



Claims and logo use guidelines

Business Members, Civil Society Members,
Associate Members and Certified Sites

September 2021

Preface

These guidelines have been designed to help our members use the ResponsibleSteel identity both properly and responsibly.

The guidelines cover all aspects of our logo and membership and certified site marks, as well as providing instruction and usage examples for member websites, paperwork, site signage and photography.

ResponsibleSteel has a clear responsibility to control all relevant ResponsibleSteel related claims to ensure they are both credible and accurate. Due to the diversity of industries and supply chain activities involved in the steel value chain, this Guide provides both principles and practical examples of how ResponsibleSteel members may make claims. It is in the interests of all ResponsibleSteel members and supporting organisations to follow the rules regarding ResponsibleSteel related claims, and thus support the program's ongoing integrity and value.

ResponsibleSteel members pay an annual membership fee to support the ResponsibleSteel work programme. No additional usage or licensing fee currently applies for any legitimate use of the ResponsibleSteel logo or associated claims. The ResponsibleSteel Board reserves the right to review and amend fee structures from time to time.

NB. Do not use any of the examples directly from these guidelines. All relevant templates for logos and membership and certified site marks are available from info@responsiblesteel.org

Compliance

Compliance with this Guide

If a ResponsibleSteel Member does not comply with one or more of the rules and conditions specified in this guide, ResponsibleSteel can withdraw the right to use the ResponsibleSteel logo and/or suspend or terminate ResponsibleSteel membership. If you see any ResponsibleSteel logos or claims being used inappropriately, or potentially misleading or fraudulent claims or representations about ResponsibleSteel by either members or non-members, please notify us immediately at info@responsiblesteel.org so that we may investigate and take action. The procedures of the ResponsibleSteel Issues Resolution System may apply.

Legal Compliance

Organisations that make ResponsibleSteel-related claims are each responsible for legal compliance with Applicable Law, including applicable laws and regulations related to labelling, advertisement, and consumer protection and Antitrust Laws (applicable laws and regulations relating to antitrust and competition), at all times. ResponsibleSteel cannot accept liability for any violations of Applicable Law or any infringement of third-party rights made by other organisations.

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Our brand

ResponsibleSteel is the world's first global scheme for responsibly sourced and produced steel.

A not-for-profit multi-stakeholder organisation, ResponsibleSteel was founded to bring together business, civil society and downstream users to provide a global standard and certification initiative for steel.

Our mission is to achieve net zero carbon emissions for the steel sector and to enhance the responsible sourcing, production, use and recycling of steel.

Aligned with the ISEAL codes of practice, ResponsibleSteel's credible standards and robust auditing will help transform the steel industry by rewarding best processes at every stage of the supply chain,

building a consensus on what sustainability looks like for steel and putting pressure on those not working to high standards to raise their game.

Best practice will be developed further with a diverse mix of stakeholders, businesses and civil society groups alike, helping the industry recognise that change is fundamental to competitive advantage, securing market share and safeguarding a greener planet for future generations.

By working with some of the most influential organisations in this industry and beyond, we can drive positive change through the recognition and use of ResponsibleSteel, now and in the future.

If we succeed, everyone wins.

Our logo

Our logo is the most important and recognisable element of our brand. Its consistent and considered application is the cornerstone of a strong visual identity. Our name and brand name, when written should always be shown as ResponsibleSteel.

Please note:

The ResponsibleSteel logos and site marks are for use by members who have had their sites certified, and **should not** be used on any steel products produced from certified sites. A separate process to specify the additional ResponsibleSteel standard requirements that would need to be met in order for certificate holders to make claims about their steel products are under development and will be available at the end of 2021.

The Logo

The design of our logo is based on a ribbon of steel to evoke quality and strength. It is comprised of three elements:

Symbol

The ribbon shape creates a stylised letter R. The significant initial letter of our organisation.

Logotype

Our logotype uses clean and simple letter forms that complement the symbol.

Descriptor

Our descriptor helps communicate what we do as an organisation. It should be included within the logo wherever possible.

The full ResponsibleSteel brand mark should only be used by the ResponsibleSteel brand or if an organisation or member is referring to the ResponsibleSteel brand. Either the horizontal or stacked version of the logo can be used to suit a particular design.

The primary logo must always appear on a white background.

Wherever possible, the primary logotype must be used with the descriptor. The following pages detail logo variants and their uses.

Visual identity guidelines

2.1

Horizontal logo



Stacked logo



Member usage of the logo

This is our primary logo which Business, Civil Society and Associate Members may need to use for the external promotion of our brand. It can be used in presentations, press releases, and news stories.

The logo can also be used alongside member's or associate's brand if required, to indicate the partnership with ResponsibleSteel. The logos should appear at an equal size visually, with a grey vertical dividing line inbetween.

Please note that this logo should not be used as an alternative to the membership or certified site marks. The appropriate mark should always be used in these situations.

Primary logo



Partnerships



Please note:

Do not reproduce any of the brand elements from this guidelines document. Digital files of all graphic elements and templates are available on request.

Primary logo - horizontal variants

Our logo adapts in different ways to suit specific uses:

Primary logo

This is the primary logo and should be used wherever possible. It must always appear on a white background.

Single colour logo

Secondary use for applications which don't support full colour reproduction.

Solid logo

Secondary use for applications which don't support halftone reproduction.

Logo without descriptor

Secondary use for applications which require a smaller logo than the minimum size primary logo.

Reverse logo

Only use when the logo can't be positioned on a white background. Only use on plain backgrounds that are dark enough to provide good legibility. Not be used over photographic images.

Primary logo



Single colour logo



Solid logo



Logo without descriptor



Reverse logo



Stacked logo variants

Our logo adapts in different ways to suit specific uses:

Primary logo

This is the primary logo and should be used wherever possible. It must always appear on a white background.

Single colour logo

Secondary use for applications which don't support full colour reproduction.

Solid logo

Secondary use for applications which don't support halftone reproduction.

Logo without descriptor

Secondary use for applications which require a smaller logo than the minimum size primary logo.

Reverse logo

Only use when the logo can't be positioned on a white background. Only use on plain backgrounds that are dark enough to provide good legibility.

Not be used over photographic images.

Primary logo



Single colour logo



Solid logo



Logo without descriptor



Reverse logo



Clear zone

To maintain the integrity and clarity of our logo, there is a minimum area around it which must remain clear. This is equal in height to the letter I in the word Responsible.

Primary logo



Logo without descriptor



Please note:
Do not reproduce any of the brand elements from this guidelines document. Digital files of all graphic elements and templates are available on request.

Minimum size

These are the smallest sizes that are recommended for the logo. The logo without descriptor should only be used on applications that require a smaller size than the primary logo.

Primary logo



Logo without descriptor



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Do not reproduce any of the brand elements from this guidelines document. Digital files of all graphic elements and templates are available on request.

Membership and Certified Site marks

These identify what we stand for as an organisation, and are awarded to those with the courage and foresight to implement the right standards for a brighter future for the steel industry, and the world.

The marks are made available to ResponsibleSteel Business Members, Civil Society Members and Associate Members to highlight their status as Members of the ResponsibleSteel programme. However, there are clear guidelines concerning their usage as well as the associated claims which must be followed.

Please note:

The ResponsibleSteel logos and site marks are for use by members who have had their sites certified, and should not be used on any steel products produced from certified sites. A separate process to specify the additional ResponsibleSteel standard requirements that would need to be met in order for certificate holders to make claims about their steel products are under development and will be available in the second half of 2021.

Membership and Certified Site marks

There are currently three types of membership and certified site marks:

Member

This version of the mark can be used by a member of ResponsibleSteel.

Associate

This version of the mark can be used by an associate member of ResponsibleSteel.

Certified Site

This version of the mark can be used by sites that have been certified against the required ResponsibleSteel standard.

Either the horizontal or stacked version of the mark can be used to suit a particular design or layout.

The membership or certified site marks must always appear with a white background within their borders.

Stacked mark



Horizontal mark



Please note:

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Membership and Certified Site marks

Solid mark

Secondary use for applications which don't support halftone reproduction.

Only use this version if it is not possible to use the main halftone version of the membership or certified site mark.

Stacked mark



Horizontal mark



Please note:

Do not reproduce any of the brand elements from this guidelines document. Digital files of all graphic elements and templates are available on request.

Minimum size

These are the smallest sizes that are recommended for the membership and certified site marks. Either the horizontal or stacked version of the mark can be used to suit a particular design.

Member, associate and certified site marks



Please note:

Do not reproduce any of the brand elements from this guidelines document. Digital files of all graphic elements and templates are available on request.

Membership and certified site mark usage

Member and Associate mark

The ResponsibleSteel member and ResponsibleSteel Associate marks are used to recognise membership of ResponsibleSteel. These marks can be used at an organisation's sites globally. The membership is not attributable to a specific site.

When promoting a member or associate of ResponsibleSteel the member or associate organisation name must be used.

Certified site mark

The certified site mark is used to recognise a site which has been audited by ResponsibleSteel and has met the necessary criteria to become a ResponsibleSteel certified site. This mark is attributable to a specific site and therefore can only be used at the specified certified site. It must not be used at any other location.

When promoting a site's certification status, the specific site name must be referenced in all communications.

Please note:

Do not reproduce any of the brand elements from this guidelines document. Digital files of all graphic elements and templates are available on request.



Member and Associate marks

Only to be used to recognise the **membership** of ResponsibleSteel. The marks can be used at any site owned and run by the member and can be used on an organisation's collateral - both printed and digital.

Please see section 5.0 for usage examples.



Certified Site marks

Only to be used to recognise the **specific site** at which the organisation has achieved the ResponsibleSteel certification. This mark can be used by: -

- The certified site on collateral - both printed and digital
- Or by the member organisation to promote a certified site they operate. In this instance, the site name must be included alongside the mark.

Please see section 5.0 for usage examples.

ResponsibleSteel Membership Claims

In general terms, approval IS NOT REQUIRED for claims that relate to objective facts - whether an organization is a ResponsibleSteel member or not, when they joined, ResponsibleSteel's aims and activities, or a commitment to achieving certification (which is an undertaking in the members commitments for steel making companies).

Approval from ResponsibleSteel IS REQUIRED for claims that relate to Business Members site certification for one or more of their steel sites. ResponsibleSteel will work with Business Members on both communicating and making claims for site certification. Contact info@responsiblesteel.org for more information.

Examples of Claims that are allowed:

1. ResponsibleSteel membership - all classes: Business Members, Civil Society Members, Associate Members:
 - (member name) is a member of ResponsibleSteel. ResponsibleSteel's mission is to maximise steel's contribution to a sustainable society.
 - (member name) is proud to be a (Business/Civil Society/Associate) member of ResponsibleSteel.
 - (Member name) joined ResponsibleSteel in (year)
2. ResponsibleSteel members working towards certification, e.g. steel makers, processors:
 - (member name) is a member of ResponsibleSteel. We are committed to achieving ResponsibleSteel site certification to support responsible practices in the steel supply chain.
 - (member name) is a member of ResponsibleSteel. We are working towards achieving ResponsibleSteel site certification by (relevant date)

ResponsibleSteel Membership Claims CONTINUED

3. ResponsibleSteel members who have achieved site certification:

- (member name) has achieved ResponsibleSteel site standard certification for its site at (name site).
- Our site (name) has achieved ResponsibleSteel 'Site Certification'. This means that our site is operated in a responsible manner with regards to environmental, social and governance issues, in line with the ResponsibleSteel Standard.
- Sustainability is important to (member name). Our steel site (name) is certified against the ResponsibleSteel site standard to demonstrate our commitment to help maximise steel's contribution to a sustainable society.
- (member name) is a ResponsibleSteel member and (site name) in (country) has achieved ResponsibleSteel site certification.
- (member name) (site) is certified against the ResponsibleSteel site certification standard. This provides assurance of our work on (for example labour rights/human rights/occupational health and safety)

Types of Claims that are not allowed include:

- (member name) is a member of ResponsibleSteel. Our membership means that (e.g., we have great practices or are super responsible - in other words any claim relating to performance, where ResponsibleSteel certification has not been achieved).
- (member name) has achieved ResponsibleSteel site certification (without naming specific site)
- The steel produced in (member name) steel site(s) (name/no name) is certified by ResponsibleSteel

ResponsibleSteel Membership Claims CONTINUED

General requirements for all ResponsibleSteel related claims:

The ResponsibleSteel name and logo provide independent assurance for an organization's commitment to responsible, production, sourcing and stewardship of steel. Consistent, accurate and appropriate use will help build awareness, recognition and credibility of ResponsibleSteel.

ResponsibleSteel reserves the right to act on any use of its name or logo that it believes to be inappropriate.

The following rules apply to general references to ResponsibleSteel:

- ResponsibleSteel should be referred to as ResponsibleSteel.
- The above name may not be translated into other languages
- Misleading or confusing use of the ResponsibleSteel name or logo is prohibited.
- The use of the ResponsibleSteel name or logo as, or as part of, another brand is prohibited.
- The use of the ResponsibleSteel name or logo alongside other sustainability/responsible sourcing logos, marks or seals is generally permitted.

ResponsibleSteel Membership Claims CONTINUED

Principles to avoid misleading or confusing use:

In addition to the above, the ResponsibleSteel name or logo must never be displayed in a way that could:

- Confuse any audience as to the association of ResponsibleSteel with other brands or logos;
- Suggest or imply ResponsibleSteel membership or certification of an entity that is not a ResponsibleSteel member;
- Suggest or imply ResponsibleSteel certification before it has been achieved;
- Suggest or imply a larger scope of ResponsibleSteel certification than a ResponsibleSteel member has achieved;
- Lead to any harm or prejudice to the reputation or credibility of ResponsibleSteel.

If you are unsure about the interpretation of any of the above in a particular situation, contact ResponsibleSteel Secretariat at info@responsiblesteel.org

Please note: any Associate members who are members of ResponsibleSteel as Associations or representing groups/sectors who have their own members are members of ResponsibleSteel in their own Association or Group name ONLY. Any individual members of these Associations cannot claim to be members of ResponsibleSteel in their own name without becoming a ResponsibleSteel member in their own right.

Photography

Photography should be carefully considered and curated, to feel cohesive and consistent with our brand.

Photography style and use

Choosing the right photography for marketing is critical to its impact. Style, quality, clarity, reality and relevance are all important factors in making these choices.

At times, ResponsibleSteel may ask for access to photography or require photography to be supplied of a production or operational site. Photography used will comply with the following photography guidelines to ensure consistency across the ResponsibleSteel collateral.

The examples chosen in this section demonstrate these values in the portrayal of our members' operational sites and the recording of certified site ceremonies.

Photography has been sourced from independent commercial image libraries.



Photography style and use

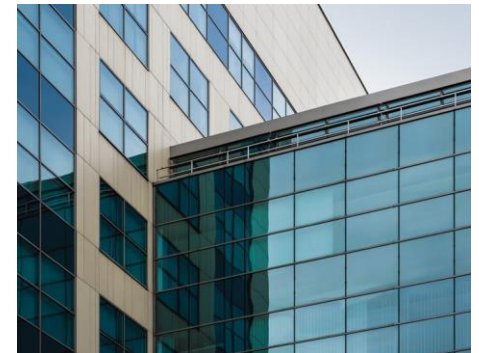
Member operational and production sites

Capturing member operational, administrative and production sites should be considered.

Choose images that describe the subject in a clear and concise way. They should be carefully cropped to maximise impact and avoid visual clutter.

Use foreground elements to give the subject more impact. Early morning or evening shots and aerial views can also be used to add visual interest.

Consider use of people wherever possible as they add interest and engagement.



Photography style and use

Certified site ceremonies

When capturing ceremonies or events, clearly identifying the event is a useful way to add meaning and significance, as demonstrated here in these examples. See more in the usage examples section on how to achieve this.

Wherever possible, a clear and visually uncluttered approach is preferable. If a suitable venue or space isn't available, a simple backdrop can be made to create the right environment.



Usage examples

These examples should help you to use the ResponsibleSteel membership and certified site marks correctly across collateral.

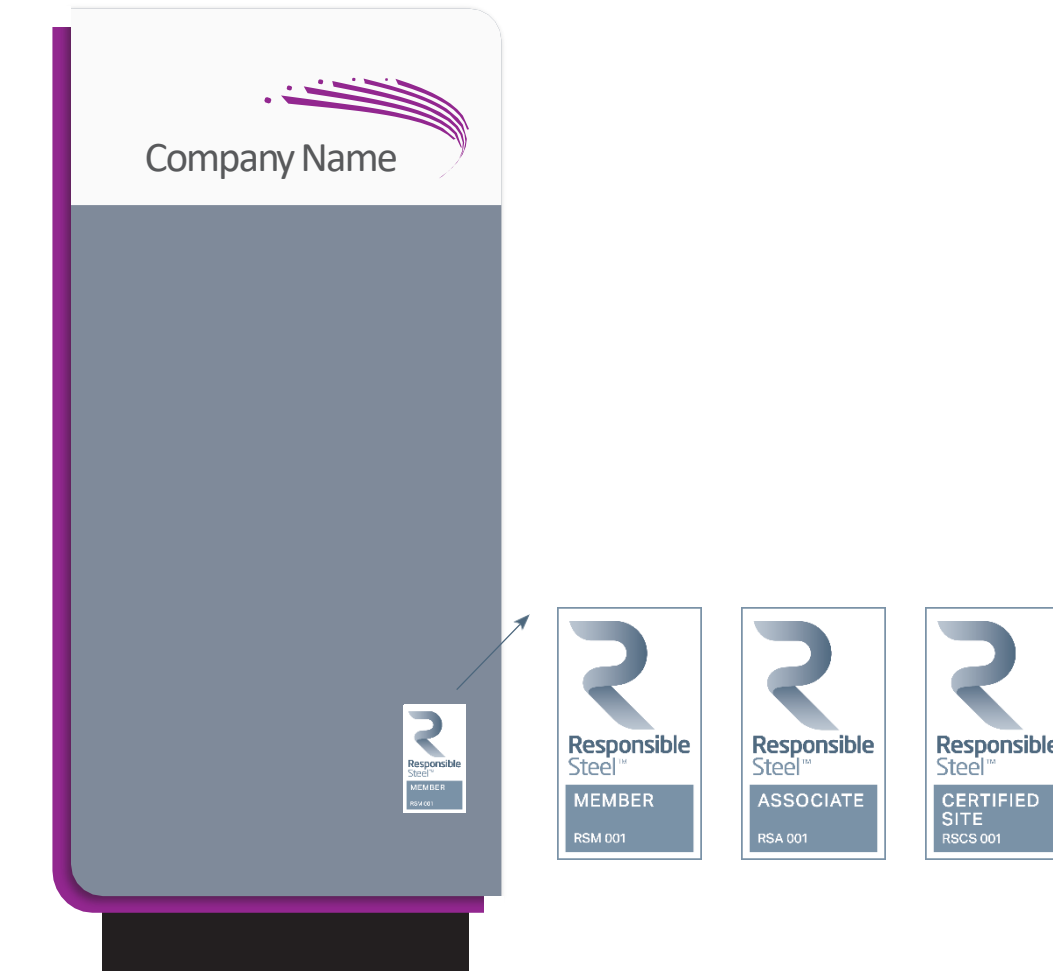
Exterior signage

Entrance sign

The example shows how the membership and certified site marks should be used at members' or associates' headquarters and/or their certified sites. The relevant mark should be positioned towards the bottom of the signage.

Signage system designs will vary across our members and associates, therefore use the example opposite as a general guide to help with the relative size and positioning of the ResponsibleSteel membership or certified site mark.

Headquarters



Interior signage

Member, associate and certified site reception signs

The relevant membership or certified site mark should be positioned towards the lower right of the member or associate branding.

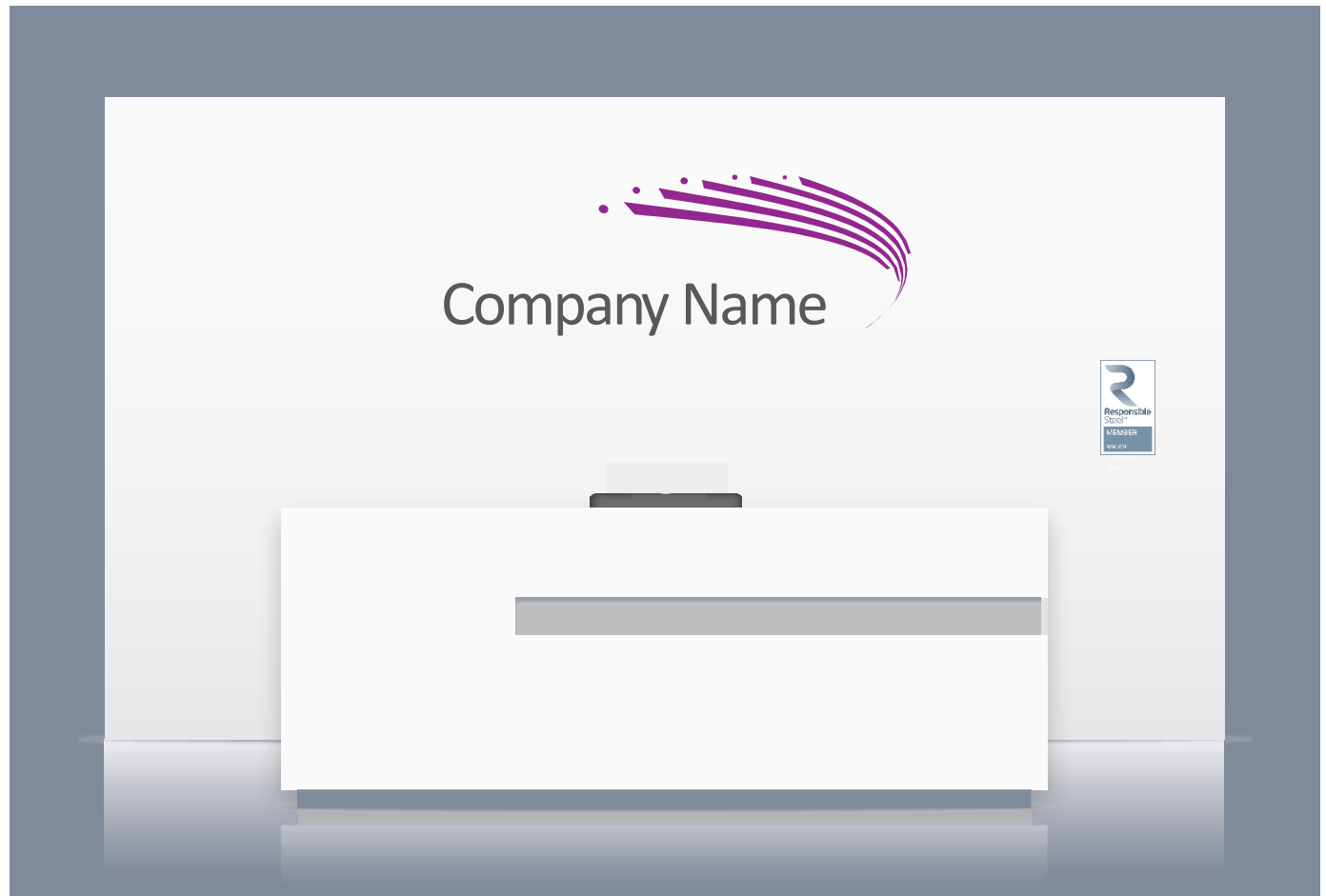
If at a member or associate headquarters, the award can be displayed on the main reception desk, or in a display cabinet if one is available.

Reception areas will vary across our members. Use the example opposite as a general guide to help with the relative size and positioning of the ResponsibleSteel membership or certified site mark.

The certified site mark should only be used at a ResponsibleSteel certified site.

The ResponsibleSteel member and ResponsibleSteel associate marks can be used at multiple office sites.

Main reception: back wall and desk



Associate and Member websites

There are two places on our members’ or associates’ websites which are recommended for placement of the ResponsibleSteel member or associate mark:

Sustainability page

Depending on the individual website design, the mark could be placed bottom right, or incorporated within the page information itself.

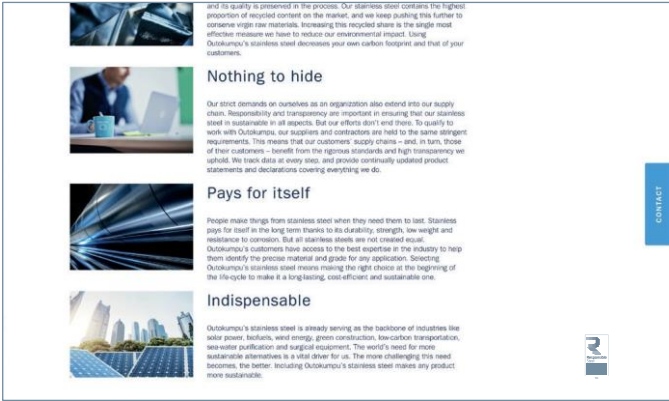
Footer

Alternatively, the mark could appear bottom right within the website footer.

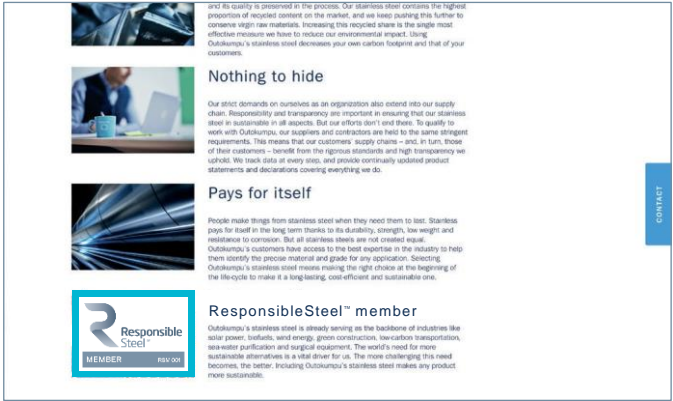
For responsive website designs, ensure that the mark is used at a legible size on all devices.

Where a member or associate may wish to promote a certified site through news stories or PR, the mark must be accompanied by descriptive copy which highlights which site has been certified.

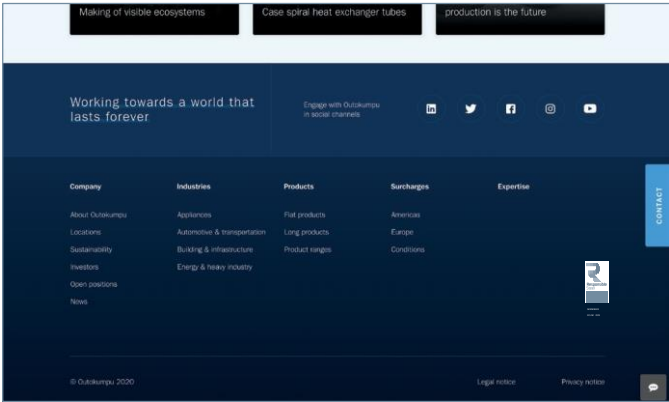
Sustainability page (example 1)



Sustainability page (example 2)



Footer



Member and associate mark

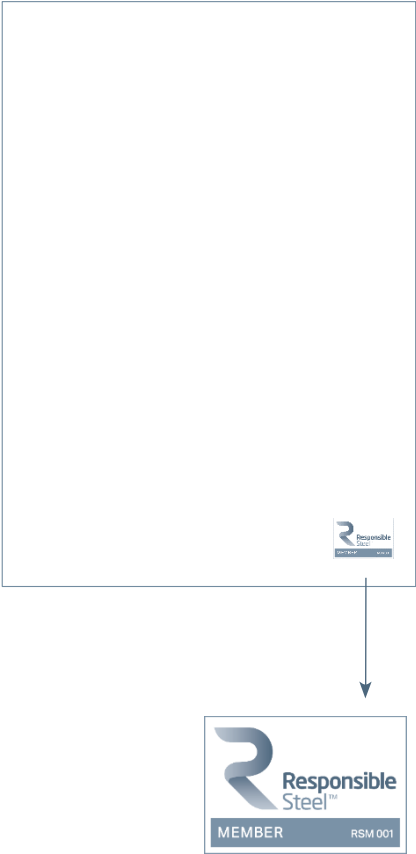


Paperwork

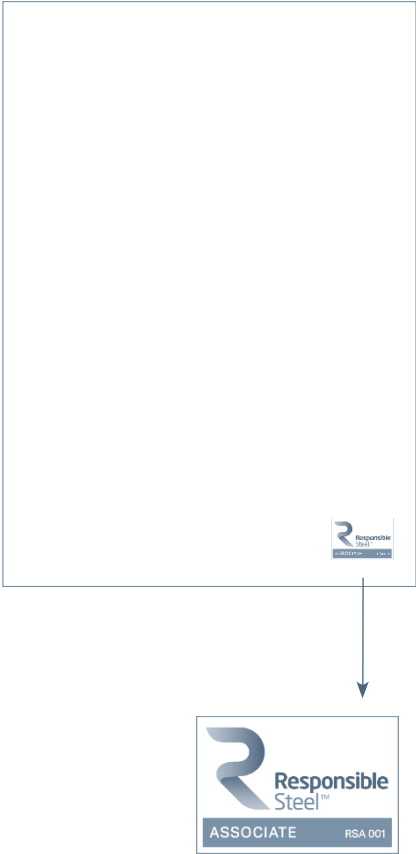
For documentation, it is recommended that the relevant mark be positioned at its minimum size in the footer, as indicated here.

Please ensure that only certified sites use the certified site mark.

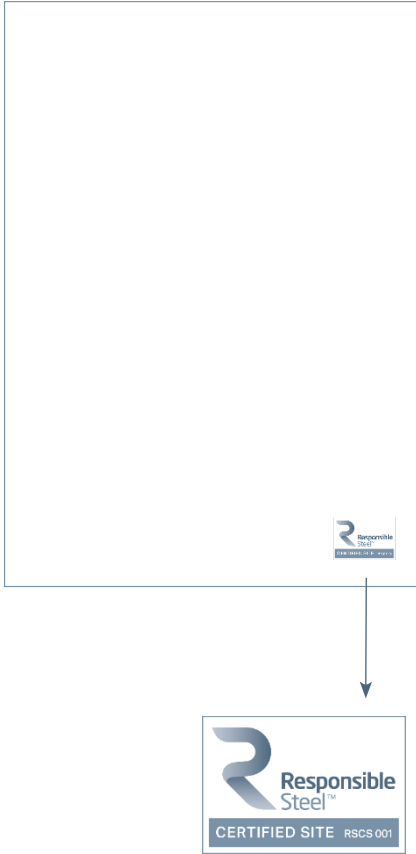
Headquarters documentation



Headquarters documentation



Site documentation



Event identification and backdrop

The examples opposite show options on how to achieve effective identification at your event.

Member and associate branding should be supported with a clear description of the event, which should be visible alongside the participants. See the photography section for examples. ResponsibleSteel branding can also be included.

If a clear and uncluttered area isn't available, consider making a white backdrop. Exhibition display units & panels could be used, or a purpose built 'stage flat' made.

For certified site ceremonies, the certified site mark may be used.

Event identification and backdrop





755 Hunter Street, Newcastle West, NSW 2303, Australia
