

COR-TEN[®]

GUIDELINES

Trademark use guidelines for COR-TEN[®]

COR-TEN[®] is a registered trademark of United States Steel Corporation and can only be used for products produced by United States Steel Corporation or its licensees. SSAB is a COR-TEN[®] licensee since 1976 and a proud producer of COR-TEN[®] branded material ever since.

The rules of good trade mark usage given below shall be followed whenever the COR-TEN[®] brand is used in order that trade mark rights may be maintained.

1. COR-TEN[®] shall always be used as a separate trade mark and be written in all capital letters, with a dash and without spaces. There is no specific logotype for the brand and it shall not be typographed as such in copy text. Use the typography that you use for the rest of the copy text, headings etc.
2. Always use the the symbol ® for “registered trademark” and include a trademark ownership notice: “COR-TEN[®] is a trademark of United States Steel Corporation”.
3. Proper descriptive terms, such as “low alloy steel”, “weathering steel” or “steel composition” and not the trade mark COR-TEN[®], shall be used as generic term for the product type and shall be used to describe the product together with the COR-TEN[®] brand on all product references.
4. You may not use or register product names, company names, trademarks, trade names, domain names, social media accounts or profiles, other social media identifiers, or any other designation containing COR-TEN[®] or a term confusingly similar thereof.

Do you have questions on how to display or use the COR-TEN[®] brand, don't hesitate contacting United States Steel Corporation or SSAB. SSAB are proud representatives of the brand and want the value of it to benefit you as user in the best way possible.

COR-TEN[®] ✓

COR-TEN ✗

CORTEN ✗

COR TEN ✗

Cor-Ten ✗

Cortensteel ✗

COR-TEN[®] ✗

Wall solutions
made of COR-TEN[®]
weathering steel. ✓

COR-TEN[®] wall
solutions. ✗

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SSAB