



**WORTHINGTON**  
INDUSTRIES

BRAND GUIDELINES

# INTRODUCTION

When John H. McConnell founded Worthington Industries in 1955, it was because he believed there was a better way to process steel. But just as importantly, he believed there was a better way to run a business: by the Golden Rule. His goal was to make a better product for his customers while making a better life for his employees and shareholders.

Over six decades, the company has grown into a \$4 billion global organization, often recognized for its people-first philosophy. It's always been about relentlessly finding new ways to drive progress. And while new tools, processes and market needs have changed, the core of what makes us Worthington hasn't changed at all.

At Worthington Industries, we've always been, and will always be, **makers of better.**

# USAGE

## How to use

These brand guidelines aren't just about our logo and tagline, or the fonts and colors we use – it is a guide for how we talk about ourselves. It is an authentic and real expression of how our story and heritage continues to guide us in our efforts today. It explains why our brand strategy is uniquely ours and the ways it is activated in our interactions with each other, our partners, our communities.

It includes tools to help all of us tell a better, stronger more consistent story. Because the more we use our shared voice, a shared visual language, and demonstrate who we are in the best possible light – the more the world will recognize us as what we know we are – makers of better.

## Reference this tool...

- To tell our story to employees and to attract new ones
- In any materials you are sharing out into the world, whether it be a presentation to a customer, a post in social media, a discussion with investors
- In all marketing and sales efforts both visually and verbally

This tool is our guide in how we look, how we talk, how we act as Worthington. Help us activate it by putting it into practice in your daily efforts.

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We're a company that knows how to build—a high performance culture that cares for its employees.

A black and white photograph of a worker in a hard hat operating a large industrial machine in a factory setting. The worker is positioned on the right side of the frame, looking towards the machine. The machine is a complex piece of industrial equipment with various rollers, gears, and structural components. The background shows a typical industrial environment with metal structures and pipes.

# HERITAGE

# OUR STORY

I don't wonder how I will be remembered. That doesn't matter to me. What has made this whole journey worthwhile is that—the way we have led Worthington Industries for 50-plus years is, plain and simple, the right thing to do.

— John H. McConnell

I look at Our Philosophy and realize that core values don't change. And I realize that these are great principles for life, not just for business.

— John P. McConnell



# MILESTONES

These are the meaningful milestones that have defined who we are today.

In 1955, a young steel salesman named John H. McConnell saw an opportunity for custom-processed steel. Borrowing \$600 against his 1952 Oldsmobile, he bought his first load of steel and set up shop in Columbus, Ohio. In his first year of business, McConnell grossed \$342,000, with a profit of \$11,000—and Worthington Industries was born.

Throughout the 1950s and 1960s, he continued to add processing facilities. In 1966, he started sharing his profits with the people he worked with. At the same time, all production workers were put on a salary rather than an hourly schedule. In 1968, Worthington Industries made its first public stock offering of 150,000 shares at \$7.50 per share. In an effort to protect against the cyclical nature of the steel industry, in 1971 a small pressure cylinders business was purchased.

In 1976, after only 21 years in business, we celebrated \$100 million in sales. Throughout the 1980s, business continued to expand rapidly.



# MILESTONES



In 1996, John H. McConnell's son, John P. McConnell, took over as chairman and CEO. He had worked for the company more than 20 years. Starting as a general laborer, he later advanced to sales, operations and personnel.

In the 1990s, we began focusing on our core strengths: steel processing and metals-related businesses. In 2000, we moved to the New York Stock Exchange.

Today, we're at an inflection point. Recent acquisitions have brought us into new markets, strengthening and expanding our portfolio. While steel processing remains core to who we are, we have become much more. We are one Worthington Industries, united by the Golden Rule, relentlessly finding new ways to drive progress together.





# OUR PHILOSOPHY

As a publicly traded company, Worthington's first corporate goal is to earn money for our shareholders and increase the value of their investment. We achieve this through Our Philosophy which is rooted in the Golden Rule: we treat our employees, customers, suppliers and shareholders as we would like to be treated. Originally written by our Founder John H. McConnell, Our Philosophy is the foundation of everything we do.



It's not drilled into you,  
it's not just hanging on  
a wall. You soak it in.

— Worthington Employee



# OUR PHILOSOPHY

## Earnings

- The first corporate goal for Worthington Industries is to earn money for its shareholders and increase the value of their investment.
- We believe that the best measurement of the accomplishment of our goal is consistent growth in earnings per share.

## People

- We are dedicated to the belief that people are our most important asset.
- We believe people respond to recognition, opportunity to grow and fair compensation.
- We believe that compensation should be directly related to job performance and therefore use incentives, profit sharing or otherwise, in every possible situation.
- From employees we expect an honest day's work for an honest day's pay.
- We believe in the philosophy of continued employment for all Worthington people.
- In filling job openings, every effort is expended to find candidates within Worthington, its divisions or subsidiaries.

## Customers

- Without the customer and their need for our products and services we have nothing.
- We will exert every effort to see that the customer's quality and service requirements are met.
- Once a commitment is made to a customer, every effort is made to fulfill that obligation.

## Suppliers

- We cannot operate profitably without those who supply the quality materials we need.
- We ask that suppliers be competitive in the marketplace with regard to quality, pricing, delivery and volume purchased.
- We are a loyal customer to suppliers who meet our quality and service requirements through all market conditions.

## Communication

- We communicate through every possible channel with our customers, employees, shareholders, suppliers and financial community.

## Organization

- We believe in a divisionalized organizational structure with responsibility for performance resting with the head of each operation.
- All managers are given the operating latitude and authority to accomplish their responsibilities within our corporate goals and objectives.
- In keeping with this philosophy, we do not create excessive corporate procedures. If procedures are necessary within a particular company operation, that manager creates them.
- We believe in a small corporate staff and support group to service the needs of our shareholders and operating units as requested.

## Citizenship

- Worthington Industries practices good citizenship at all levels. We conduct our business in a professional and ethical manner.
- We encourage all our people to actively participate in community affairs.
- We support worthwhile community causes.

A woman with dark hair, wearing a black top, is looking intently at a laptop screen. A man with glasses is partially visible next to her, also looking at the screen. The background shows a modern office environment with other people working at desks. The text 'BRAND STRATEGY' is overlaid in large, white, bold letters across the center of the image.

# BRAND STRATEGY

# OUR PURPOSE

We never give up.

Curiosity and innovation  
are in our DNA.

**To relentlessly find new ways  
to drive progress.**

We lead the way with process  
and technology.

## Our Vision

To be the transformative partner to our customers, a positive force for our communities, and earn exceptional returns.

## Our Foundational Principle

We have a people first culture with the philosophy as our foundation for decision making. We work as one company, with one purpose, on one team.

# BRAND IDEA

At Worthington Industries, “better” is a mindset. A measuring tool. A directional compass. It’s a commitment all of us at Worthington share.

We don’t strive to be better for better’s sake. We do it because our customers, employees, shareholders and communities deserve better.

**We’re Worthington, and we’re makers of better because together, better is possible.**

## BETTER SOLUTIONS

for our customers

## BETTER LIVES

for our employees

## BETTER RETURNS

for our shareholders

## BETTER LEADERS

for our communities



# MAKERS OF BETTER

# BRAND IDEA



To us, better means no endeavor is ever really finished. Because we never stop improving. We gather new data, put our heads together with our customers and suppliers, harness new technologies and create new solutions.

Our unique mix of expertise in Materials Science, Purchasing, Design & Manufacturing, Supply Chain, and Insights & Analytics enables us to deliver solutions across core growth sectors—and to accelerate our growth by investing in new, high-potential sectors too.

Better doesn't happen overnight. It isn't a destination or an achievement. But it is a state of being. We owe it to ourselves, and to the lives of everyone we touch, to make things better, for all of us.

We're Worthington, and we're makers of better because we believe that together, better is possible.



# TRAITS WE VALUE

While our backgrounds are diverse, and our homes are spread across the globe, people at Worthington tend to have a few foundational traits in common .

The combination of these four traits is what keeps us grounded and adventurous.

How we earned our strong reputation over the last six decades.

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## Driven

We're ambitious. We care. Our passion leads us to go above and beyond.

How we're evolving to embrace future opportunities.

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## Curious

We're eager to learn, open to new approaches and fresh perspectives.



## Dependable

We're trustworthy. Our teams and our customers know they can count on us to deliver.



## Insightful

We ground our ideas and business decisions in facts and knowledge.

# GROWTH STRATEGY



## Value Drivers

### Transformation

We have a world class business system designed to maximize operating performance.

### Innovation

We develop growth strategies supported by data-driven recommendations, helping us achieve measurable growth in new products and new markets.

### Acquisition

We have a comprehensive acquisition playbook, utilizing a balanced approach to capital allocation focused on growth and rewarding shareholders, while also ensuring each new venture further enables our “Makers of Better” mindset.

## Enablers

### Analytics

Armed with data, we are forward-thinking and have the confidence to make bold moves.

### Information Technology

Providing essential infrastructure with secure technology solutions that helps us drive successful business outcomes.

### Automation

Supports our growth and keeps our employees safe and focused on activities that utilize their best talents.

### Advanced Technologies

Using the latest developments in science and engineering, we’re leading in our industries.

# SYMBOLS WE RECOGNIZE



## Our Golden Rule

When in doubt, treat others the way you want to be treated. It's how we've operated since our founding and put simply, it's just the right thing to do.



## Our Icon

It's more than our logo. It's the icon of our family, a one-letter summary of the phrase "we are Worthington."



## Recognition

We believe that everyone responds to recognition and it can take many forms. A simple face to face "thank you" or note can go a long way in acknowledging the efforts of an individual or team.



## Employee Councils

By working together, we keep making Worthington a better place to work. The council is a regular forum for two-way communication between employees and management.



## Gemba Walk

“Gemba” translates to “the actual place” where value is created. Gemba walks are regular opportunities for managers and employees to physically walk the floor to view work processes and explore opportunities for improvement.

## Mission Control

Dedicated, visual spaces that show the health and productivity of our work streams.

## Kaizens

A more recent addition to our family of symbols, Kaizens show our dedication to improvement. Everyone is encouraged to examine what they do and use Lean principles to get better; and when they do, we all benefit.

## #LifeAtWorthington

The most common hashtag used across our social platforms, this is the quickest way to find out how our people are living their passions right now.

## Open Door Policy

Provides employees with the opportunity to communicate with all levels of the company to resolve issues and help make everyone’s job better.

## Profit Sharing

Through this recognition tool, employees care about how the company is doing because the more the company makes, the more each employee makes. It’s that simple.



# EXPRESSION

# VOICE

## Optimistic

We invest in our people and tools, so we have every reason to speak positively about the role we play today—and will continue to play tomorrow.

### Usage example:

---

*Here at Worthington Industries, it's easy to come to work every day. When you join our team, you're surrounded by a passionate work force committed to doing the right thing.*

## Bold but not arrogant

We're not shy about the world-changing contributions we've made. We speak with authority because we have long experience as a leader.

### Usage example:

---

*We are makers of safe travels. Our cylinders store life-saving oxygen for passengers and crew, inflate evacuation slides and enable smooth landings for aircraft.*

## Respectful

Our culture is rooted in The Golden Rule. So even when we're speaking informally, we do it in a way that treats our audience with the dignity they deserve.

### Usage example:

---

*When it comes your products, your company's reputation is on the line every day. That's why your team at Worthington is committed to bringing you better. Better products, better services, better solutions. We work with you to gather data that leads to new ideas and the expertise to make it happen. We believe that together, better is possible.*

## Down to earth

Whether it's a job posting, an executive presentation, or advertisement, our goal is to communicate as one person to another. When in doubt, just speak plainly.

### Usage example:

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*At Worthington, we're looking for makers. Share with us something you've made better and caption your post with #makerswanted*

# LOGO

## Brand Color Reproduction

First choice for use in print, or digital mediums.

### Color Logo

PMS 287

PMS Cool Grey 11



# LOGO

## Limited-color Reproduction Options

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

PMS 287



## Greyscale Logo

100% black  
50% black.



## Black and White Logo

100% black





# LOGO

## Consistent 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.

## Registered Trademark Symbol

The Worthington Industries logo is a registered trademark and legally protected. The logo with the trademark symbol should be used on all printed materials and digital assets. The trademark symbol does not need to accompany the logo when used on embroidered wearables or building signage. When in doubt, be sure to check with Corporate Communications to confirm usage.

## 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  
SPECIFIED



**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.



# COLOR

## 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.

### Worthington Blue



**PMS** 287 C  
**CMYK** 100/75/2/18  
**RGB** 36/66/132  
**HEX** 244284

### Worthington Grey



**PMS** Cool Gray 11  
**CMYK** 44/34/22/77  
**RGB** 83/86/90  
**HEX** 53565A

**Greyscale alternate**  
69% Black

# COLOR

## 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



PMS 505  
CMYK 19/82/44/65  
RGB 111/44/63  
HEX 6F2C3F

PMS 138  
CMYK 0/52/100/0  
RGB 222/124/0  
HEX DE7C00

PMS 110  
CMYK 2/22/100/8  
RGB 218/170/0  
HEX DAAA00

### Warm Neutrals



PMS 7528  
CMYK 5/10/17/16  
RGB 197/185/172  
HEX C5B9AC

PMS 7527  
CMYK 3/4/14/8  
RGB 214/210/196  
HEX D6D2C4

### Greens



PMS 376  
CMYK 54/0/100/0  
RGB 132/189/0  
HEX 84BD00

PMS 374  
CMYK 30/0/64/0  
RGB 197/232/108  
HEX C5E86C

### Blues



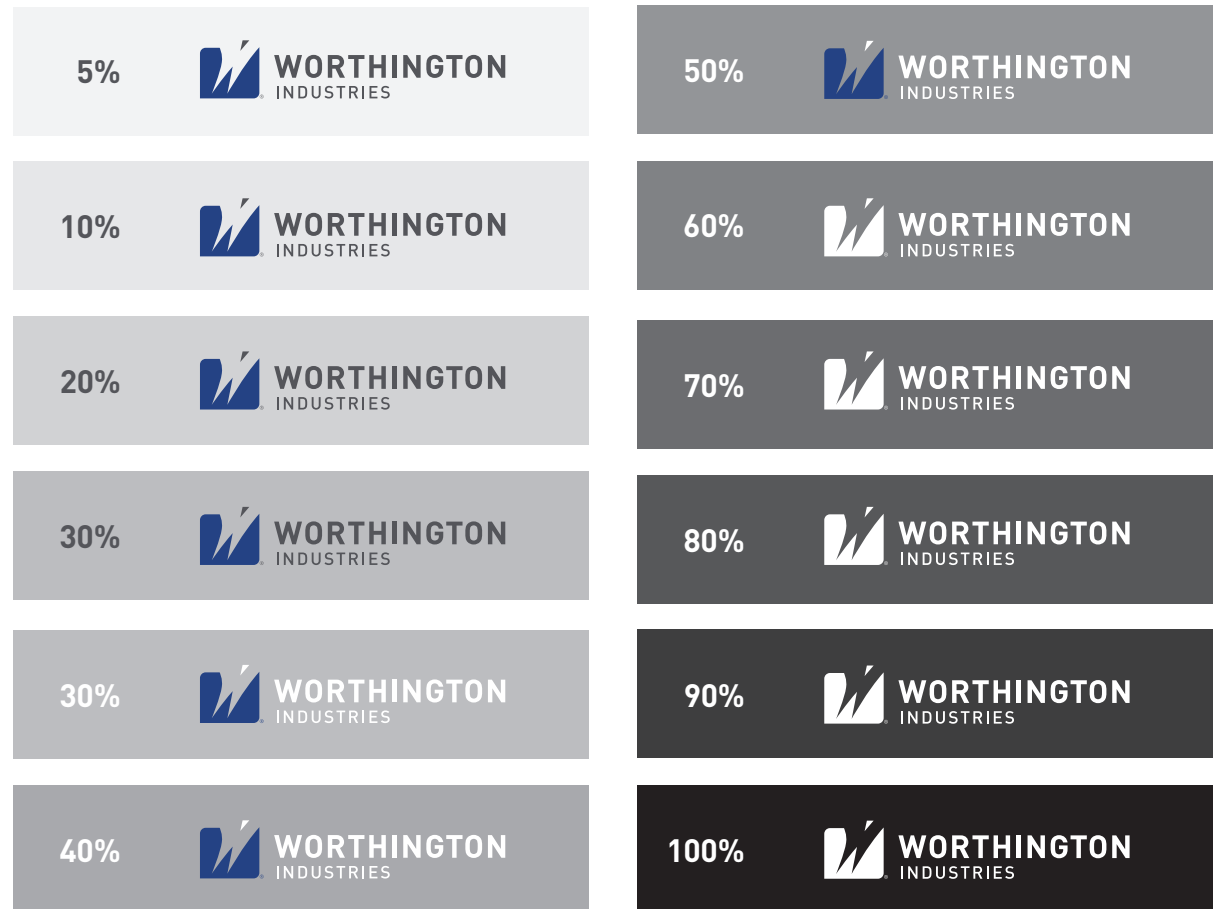
PMS 2925  
CMYK 85/21/0/0  
RGB 0/156/222  
HEX 009CDE

PMS 2905  
CMYK 45/1/0/1  
RGB 141/200/232  
HEX 8DC8E8

# COLOR

## Usage on Various Tones

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



## Additional Usage



50% Black and White, on 100% Black



PMS 287 and White, for screen only



White on PMS 287

# TAGLINE

Makers of Better isn't just a "tagline."  
It's a reflection of Our Philosophy and  
culture in action.

It comes through in how we interact with each other, how we talk about ourselves and how our communities view us. It sets us apart and makes us uniquely Worthington.

A consistent expression of our brand shapes a new narrative and renewed perception of who Worthington is, shaped through color, typography, photography and more. By using these shared assets consistently, we increase the value of our brand, making it more recognizable, memorable and powerful over time.

## Icon + Tagline

PMS 287



**MAKERS OF BETTER**

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## Tagline Open

PMS 287

**MAKERS OF BETTER**

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## Tagline Solid

PMS 287

**MAKERS OF BETTER**

# TYPOGRAPHY

## 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

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0

## Din Italic

*A B C D E F G H I J K L M N O P Q R S T U V W X Y Z*  
*a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0*

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

# TYPOGRAPHY

## 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 Regular**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

### **Arial Italic**

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz 1234567890*

Arial Regular

Arial Italic

Arial Bold

Arial Bold Italic

**Aa Aa**

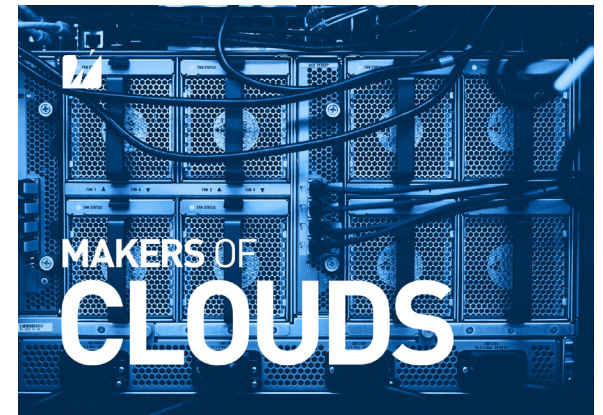
# PHOTOGRAPHY

## Makers of Better

For years, we've focused on being a steel company -- but we are more than that. We are about innovative and dynamic solutions that make things stronger, safer, better.

When making bold statements about being makers of better, choose bold, inspirational images. Show the greater solution to which Worthington has contributed, rather than focusing solely on the product.

This isn't how we illustrate Worthington all the time, but when you are really looking to make an impact, or to visualize the broader, "Who is Worthington Industries" in key marketing materials and significant sales presentations. These are photos that represent what we are capable of and we want the world to see the role we play in solutions like these.





# PHOTOGRAPHY

## Worthington Culture

When telling stories of people and culture, the goal is to deliver authentic representations of the Worthington family. Photograph real employees dressed as they do for any work day, in the context of their role.

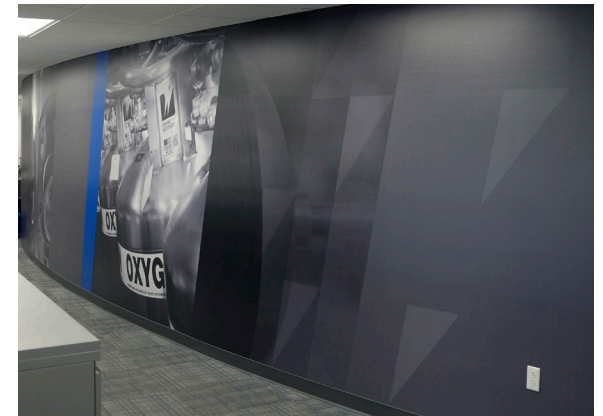
Be mindful of all safety procedures to ensure the employee has all his/her protective gear on before photographing.



# ENVIRONMENTAL

## Branded Environments

Telling the Worthington story is not only in the materials we produce, but also in the environments where we work. Sometimes, the first impression we make to our customers or suppliers is through the visuals they see when entering our property. Consistent representation of the Worthington brand across all Company facilities is vital. If you are considering making a change to your facility, whether externally or internally, contact Corporate Communications to ensure brand consistency.





# ENVIRONMENTAL

## Paint Colors







These are the paint colors we are using on our facilities. The color choices are based on our brand PMS colors and are intended to match or complement them.

The basic wall color should be SW7005 – Pure White. Eggshell finish recommended for lobby areas, offices and meeting spaces. Semi-gloss finish can be used for heavily used areas that require more frequent cleaning.

### Exterior

		
PPG PAINTS PPG1162-6 TEENY BIKINI	SHERWIN WILLIAMS SW 7075 WEB GREY	SHERWIN WILLIAMS SW 7653 SILVERPOINTE

### Interior

		
SHERWIN WILLIAMS WHITE SW7005 PURE WHITE	SHERWIN WILLIAMS LT GRAY SW6232 MISTY	SHERWIN WILLIAMS DRK GRAY SW7674 PEPPERCORN
		
SHERWIN WILLIAMS BRIGHT BLUE SW6958 DYNAMIC BLUE	SHERWIN WILLIAMS DK BLUE SW6804 DIGNITY BLUE	IDEAPAIN PRO WHITE SW7674 (WHITEBOARD PAINT )

# BRAND PATTERN

## 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.

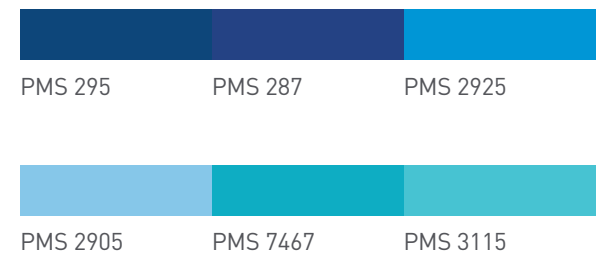
### Pattern Origin

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.



### 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.



# BRAND HIERARCHY

## Using the master brand consistently in copy

When referring to the Company, use “Worthington Industries” in copy in the first mention. In subsequent mentions, use “Worthington.”

### Usage example:

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*At Worthington Industries, we make products that impact the lives of people all over the world every day. Headquartered in Columbus, Ohio, Worthington has facilities in 10 countries and employs approximately 12,000 people.*

## Using offering names in the master brand context

When using offering names in communications, the Worthington Industries logo must be used first to establish master brand identity. Offering names can follow, but within context of the Worthington Industries logo.

### Usage example:

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## Using Makers of Better in the master brand context

When using the Makers of Better mark, the Worthington Industries logo must be used first to establish master brand identity. “Makers of better” copy can be used without the graphic element.

### Usage example:

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# APPLICATION

## Letterhead

The Worthington Industries letterhead should be formatted as outlined below. The left margin of the letter should align with the “l” 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.



# APPLICATION

## 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 Email Signature

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

Arial 8pt. Bold,  
Wor Blue

Arial 7pt. Bold,  
Wor Grey

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

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

Title

Double-space  
on each side of  
vertical character

Product  
affiliation, or  
Business Unit

**JIM SMITH**

**DIRECTOR, NEW PRODUCT DEVELOPMENT | RETAIL**

Pronouns: he, him, his

☎ 614.123.4567 | ☎ 614.123.4567 | ☎ 614.123.4567

[WorthingtonIndustries.com](http://WorthingtonIndustries.com) | NYSE:WOR



**WORTHINGTON  
INDUSTRIES**

Contact phone  
numbers

Logo in brand colors  
at approx. 2-inches

# APPLICATION

## 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.

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



---

### JIM SMITH

**DIRECTOR, NEW PRODUCT DEVELOPMENT | RETAIL**

Pronouns: they, them, theirs

☎ 614.123.4567 | ✉ 614.123.4567 | 📠 614.123.4567

[WorthingtonIndustries.com](http://WorthingtonIndustries.com) | NYSE:WOR







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