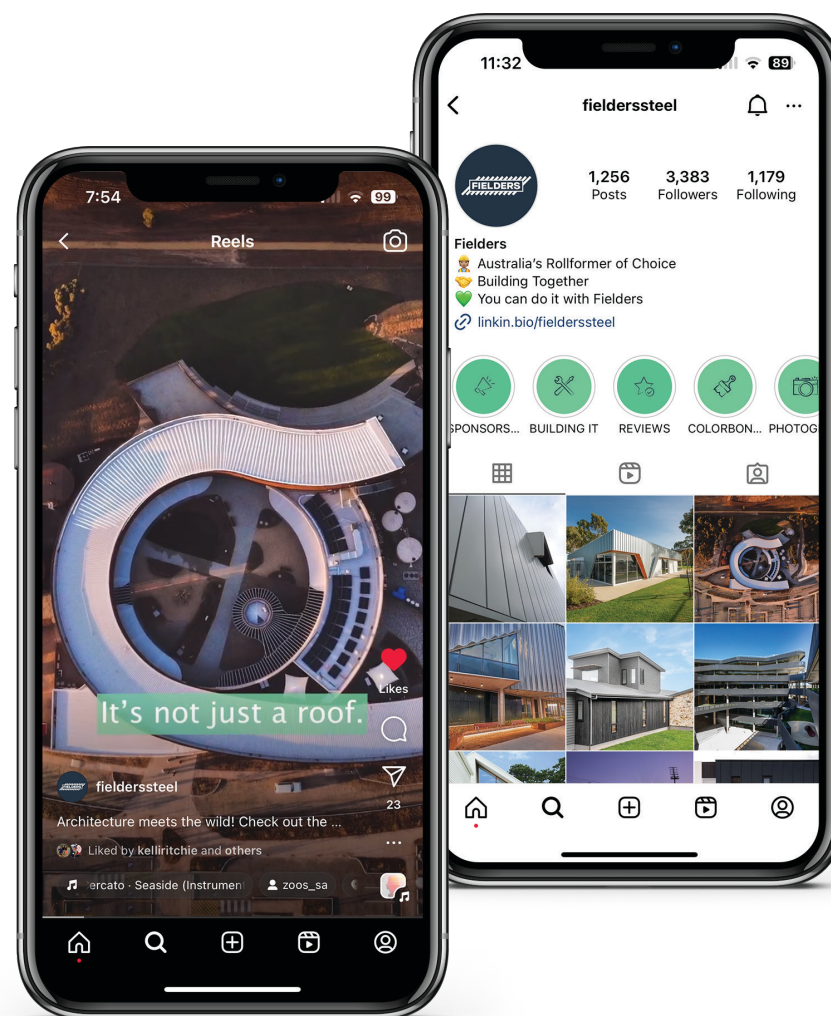
Instagram: @fielderssteel

Facebook: Fielders Steel

LinkedIn: Fielders Steel LinkedIn

YouTube: Fielders Steel YouTube

Potential Hashtags: #FieldersInnovation, #DoltWithFielders
#YouCanDoltWithFielders #BuildingWithFielders, #FieldersPartnership



Social Media

Overview

Collaborative Posts

Embrace the power of joint marketing on platforms such as Instagram and Facebook. Collaborative posts mean that you and Fielders can co-create content, visible on both our feeds or reels. This partnership approach heightens interaction, extends audience scope, and spotlights our collective achievements – showcasing an expanded community reach, heightened engagement, and solidified brand trust and connections.

Promoting Content

Consider social media an indispensable channel for broadcasting and promoting your content. When crafting informative or engaging content, like blogs, articles, or videos, seamlessly integrate these into your social strategy for optimal impact. Link directly to Fielders products or insights where relevant, underscoring our alliance and enriching your content. Utilise platforms like Facebook for amplifying blog posts, LinkedIn for professional articles, and Instagram for captivating visual content. This strategy not only attracts prospective clients but also fortifies the relationship with your current audience, extending your digital presence and highlighting our collaborative bond.

Successful social media marketing is fueled by the mutual elevation of content, fostering an environment where both your brand and Fielders can thrive together.

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 Fielders' Marketing Team.

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

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

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

Please Note:

Fielders' review focuses on branding issues and is not a legal review of the material, nor is Fielders' 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 fielders.com.au

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

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

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

marketing@fielders.com.au

Using the Fielders brand in your marketing
Approval Form

Your Details

Your Name _____
 Business Name/Trading Name _____
 Fielders Account Number _____
 Fielders 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 - Fielders
☐ Proud Supplier of - Co-Operative

Please Allow 4 Weeks For Feedback/Approval
 Send the completed checklist with your final art/copy to your Fielders' representative who will send to Marketing for approval.

Checklist

☐ I have read the Fielders' Co-Operative Marketing Guidelines
☐ I have attached final artwork which clearly indicates where the Fielders' logo lock-up is to be positioned, in accordance with this guideline
☐ I have used pre-approved messages (including social media)
☐ I have referenced Fielders' products and associated Trade Marks correctly

Where will the logo be shown?

☐ QLD ☐ SA
☐ NSW ☐ NT
☐ VIC ☐ WA
☐ TAS

Please Note Region: _____

Checklist

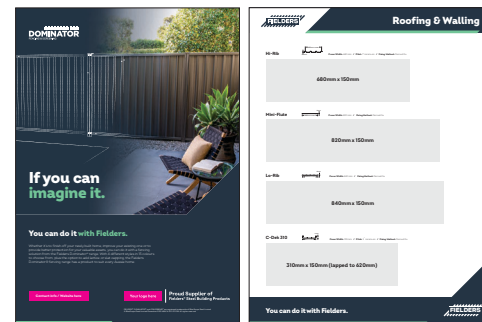
☐ I have read the Fielders' Co-Operative Marketing Guidelines
☐ I have attached final artwork which clearly indicates where the Fielders' logo lock-up is to be positioned, in accordance with this guideline
☐ I have used pre-approved messages (including social media)
☐ I have referenced Fielders' products and associated Trade Marks correctly

You can do it with Fielders.

Additional Marketing Products

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

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





You can do it with Fielders.

/ Roofing & Walling

/ Guttering

/ Fencing

/ Carports & Verandahs

/ Sheds

Template Request

Company/Business Name*

Business Email*

Business Phone*

Website*

Contact Name*

Contact Email*

Fielders Account Manager*

Please send 10 Fielders Product Samples*

Please tick the relevant boxes if the correct fields are completed

☐ Completed

☐ Not completed

☐ Not applicable

☐ Not required

Selection Centre

1. Choose your roof or wall profile

Considerations

- Style of your home
- Roofing and walling profiles suit an array of different home styles and designs

Considerations

- Roofing and walling profiles suit an array of different home styles and designs

2. Choose your gutters, fascias & downpipes

Considerations

- Style of your home
- Roofing and walling profiles suit an array of different home styles and designs

3. Choose your material, finish and colour

Considerations

- Style of your home
- Roofing and walling profiles suit an array of different home styles and designs

FREEFORM

ROOF & WALL SYSTEM

If you can imagine it.

You can do it with Fielders FreeForm™

Curving Capabilities

- FreeForm™ can be sprung curved (naturally curved) to a maximum limit of 30mm
- Mechanically curved via a smooth curve machine to radii of 20m
- FreeForm™ has the capability of being tapered for conical or other roof surfaces

Roof Pitch Capabilities

- 15 degrees for roof sheets without end-lap
- 3 degrees for roof length with end-lap

Rolling Capabilities

- FreeForm™ can be roll-formed on-site (includes roll former) with a maximum length of 50m
- Factory rolled to standard lengths of up to 30m

Tapered Capability

FreeForm™ has the capability of being tapered for conical or other roof surfaces

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FINESSE

ROOFING & WALLING

If you can imagine it.

You can do it with Fielders Prominence™

Applications

- Brook flat pans and a substantial r.b.
- Cutting use roofing and walling
- Standard pan width 210mm
- Installation orientation: vertical only (roofing)
- Horizontal or vertical (walling)
- Maximum roof pitch 3°
- Tested for non-cyclonic and cyclonic classified regions

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