



**WORTHINGTON**  
INDUSTRIES

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v2.0  
NOVEMBER 2013

# BRAND IDENTITY GUIDELINES

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BRAND MANAGER



# ONE COMPANY. ONE VOICE.

We do many things in many places, but it's time to talk about ourselves in a new way. A way that better reflects who we are as a Company. We are growing and entering new markets, new locations and our brand has never been more important. We need to connect each one of us, our facilities, our work, to one Company, one brand, one logo.

The guidelines outlined on the following pages will help us define our visual brand, and represent Worthington Industries as the innovative, people-first, growth company we are today.

**LOGO / POSITIVE USAGE**

We have refined and updated the Worthington Industries logo. While our blue is a strong part of who we are, we have made a slight shift from black to a more sophisticated charcoal grey for the type.

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**BRAND COLOR REPRODUCTION**

First choice for use in print, or digital mediums.

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**COLOR LOGO**

Brand colors (see pg 1.05):

PMS 287

PMS Cool Grey 11



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**LIMITED-COLOR REPRODUCTION OPTIONS**

Logo may be reproduced in the color options below, when two-or four color reproduction is not possible.

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PMS 287



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**GREYSCALE LOGO**

100% black

50% black.



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**BLACK AND WHITE LOGO**

100% black



LOGO / ALTERNATE USAGE

Demonstrations of the logo used on various backgrounds.

LOGO USAGE ON VARIOUS GREYSCALE TONES

Note the usage of the colors, when logo and type elements change to white.



\* PMS blue works on-screen; use white logo on black for print.

ADDITIONAL USAGE

50% Black and White, on 100% Black



White on PMS 287



White on 100% Black



## LOGO / USAGE

The Worthington Industries logo should be reproduced only as it was designed, and should never be recreated or altered in any way. Please follow the guidelines below to maintain the integrity of the Worthington Industries logo. The logo can be obtained from Worthington Industries corporate communications.

## MINIMUM CLEAR SPACE

Do not place photos, graphic elements or type within the area shown, as measured by the logo's cap height.



## IMPROPER USE

**DO NOT** ALTER OR SKEW IN ANY WAY



**DO NOT** REPRODUCE IN COLORS OTHER THAN WHAT IS SHOWN ON PG 2.



**DO NOT** SCAN OR ALLOW LOW-QUALITY REPRODUCTION



**DO NOT** ATTEMPT TO REPRODUCE ON A DARK, OR BUSY BACKGROUND.



**DO NOT** ADD SHADOWS OR DIMENSIONAL EFFECTS.



## BRAND COLORS

These are the primary brand colors, as used in the logo, and are the main Worthington Industries colors to be used throughout our communications. *Please note the color mixes are based on coated PMS colors.*

## PRIMARY WORTHINGTON COLORS

## WORTHINGTON BLUE

**PMS 287**  
**CMYK 100/68/0/12**  
**RGB 0/47/135**  
**HEX 002f87**



## WORTHINGTON GREY

**PMS COOL GREY 11**  
**CMYK 0/2/0/68**  
**RGB 84/86/91**  
**HEX 54565b**

**GREYSCALE ALTERNATE**  
 69% BLACK



## SUPPORT COLORS

These colors are intended to be used as secondary highlight colors, in support of the blue and grey as Worthington's primary color palette.

## WARM TONES

<b>PMS 505</b>	<b>PMS 138</b>	<b>PMS 110</b>
<b>CMYK 50/100/100/25</b>	<b>CMYK 0/42/100/1</b>	<b>CMYK 0/12/100/7</b>
<b>RGB 112/46/62</b>	<b>RGB 225/125/0</b>	<b>RGB 219/170/0</b>
<b>HEX 702e3e</b>	<b>HEX e17d00</b>	<b>HEX dbaa00</b>



## WARM NEUTRALS

<b>PMS 7528</b>	<b>PMS 7527</b>
<b>CMYK 0/3/10/10</b>	<b>CMYK 0/2/6/7</b>
<b>RGB 198/185/173</b>	<b>RGB 215/210/197</b>
<b>HEX c6b9ad</b>	<b>HEX d7d2c5</b>



## GREENS

<b>PMS 376</b>	<b>PMS 374</b>
<b>CMYK 55/3/100/0</b>	<b>CMYK 26/0/73/0</b>
<b>RGB 129/188/0</b>	<b>RGB 195/232/108</b>
<b>HEX 81bc00</b>	<b>HEX c3e86c</b>



## BLUES

<b>PMS 2925</b>	<b>PMS 2905</b>
<b>CMYK 85/24/0/0</b>	<b>CMYK 41/2/0/0</b>
<b>RGB 0/155/223</b>	<b>RGB 141/199/233</b>
<b>HEX 009bdf</b>	<b>HEX 8dc7e9</b>



## TYPE FACES / FONTS - PRIMARY FONT

The DIN font family is used for the logo, and is the primary brand font to be used throughout materials. The DIN font family has a strong, modern feel, yet is very legible, and available in an array of weights. DIN is available as a web font.

Employees should be able to find the DIN regular font on their computer for use in communications documents. DIN font should be used in memos, letters and Power Point presentations.

**DIN REGULAR**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

abcdefghijklmnopqrstuvwxyz 1234567890

**DIN ITALIC**

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890*

*abcdefghijklmnopqrstuvwxyz 1234567890*

DIN Light

*DIN Light Italic*

DIN Plain

*DIN Plain Italic*

**DIN Medium**

*DIN Medium Italic*

**DIN Bold**

*DIN Bold Italic*

**DIN Black**

*DIN Black Italic*

Aa Aa

## TYPE FACES / FONTS - ALTERNATE FONT

While DIN is our primary font, it is not realistic to use DIN in every situation. Examples of this are: email use and when sending Word documents outside of Worthington Industries. In these cases, use the Arial font. Arial should not be used large, or for printed materials.

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**ARIAL REGULAR**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

Arial Regular

*Arial Italic*

**Arial Bold**

***Arial Bold Italic***

**ARIAL ITALIC**

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz 1234567890*

Aa Aa



## TYPE FACES / FONTS - SUPPORT FONT

With DIN as the primary brand font for Worthington Industries, Melior is complimentary and intended to play a supporting role. It is not necessary to use Melior, as DIN offers a broad range of styles and can be used for all text applications.

**In Use**

DIN should be used for headlines and substantial text, with Melior supporting as body text, where appropriate. Melior offers the opportunity to add a touch of warmth with its serifs, and contrast the sans serif of DIN. Melior is available as a web font.

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**MELIOR REGULAR**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

Melior Regular

*Melior Regular Italic***Melior Bold*****Melior Bold Italic*****MELIOR ITALIC**

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz 1234567890*

Aa Aa

### LOGO IN MOTION

The 'logo in motion' graphic is intended to support and enhance the visual brand, but should never replace usage of the primary logo. The patterning adds an element of energy to our brand, reinforcing the way forward.

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### PATTERN ORIGIN

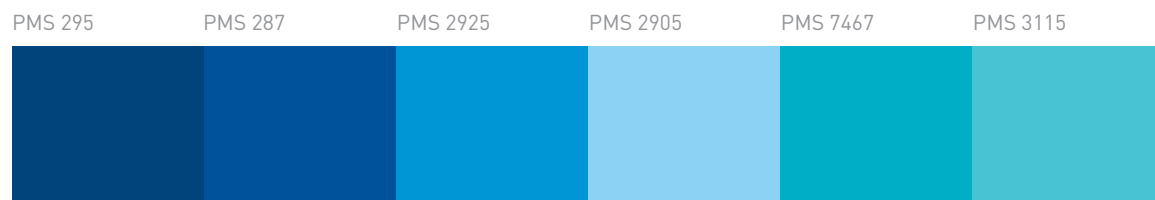
The logo in motion pattern is developed from the top piece of the logo, as shown below. Pattern pieces should be placed precisely corner to corner, leaving white space, or background, as part of the pattern application.



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### LOGO IN MOTION COLOR PALETTE

The color palette below is based on the primary Worthington Industries color palette found on page 1.05. The designer does have the freedom to use the colors in varying degrees of transparency, as appropriate to the application.



## LETTERHEAD

The Worthington Industries letterhead should be formatted as outlined below. The left margin of the letter should align with the "I" in "Industries," with the remainder of the letter falling into the live area, shown in blue.

## FONT USAGE

Letters and other communications should be set in DIN Regular. Recommended font size used on the letterhead is 10 point, with 14 points of linespacing.



## DOWNLOADS

Visit WInet Brand Center to download memo, letter and Power Point templates.

## EMAIL SIGNATURE

The Worthington Industries email signature should be put together as outlined below. Our signature should use colors noted below, using the Arial font. The second version should only be used for employees representing our retail brands.

## PEOPLE FIRST SIGNATURE

This version of the Worthington Industries signature puts the name and title first, and should always be considered our primary email signature.

Arial 8 pt. Bold, Wor Blue

Arial 7 pt. Regular, All Caps, Wor Grey

Arial 7 pt. Regular, Wor Grey, O/C/F - 7 pt/ Arial caps, 70% Wor Grey

Arial 7 pt. Regular, Wor Blue Link, NYSE - 7 pt., Arial caps, Wor Grey

Thin Wor Grey Rule, Even spacing top and bottom Same length as longest line of title

**JIM SMITH**

DIRECTOR, INNOVATION & PRODUCT DEVELOPMENT | ALTERNATIVE FUEL

○ 614.123.4567 | ☎ 614.123.4567 | ☎ 614.123.4567

WorthingtonIndustries.com | NYSE:WOR

Contact phone numbers

Title

Double-space on each side of vertical character


Product affiliation, or Business Unit

 **WORTHINGTON**  
INDUSTRIES

Logo in brand colors at approx. 2-inches

## ALTERNATE RETAIL BRAND SIGNATURE

This alternate version of the Worthington Industries signature puts the brand first, and should only be used in cases such as customer service for a specific brand, where the customer may call or contact any individual related to the brand, not having a definitive contact.

 BERNZOMATIC®


Addition of retail brand logo, sized so not to overpower signature, stacked with horizontal rule to match what is used above WI logo

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