

# Steelmark Guidelines

## Steelmark

The well-known Steelmark is a registered service mark owned by the American Iron and Steel Institute (AISI) and may be used with permission from AISI to promote the consumption and positive image of American steel and steel products. First introduced in 1959, the Steelmark symbolizes quality, product integrity and environmental compatibility.

- Once approved, The Steelmark may be used on products made of steel produced in America (North, South and Central); use must conform to graphic standards developed by the American Iron and Steel Institute.
- It may also be used to promote and sell products made with steel produced in America, following the same graphic guidelines.
- AISI permits the use of the Steelmark by others for these purposes so long as the steel content and the graphic guidelines are followed.

## Graphic Guidelines:

- Can be reproduced in full color or black and white.
- In full color reproduction, all colors should match the specified Pantone colors: Yellow Pantone 116; Orange Pantone 165; Blue Pantone 307; Gray Pantone 429; and Black.
- In reproducing the Steelmark against a dark or black background, it should be printed in all white.
- In reproducing the Steelmark in one color form, black should be used.
- The Steelmark is to be displayed separately from brand or company names and its display should not imply ownership by the user.
- Place the registration symbol ® in the 5 o'clock position relative to the Steelmark outside the circular rim. Note: it can be in that position inside the circular rim if there are space constraints. Where practicable, ownership of the Steelmark should be attributed to AISI, for example, by including the statement, "The Steelmark is a registered Trademark of American Iron and Steel Institute" near the mark. Where direct approval of a specific use has been secured from AISI, the statement may include at the end the phrase, "and is used with their express permission."
- The Steelmark should not be produced with a diameter less than ½ inch. (Note: an exception is granted on labels and products where size is limited.)