

BRAND GUIDELINES

OUR
BRAND

WELCOME

These guidelines will ensure that we bring the Nucor brand to life in a way that is both cohesive and engaging. A consistent use of our brand elements will make us distinct and recognizable to our clients, prospects, and employees—strengthening our organization and expanding our reach.

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BRAND STANDARDS: OUR BRAND

Our brand is how we present ourselves and the way others perceive us. It's our appearance, and our voice. It's a reflection of our values. Ensuring that we have a consistent look and feel wherever our brand is encountered requires attention to standards. This guide is provided to keep our brand unified. A consistent approach to the Nucor brand will play a significant role in helping accomplish our mission of taking care of our customers. In the customer's eye, the Nucor brand must represent a company and team that delivers the highest value products, services, experiences and relationships to ensure long-term success.

BRAND PLATFORM

PURPOSE

Building powerful partnerships that drive growth and shared success

COMMITMENTS

- Champion steel as the material of the future, and Nucor as the solution of choice
- Identify growth markets for steel, and attack them with strategic partners over the long-term
- Reimagine the ways in which we design, buy, and build with steel through deeper connections across the entire value chain

DESIGN PRINCIPLES

- Anticipate what's next
- Act boldly
- Lead the way

OUR BRAND AT A GLANCE



Nucor already has a carbon intensity less than one third of today's work average. While this is a great start, we know we need to do more. We are committed to reducing our carbon footprint by 20% by 2025, using 2020 as our baseline. This year, we will take Nucor's total GHG emissions down to 27% less than today's global steelmaking average.

But we know that is not enough, and we are committed to going further.

Nucor is committing to a 30% carbon reduction in scope 1 and scope 2 emissions by 2025, using 2020 as our baseline. This year, we will take Nucor's total GHG emissions down to 27% less than today's global steelmaking average.

In addition:

- In 2020, we will continue to reduce our carbon footprint and reduce scope 1 emissions.
- Nucor has already achieved and will continue to meet the Paris Agreement and below two Degree Celsius based on the GHG sector-based benchmarks established in 2021 by the transition pathways in Net-Zero 2050.
- Beyond 2025, we are committed to continuing reductions in steel production intensity, towards net-zero emissions by 2050.



PARTNERSHIPS DRIVEN BY INNOVATION

As the largest steel producer in North America, we are proud that our steel is being used to build infrastructure that is transforming America's landscape. But we couldn't do it without the incredible customers who partner with us every day to build a stronger, more sustainable future.

Learn more at [Nucor.com](https://www.nucor.com)

NUCOR®



A PARTNERSHIP FOR INNOVATION

Established in 1987 as a joint venture between Nucor Corporation and General Motors, GM, Nucor-Hammett Steel was founded on a commitment to revolutionizing the production of structural steel sections in North America. The original partnership brought together two technologies that had previously been successful, yet independent in the steel-making industry: the mini-mill and beam blank casting. This combination introduced unparalleled efficiencies to the manufacturing of structural steel shapes. It has enabled Nucor-Hammett Steel to succeed in its effort to bring the world's highest quality, most cost-effective and productive steel-making facility to the world.

Since its inception, Nucor-Hammett Steel has become the largest structural steel mill in the Western Hemisphere. Our success is the direct result of the commitment by our entire team to continuous improvement, our portfolio and flexibility enabling our customers' projects to be efficient, economical and environmentally friendly. We demonstrate this promise by meeting our customers' needs, our equipment and the environment.

necessary to always produce higher-quality steel and diversify our product offering. With a capacity of more than 2.5 million tons, we are able to produce an expansive range of profiles and material specifications. Our structural steel has helped to shape highways and connect individuals to cities, suburbs and non-urban reaches by serving as the structural systems in buildings and bridges throughout the world.

The versatility and adaptability demonstrated by Nucor-Hammett Steel has not only contributed to our recognition as a leader in the structural steel business, but it has also enabled us to expand our efforts to always take care of our customers while being cost-effective and environmentally sound in the communities where we live and work.

A PARTNERSHIP FOR INNOVATION

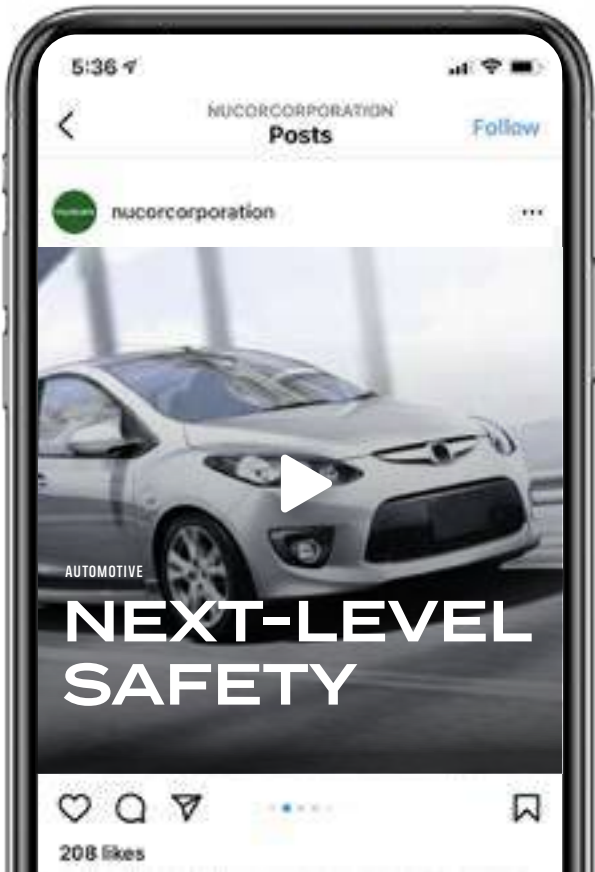
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh

OTHERS

AEOS

23%
EFFICIENCY

NUCOR®



BRAND ELEMENTS

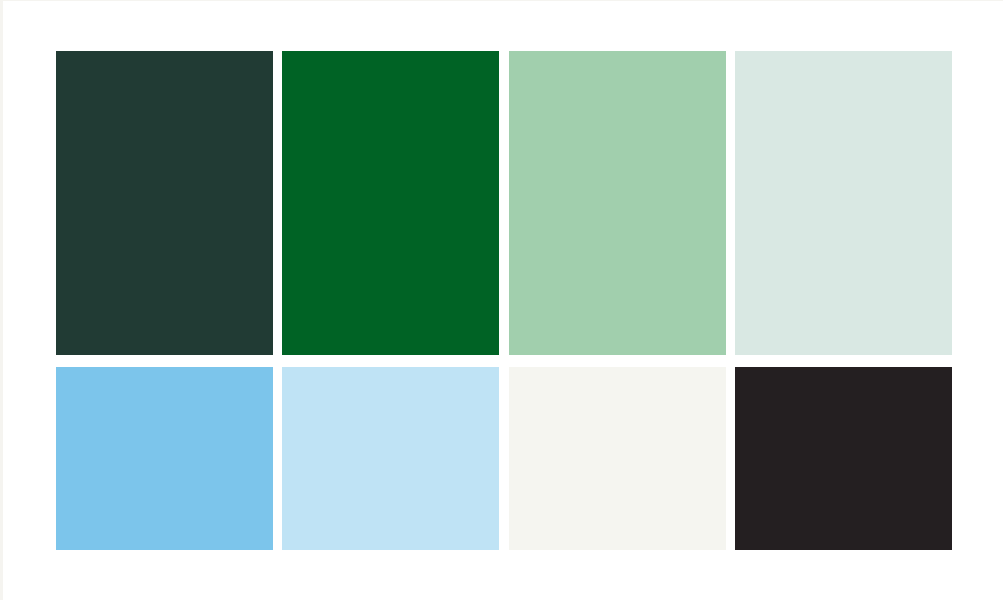
OUR BRAND TOOLKIT

Our brand toolkit helps us create a unique and consistent visual language that’s distinctly Nucor.

LOGO



COLOR



TYPOGRAPHY



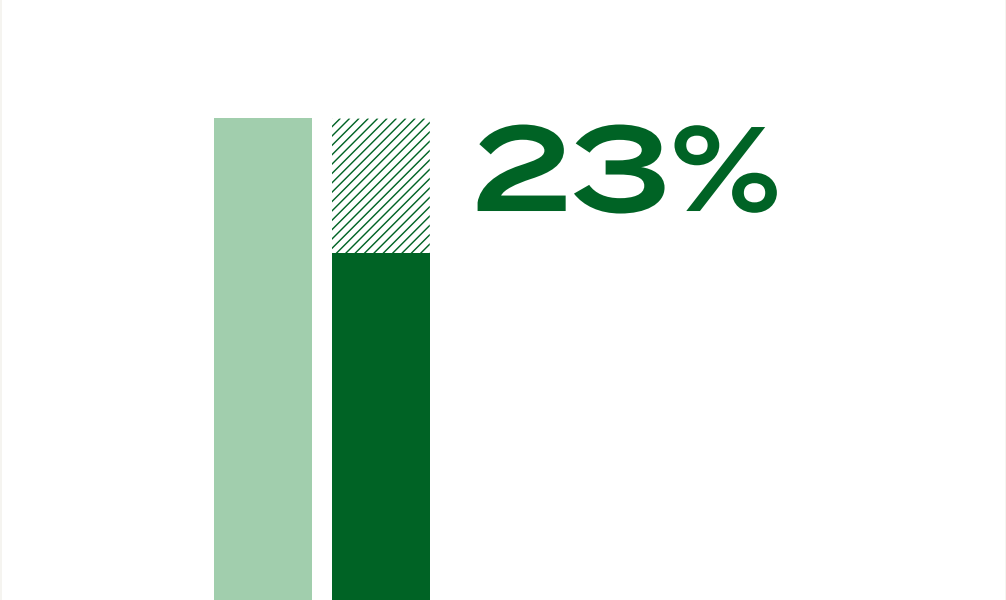
PHOTOGRAPHY



ICONOGRAPHY



CHARTS & GRAPHS



LOGO

The Nucor logo celebrates both our heritage and our future. Our logo is a symbol of strength that speaks to the quality of our products and the critical role that they play in industry and in society.

The Nucor logo is used for all marketing communications.

NUCOR®

LOGO & COLOR

The Nucor logo may be applied over a variety of backgrounds, including color and imagery. The key considerations are visibility and legibility. Historically, we've used the green logo. Black and white can also be used very effectively.

BLACK LOGO

Use the black logo on white or light-color backgrounds.



WHITE LOGO

Use on color or dark backgrounds, where the black logo will not provide sufficient contrast.



GREEN LOGO

Use the green logo on white or light-color backgrounds.



DIVISION, GROUP & SUBSIDIARY LOGOS

DIVISION LOGOS

Division logos may be used for location signage and product identification.



GROUP LOGOS

Group logos are used to identify specific product groups that encompass multiple locations.



SUBSIDIARY LOGOS

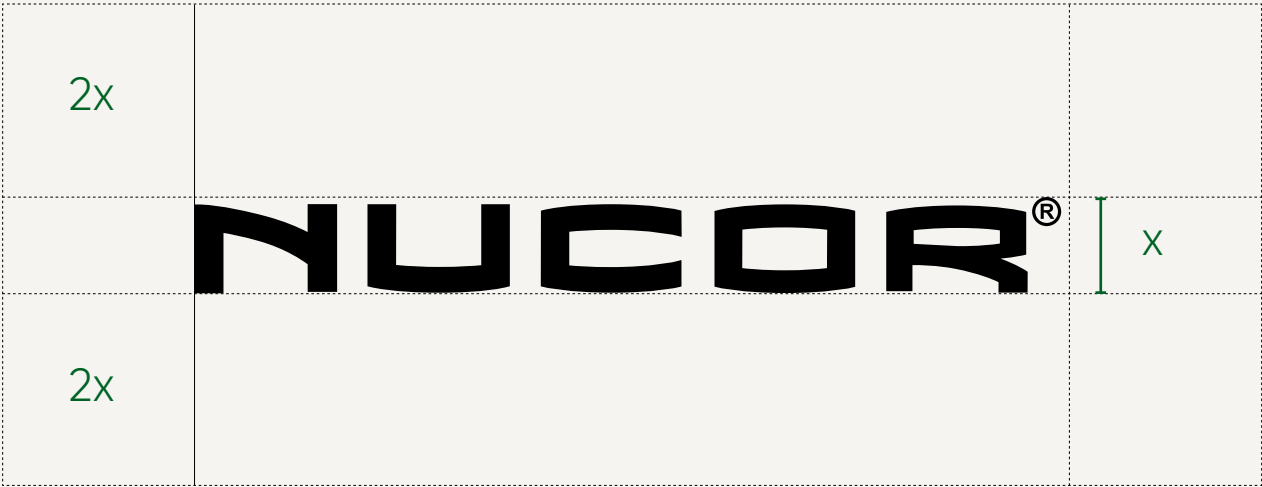
Subsidiaries that operate under a different company name should always include the Nucor company tag under the logo – "a Nucor company." The tag must always be placed below the subsidiary logo and always remain legible.



LOGO

KEEPING OUR LOGO LEGIBLE

Our logo must be clearly seen and recognized. Don't crowd it with other images or type. Our general rule is to leave a border of white space around our logo that is no less than two its times height.



Always use the logo at a legible size and no smaller than 0.125".



The Nucor "N" shorthand is available for use in select social media and digital applications when the full logo does not fit.



LOGO

DO & DON'T



✓ Do place the logo on a simple background.



✗ Don't place the logo on a busy background.



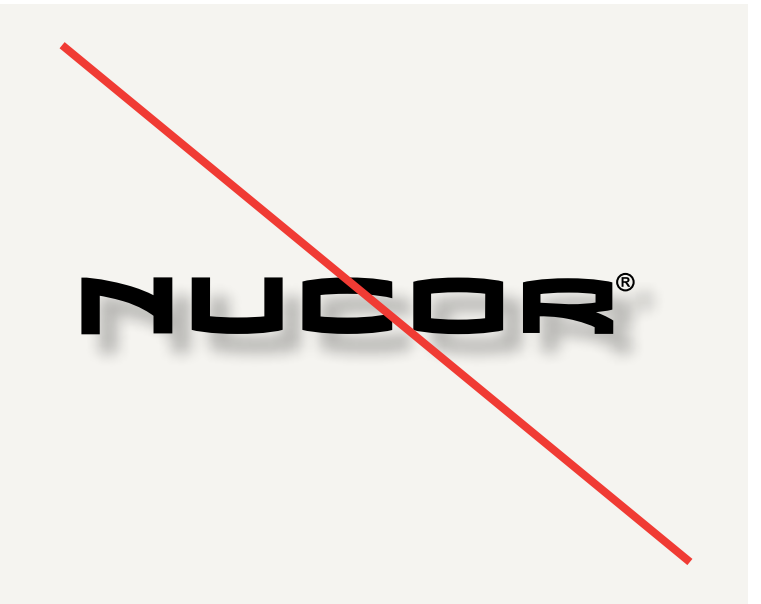
✓ Do use only the approved logo colors.



✗ Don't alter the color of our logo.



✓ Do use only the approved logo artwork.



✗ Don't add visual effects, such as a drop shadow, to our logo.

COLOR

Our primary color is green, along with plenty of white space. We complement our four greens with a secondary palette that supports, but never overpowers, our brand colors.

PRIMARY

DARK GREEN
Pantone® 560
C:86 M:30 Y:65 K:75
R:33 G:59 B:52
Hex #213B34

MEDIUM GREEN
Pantone® 357
C:80 M:0 Y:100 K:56
R:0 G:99 B:37
Hex #006325

LIGHT GREEN
Pantone® 344
C:35 M:0 Y:35 K:0
R:161 G:206 B:173
Hex #A1CEAD

PALE GREEN
Pantone® 621
C:13 M:0 Y:9 K:0
R:217 G:232 B:226
Hex #D9E8E2

SECONDARY

BLUE
Pantone® 297
C:52 M:0 Y:4 K:0
R:124 G:197 B:235
Hex #7CC5EB

LIGHT BLUE
Pantone® 544
C:22 M:0 Y:2 K:0
R:191 G:226 B:246
Hex #BFE2F6

LIGHT GRAY
C:0 M:0 Y:5 K:5
R:245 G:244 B:240
Hex #F5F4F0

BLACK
C:0 M:0 Y:0 K:100
R:0 G:0 B:0
Hex #000000

WEB ACCESSIBILITY

Our color palette was chosen to meet ADA color-contrast standards. When combining colors for on-screen text—such as buttons, infographics or tables—we must be careful to meet color-contrast accessibility requirements to ensure that all audiences can easily read our materials.

See [WCAG 2.0 guidelines for contrast accessibility](#) for details about accessible colors.

COLOR PALETTE	WHITE/LIGHT BACKGROUND	WHITE COPY	DARK GREEN BACKGROUND
<div>DARK GREEN Hex #213B34</div>	All type sizes 12px +	All type sizes 12px +	
<div>MEDIUM GREEN Hex #006325</div>	All types sizes 12px+	All type sizes 12px +	
<div>LIGHT GREEN Hex #A1CEAD</div>			All type sizes 12px +
<div>PALE GREEN Hex #D9E8E2</div>			All type sizes 12px +
<div>BLUE Hex #7CC5EB</div>			All type sizes 12px +
<div>LIGHT BLUE Hex #BFE2F6</div>			All type sizes 12px +
<div>LIGHT GRAY Hex #F5F4F0</div>			All type sizes 12px +
<div>BLACK Hex #000000</div>	All types sizes 12px +	All type sizes 12px +	

PRIMARY COLOR USE

In most cases, we pair green and white with bold, vibrant imagery. We keep layouts open and bright.

Medium green subheading

Dark green headline



FOUNDATION

**TOGETHER,
WE'RE BUILDING
A FOUNDATION.**

Our steel products are transforming the American landscape, one project at a time. From structural and advanced automotive steels, to fasteners and tube, the Nucor family of companies offers a full range of steel and steel products.

Learn more at [Nucor.com](#)

NUCOR®

Pale green call-out



PARTNERSHIPS

**DRIVEN BY
INNOVATION**

As the largest steel producer in North America, we are proud that our steel is being used to build infrastructure that is transforming America's landscape. But we couldn't do it without the incredible customers who partner with us every day to build a stronger, more sustainable future.

Learn more at [Nucor.com](#)


NUCOR®

Vibrant Imagery

SECONDARY COLOR USE


Use light gray backgrounds to create sections of content.

AEOS ADVANTAGES




EXCELLERATE PROCESS

Fewer surprises and more success with a positive impact on material and labor costs, as well as your construction schedule.



PROVEN WELDABILITY

Simultaneously combines high-strength with proven weldability, enhanced toughness and good ductility characteristics.



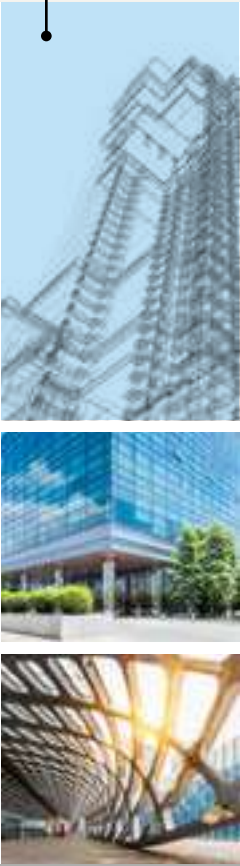
Light gray background

Use light blue to create visual interest.

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cost savings and

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used to reduce
structure. If
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both grades
grades are also
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ignated as QST
65 and QST 70.



Light blue

10-25%
AVERAGE
WEIGHT
SAVINGS

5

Use tints of our colors for charts and tables.

1+
TONS

AEOS AT A GLANCE

Chemical Requirements			
Element	Maximum Content in %		
	Grade 50 (345)	Grade 65 (450)	Grade 70 (485)
Carbon	0.12	0.12	0.12
Manganese	1.60	1.60	1.60
Phosphorus	0.030	0.030	0.030
Sulfur	0.030	0.030	0.030
Silicon	0.40	0.40	0.40
Copper	0.45	0.35	0.45
Nickel	0.25	0.25	0.25
Chromium	0.25	0.25	0.25
Molybdenum	0.07	0.07	0.07
Columbium	0.05	0.05	0.05
Vanadium	0.06	0.08	0.09

MAXIMUM CARBON EQUIVALENT REQUIREMENT

Grade 50 (345): 0.38%
Grade 65 (450): 0.43%
Grade 70 (485): 0.45%

MECHANICAL REQUIREMENT

Charpy V-notch tests shall be made in accordance with Specification A673/A673M, Frequency H.

The test results of full-size specimens shall meet an average value of 40 ft-lbf (54 J) at 70°F (21°C).

Pale green

3

COLOR

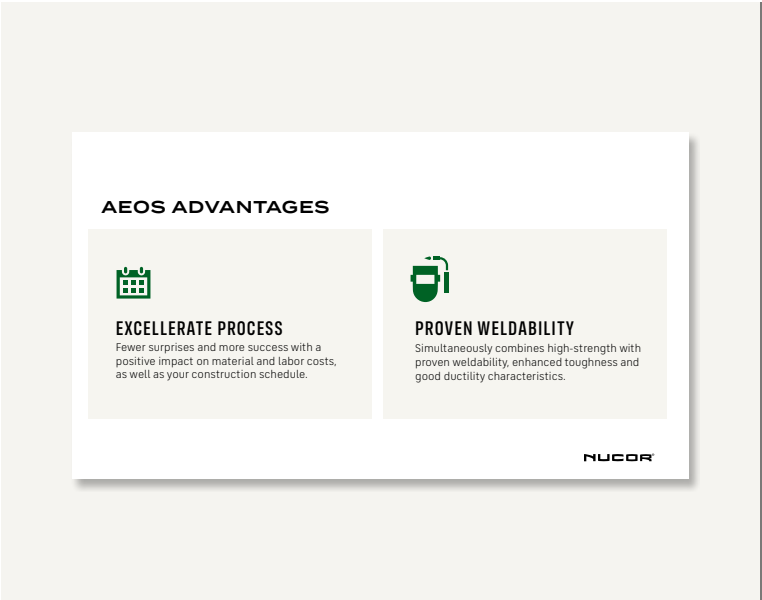
DO & DON'T



✓ Do lead with primary colors when creating communications.



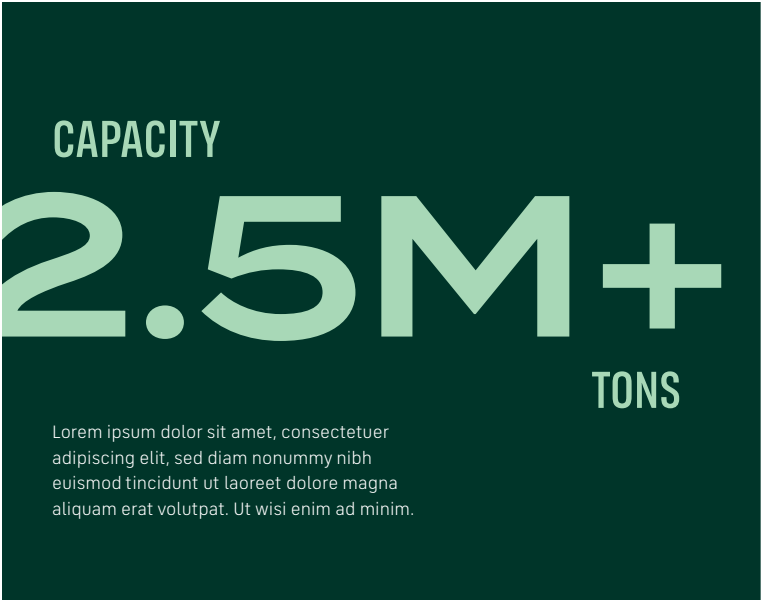
✗ Don't lead with secondary colors when creating communications.



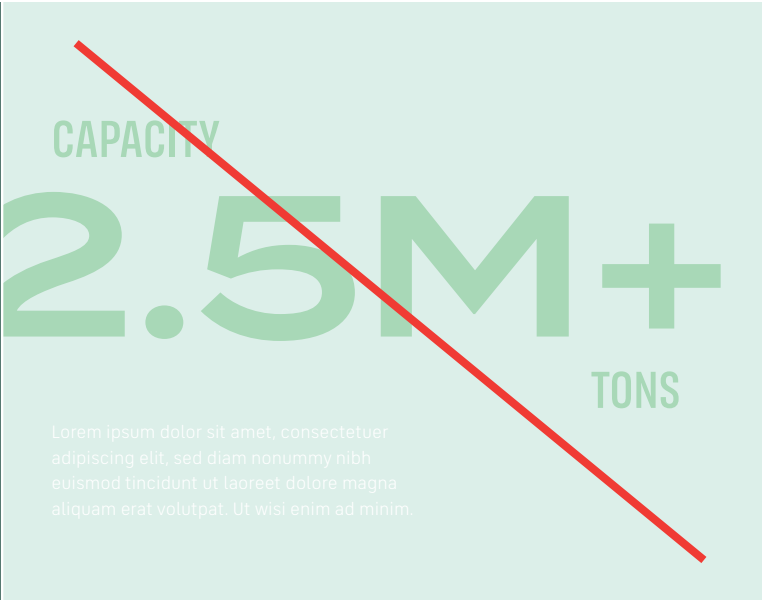
✓ Do use light gray backgrounds sparingly to highlight modest amounts of text.



✗ Don't use light gray backgrounds prominently to feature content.



✓ Do use colors with high contrast.



✗ Don't pair colors without strong contrast (e.g., light green on pale green).



✓ Do lead with primary greens with a sufficient amount of white space.



✗ Don't lead with a heavy use of greens.

TYPOGRAPHY

Typography is a particularly important ingredient of our identity. Our primary typefaces for marketing materials, Termina and FS Industrie, help us tell our story in a uniquely Nucor way.

Where to purchase to primary fonts:
<https://www.myfonts.com>

Contact brand@nucor.com with questions

DESKTOP FONTS FOR DAY-TO-DAY OFFICE USE
(E.G., POWERPOINT, CUSTOMER CORRESPONDENCE, INTERNALLY GENERATED COLLATERAL, SPEC SHEETS, DATA SHEETS)

Arial Bold
ARIAL REGULAR

PRIMARY FONTS FOR ALL MARKETING MATERIALS
(E.G., CORPORATE MARKETING AND COMMUNICATIONS MATERIALS)

Headlines, call-outs, pull quotes

TERMINA DEMI

Subheads and labels

FS INDUSTRIE CONDENSED MEDIUM

Body copy

FS Industrie Bold
FS Industrie Medium
FS Industrie Book

USING OUR FONTS

Use Termina Demi for large headlines and FS Industrie for subheads, labels, and body copy.



FS Industrie
Condensed
Medium

Termina Demi

PARTNERSHIPS

DRIVEN BY INNOVATION

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Learn more at Nucor.com

NUCOR®

FS Industrie
Condensed
Medium

FS Industrie
Condensed
Medium

FS Industrie
Book

STRUCTURAL DESIGN AND CONSTRUCTION

Offering high strength, good ductility, proven weldability and enhanced toughness, Aeos steel is an exceptional choice for many structural design and construction applications. Typical uses include gravity columns and chord members of long-span trusses, as well as situations where seismic design is a critical factor. The material is often employed to reduce weight, weld volume, and time and energy spent on projects. The use of this product can positively affect all stages of a project, including design, fabrication, transportation, handling, and erection. Some applications in which Aeos sections can work for you include the following:

GRAVITY COLUMNS

Aeos Grades 65 (450) and 70 (485) can be used in gravity columns to reduce the weight and cost of the structure where there are no drift or vibration issues and the gravity columns have reasonable buckling lengths. Typical project types that incorporate this specification include high-rise buildings, hospitals, power plants and industrial facilities. On projects like these, engineers can see an average weight savings of 10% to 25%.

LONG-SPAN TRUSSES

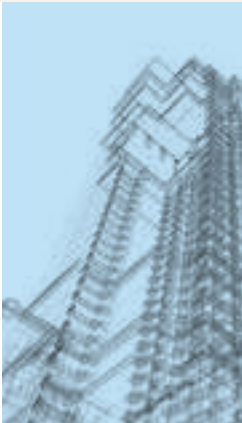
The use of Aeos Grades 65 (450) and 70 (485) in long-span trusses, compared to A992 steel, generally results in an average weight savings between 20% and 25%. They perform best when used as compression members with short buckling lengths or as tensile members.

SEISMIC DESIGN

Aeos Grade 50 (345) is permitted by AISC 341 Section A3.1 in the use of any part of a seismic force-resisting system. Grades 65 (450) and 70 (485) are also permissible in members where the steel is not expected to yield, which can lead to cost savings and more efficient projects.

BRIDGE GIRDERS

When erecting bridges that are not governed by deflection, Aeos Grades 65 (450) and 70 (485) may be used to reduce the weight and cost of the structure. If solely using Grade 65 (450), or opting to use Grade 50 (345), fabricators will also see a savings in weldability, as both grades require no preheat. Aeos grades are also included in ASTM A709 Structural Steel for Bridges Specification, designated as QST 50 (seismic QST 50S), QST 65 and QST 70.



10-25%

AVERAGE
WEIGHT
SAVINGS

Termina Demi

FS Industrie
Condensed
Medium

USING OUR FONTS

Use all caps for headlines, subheads, and labels to establish a clear hierarchy of information.

All-caps headlines

CAPACITY

2.5M+

TONS

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All-caps subhead

AEOS AT A GLANCE

Chemical Requirements			
	Maximum Content in %		
Element	Grade 50 (345)	Grade 65 (450)	Grade 70 (485)
Carbon	0.12	0.12	0.12
Manganese	1.60	1.60	1.60
Phosphorus	0.030	0.030	0.030
Sulfur	0.030	0.030	0.030
Silicon	0.40	0.40	0.40
Copper	0.45	0.35	0.45
Nickel	0.25	0.25	0.25
Chromium	0.25	0.25	0.25
Molybdenum	0.07	0.07	0.07
Columbium	0.05	0.05	0.05
Vanadium	0.06	0.08	0.09

MAXIMUM CARBON EQUIVALENT REQUIREMENT

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MECHANICAL REQUIREMENT

Charpy V-notch tests shall be made in accordance with Specification A673/A673M, Frequency H.

The test results of full-size specimens shall meet an average value of 40 ft-lbf (54 J) at 70°F (21°C).

Use left alignment consistently for all text.

Left-aligned text

TOGETHER,
WE'RE BUILDING
A FOUNDATION.

Our steel products are transforming the American landscape, one project at a time. From structural and advanced automotive steels, to fasteners and tube, the Nucor family of companies offers a full range of steel and steel products.

Learn more at Nucor.com

NUCOR®

FOUNDATION

TYPOGRAPHY

DO & DON'T

<p>AUTOMOTIVE</p> <h2>NEW MOBILITY</h2>	<p>AUTOMOTIVE</p> <h2>NEW MOBILITY</h2>	<h3>STRUCTURAL DESIGN AND CONSTRUCTION</h3> <p>Offering high strength, good ductility, proven weldability and enhanced toughness, Aeos steel is an exceptional choice for many structural design and construction applications. Typical uses include gravity columns and chord members of long-span trusses, as well as situations where seismic design is a critical factor.</p>	<h3>STRUCTURAL DESIGN AND CONSTRUCTION</h3> <p>Offering high strength, good ductility, proven weldability and enhanced toughness, Aeos steel is an exceptional choice for many structural design and construction applications. Typical uses include gravity columns and chord members of long-span trusses, as well as situations where seismic design is a critical factor.</p>
<p>✔ Do use Termina Demi for headlines.</p>	<p>✘ Don't use FS Industrie for headlines.</p>	<p>✔ Do use bold weight purposefully to create hierarchy.</p>	<p>✘ Don't bold individual words within body copy or headlines.</p>
<h2>RENEWABLE ENERGY</h2>	<h2>GAIN THE POWERFUL ADVANTAGE OF STRENGTH WITH NO COMPROMISE IN DURABILITY</h2>	<p>Established in 1987 as a joint venture between Nucor Corporation and Yamato Kogyo, Co., Nucor-Yamato Steel was founded on a commitment to revolutionizing the production of structural steel sections in North America.</p>	<p>Established in 1987 as a joint venture between Nucor Corporation and Yamato Kogyo, Co., Nucor-Yamato Steel was founded on a commitment to revolutionizing the production of structural steel sections in North America.</p>
<p>✔ Do keep headlines short.</p>	<p>✘ Don't write long headlines.</p>	<p>✔ Do use FS Industrie for body copy.</p>	<p>✘ Don't use Termina for body copy.</p>

PHOTOGRAPHY

We use photography as a storytelling device to reinforce our purpose—creating a powerful, emotional connection with our people and our customers.



OUR PRIMARY PHOTO STYLE

Imagery plays a powerful role in illustrating the authentic and exciting stories that Nucor helps make possible in the lives of our customers, our people, and our partnerships.



CHARACTERISTICS OF OUR PHOTOGRAPHY

STORYTELLING

Our photographs should help tell the story of what Nucor enables in the world.



INDUSTRY

Macro to micro, our product-centric images speak to the many ways we partner to create innovative solutions.



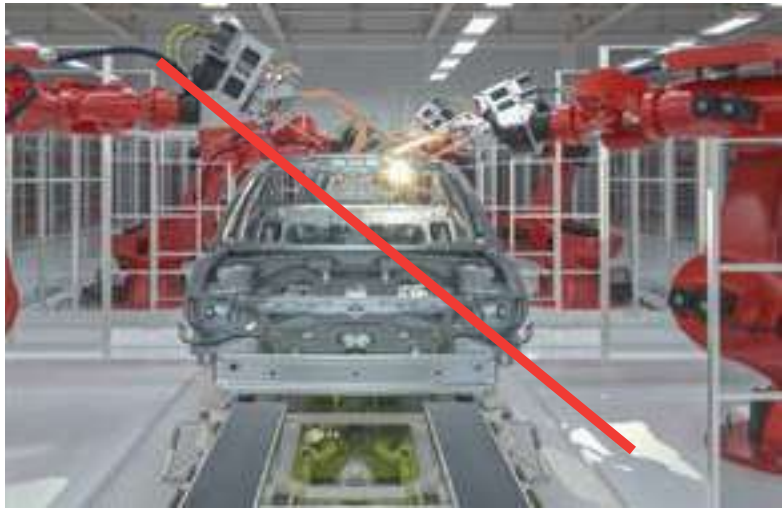
AUTHENTICITY

We show our diverse workforce, proud of their craft, hands-on, and engaged in service to our clients.



PHOTOGRAPHY

INDUSTRIES



Avoid photos that lack vibrancy.



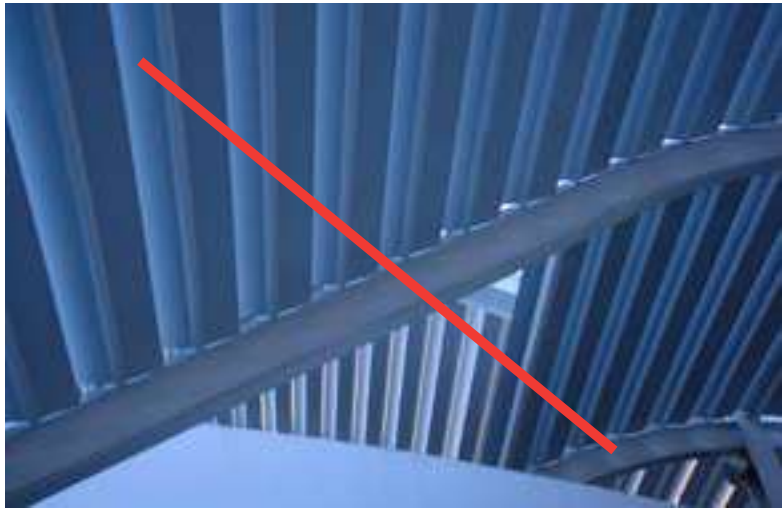
Avoid dull photos without strong contrast.



Avoid photos without a clear focus.

PHOTOGRAPHY

DETAIL SHOTS



Avoid photos without strong perspective.



Avoid photos that aren't in a real environment.



Avoid detail shots that are too obscure to know what is being shown.

PHOTOGRAPHY

OUR PEOPLE

Show people using our product in work situations.



Show people engaged in their work.



Show the diversity of our workforce.



Avoid generic work situations.



Avoid obviously staged situations.



Avoid photos that don't feel authentic.

OUR PARTNERS & CUSTOMERS

Show our range of partners.



Show the industries that we serve.



Show the stages of development from concept to fruition.



Avoid images that feel posed or generic.



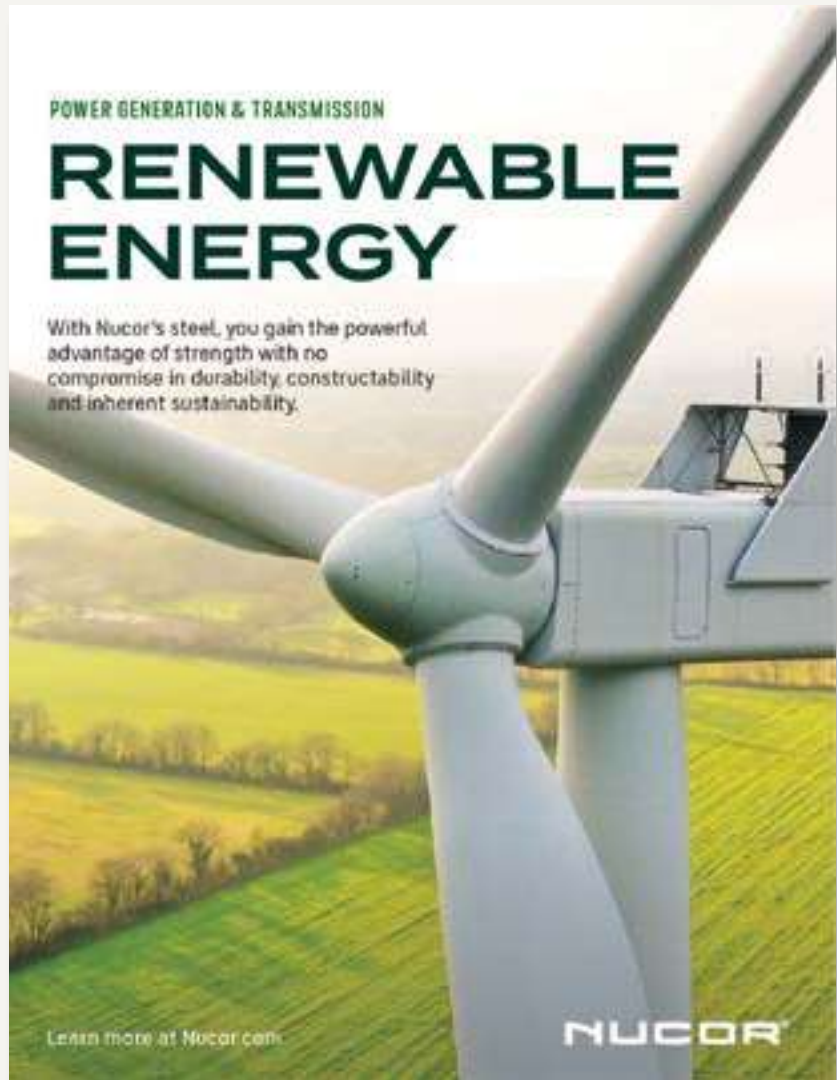
Avoid images that lack a story or context.



Avoid images that appear to lack professionalism.

USING OUR PHOTOGRAPHY

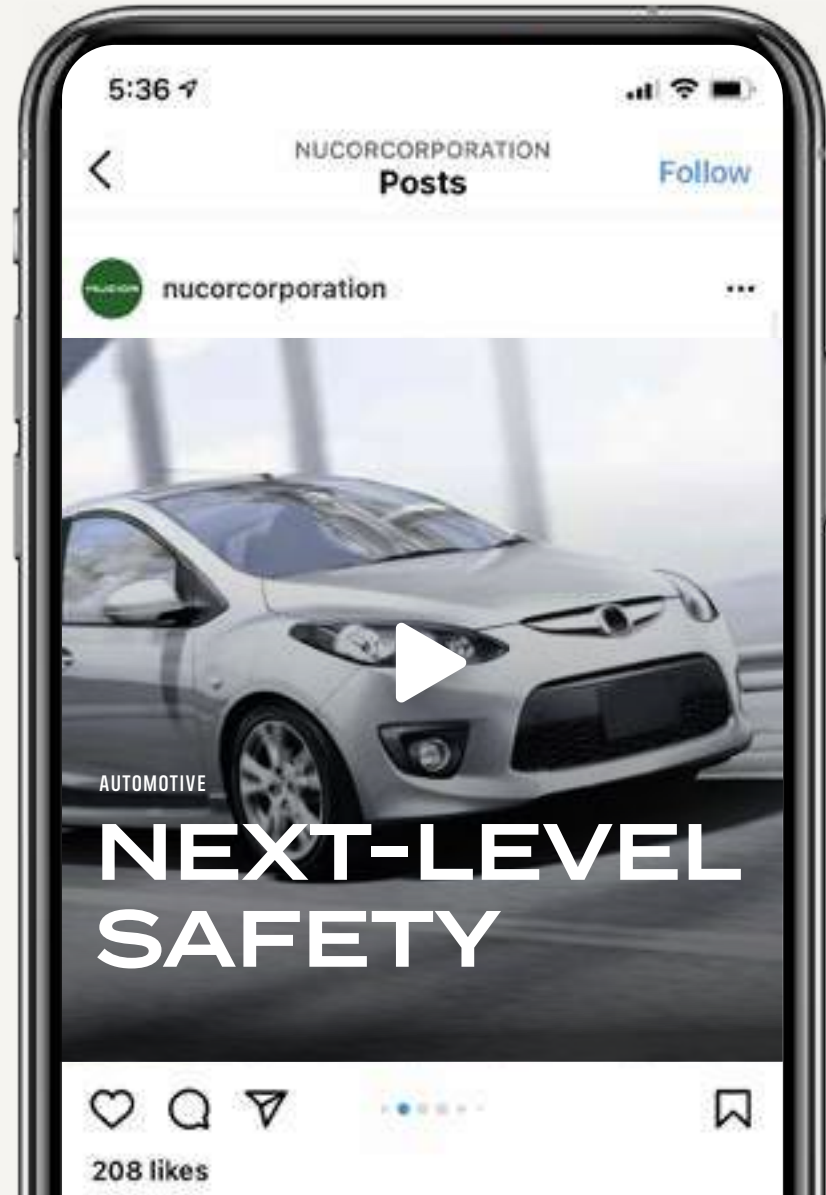
Use photos that showcase our scale and the breadth of our offerings.



Storytelling—our photography should feel in the moment and speak to the customer benefit, our process, and future possibilities.



Use photos that showcase our scale and the breadth of our offerings.



LAYOUT

We combine elements, including our photography and typography, to create drama and engagement.



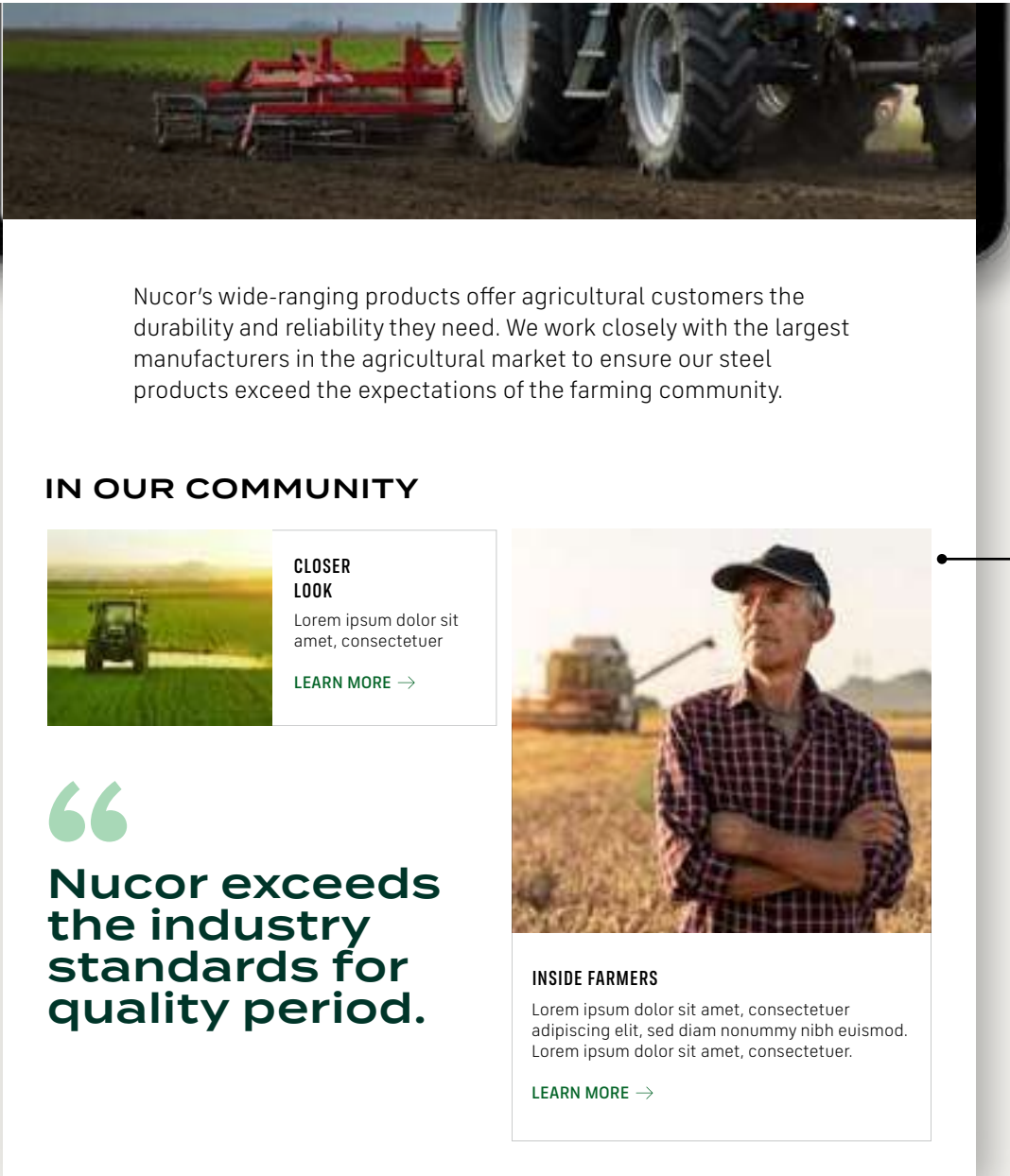
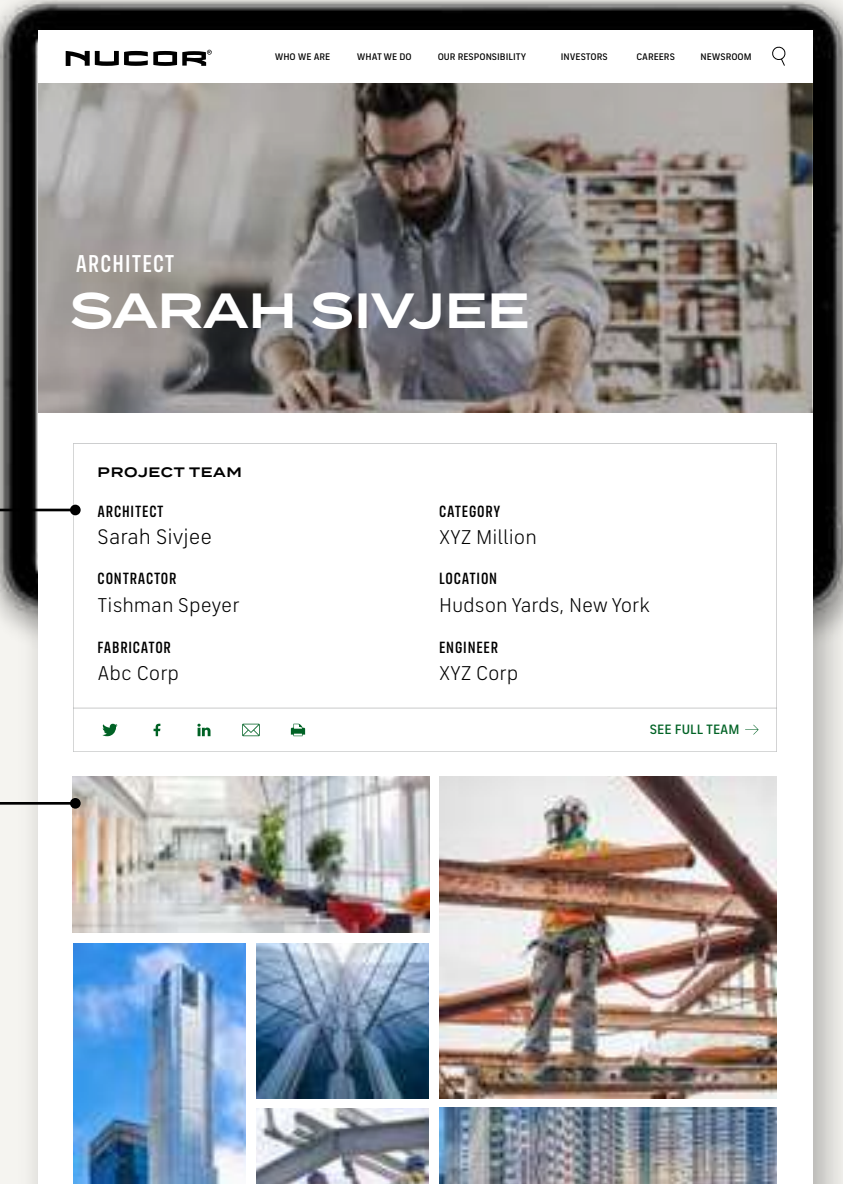
LAYOUT

MODULES

Our content is designed in modules to create flexible, dynamic layouts.

Use modules to group related information together.

Collage photo modules to show the breadth of a project in a dynamic way.



Use modules of varying sizes to feature different types of information.

LAYOUT

GRID STRUCTURE

We use a split horizontal grid.



PARTNERSHIPS

DRIVEN BY INNOVATION

As the largest steel producer in North America, we are proud that our steel is being used to build infrastructure that is transforming America's landscape. But we couldn't do it without the incredible customers who partner with us every day to build a stronger, more sustainable future.

Learn more at [Nucor.com](#)



We use a two-column grid for content.



A PARTNERSHIP FOR INNOVATION

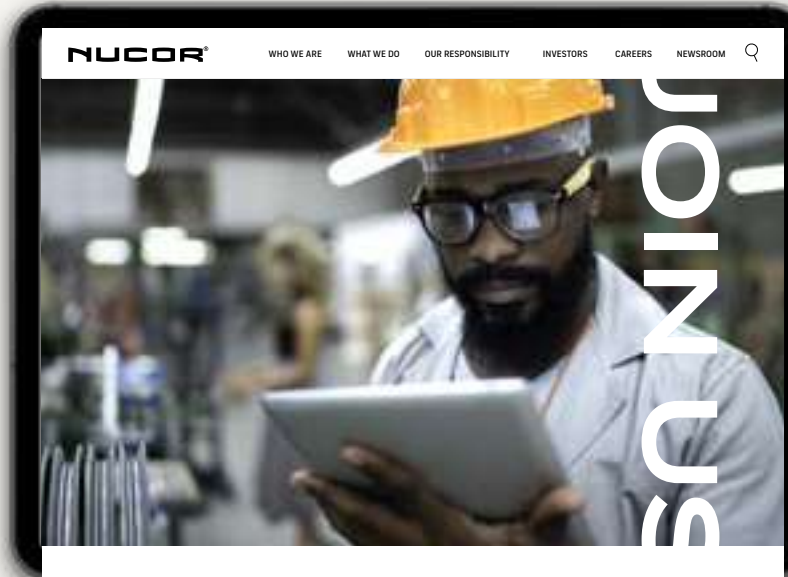
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Since its inception, Nucor-Yamato Steel has become the largest structural steel mill in the Western Hemisphere. Our success is the direct result of the commitment by our entire team to continuously improving our portfolio and thereby enabling our customers' projects to be efficient, economical and environmentally friendly. We demonstrate this promise by investing in our teammates, our equipment and the innovations

necessary to always produce higher-quality steel and diversify our product offering. With a capacity of more than 2.5 million tons, we are able to produce an expansive range of profiles and material specifications. Our structural steel has helped to shape skylines and connect individuals to cities, suburbs and non-urban reaches by serving as the structural systems in buildings and bridges throughout the world.

The versatility and adaptability demonstrated by Nucor-Yamato Steel has not only contributed to our recognition as a leader in the structural steel business, but it has also enabled us to succeed in our efforts to always take care of our customers while being cultural and environmental stewards in the communities where we live and work.

We use vertical type to draw attention to important information.



WHY NUCOR?

With a firm commitment to our team members, a strong belief in work-life balance and a variety of other benefits and performance incentives, it's easy to see why Nucor is cited as one of the best employers in the United States.

We work together to create a safe, positive and engaging environment for each other, while delivering the highest quality products and service for our customers. Joining our team means working with people who have your back and are invested in helping you build a strong future.

[LEARN MORE](#) →

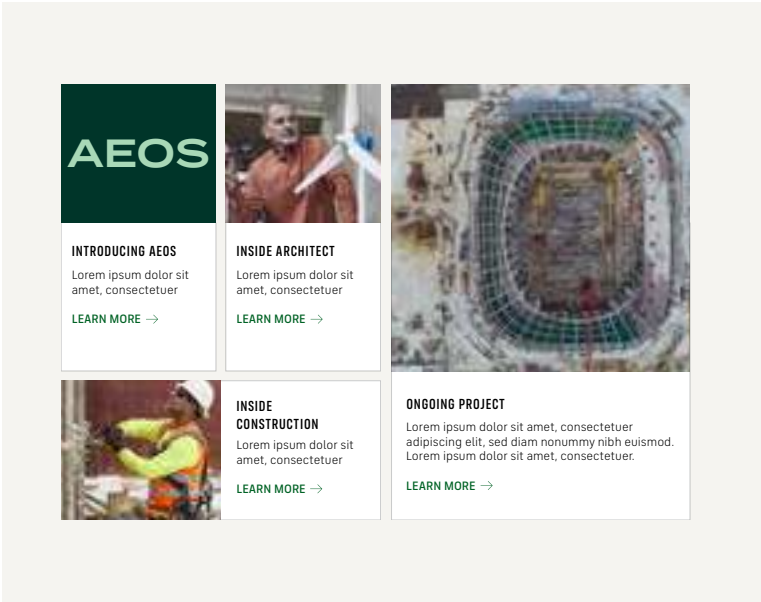
REASONS TO JOIN US



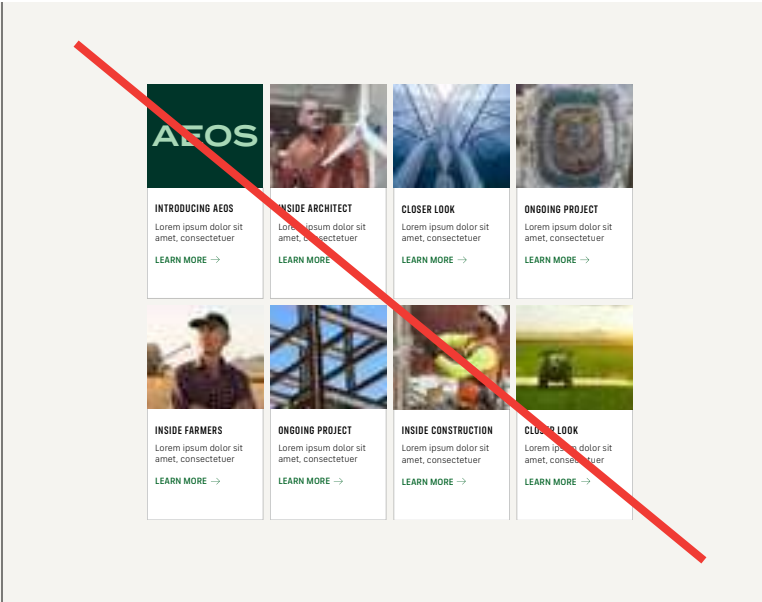
EVERY ROLE LEADS TO SUCCESS

LAYOUT

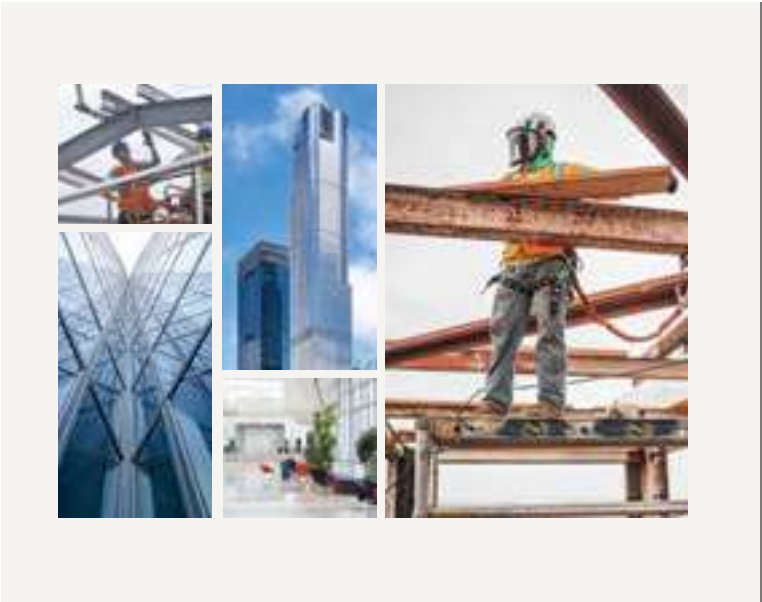
DO & DON'T



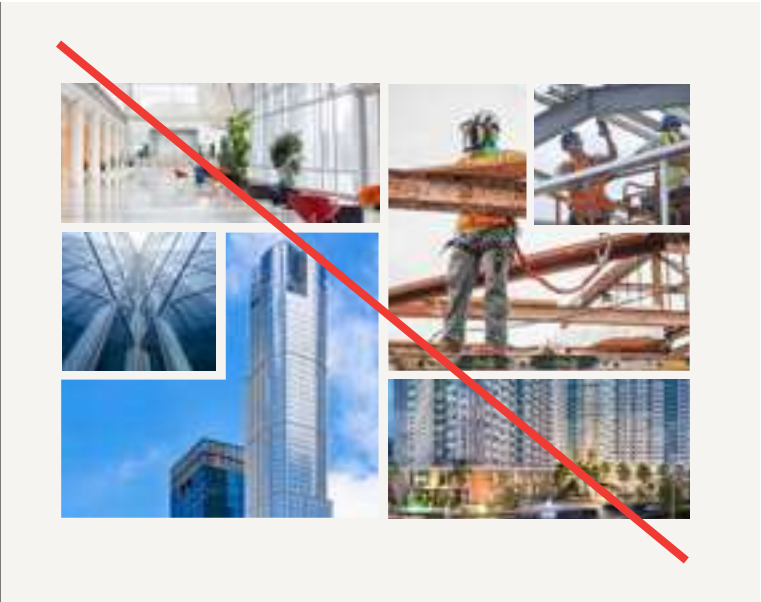
✓ Do use a range of module sizes to create an information hierarchy.



✗ Don't create a checkerboard pattern.



✓ Do use a range of module sizes to create a dynamic layout.



✗ Don't create complex module shapes.



✓ Do use a vertical type treatment for simple words.



✗ Don't use long amounts of vertical text.



✓ Do keep our layout simple.

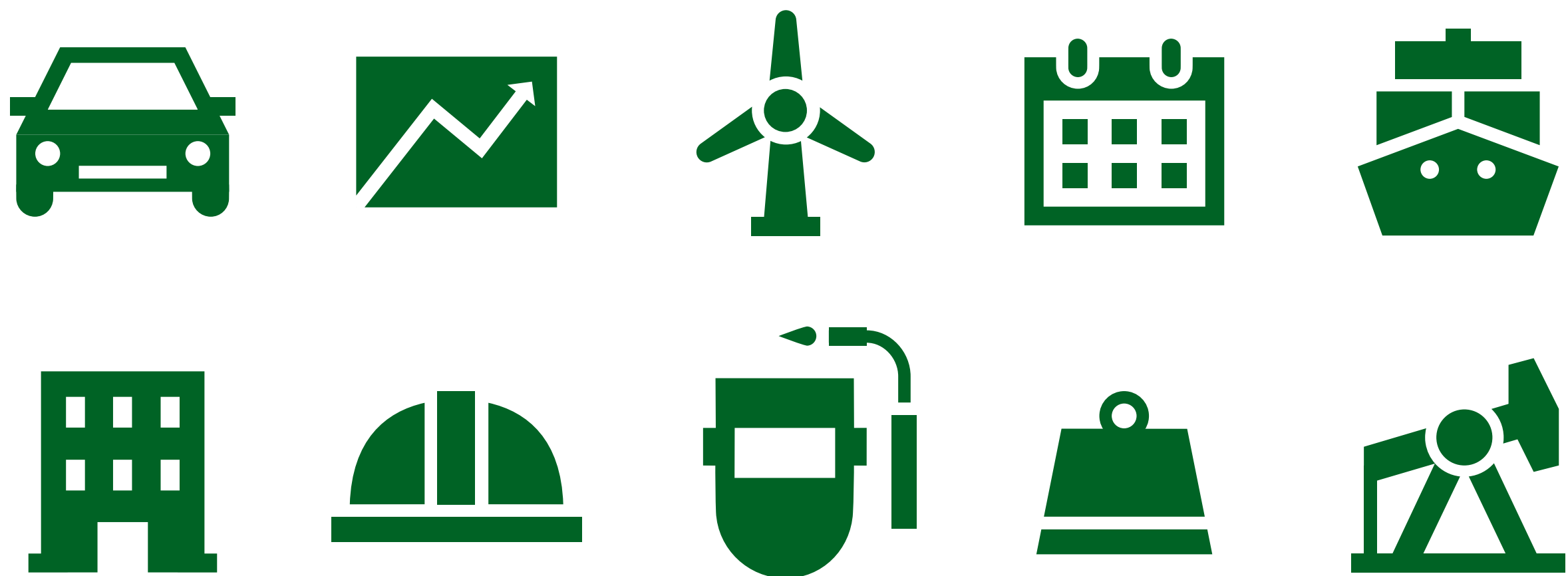


✗ Don't make the layout too complex.

ICONOGRAPHY

We use icons as visual cues to quickly identify topics and specific parts of our business.

View available icons [here](#)

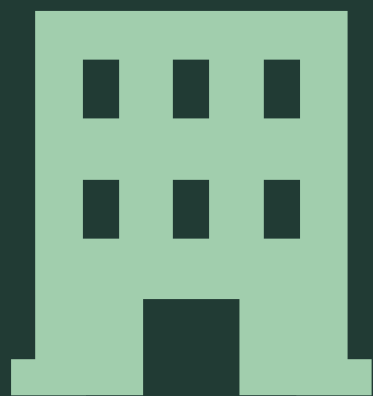


HOW TO USE OUR ICONS

Use icons only to represent their specific intended subject.



AUTOMOTIVE



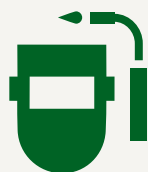
CONSTRUCTION

Use icons as visual cues to create a shorthand for main messages.



EXCELERATE PROCESS

Fewer surprises and more success with a positive impact on material and labor costs, as well as your construction schedule



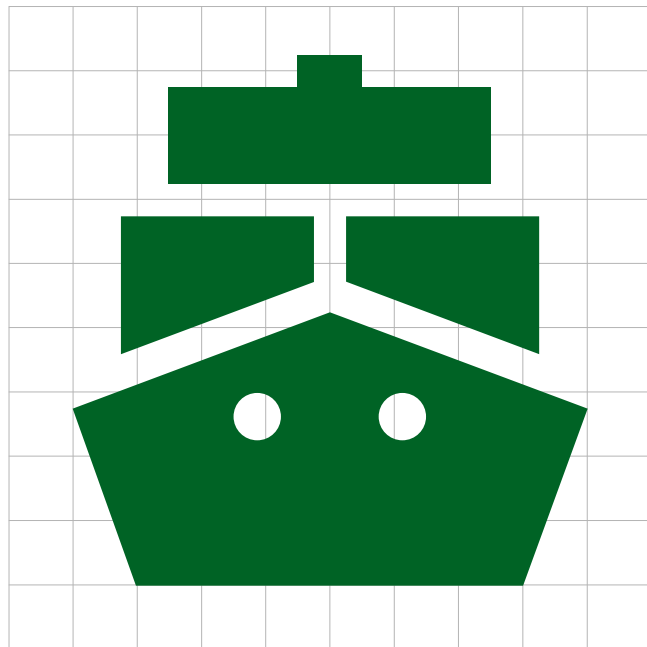
PROVEN WELDABILITY

Simultaneously combines high strength with proven weldability, enhanced toughness, and good ductility characteristics

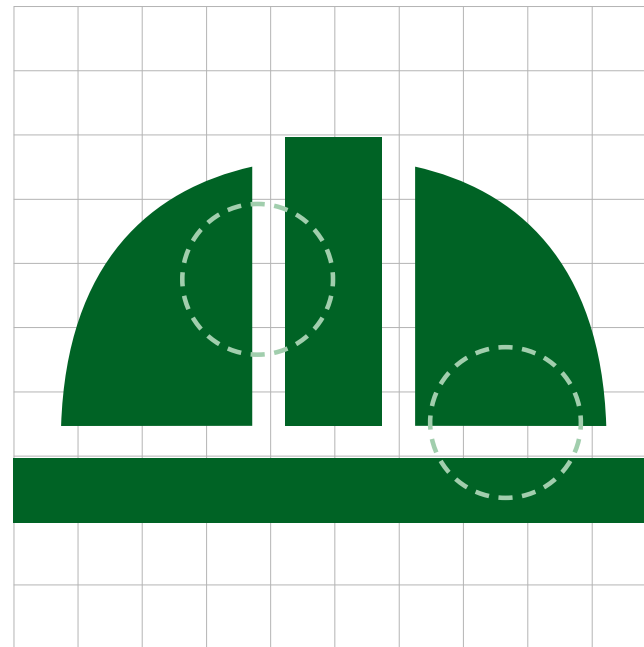
HOW TO CREATE OUR ICONS

When adding to our icon family, please design within the defined canvas and in our style. Icons may be reproduced in our primary green colors or white.

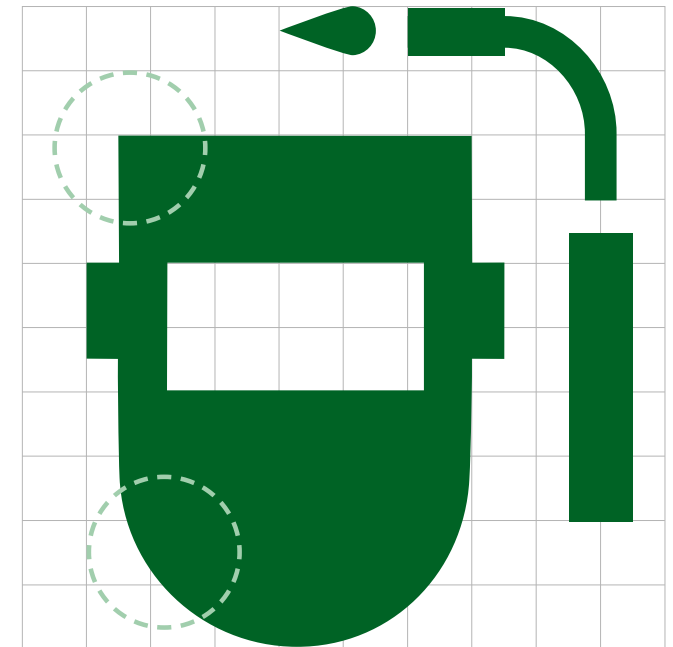
Notify brand@nucor.com if you create a new icon



Use geometric shapes to create icons.



Consistent half-square gaps within the icon creates dimensionality.



Use a mix of curves and sharp corners but never rounded corners.

ICONOGRAPHY

DO & DON'T



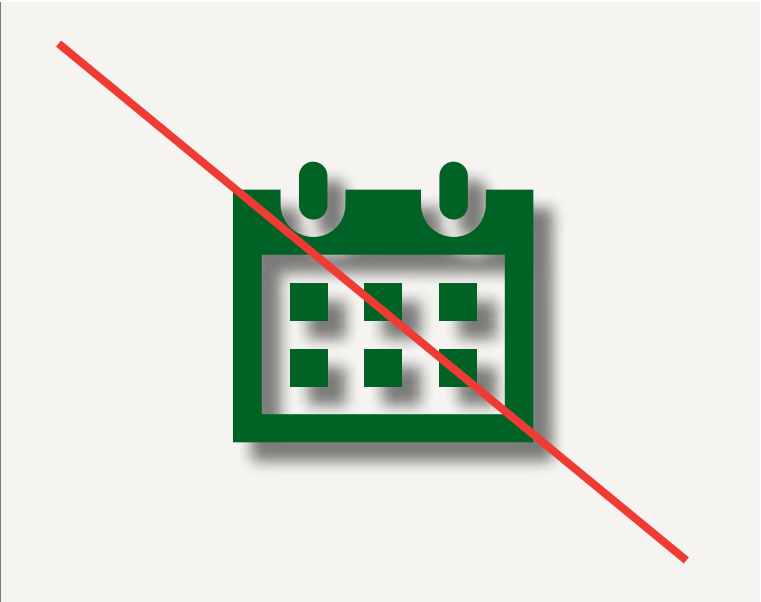
✓ Do create icons from a straight-on view.



✗ Don't create icons from angled perspectives.



✓ Do keep a strong contrast between icon and background.



✗ Don't use drop shadows or other effects.



✓ Do use our current library of icons or make a request to create a new one.



✗ Don't use clip art or download icons from the Internet.



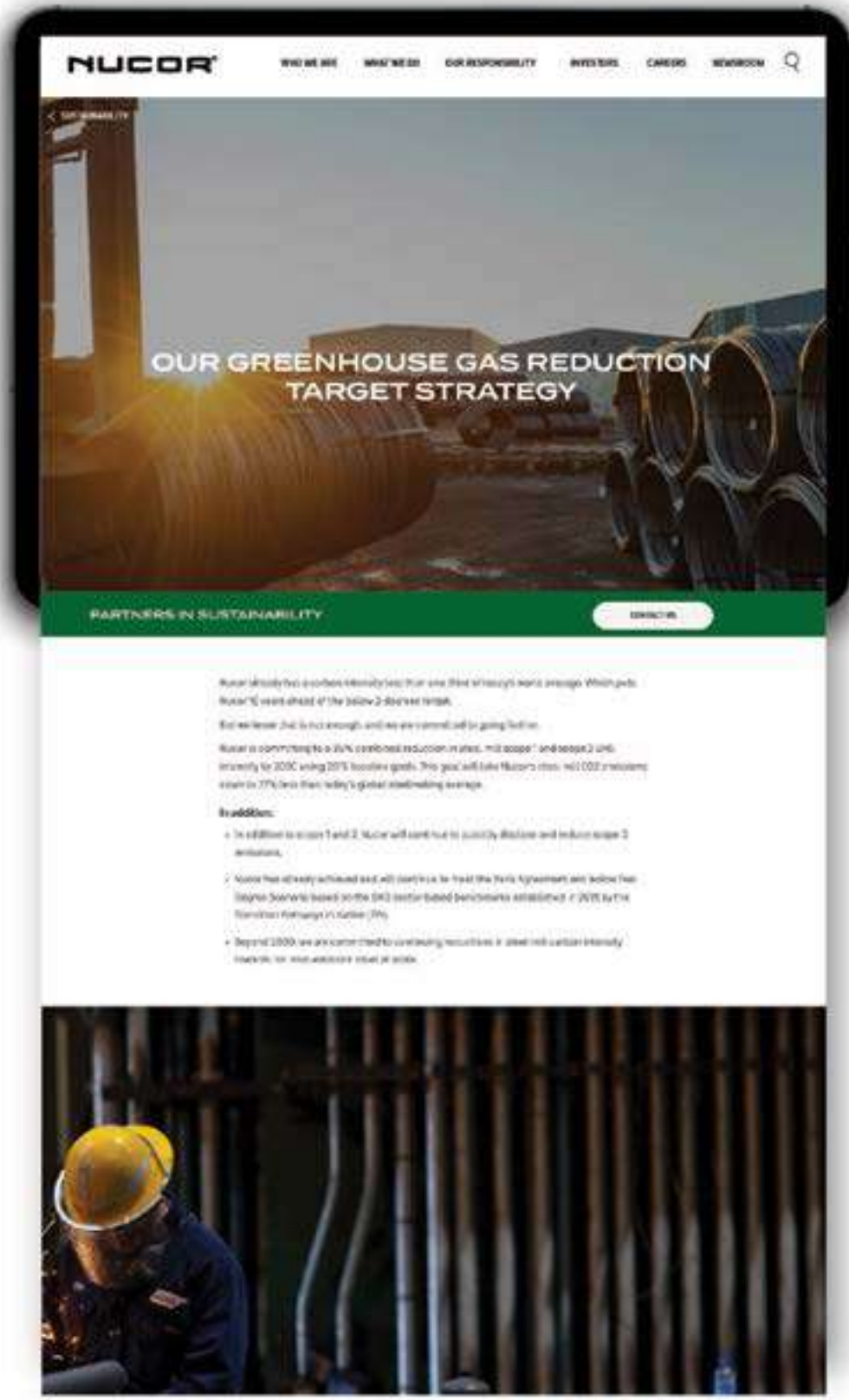
✓ Do keep our icons simple and in one color with minimal detail.



✗ Don't introduce too many details or colors, as they make our icons complex.

APPLICATION EXAMPLES

WEBSITE





**TOGETHER,
WE'RE BUILDING
A FOUNDATION.**

Our steel products are transforming the American landscape, one project at a time. From structural and advanced automotive steels, to fasteners and tube, the Nucor family of companies offers a full range of steel and steel products.

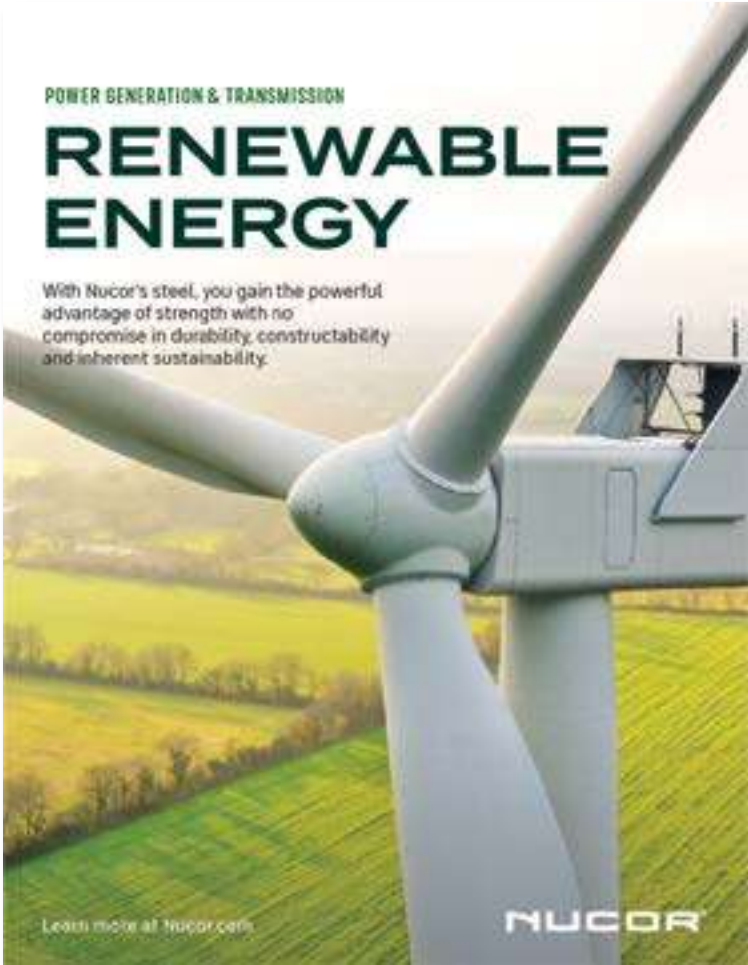
Learn more at [Nucor.com](https://nucor.com)

NUCOR®

POWER GENERATION & TRANSMISSION

**RENEWABLE
ENERGY**

With Nucor's steel, you gain the powerful advantage of strength with no compromise in durability, constructability and inherent sustainability.



Learn more at nucor.com

NUCOR®



PARTNERSHIPS

**DRIVEN BY
INNOVATION**

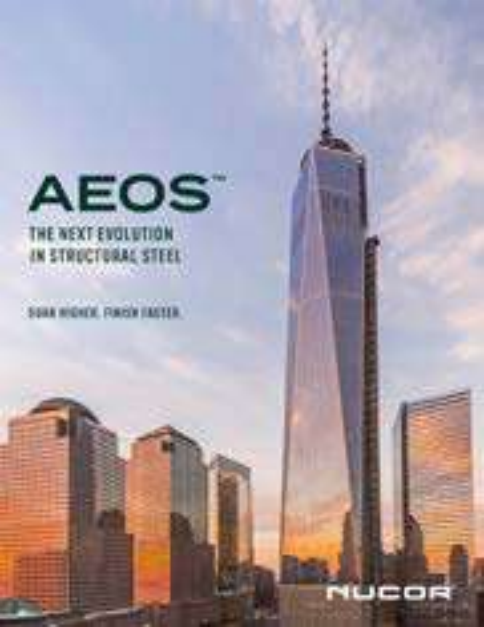
As the largest steel producer in North America, we are proud that our steel is being used to build infrastructure that is transforming America's landscape. But we couldn't do it without the incredible customers who partner with us every day to build a stronger, more sustainable future.

Learn more at [Nucor.com](https://nucor.com)

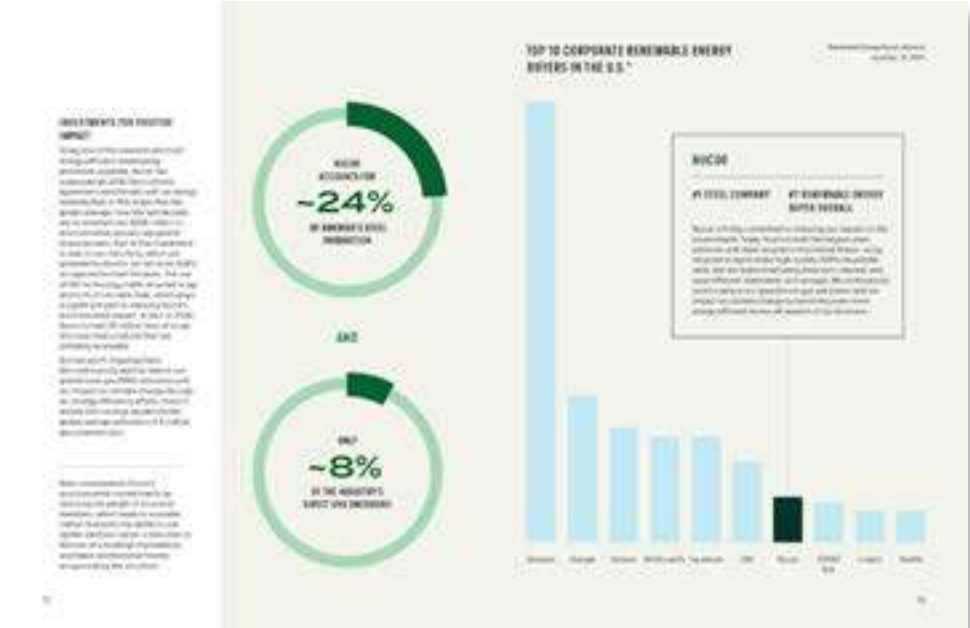
NUCOR®

BROCHURES

Covers



Interior pages

This interior page features a table titled 'A913 SPECIFICATIONS AT A GLANCE'. The table compares the specifications of A913 steel with other grades. The columns are 'Specification', 'A913', 'A572-50', 'A572-60', and 'A572-70'. The rows list various mechanical and chemical properties. The table is presented in a clear, easy-to-read format with alternating light and dark green rows. The page is numbered '11' in the bottom right corner.

Vertical text that bleeds off one or more edges of the page

Use full-bleed green background sparingly (e.g., create pacing)

PROMOTIONAL ITEMS



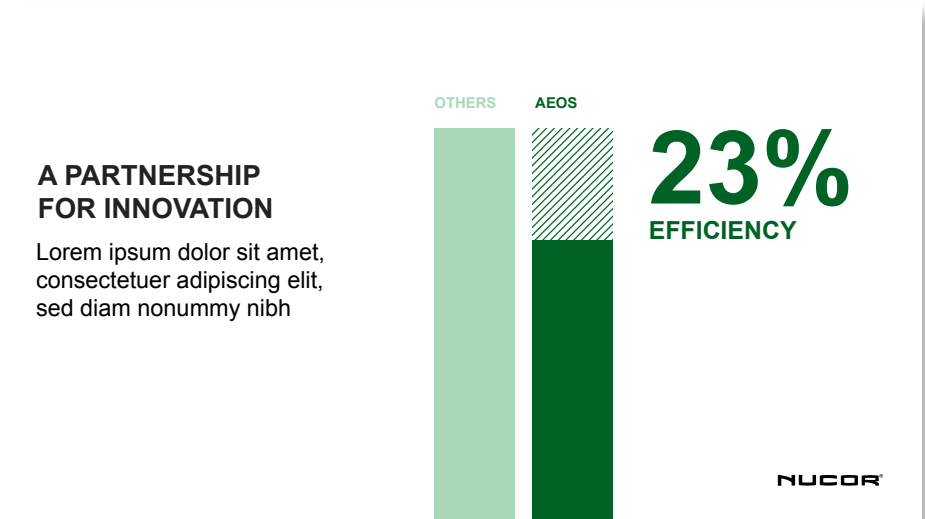
POWERPOINTS

Covers



Standard PowerPoint uses Arial font.

Interior pages



An interior slide titled "AEOS ADVANTAGES". It is divided into two columns. The left column has a calendar icon and the heading "EXCELERATE PROCESS", followed by the text: "Fewer surprises and more success with a positive impact on material and labor costs, as well as your construction schedule." The right column has a welding mask icon and the heading "PROVEN WELDABILITY", followed by the text: "Simultaneously combines high-strength with proven weldability, enhanced toughness and good ductility characteristics." The NUCOR logo is in the bottom right corner.



An interior slide titled "WHY NUCOR?". It features a quote in large, bold, dark green letters: "Nucor exceeds the industry standards for quality period." To the left of the quote, there is a block of text: "With a firm commitment to our team members, a strong belief in work-life balance and a variety of other benefits and performance incentives, it's easy to see why Nucor is cited as one of the best employers in the United States." The quote is enclosed in large green quotation marks. The NUCOR logo is in the bottom right corner.

EXECUTIVE PRESENTATIONS

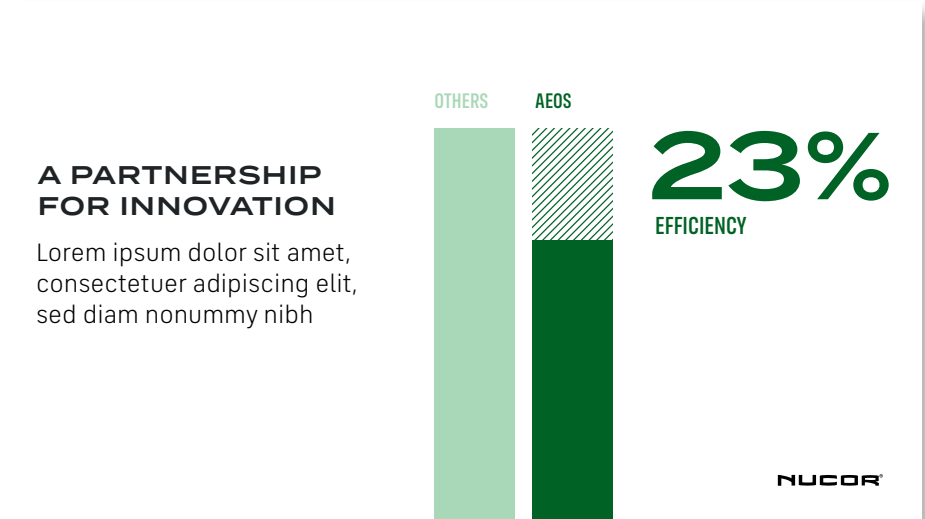
Prepared by Corporate Communications Team

Covers



Executive presentation uses brand fonts (Termina and FS Industrie).

Interior pages

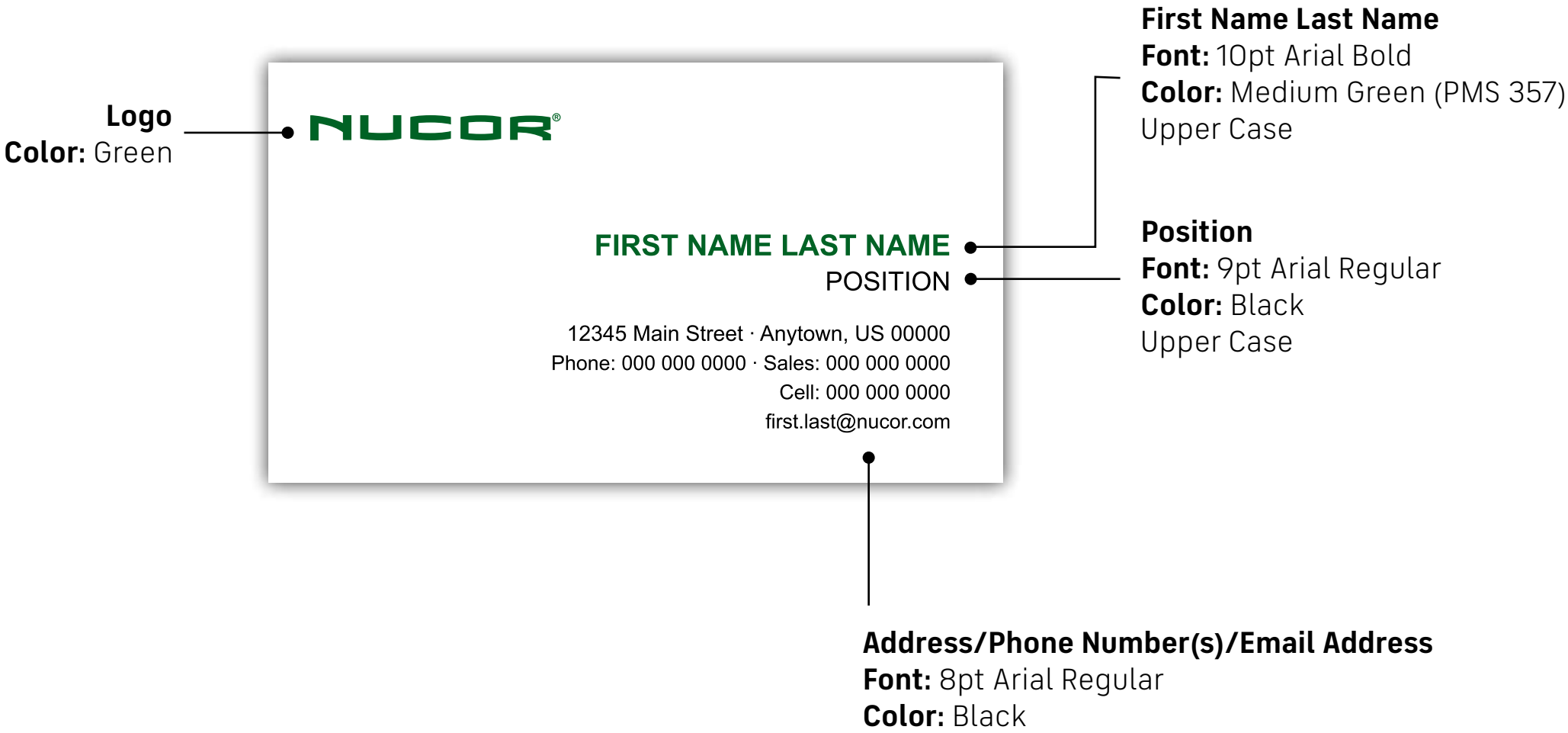


The image shows an interior slide titled 'AEOS ADVANTAGES'. It has two columns. The left column has a calendar icon and the title 'EXCELLERATE PROCESS' with the text: 'Fewer surprises and more success with a positive impact on material and labor costs, as well as your construction schedule.' The right column has a welding mask icon and the title 'PROVEN WELDABILITY' with the text: 'Simultaneously combines high-strength with proven weldability, enhanced toughness and good ductility characteristics.' The NUCOR logo is in the bottom right corner.

The image shows an interior slide titled 'WHY NUCOR?'. It features a quote in large green letters: 'Nucor exceeds the industry standards for quality period.' To the left of the quote is a paragraph of text: 'With a firm commitment to our team members, a strong belief in work-life balance and a variety of other benefits and performance incentives, it's easy to see why Nucor is cited as one of the best employers in the United States.' The NUCOR logo is in the bottom right corner.

BUSINESS CARDS

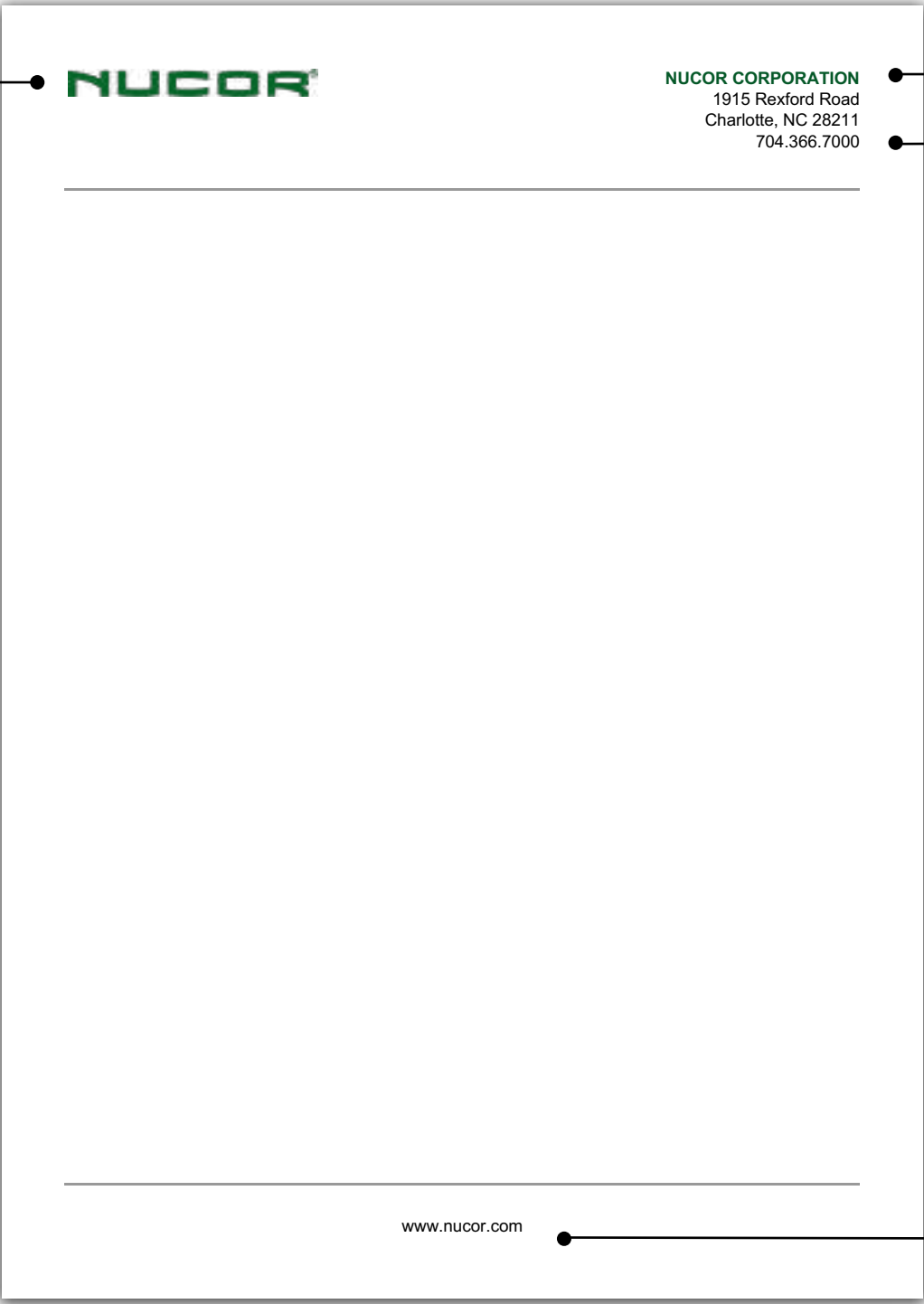
Corporate, Division and Group



LETTERHEAD

Corporate, Division and Group

Logo
Color: Green



Division/Group Name
Font: 10pt Arial Bold
Color: Medium Green (PMS 357)
Upper Case

Address/Phone Number/Website
Font: 10pt Arial Regular
Color: Black

ENVELOPE

Corporate, Division and Group

Logo
Color: Green

NUCOR
1915 Rexford Road
Charlotte, NC 28211

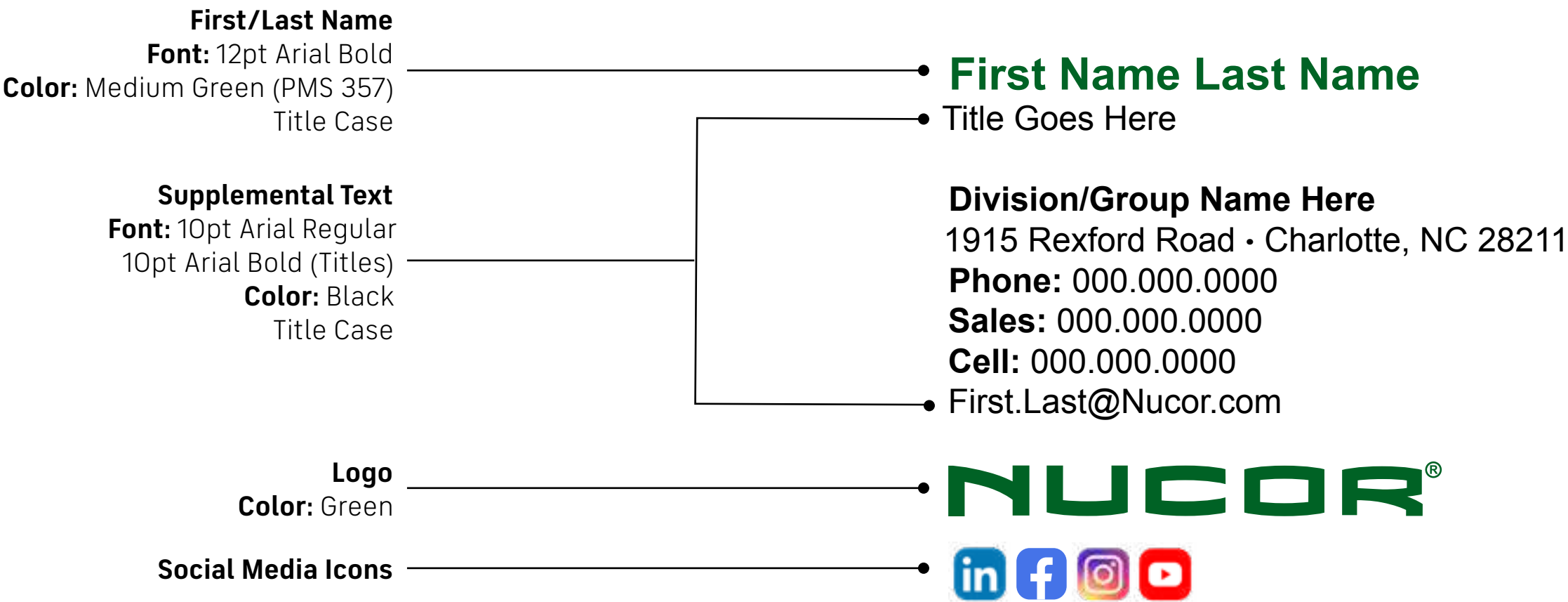
JOHN DOE
Acme Corporation
123 Address Street
Anytown, NC 12345

Name
Font: 11pt Arial Bold
Color: Medium Green (PMS 357)
Upper Case

Address
Font: 11pt Arial Regular
Color: Black

EMAIL SIGNATURE

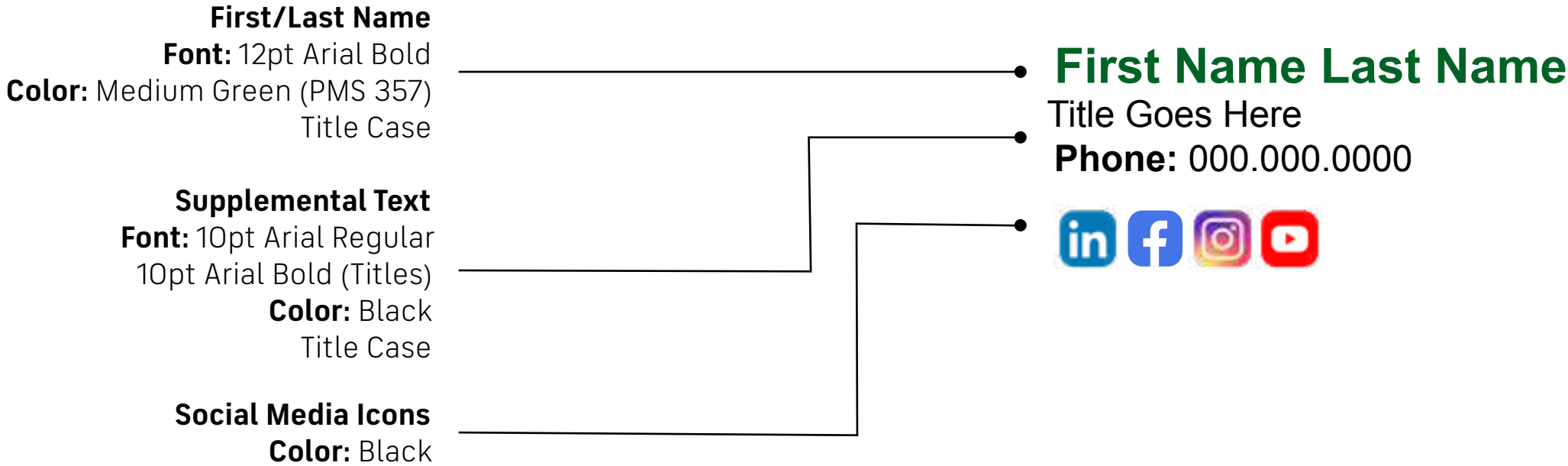
New Message Email Signature Template
(Corporate, Division and Group)



Changing an email signature may be unique to the email system you are using. Consult your IT professional for further guidance.

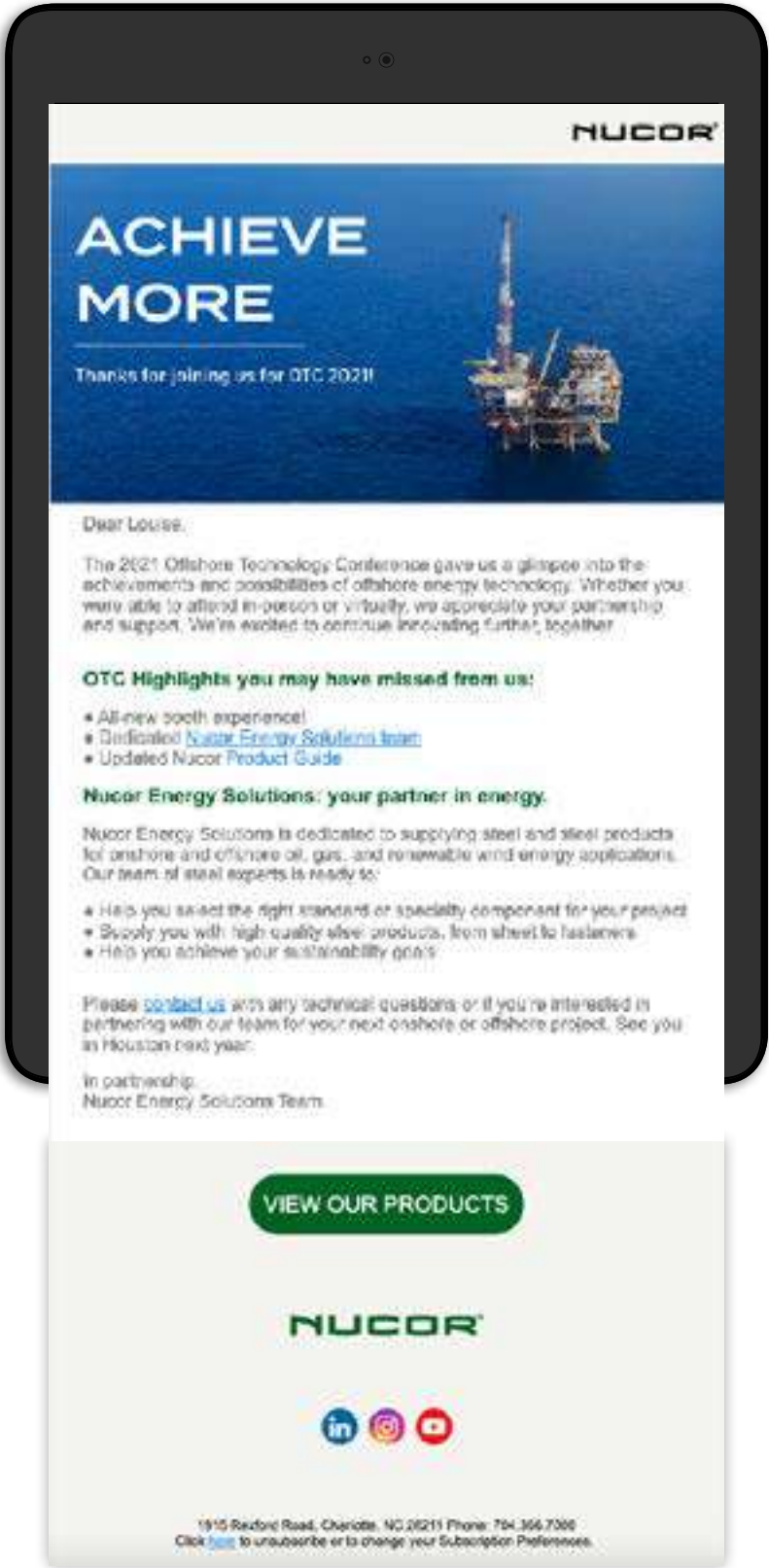
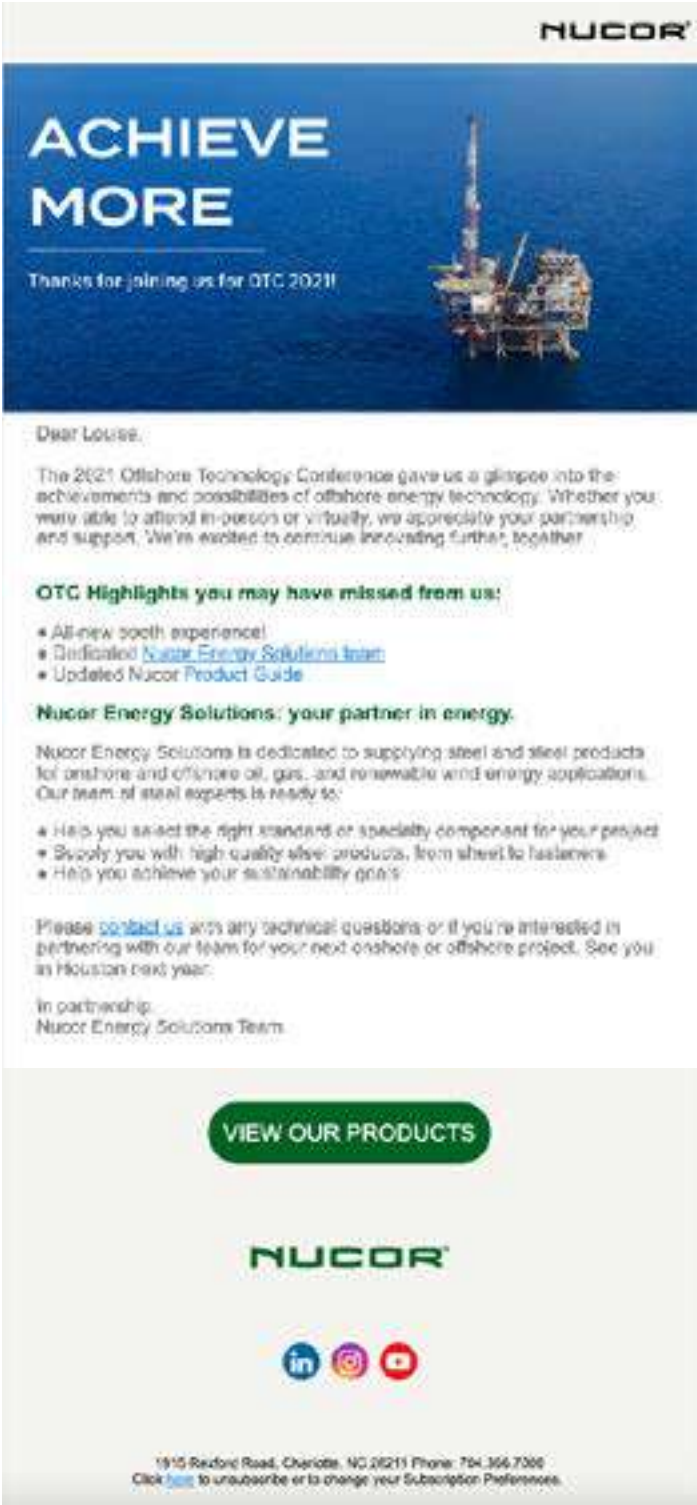
EMAIL SIGNATURE

Reply/Forward/Phone Email Signature Template
(Corporate, Division and Group)



Changing an email signature may be unique to the email system you are using. Consult your IT professional for further guidance.

EMAILS & NEWSLETTERS



Lead with a simple, bold headline.

Make content easily digestible through scale shift and simplified content.

COMMERCIAL APPENDIX

NUCOR INDUSTRY SOLUTIONS

We lead with the Nucor brand to highlight our enterprise breadth. The names of individual industry solutions business names also may be featured in headlines or copy.

LOGO PLACEMENT

Logo placement is flexible but typically placed in one of the 4 corners on the screen or page. Industry solutions business names may be placed as part of the headline, aligned with the logo, or centered below the logo with appropriate clear space.



Space between the logo and the industry solution name should be 2x the height of the logo.

IN TEXT

The industry solutions business name may be integrated into the headline or text or, on a business card or stationery, added to a person's title. In a text-only treatment, the Nucor logo appears alone.



RESOURCE TOOLKIT

The following brand materials are available for download on NucorNet:

Logo Library

Photo Library

Letterhead

Powerpoint Templates

Business Card Template

Email Signature Template

Additional Brand Collateral

[CLICK HERE FOR ACCESS TO NUCORNET](#)

GOT QUESTIONS? WE'RE HERE TO HELP.

Reach out or send us an email, and we'll get back to you as quickly as we can: Brand@nucor.com.