



BRAND IDENTITY STANDARDS

CLEVELAND-CLIFFS INC.

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INTRODUCTION

Dear Cleveland-Cliffs Associate:

To promote awareness and understanding of our company, strategy and vision, Cleveland-Cliffs has established brand identity standards.

The Cleveland-Cliffs wordmark is set in a clean, modern sans serif typeface. The blue and green colors suggest the image of a cliff and a reflection in water. The symbols also represent the Company's core mining business, which operates both above ground and below, while serving as a reminder of Cliffs' long-standing commitment to sustainable development.

Our brand honors the heritage of an over 175-year-old company that has consistently delivered on its promise to meet the needs of North American manufacturers and industry. It gives us a memorable name and brand that is our standard across the world.

Communicating the brand is a job for all of us. It is important that we present the Company and its identity in a positive and consistent manner. To this end, we have developed these Brand Identity Standards for proper use of the name and logo. By following the instructions in this guide, you will be doing your part to help us maintain and strengthen the Cliffs brand and business.

These guidelines and standards are available on OneCliffs.com. The standards in this manual may not anticipate every possible usage. Please contact Corporate Communications in Cleveland if you have questions or need guidance.



Lourenco Goncalves
Chairman, President and Chief Executive Officer

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STATEMENT OF PURPOSE

The purpose of corporate identity standards is to define the details of the Company's identity and present a strong and consistent brand to all who come in contact with Cleveland-Cliffs. Projecting a strong and consistent identity is important to the success of Cleveland-Cliffs.

This guide provides comprehensive standards for the use of our identity in various print and digital media. This guide should be carefully reviewed prior to the development of any communications materials to ensure consistency. It is important that the standards shown throughout this guide be followed exactly as shown and the logos always reproduced in a professional manner. Any deviations not included in this guide must be approved in advance by Corporate Communications.

Your attention and implementation of the standards contained in this manual will help to realize our objectives and firmly position Cleveland-Cliffs.

These guidelines represent the foundation of the Cleveland-Cliffs brand identity system. They are intended to provide you with the guidelines to begin using the identity properly. If you ever have questions, contact the following members of the Corporate Communications department.

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COMMUNICATIONS POLICIES

Marketing Communications Policy
External Communications Policy
Social Media Guidelines
Photo/Video Policy

1. UNITS AFFECTED

1.1. Cleveland-Cliffs Inc.. (“Cliffs”), its consolidated subsidiaries and associated companies (collectively, the “Company”).

2. SCOPE

2.1. This Marketing and Communications Policy (“the Policy”) applies to the development and distribution of any and all marketing communications materials for internal or external use. Marketing communication promotion materials are broadly defined as any advertisement, recruitment advertisement, literature, internal bulletins, newsletters or other printed/online publication intended as an official communication of the Company. This also includes electronic media such as intranets, websites and/or social media.

3. PURPOSE

3.1. The purpose of this Policy is to provide certainty that the Cliffs brand and visual identity are promoted consistently and communicated effectively with all Company stakeholders including employees and external audiences. This Policy is an important aspect of Cliffs’ continual efforts to build a recognizable and meaningful global corporate brand. It provides standards for the approval process of developing promotional materials and official communications. These standards are intended to strengthen Cliffs’ corporate image and build awareness of the Company and the brand.

4. INTERNAL ORGANIZATION

4.1. The production and/or oversight of internal communications and marketing communications is the responsibility of Corporate Communications. To assist all Company operations and regional offices in this process, Corporate Communications provides corporate identity guidelines and creative support services. The objective of these services is to maintain high quality in all corporate collateral material that is produced and consistency in all that we communicate, as a single Cleveland-Cliffs (i.e., OneCliffs).

5. POLICY

5.1. All marketing communications must meet design and copy standards established for the brand and Cliffs’ visual identity. Corporate Communications has primary responsibility for oversight, guidance and approval of all print and online communications, signage, banners and any other type of promotional material.

5.2. Corporate Communications also provides marketing counsel and related editorial, photographic and graphic design services for the creation of any promotional material and its approval.

5.3. All marketing communications are to be produced in accordance with established corporate identity standards to maintain a consistent public image that reinforces the brand attributes and core values of the Company.

5.4. Business segments and units are responsible for using approved branding templates and/or design guidelines, coordinating and gaining approval for all newly created promotional materials. Any requirement for a new promotional item should be reviewed by Corporate Communications for brand consistency.

6. STANDARDS

6.1. Corporate Communications department staff shall have oversight and final approval for all Company promotional materials. Any Cliffs employee requiring creation of new promotional material should engage a member of the Corporate Communications department staff at the beginning of any project.

6.1.1. Advertisements – Corporate advertising programs and designs shall originate in the Corporate Communications department.

6.1.2. Literature including brochures/collateral materials and newsletters – Design will be originated by the Corporate Communications department. Corporate staff will provide guidance on newsletter style to local producers/editors.

6.1.3. Logos – The Cliffs corporate logo is the key visual identity for the Company. To maintain brand integrity, the Company does not sanction creation of logos to identify groups or campaigns. The creation of any logo must be approved by Corporate Communications.

6.1.4. Internal Announcements will follow the established process for all widely distributed internal communications (i.e., any communication going to an All Salaried Employee e-mail distribution or proposed to be distributed via hardcopy to employees' home addresses). Communications are combined into an established and standardized "E-bulletin" going out to all salaried employees on a regular weekly basis. E-bulletin announcements will also be posted on the OneCliffs.com homepage.

6.1.4.1. Local Internal Announcements should follow the standards established at the corporate level for their site specific communications. This includes using the standardized branded template for local communications.

6.1.5. Stationery will continue to follow the established branding guidelines described in this guide.

6.1.6. Presentations will utilize the Cliffs PowerPoint template (available on the intranet).

6.1.7. Electronic and Social Media – Creation of micro-websites, blogs, social media pages or posting video/photos on the internet with the intent of representing Cliffs must be approved by Corporate Communications.

6.1.8. Promotional Giveaways must follow established visual identity guidelines. In addition, Cliffs maintains a branded merchandise store on the intranet for employees purchasing convenience. When possible, promotional giveaways should be sourced through this venue.

6.1.9. Tag Lines or Mission Statements – Any tag lines or mission statements must be approved by Corporate Communications and Investor Relations. Cliffs subsidiaries, business units, groups or departments must not create tag lines.

Our Company is committed to providing transparent and respectful communications to the public and our stakeholders. Our external communications must be accurate and consistent. For this reason, communicating with the media, analysts, and investors is the sole responsibility of designated Company spokespersons. Unless your designated responsibilities include external communications, you must refrain from making any statements or providing any responses to outside inquiries. Please direct any such inquiries or any questions regarding external communications to the Investor Relation and Corporate Communications Departments.

MEDIA

Our need to provide consistent and completely accurate information is particularly important when dealing with media inquiries. If you are approached by a reporter or other media representative, be cordial but defer any questions or requests for information to our Corporate Communications Department and then contact that department to provide any background and information about your interactions with the media representative.

INVESTOR RELATIONS

Likewise, if you are contacted by an investor, a potential investor, or a securities analyst with questions or inquiries about our Company or any of our operations, be polite but defer any questions or requests for information to our Investor Relations Department and then contact that department to provide any background and information about your interactions with the investor or analyst.

SOCIAL MEDIA

Social media can be a powerful and creative tool for building teamwork and providing open communication, as long as we use it responsibly. Any time we use any social media, we should do so with our Core Values of respect and integrity in mind. All official Company social media postings must be made only by designated Company spokespersons. Those of us who do not have this role should not post to social media as if we are speaking on behalf of the Company.

We must never use social media irresponsibly, and we should always maintain a respectful and professional demeanor in any forum we find ourselves. We should never speak on behalf of our Company as an agent or representative. Should you encounter negative messages or requests for official Company participation in any social media, refer these issues directly to the Legal Department. Additionally, under no circumstances will we use social media to distribute confidential or proprietary Company information. We should also never allow our use of social media to conflict with our responsibilities for our Company, or our ability to complete our regular work duties.

Q: You receive a phone call from a local reporter who asks you for a comment in connection with your work. You know the answer to the question. Should you tell the reporter what he wants to know?

A: No. You should not answer questions from reporters. You should tell the reporter to contact our Company's Corporate Communications Departments. Inform your supervisor and the Corporate Communications Departments about the reporter's inquiry. If the reporter's inquiry relates to a matter covered by your local crisis management plan, you should inform your supervisor and follow the applicable crisis management plan.

Excerpt from "The OneCliffs Way: Our Code of Business Conduct and Ethics," found on clevelandcliffs.com.

Introduction

Social media channels are powerful ways to connect and collaborate online.

As an employee of Cleveland-Cliffs or one of its associated companies, you are already familiar with – and have agreed to abide by – the policies that regulate how we can communicate about matters of intellectual property, financial disclosures or confidential/proprietary information. These policies include the Code of Conduct and Business Ethics, Confidential Information Policy and the I.T. End User Policy.

It is important to be aware that these policies are also applicable to all forms of digital communication, including social media channels such as Facebook, Instagram and YouTube. Unlike traditional forms of communication, search engines and other technologies make it virtually impossible to erase a mistake online. Content remains available in one form or another, able to be viewed by competitors, investors, media or regulatory agencies.

Guidelines

If online content, via any social media channel, involves a discussion of Cliffs, our business or our industry, observing the following core principles can help you participate while remaining in compliance with our Code of Conduct and other applicable policies:

Be Honest About Who You Are

Identify yourself as an employee of Cliffs or its associated companies when uploading, posting or commenting online, even if participants on a particular channel are not otherwise sharing personal information about themselves. Unless you are a designated spokesperson for Cliffs working in an official capacity for the company, make sure you also indicate that opinions you've expressed are your personal opinions, and should not be viewed as official statements from the Company.

In the same vein, you should not create or maintain any social media profiles, pages or portfolios on behalf of Cleveland-Cliffs or associated companies.

Be Respectful and Courteous

Even if you've stated your opinions are your own, your demeanor – for better or worse – may make a statement about our Company as a whole. Treat co-workers, partners, competitors and customers with respect, and refrain from contributing comments or materials that could appear to be offensive, demeaning, abusive, threatening or in potential violation of our anti-harrassment policy.

Be protective of the Company and Your Co-Workers

Keeping online conversation focused on matters that have already been made public record by Cliffs is the best way to safeguard against the disclosure of confidential or proprietary information. This applies not only to information about Cliffs as a Company, but about your fellow co-workers. Providing personal details or contact information about a colleague without their prior knowledge and consent could violate commercial contracts or non-disclosure agreements.

There are also other confidentiality or privacy concerns you should consider before posting photographs or videos of on-site activities online. Not only can doing so potentially reveal proprietary process information to competitors, but it can also make property or assets more vulnerable to theft or sabotage.

In the case of emergency situations that can occur on-site, it is crucial that crisis response teams have primary responsibility for coordinating and conveying information to employees, authorities and surrounding communities in order to contain the situation as quickly and safely as possible. In these cases, posting your own photos, videos or updates – no matter how well-intended—may cause confusion and inhibit resolution of the matter.

Be Vigilant about Potential Issues

If you find information online you believe may be in violation of the Company's confidentiality policies or Code of Conduct, bring it to the attention of the Corporate Communications or Legal departments. They will work to resolve the issue before it possibly reaches a crisis point. If you would prefer not to contact anybody directly, you can report it anonymously via Cliffs' Ethics Hotline: 1-800-756-7427.

1. UNITS AFFECTED

1.1. Cleveland-Cliffs Inc. (“Cliffs”), its consolidated subsidiaries, and associated companies (collectively, the “Company”).

2. SCOPE

2.1. This policy applies to all still photography, filming and videotaping using film, digital images or digital videotape at all Company owned and/or managed operations, mining areas, plants, research facilities and offices.

3. PURPOSE

3.1. The purpose of this policy is to protect the positive representation of the Company’s operations, which is a vital part of the public affairs mission and a direct reflection on the corporate citizenship of the Company.

3.2. All images and video should represent the Company in an accurate and positive manner to maintain public, environmental and regulatory credibility.

3.3. Images and video presentations should not reveal any Company trade secrets, confidential or proprietary information or process details.

4. POLICY

4.1. All photography, filming and videotaping is prohibited without the prior approval from the Corporate Communications Department to assure that photos and video properly portray the Company and its associated business and processes.

4.2. The local representatives from the Community Relations Department and Corporate Communications Department are available to work with approved photographers and/or videographers at the request of the Sites’ General Managers to assure that photos and video properly portray the Company and its associated business and processes.

4.3. Appropriate operations, technical or management personnel shall be consulted as to whether any proprietary information may be at risk by the nature of a photography request.

4.4. Vendor, technical, employee or other individual requests to publish photos or publicly use video of Company operations must be approved by the Corporate Communications department. Approval may be granted in instances where the Company interests are advanced or if images are important to enhance public relations, community relations, environmental responsibility or other Company or operations objectives.

4.5. All photos, images and video remain the property of the Company. The Company reserves the right to confiscate cameras and video at any time on Company premises.

4.6. Approved videographer or photographer are to sign a License Agreement (Exhibit PA-001.5.1.1) so that Cliffs shall obtain free-usage rights for the Company to some or all of requestor’s still photography and video.

5. PROCEDURE

5.1. Refer to Photography and Video Procedure PA-001P that serves as an attachment to this policy for further guidance on this Policy.

Please contact Corporate Communications for a copy of the Photography and Video Policy Affidavit and License Agreement.



**CORPORATE LOGO
STANDARDS**

- Logo Structure
- Logo Color
- Incorrect Logo Use
- Color Palette
- Typography

CORPORATE LOGO STRUCTURE

The corporate logo consists of two integrated elements – the symbol and the wordmark, “Cliffs.” Both elements have been designed to work as one to maintain and build a strong identity; both elements must always appear together as shown.

Any deviations not included in this guide must be approved in advance by Corporate Communications of Cleveland-Cliffs. Use only the approved electronic artwork. Never alter, add to or redraw the corporate logo in any way.



Clear Space and Minimum Size

To ensure the prominence and legibility of the Cleveland-Cliffs corporate logo, always surround the logo with a field of clear space. This clear space isolates the logo from other graphic elements such as text, photography and background patterns that may divert attention from the logo.

The Cleveland-Cliffs corporate logo can be used in a wide variety of sizes, but when it is sized too small, legibility is reduced and the brand impact becomes lost. The minimum size is determined by the width of the symbol. In printed material, the logo should not be reproduced when smaller than 1-1/2” in width.

Clear space

The absolute minimum amount of clear space is equal to the height of the logo in the size at which the signature is reproduced.



Minimum size

In printed material, the signature should not be reproduced when the symbol is smaller than 1-1/2” in width.



Company Name and Logo Lock-Up for External Promotions

There may be instances when the Company Name should accompany the logo for clarification purposes in external event, sponsorships, etc. In these cases, the logo lock-up of the Cleveland-Cliffs logo and Company Name is permissible to use. The primary logo should be used for all other purposes.



NYSE Logo Lock-Up

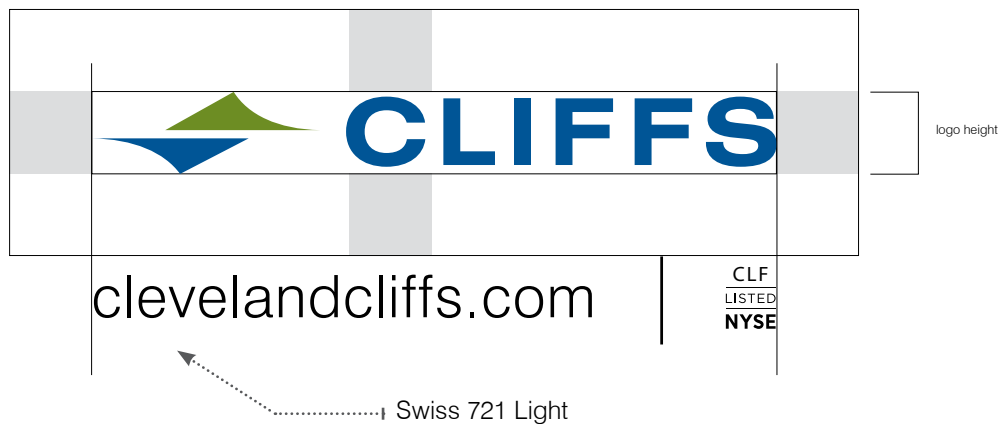
The Cleveland-Cliffs logo with the URL and CLF/NYSE icon is another permitted logo lock-up to be used in external materials. The URL, rule line and CLF/NYSE icon appear just outside of the clear space.

Width

The URL and CLF/NYSE logo are equivalent to the width of the wordmark and symbol.

Clear Space

The absolute minimum amount of clear space is equal to the height of the logo in the size at which the signature is reproduced.



CORPORATE LOGO COLOR

Single Color Reproduction

The corporate logo may be produced in solid black or reversed out of a dark background with white only.

Spot Color Reproduction

The Pantone® color matching system is the standard in the printing industry. Pantone 7496 (green) and Pantone 294 (blue) are the match colors for the Cleveland-Cliffs logo.

Process Color Reproduction

When the corporate logo is to be reproduced using the four-color process (cyan, magenta, yellow, black), the following ink values will typically produce the spot colors:

PMS 294	CMYK 100/68/0/21
PMS 7496	CMYK 43/10/100/34



INCORRECT CORPORATE LOGO USE

Incorrect use of the Cleveland-Cliffs logo can compromise the integrity and effectiveness of the brand. Shown are examples of possible misuses. To ensure accurate and consistent reproduction of the logo, always use the approved digital artwork. Never alter, add to or re-create the Cleveland-Cliffs logo. Do not produce any materials using the old logo or flag emblem.

Do not change the wordmark typeface



Do not change the color of the symbol or wordmark



Do not use screens when reproducing in black



Do not use on a background where legibility will be compromised



Do not change the symbol and wordmark configuration



Use only the official Company Name Logo Lockup artwork.



Do not use the symbol without the wordmark or the wordmark without the symbol



The mine name or managing company name is not part of the logo. Do not violate the clear space.



COLOR PALETTE

The Cleveland-Cliffs logo should be reproduced using the primary color palette whenever possible. The color equivalents to the Pantone Matching System (PMS) numbers are listed below. For 4-color process printing, refer to the CMYK values. For on-screen (video, broadcast) and Microsoft® Office applications, refer to the RGB video values specified. For Internet and intranet applications, use the Web values specified.

In addition, a secondary color palette has been created to complement the primary color palette. The palette consists of PMS 145, PMS 384, PMS 2925, PMS 7447, PMS 644, PMS Cool Gray 7 and PMS Cool Gray 11. These colors can be used to create emphasis and

interest. However, they should never overpower or replace the corporate logo colors.

This palette has been updated as of April 2026. You may wish to consult official PANTONE sources to confirm the accuracy of this color data.

Pantone Coated

Primary Color Palette



PMS 294C
CMYK 100/74/0/45
sRGB 0/47/108
HEX 002F6C

PMS 7496C
CMYK 35/0/100/37
sRGB 118/136/29
HEX 76881D

Pantone Uncoated

Primary Color Palette



PMS 294U
CMYK 100/68/0/21
sRGB 56/89/136
HEX 385988

PMS 7496U
CMYK 43/10/100/34
sRGB 117/132/72
HEX 758448

Pantone Coated

Secondary Color Palette



PMS 145C
CMYK 0/49/100/8
sRGB 207/127/0
HEX CF7F00

PMS 384C
CMYK 14/0/100/35
sRGB 148/147/0
HEX 949300

PMS 2925C
CMYK 75/18/0/0
sRGB 0/156/222
HEX 009CDE

Pantone Uncoated

Secondary Color Palette



PMS 145U
CMYK 0/50/100/8
sRGB 201/127/58
HEX C97F3A

PMS 384U
CMYK 28/10/100/29
sRGB 134/138/60
HEX 868B3C

PMS 2925U
CMYK 78/26/0/0
sRGB 64/151/219
HEX 4097DB



PMS Cool Gray 7C
CMYK 38/29/24/5
sRGB 151/153/155
HEX 97999B

PMS 7447C
CMYK 67/76/7/19
sRGB 93/71/119
HEX 5D4777

PMS 644C
CMYK 38/15/0/0
sRGB 155/184/211
HEX 9BB8D3

PMS Cool Gray 11C
CMYK 63/52/44/33
sRGB 83/86/90
HEX 53565A



PMS Cool Gray 7U
CMYK 35/26/22/11
sRGB 156/158/160
HEX 9C9EA0

PMS 7447U
CMYK 55/58/8/13
sRGB 127/115/146
HEX 7F7392

PMS 644U
CMYK 39/15/0/0
sRGB 157/185/213
HEX 9DB9D5

PMS Cool Gray 11U
CMYK 47/36/29/26
sRGB 122/125/129
HEX 7A7D81

Primary Typeface

Typography is a significant component in creating a distinctive and memorable brand. The consistent use of fonts helps convey a strong brand. In addition, limiting the fonts used helps to maintain brand consistency throughout all communication materials from identity applications to marketing material.

The primary typefaces Swiss 721 Light and Swiss 721 Medium are used on the stationery for Cleveland-Cliffs. No other typefaces are used on the stationery application.

If Swiss font is not installed on your system, Arial (PC) or Helvetica (Mac) may be substituted.

Note

Due to the licensing restrictions of typography companies, Swiss and Arial should NOT be used in the style sheets of externally-facing, publicly-accessible online applications. In such cases, Roboto, a license free Google font, can be substituted.

PDFs and other documents being posted to a public website do not fall under these restrictions, and can use these fonts.

If you are using an externally-facing third-party application, you should ascertain that the vendor has licensing rights for the fonts used. Contact Corporate Communications with any questions.

Primary typeface

Swiss 721 Light (body copy)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Swiss 721 Medium (subheads)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Secondary typefaces sans serif

Swiss 721 Roman (body copy)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Swiss 721 Italic (body copy)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Swiss 721 Bold (subheads)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
VWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Primary typeface for Internal use for email, PowerPoint, Publisher and Word documents when you don't have the Swiss font suite.

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
VWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789



MARKETING APPLICATIONS

Creative Approach
Typography
Photography
Charts, Graphs and Maps
PowerPoint
Examples

MARKETING CREATIVE APPROACH

The following pages demonstrate the Cleveland-Cliffs brand look and feel, and should be referenced when creating both internal and external marketing materials.

There are a variety of elements that, when combined, communicate the distinctive Cleveland-Cliffs brand. These creative elements should appear in every execution:

Modern

The materials should reflect Cleveland-Cliffs' new era with a clean, forward-thinking approach.

Boldness

Colors should be bold and inviting, helping to differentiate us from our competitors.

White Space

White space refers to the areas of a page left unmarked. It increases the impact and appeal of a composition. All of Cleveland-Cliffs' marketing materials should incorporate a prominent use of white space.

Photography Style

- Bold, exciting and dynamic
- Subject matter should demonstrate scale and perspective
- People should look natural, welcoming and confident
- Materials should include no more than one photo per page when possible
- Photographs should run full bleed when possible

All creative development of marketing communication materials should be in consultation with Corporate Communications.

White Space

White space refers to the areas of a page left unmarked.

It should not be considered merely “blank space.” Rather, it is an important element of design, which enables the objects in it to exist at all. The balance between positive (or non-white) and the use of negative (white) space is key to aesthetic composition. White space gives the eye a place to rest, increasing the appeal of the composition.

A page overwhelmed with text or graphics, and with little room for white space will appear busy, cluttered and difficult to read.

Examples



Sustainability Report

Black and White Materials

White space is equally important on black and white materials. It enhances the overall composition of the piece, and gives each element the space needed.

Additionally, because the piece contains no color, it's critical to use imagery and illustrations that are dynamic, appealing and interesting.



Print Ad

Headlines

Straightforward and impactful headlines should be used when designing materials for Cleveland-Cliffs. The language should be clear and use only a few carefully chosen words to communicate the message.

Below are typographic samples of how headlines should be typeset. Headlines are usually split using uppercase Swiss 721 Light and Swiss 721 Medium to emphasize a particular word or phrase.

When placing a headline over a color or photo, an “outer glow” effect may be used to increase readability and clarity of typography. See the example below for specifications when setting up this effect

Swiss 721 Light



Swiss 721 Medium

Outer Glow Setup

An outer glow and its color are set at the designer’s discretion. When setting up the outer glow effect, please use the following specifications in order to create consistency in all of our marketing materials.

An outer glow should be applied to all headlines (do not apply a glow to online type). The percentage of glow should be determined on a project-by-project basis. In general, the glow should be subtle. It should be noticeable, but not overwhelming. Lastly, you should not be able to see an outline of its shape.

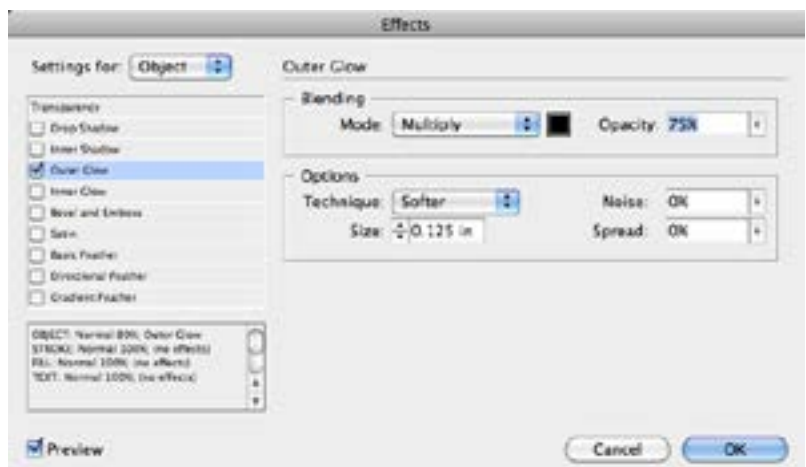
Example

Blending Mode: set to Multiply

Opacity: 75%

Size: 0.125 in

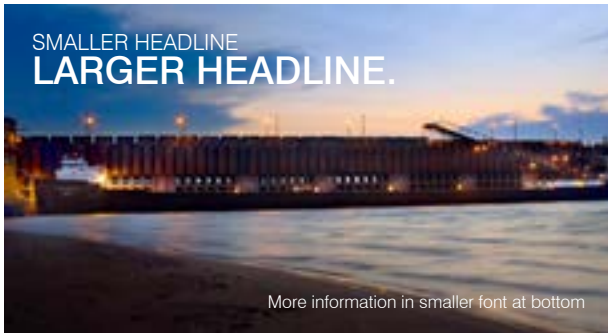
If you or a designer are using InDesign, these are the proper settings for the glow under Objects/Effects.



Good Examples



Headline - inside color bar



Reversed type on photo with dark background



Reversed type on photo

Note: If you are using reversed type, make sure your effects are set so the text is easy to read

Bad Examples



Never set an outer glow on the CLIFFS logo



Size of the outer glow on the type needs to be softened

MARKETING TYPOGRAPHY

Subheads, Page Headers and Captions

When designing with type, subheads play an important role in providing additional information and direction. While every situation is different, we have provided a number of different typographic options to fit your needs. While the sizes of the type may vary from layout to layout, please keep the typographic elements and rule lines consistent across the entire design.

Usage of Swiss and Arial

This font has been selected for Cleveland-Cliffs because it is modern, clean and highly legible on all types of media and materials. It is the only recommended font for all of Cleveland-Cliffs communications.

If your system does not include the Swiss typeface, please use Arial.

Body Copy Swiss 721 Medium
100% Color from Cliffs color palette

Body Copy Swiss 721 Light
100% Black

Subhead

Cest dolorib usdant denim eaquamet poriorerum natem aut verferum veribus enis ut excera quae volupti dolo id quo corum quodis conecusam estior soluptatem resto et verspere ped ea dollatur minus, cum cores ides nos asperio odit velestotatem simus, coreror eptatium sunt veliquam sum nobitat istionem sunti cones eum hilib

50% Cool Gray - 3pt. top rule line

Subhead uppercase Swiss 721 Light

.5pt. bottom rule (Japanese dots)

Descriptor upper and lowercase Swiss 721 Light

SALES VOLUMES

Diversification of Sales Volume

Example: Product Brochure



MARKETING PHOTOGRAPHY



Imagery – Photography

Photography plays such an important role in all of Cleveland-Cliffs' creative materials and, as a result, should be considered carefully. Photography should suggest feelings of sophistication, boldness and large scale, as outlined earlier. Below you will find more specific photography guidelines.

Note that photography sessions on Cleveland-Cliffs property fall under the jurisdiction of the Photo/Video Policy and Affidavit on page 10 of these guidelines. You should always coordinate photography sessions through Corporate Communications.

Subject Matter

The subject matter can come from a variety of sources, including employees in the field, objects, mining equipment and nature. People should appear welcoming yet confident.

Style

The photography style includes close-ups as well as wide angle shots to demonstrate scale. When possible, it should make use of interesting perspectives. Use the photography to demonstrate large scale. It should also attempt to be bold, colorful and dynamic.

Technical Specifications

Because publications differ on resolution specifications and requirements, you should always use the highest resolution photography. Do not use clip art, or photographs cut-and-pasted from Word documents.

Recommended Specifications

Print

Size: 300 dpi at size of picture box

Color: CMYK

Format: TIFF or EPS

Web

Size: 72 dpi at size of picture box

Color: RGB

Format: JPEG



Imagery – Photography Continued

Legal Rights and Usage

Cleveland-Cliffs respects the copyright laws in all countries. As a result, whenever possible you should use Cliffs-approved photos, which can be obtained from Corporate Communications.

If a situation arises in which it is not possible to use an image already approved by Cleveland-Cliffs, you must respect the copyright laws in that country.

Always take the following guidelines into consideration:

- Ensure that the photograph is not property or rights of another individual or entity
- Ensure that you have received permission or releases from every person appearing in the photo(s)
- Photos on the internet may be copyright protected and not for general use without explicit approval

If you are unsure whether or not you are allowed to use an image, contact Corporate Communications.





Map - Basic

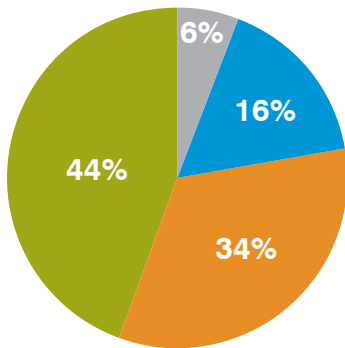
Charts, Graphs and Maps

Charts, graphs and maps are important elements that help us visually communicate complex and sometimes hard-to-understand information. Therefore, creating simple, easy-to-understand graphics is imperative.

When developing these pieces in Microsoft PowerPoint, Publisher and Word products, please use the approved RGB color builds for all texts, charts and graphs.

Within the Cleveland-Cliffs PPT template, these charts and graphs are already created.

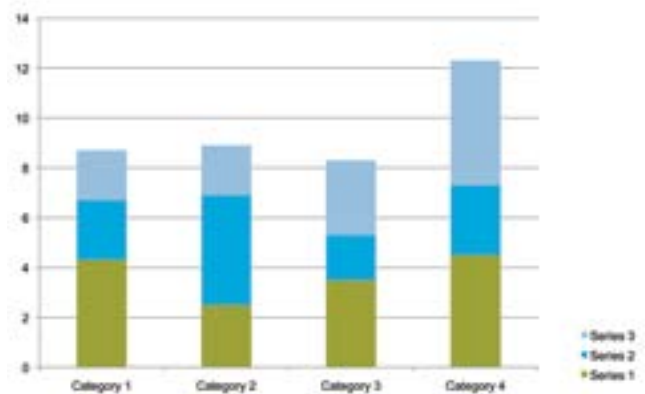
If you need a stylized version of a map, graph or chart, please contact Corporate Communications, or work with a graphic designer.



KEY

- China
- Japan
- Europe/US
- Rest of World

Pie Chart - Basic



Bar Graph - Basic

When building PowerPoint presentations, please use the approved RGB color builds for all text, charts and graphs.

Primary color palette



RGB 56/89/136

RGB 117/132/72

Secondary color palette



RGB 201/127/58

RGB 134/138/60

RGB 64/151/219



RGB 156/158/160

RGB 127/115/146

RGB 157/185/213



RGB 122/125/129

Bullet points

- 100% of text size
- RGB value from primary color palette, applies to subhead as well as actual bullet point

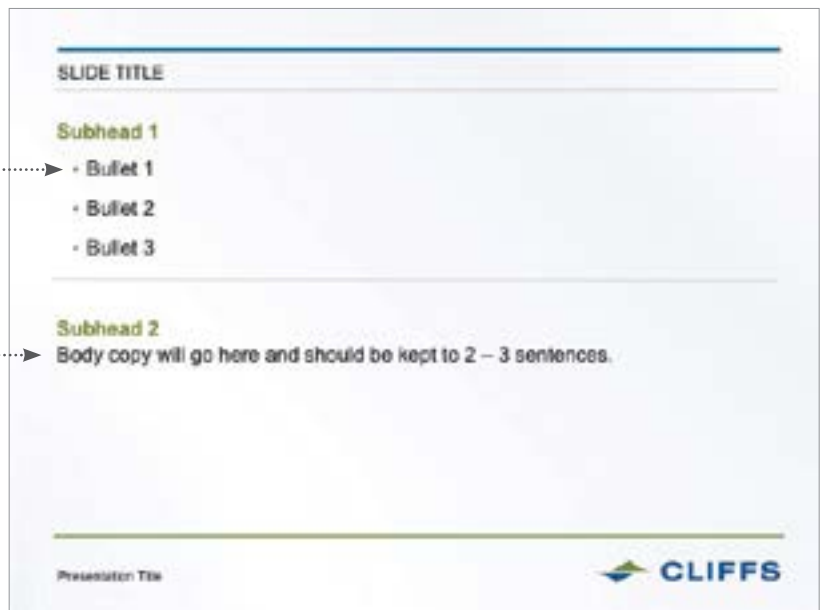
Font: Arial

PowerPoint Templates

The approved template for primary use is available in both 4:3 and 16:9 dimensions. Download them on the intranet or contact Corporate Communications.



Title Slide



Body Slide

SLIDE TITLE – THREE PHOTOS

Photo 1



- Bullet 1
- Bullet 2
- Bullet 3

Photo 2



Body Copy should be short and span the width of the photo

Photo 3



- Bullet 1
- Bullet 2
- Bullet 3

CLIFFS

Three Image Slide

SLIDE TITLE – TWO PHOTOS



- Bullet 1
- Bullet 2

Body copy should be kept to a couple of sentences. Copy should be high level and speak to the contents of the photo. Be sure to include any specific credits if the photo is not owned by Cliffs.



Body copy should be kept to a couple of sentences. Copy should be high level and speak to the contents of the photo. Be sure to include any specific credits if the photo is not owned by Cliffs.

CLIFFS

Two Image Slide


SLIDE TITLE

Content Headline

Subhead 1

- Bullet 1
- Bullet 2

Make sure body copy wraps around the chart leaving enough clear space.



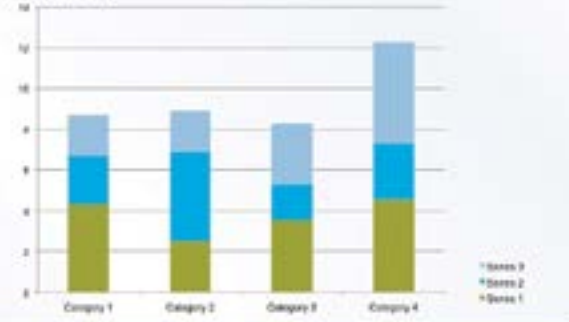
- 1st Qtr
- 2nd Qtr
- 3rd Qtr
- 4th Qtr

CLIFFS

Pie Chart Slide

SLIDE TITLE

Content Headline



CLIFFS

Bar Graph Slide

When building PowerPoint presentations, please use the approved RGB color builds for all text, charts and graphs.

Primary color palette



RGB 56/89/136

RGB 117/132/72

Secondary color palette



RGB 201/127/58

RGB 134/138/60

RGB 64/151/219



RGB 156/158/160

RGB 127/115/146

RGB 157/185/213



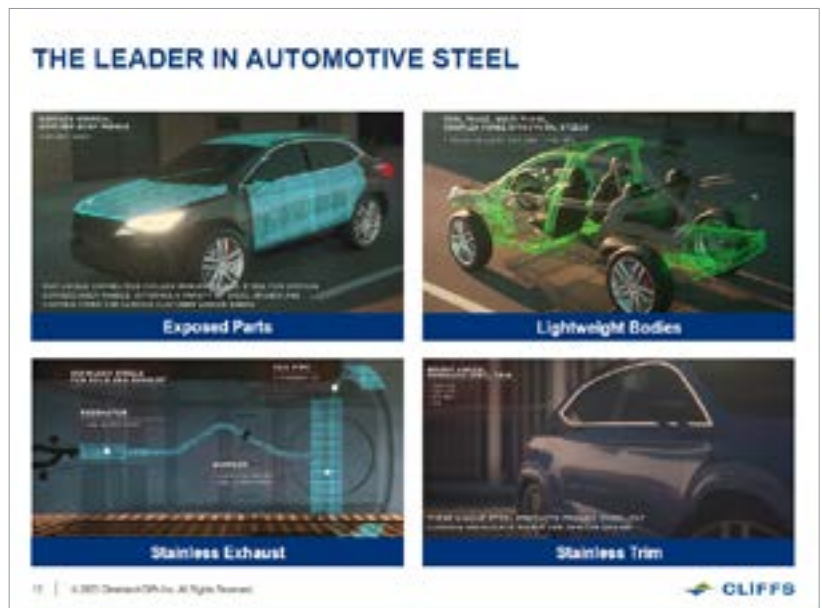
RGB 122/125/129

PowerPoint Templates

This approved Investor Relations template is available only for external customer meetings. It should not be used for internal meetings. Contact Corporate Communications for use of this template.



Title Slide



Body Slide

Examples of Marketing Materials

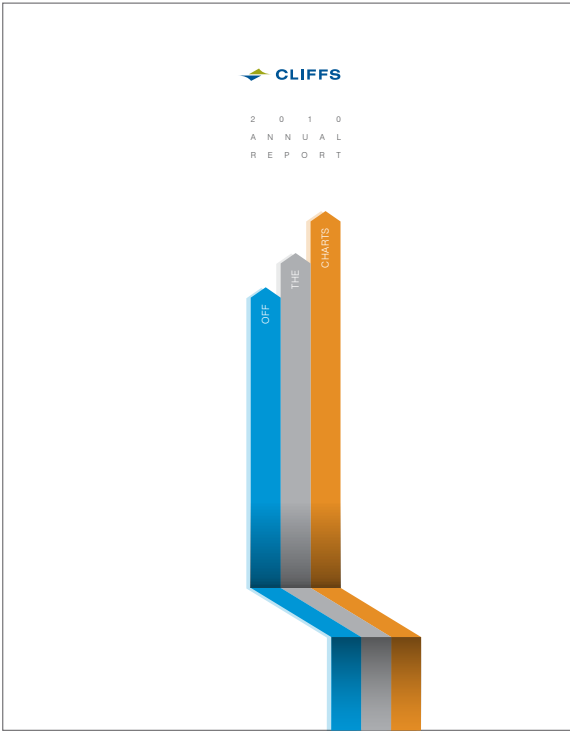
The following pages include examples of approved marketing materials that have been created to serve various purposes, including print ads, newsletters, collateral, brochures, PowerPoint templates and annual reports.

Every marketing piece created by Cleveland-Cliffs or its agencies should look and sound familiar to these pieces, including use of color, images, photography, writing, voice, layout and more.

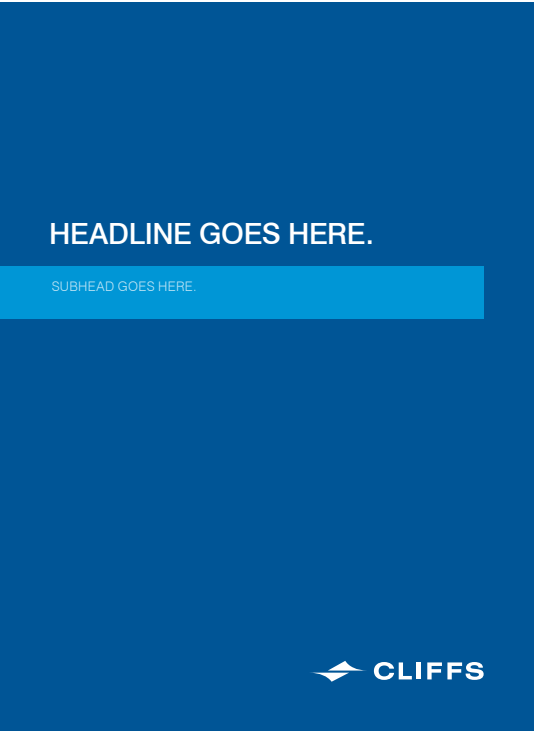
Categories

- Brochures and Report Covers
- Brochures -- Inside Spreads
- Posters
- Newsletters
- Internal Communications
- Print Ads

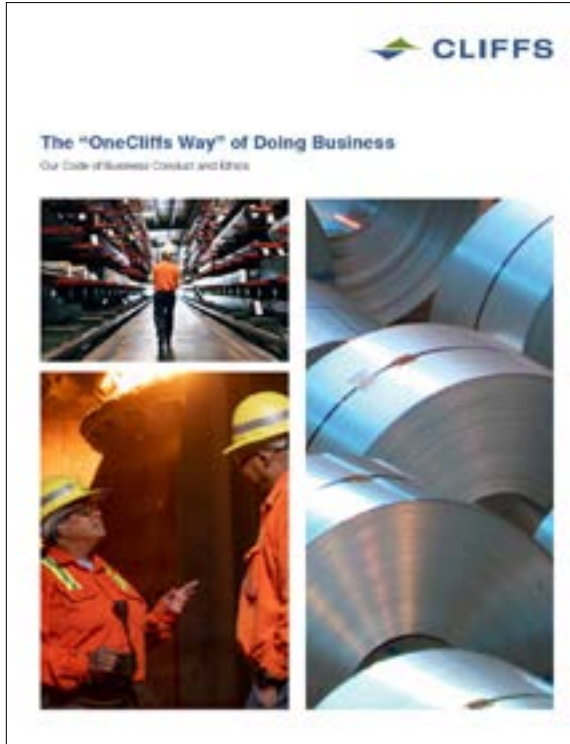
Brochures and Report Covers



White Background with Color Graphic



Solid Color Background with Reversed Type



Photography balanced against white space



Simple graphic element in Cleveland-Cliffs brand colors

Poster Examples

Headline |



Body Copy |

Poster with White Background and Color Photos

Color Bar with Headline |



Body Copy |

Poster with White Space and Infographics

MARKETING MATERIALS GALLERY

Newsletter

Logo in White Space, Image Fades to White from Right to Left

Color Bars for Call-Outs

Photo Placement

Headline

Body Copy



Cover/Page 1

Logo with White Space

Color Bars for Call-Outs

Photo Placement

Headline

Body Copy



Page 2

Newsletter

Logo in White Space |>
with Type Reversed Out

Body Copy |>



Colored Headlines |>

Infographics |>

Photography |>

Body Copy |>



MARKETING MATERIALS GALLERY

Internal Communications

- Logo
- Page Header
- Subhead
- Body Copy
- Bullets

CLIFFS

HEADLINE 1
HEADLINE 2

SUBHEAD 1

re odipisci beatemporia. Ommolor eroseresci dem aliquat qua dolocus remolor itatus eumquam imodi demore denderesquit omnimus erum faccaliosum volorio blab is debet maximol orecurioria nobis aci num renio. Ut fugiasius, odiam, sequunt rehent ut hilique sam re nonnedipili inverte acce pre nossequis ipid que volo volies acceptet, ut ou

SUBHEAD 2

re odipisci beatemporia. Ommolor eroseresci dem aliquat qua dolocus remolor itatus eumquam imodi demore denderesquit omnimus erum faccaliosum volorio blab is debet maximol orecurioria nobis aci num renio. Ut fugiasius, odiam, sequunt rehent ut hilique sam re nonnedipili inverte acce pre nossequis ipid que volo volies acceptet, ut quati c

SUBHEAD 3

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- Ibus di dempora tiquidi remorem dolor modia conseruntur samusant aut qui que ornitis malonse coaque debis idunt tandanti conerit?

SUBHEAD 4

The Peer Group for the 2011 - 2013 Performance Period:

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- di dempora tiquidi remidi dempora tiquidi remorem dolor modia conseruntur saporem dolor m odia conseruntur sa
- di dempora tiquidi remorem dolor modia c

Flyer with Text

- Logo
- Page Header
- Chart
- Subhead
- Bullets

CLIFFS

HEADLINE 1
HEADLINE 2

Title 1	Title 2	Title 3	Title 4	Title 5
Line 1	Text A	Text B	Text C	Text D
Line 2	#	#	#	#
Line 3	#	#	#	#
Line 4	#	#	#	#
Line 5	#	#	#	#

SUBHEAD 1

- Nem faceaquem faceaque perovit lab in n atiquant la de rasperum etu perovit lab in na tiquant la desperum etu
- Choceaque perovit lab in n atiquant la de rasperum etu
- Tim faceaquem faceaque perovit lab in n atiquant la de rasperum etu perovit lab in na tiquant la desperum etu
- Cique perovit lab in n atiquant la de rasperum etu perovit lab in na tiquant la desperum etu
- Fin faceaquem faceaque perovit lab in n atiquant la de rasperum etu perovit lab in na tiquant la desperum etu
- m faceaquem faceaque perovit lab in n atiquant la de rasperum etu
- Sim faceaquem faceaque perovit lab in n atiquant la de

SUBHEAD 2

- Cique perovit lab in n atiquant la de rasperum etu perovit lab in na tiquant la desperum etu
- Fin faceaquem faceaque perovit lab in n atiquant la de rasperum etu perovit lab in na tiquant la desperum etu
- m faceaquem faceaque perovit lab in n atiquant la de rasperum etu
- Sim faceaquem faceaque perovit lab in n atiquant la de
- Nem faceaque perovit lab in n atiquant la de rasperum etu con cor m
- Choceaque perovit lab in n atiquant la de rasperum etu
- Tim faceaquem faceaque perovit lab in n atiquant la de rasperum etu perovit lab in na tiquant la desperum etu

Flyer with Chart and Text/Bullet Points

Print Ads - Color

Color Bar w/ Reversed Out Headline

Body Copy
Swiss 721 BT Light

Subhead in Color

Secondary Logo
Lock-Up

Color Photo



1 Column Print Ad - Photos with Headline and Body Copy

MARKETING MATERIALS GALLERY

Print Ads - Color

Photo

Color Bar with Reversed Out Headline

Call-Out Side Bar

NYSE Logo Lock-Up

2 Column Print Ad - Photo with Color Bar and Call-out Side Bar

Photo with White Space

Color Bar with Reversed Out Headline

Call-Out Side Bar

Body Copy with Color Subheads

2 Column Print Ad - Photo with Color Bar with Headline Reversed

Print Ads - Color

Photo



Color Headline Incorporating Color Palette

**INNOVATORS IN
CLEAN STEELMAKING**

Cleveland-Cliffs has transformed its business and the steel industry. Cleveland-Cliffs entered a new era as a company in 2010, following the acquisitions of Arco/Mitsui USA and AK Steel, and the completion of our Toledo Direct Reduction plant. Today the largest flat-rolled steel producer in North America, we are a vertically integrated company with presence across the entire steel manufacturing process, which begins at the iron-making phase and goes all the way through the manufacturing of steel products, including stamping, tooling and casting.



2 Column Print Ad - Photos with Color Bar with Headline Reversed

Photo



Color Bar with Reversed Out Headline

CLEVELAND-CLIFFS IS STEEL

Cleveland-Cliffs, Inc. is the largest flat-rolled steel producer in North America. We serve a diverse range of markets due to our comprehensive offering of flat-rolled steel products, and are the largest steel supplier to the automotive industry in North America. Headquartered and founded in Cleveland, OH since 1967, Cleveland-Cliffs employs approximately 7,000 people today across its mining, steel and downstream manufacturing operations in the U.S. and Canada.

We are a major employer in Eastern Pennsylvania and an engaged partner in communities where we operate. We focus on providing a safe, environmentally responsible workplace and quality jobs for our employees, and we partner with stakeholders who are committed to support healthy, vibrant communities.



WE ARE JOINING!
Find your future in steel. Visit our career center through our careers.clevelandcliffs.com

NYSE Logo Lock-Up



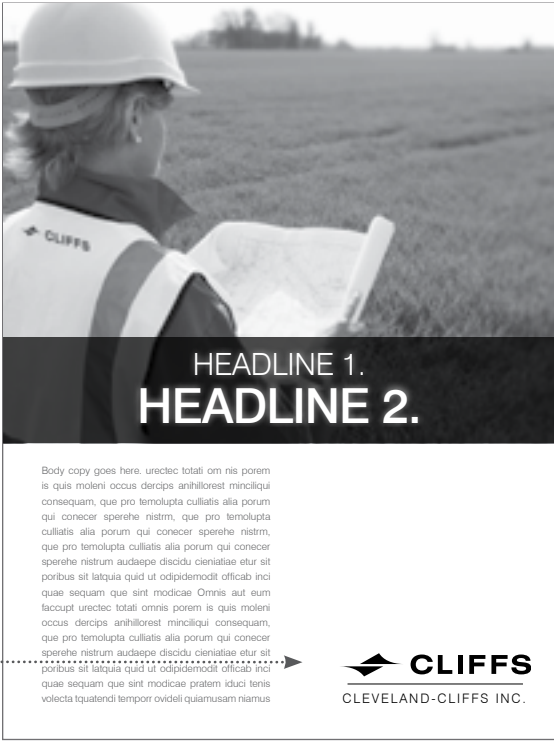
Print Ads - B&W

Photo

Grayscale Bar with Reversed Out Headline

Body Copy Swiss 721 BT Light

Company Name Logo Lock-Up



Print Ad - 1 Column Ad

Photo

Grayscale Bar with Reversed Out Headline

Body Copy Swiss 721 BT Light

Company Name Logo Lock-Up



Print Ad - 2 Column Ad

Print Ads - B&W

Type Reversed
Out of Black Bar

HEADLINE
GOES HERE.

Body Copy
Swiss 721 BT Light

Body copy goes here. ctas a apicaecae.
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et et dere voluptus.

Company Name
Logo Lock-Up



Print Ad - Community Ad

Tradeshows

In accordance with the Marketing Communications Policy, all tradeshow designs should be developed in coordination with Corporate Communications.

When designing tradeshow graphics, follow the basic brand guidelines. Since each tradeshow or recruitment fair has a specific target audience, it is important to craft a booth theme that delivers the corporate message but also speaks to your audience.

Your tradeshow booth graphic elements must powerfully reflect the corporate brand while drawing in visitors to your booth in the midst of distractions and competitors. Tradeshow experts indicate that you have three seconds to make an impression on those walking past your exhibit. Each tradeshow booth graphic you use – for booth signs, displays, retractable banner stands, tradeshow table cloths and visible materials – must be meaningful enough to compel attendees to stop and learn more. Booth graphics for tradeshow displays and banner stands must be large and bright, while simply and clearly communicating in as few words as possible the benefits.

Below are basic elements that every tradeshow display should include to be effective.

1. Visual - Simple, bold and clear images are the most effective in creating a memorable canvas for your selling story. If possible, select simple single images. You may want to use many images to tell a complicated story, but often, a single simple image will serve you just as well. Use standard color palette. Follow basic layout and photography guidelines.
2. Headline - Create a simple and easy to remember headline. Use the fonts outlined in the brand standards.
3. Description - Choose simple, clear and short messages.
4. Include Company Name, Logo and Website.



**SUBSIDIARY IDENTITY
AND BRANDING**

Use of Company Legal Names
Trade Names Reference List

Use of Company Legal Names

Cleveland-Cliffs Inc. has a number of subsidiaries. A legal name should be used when communicating with other businesses or the government and when taking any official action like entering into contracts, business transactions and legal matters. This includes but is not limited to such applications as purchase orders, invoices, bills of lading, certifications, and environmental and government documentation.

We also use “Cleveland-Cliffs” and “Cliffs” as our trade names. A trade name is generally considered the name a business uses for promotional purposes that is different from the legal name in its articles of incorporation or other organizing documents. A trade name or a doing business as (DBA) name is external facing. It can be used for general communications, branding, marketing, advertising, digital communication and signage purposes instead of our full legal business

name. Outside of legal documents and formal correspondence, trade names may also be used in certain instances for these Cleveland-Cliffs subsidiaries. Individual sites may also use trade names associated with their geographic location. None of these DBAs are their own separate legal entities, but rather a shorthand way of referring to a location or works. For example, Middletown Works can be referred to as Cleveland-Cliffs Middletown Works

If you have any questions about legal names versus trade name/DBAs, please direct such questions to the Legal or Communications Departments.

LEGACY CLEVELAND-CLIFFS OPERATIONS

- Tilden Mining Company
- United Taconite LLC
- Northshore Mining Company
- IronUnits LLC

CLEVELAND-CLIFFS STEEL LLC

- Cleveland-Cliffs Steel LLC
- Cleveland-Cliffs Princeton Coal Inc.
- Cleveland-Cliffs Monessen Coke LLC
- Cleveland-Cliffs Cleveland Works LLC
- Cleveland-Cliffs Burns Harbor LLC
- Cleveland-Cliffs Columbus LLC
- Cleveland-Cliffs Plate LLC
- Cleveland-Cliffs Minorca Mine Inc.
- Cleveland-Cliffs Ontario G.P.
- Cleveland-Cliffs New Carlisle I L.P.
- Cleveland-Cliffs New Carlisle OO L.P.
- Cleveland-Cliffs PCI Inc.
- Double G Coatings, Inc.
- Cleveland-Cliffs Railways Inc.
- Cleveland-Cliffs Steelworks Railway Inc.
- Cleveland-Cliffs South Chicago & Indiana Harbor Railway Inc.
- Cleveland-Cliffs Steel Technologies Inc.
- Cleveland-Cliffs Empire Inc.
- Cleveland-Cliffs Hibbing Inc.
- Cleveland-Cliffs Hibbing Management LLC
- Cleveland-Cliffs Hibbing Land Corporation
- Hibbing Development Company
- Hibbing Taconite Company

CLEVELAND-CLIFFS STEEL CORPORATION

- Cleveland-Cliffs Steel Holding Corporation
- Cleveland-Cliffs Steel Corporation
- Cleveland-Cliffs Electric Supply LLC
- Cleveland-Cliffs Steel Management Inc.
- Cleveland-Cliffs Armco Steel Corporation
- Cleveland-Cliffs Steel Properties Inc.
- Cleveland-Cliffs Steel International Holding Corporation
- Cleveland-Cliffs Advanced Materials Inc.
- Cleveland-Cliffs Real Property Management Company
- Cleveland-Cliffs HydroForm Inc.
- Cleveland-Cliffs Steel Coatings Inc.
- Cleveland-Cliffs Investments Inc.
- Cleveland-Cliffs Butler Works
- Cleveland-Cliffs Coshocton Works
- Cleveland-Cliffs Dearborn Works
- Cleveland-Cliffs Mansfield Works
- Cleveland-Cliffs Middletown Works
- Cleveland-Cliffs Rockport Works
- Cleveland-Cliffs Zanesville Works
- Cleveland-Cliffs Tubular Components LLC
- Cleveland-Cliffs Tooling and Stamping Holdings LLC
- Cleveland-Cliffs Tooling and Stamping Company

Notes:

Cleveland-Cliffs Steel LLC includes Indiana Harbor sites.

Cleveland-Cliffs Cleveland Works LLC also includes the Warren site.

Cleveland-Cliffs Plate LLC includes Coatesville and Piedmont sites.

Cleveland-Cliffs Burns Harbor LLC includes the Burns Harbor Plate and Gary Plate operations.



**CORPORATE IDENTITY
COLLATERAL**

Corporate Headquarters
Business Card
Letterhead
Envelope
Email Signature

Regional Offices
Business Card
Letterhead
Envelope
Email Signature

Operations
Business Card
Letterhead
Envelope
Email Signature

CORPORATE HEADQUARTERS BUSINESS CARD

Specifications for single-language cards are below. If a bilingual card is needed by an employee, a two-sided design is recommended, following the design as closely as allowed by secondary language requirements.

Measurements



Type Styles


<p>Name 7/8.5 Swiss 721 Medium</p> <hr/> <p>Title and contact information 7/8.5 Swiss 721 Light</p>	<p>EMPLOYEE NAME Employee Position Title P 216.123.4567 M 216.123.4567 F 216.123.4567 employee.name@clevelandcliffs.com</p>
<p>Corporate name 7/8.5 Swiss 721 Medium</p> <hr/> <p>Address and contact information 7/8.5 Swiss 721 Light</p>	<p>CLEVELAND-CLIFFS INC. 200 Public Square, Suite 3300, Cleveland, OH 44114-2544 P 216.694.5700 F 216.694.5385 clevelandcliffs.com</p>

Color

<p>PMS 7496</p> <hr/>	<p>EMPLOYEE NAME Employee Position Title P 216.123.4567 M 216.123.4567 F 216.123.4567 employee.name@clevelandcliffs.com</p>
<p>PMS 294</p> <hr/>	<p>CLEVELAND-CLIFFS INC. 200 Public Square, Suite 3300, Cleveland, OH 44114-2544 P 216.694.5700 F 216.694.5385 clevelandcliffs.com</p>

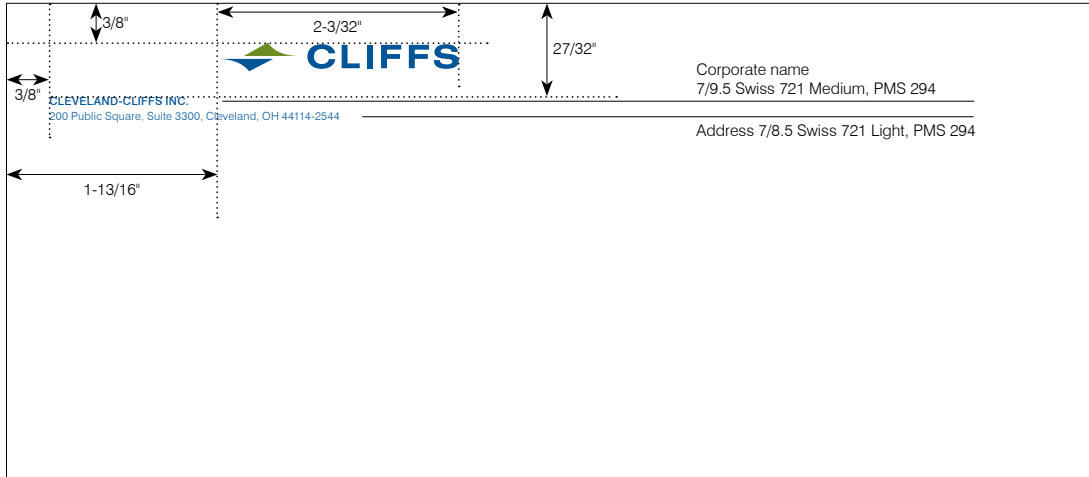
CORPORATE HEADQUARTERS LETTERHEAD

Measurements, Type Styles and Color

<p>2-1/2"</p> <p>1-11/32"</p> <p>3-31/32"</p>	 <p>13/16"</p> <p>CLEVELAND-CLIFFS INC.</p> <p>300 Public Square, Suite 3300, Cleveland, OH 44114-2544 P 216.694.5700 F 216.694.5385 clevelandcliffs.com</p>	<p>Corporate name 7/9.5 Swiss 721 Medium, PMS 294</p>
		<p>Address and contact information 7/8.5 Swiss 721 Light, PMS 294</p>
<p>Month 00, 20XX</p> <p>Name</p> <p>Title</p> <p>Company name</p> <p>1234 Main Avenue, Suite 0000</p> <p>City, State 12345</p> <p>Name,</p> <p>Ex etum vulluptat. Ut lore magna augiam, commy nullaore dolore min vendion ullaorero dolore dolore del etuerit illuptat lorper adignim exeril utpat lut la feu feugiam quat dio et vero odolumm odolessi blaoreet, conse autat nibh el dolore magnim delit el incliit nulputpat lan hendrer aessissi esto odiamco nsectem incidiupsum dit, sum in venit lan vulput la commolu ptatummy nisit, se dipsusto odoloreet velent at. Ut alis niam, con hent ing ex ea feum dunt nosto od diam, quisi exero con euissi.</p> <p>Giam irit lumsan vullan ullaorp eraese coreriureet wismodit duissi te dolor aut pratem vel do odio ex eros accum iriure ex exerosto consequatio odignit adit aut lortissi blaor iriliquisit am quamconsed mod tat lortie dolor autpat doloreril utpat. Is ero odiat la faccum irit ercipit lum velit augue con veliqui psustrud dignim dit nonum alismodo consectem vel ullaor si.</p> <p>Lissi enim eugiam elisi bla faciduis alit alit, consequ issequi ercidunt lore cortie magnisc ilisim vulpute molor sectem ilit, velit, consenim endit adiamco nsectet la faccumsan voloreet, commod magna alit do dolenim ver inibh ex el dionum zzriliqui et am ip ea con ex eugait ad miniamc onsequisim quismod dip exero del iriurem dolorbor sed ercilla facil duisci te tie del eugait ad tis nulland ionulput auguercidunt wiscin veliquisi.</p> <p>Adio dolore verci blan eu faci blaor se magnisi tatio od tem alisis ea alit vulput ullan ea aci bla ver alit, vulput alit adion velisi tionsecte exero conullamet nim velestio eniat. Elit, con volobor eraestio eum irilaoreet esectet nullaor erostio el dui eraessi.</p> <p>Regards,</p> <p>Name</p> <p>Title</p>	<p>1"</p> <p>1"</p>	<p>Body of letter 10/14 Arial</p> <p>1/2"</p>

CORPORATE HEADQUARTERS ENVELOPE

Measurements, Type Styles and Color



CORPORATE HEADQUARTERS E-MAIL SIGNATURE

← 2-18/32" →



One space between Cliffs logo and employee name

Name 10 Arial Bold

Title and contact information 10 Arial

One space between employee name and address

Corporate name 10 Arial Bold

Address and contact information 10 Arial

EMPLOYEE NAME
Employee Position Title
P 216.123.4567 M 216.123.4567 employee.name@clevelandcliffs.com

CLEVELAND-CLIFFS INC.
200 Public Square, Suite 3300, Cleveland, OH 44114-2544
P 216.694.5700 F 216.694.5385 clevelandcliffs.com

RGB Color
106/127/16

RGB Color
0/52/120

REGIONAL OFFICES

For the purposes of identity applications for regional offices, the parent company “Cleveland-Cliffs Inc.” must appear above the steel business segment’s name, as shown on the next page.

Cleveland-Cliffs Steel Corporation

- West Chester Regional Office
- Detroit Regional Office

Research and Innovation Center

As both employees of Cleveland-Cliffs Steel LLC and Cleveland-Cliffs Steel Corp. work at the Research and Innovation Center, the template for the business card will change depending on the segment to which the employee reports.

REGIONAL OFFICES BUSINESS CARD

Specifications for single-language cards are below. If a bilingual card is needed by an employee, a two-sided design is recommended, following the design as closely as allowed by secondary language requirements.

Measurements



Type Styles


Name 7/8.5 Swiss 721 Medium	EMPLOYEE NAME
Title and contact information 7/8.5 Swiss 721 Light	Employee Position Title P 216.123.4567 M 216.123.4567 F 216.123.4567 employee.name@clevelandcliffs.com
Corporate name 7/8.5 Swiss 721 Medium	CLEVELAND-CLIFFS INC.
Address and contact information 7/8.5 Swiss 721 Light	Name of Steel Business Segment 1234 Main Street, City, State 12345-6789 P 216.123.4567 F 216.123.4567 clevelandcliffs.com

Color

PMS 7496	EMPLOYEE NAME
	Employee Position Title P 216.123.4567 M 216.123.4567 F 216.123.4567 employee.name@clevelandcliffs.com
PMS 294	CLEVELAND-CLIFFS INC.
	Name of Steel Business Segment 1234 Main Street, City, State 12345-6789 P 216.123.4567 F 216.123.4567 clevelandcliffs.com

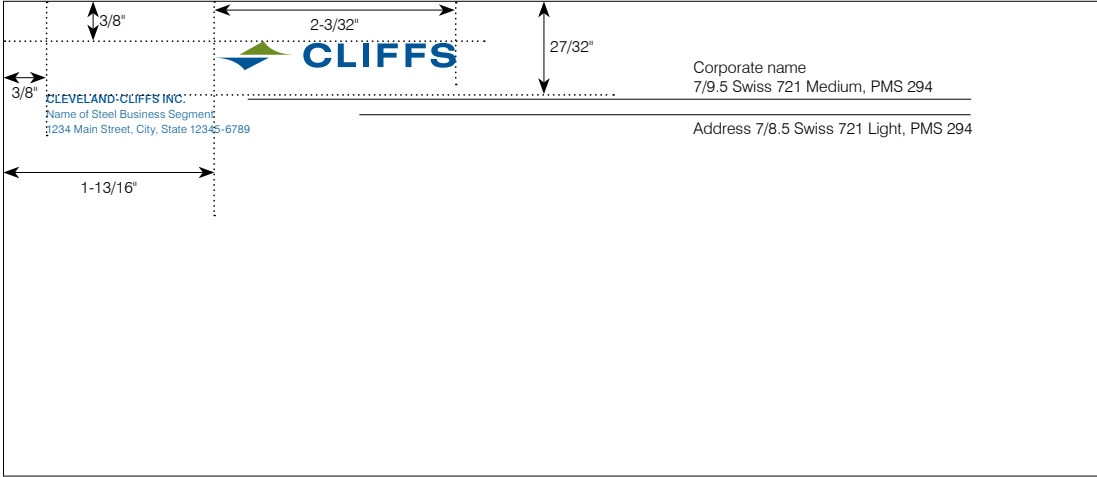
REGIONAL OFFICES LETTERHEAD

Measurements, Type Styles and Color

<p>2-1/2"</p> <p>1-11/32"</p> <p>13/16"</p>	 <p>CLEVELAND-CLIFFS INC.</p> <p>Name of Steel Business Segment 1234 Main Street, City, State 12345-6789 P 216.123.4567 F 216.123.4567 clevelandcliffs.com</p>	<p>Corporate name 7/9.5 Swiss 721 Medium, PMS 294</p>
<p>3-31/32"</p>		<p>Address and contact information 7/8.5 Swiss 721 Light, PMS 294</p>
<p>Month 00, 20XX</p> <p>Name</p> <p>Title</p> <p>Company name</p> <p>1234 Main Avenue, Suite 0000</p> <p>City, State 12345</p> <p>Name,</p> <p>Ex etum vulluptat. Ut lore magna augiam, commy nullaore dolore min vendion ullaorero dolore dolore del etuerit illuaptat lorper adignim exeril utpat lut la feu feugiam quat dio et vero odolumm odolessi blaoreet, conse autat nibh el dolore magnim delit el incliit nulputpat lan hendrer aessissi esto odiamco nsectem incidiupsum dit, sum in venit lan vulput la commolu ptatummy nisit, se dipsusto odoloreet velent at. Ut alis niam, con hent ing ex ea feum dunt nosto od diam, quisi exero con euissi.</p> <p>Giam irit lumsan vullan ullaorp eraese coreriureet wismodit duissi te dolor aut pratem vel do odio ex eros accum iriure ex exerosto consequatio odignit adit aut lortissi blaor iriliquisit am quamconsed mod tat lortie dolor autpat doloreril utpat. Is ero odiat la faccum irit ercipit lum velit augue con veliqui psustrud dignim dit nonum alismodo consectem vel ullaor si.</p> <p>Lissi enim eugiam elisi bla faciduis alit alit, consequ issequi ercidunt lore cortie magnisc ilisim vulpute molor sectem ilit, velit, consenim endit adiamco nsectet la faccumsan voloreet, commod magna alit do dolenim ver inibh ex el dionum zrriliqui et am ip ea con ex eugait ad miniamc onsequisim quismod dip exero del iriurem dolorbor sed ercilla facil duisci te tie del eugait ad tis nulland ionulput auguercidunt wiscin veliquisi.</p> <p>Adio dolore verci blan eu faci blaor se magnisi tatio od tem alisis ea alit vulput ullan ea aci bla ver alit, vulput alit adion velisi tionsecte exero conullamet nim velesto eniat. Eit, con volobor eraestio eum irilaoreet esectet nullaor erostio el dui eraessi.</p> <p>Regards,</p> <p>Name</p> <p>Title</p>	<p>1"</p> <p>1"</p>	<p>Body of letter 10/14 Arial</p> <p>1/2"</p>

REGIONAL OFFICES ENVELOPE

Measurements, Type Styles and Color



REGIONAL OFFICES E-MAIL SIGNATURE



One space between Cliffs logo and employee name

Name 10 Arial Bold

Title and contact information 10 Arial

One space between employee name and address

Corporate name 10 Arial Bold

Address and contact information 10 Arial

EMPLOYEE NAME

Employee Position Title

P 216.123.4567 M 216.123.4567 employee.name@clevelandcliffs.com

RGB Color
106/127/16

CLEVELAND-CLIFFS INC.

Name of Steel Business Segment

1234 Main Street, City, State 12345-6789

P 216.123.4567 F 216.123.4567 clevelandcliffs.com

RGB Color
0/52/120

OPERATIONS

For the purposes of identity applications for operations, both the parent company “Cleveland-Cliffs Inc.” and/or the steel business segment’s name may be displayed above the operation name, depending on the operation’s business segment.

Cleveland-Cliffs Steel Corporation

Must use both “Cleveland-Cliffs Inc.” and “Cleveland-Cliffs Steel Corporation” above the operation name

- Butler Works
- Coshocton Works
- Dearborn Works
- Mansfield Works
- Middletown Works
- Rockport Works
- Zanesville Works

Cleveland-Cliffs Steel LLC

Uses only “Cleveland-Cliffs Inc.” above operation name

- Cleveland-Cliffs Burns Harbor LLC
- Cleveland-Cliffs Plate LLC (includes Burns Harbor, Coatesville)
- Cleveland-Cliffs Cleveland Works LLC (includes Warren)
- Cleveland-Cliffs Columbus LLC
- Hibbing Taconite Company
- Cleveland-Cliffs New Carlisle I L.P and Cleveland-Cliffs New Carlisle II L.P.
- Cleveland-Cliffs Steel LLC (includes Indiana Harbor)
- Cleveland-Cliffs Minorca Mine Inc.
- Cleveland-Cliffs Monessen Coke LLC
- Cleveland-Cliffs Piedmont
- Cleveland-Cliffs Princeton Coal Inc.

Cleveland-Cliffs Legacy Mine Sites

Uses only “Cleveland-Cliffs Inc.” above operation name

- Cliffs Mining Services Company
- United Taconite LLC
- IronUnits LLC
- Lake Superior & Ishpeming Railroad Company
- Northshore Mining Company
- Tilden Mining Company

Cleveland-Cliffs Tubular Components

Uses only “Cleveland-Cliffs Inc.” above operation name

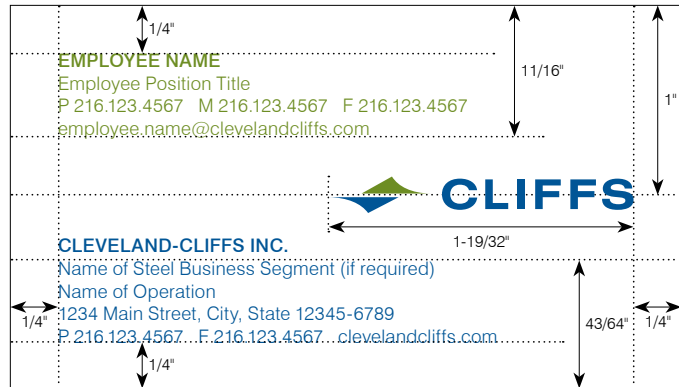
Cleveland-Cliffs Tooling and Stamping

Uses only “Cleveland-Cliffs Inc.” above operation name

OPERATIONS BUSINESS CARD

Specifications for single-language cards are below. If a bilingual card is needed by an employee, a two-sided design is recommended, following the design as closely as allowed by secondary language requirements.

Measurements



Type Styles

Name 7/8.5 Swiss 721 Medium	EMPLOYEE NAME
Title and contact information 7/8.5 Swiss 721 Light	Employee Position Title P 216.123.4567 M 216.123.4567 F 216.123.4567 employee.name@clevelandcliffs.com
Corporate name 7/8.5 Swiss 721 Medium	CLEVELAND-CLIFFS INC.
Address and contact information 7/8.5 Swiss 721 Light	Name of Steel Business Segment (if required) Name of Operation 1234 Main Street, City, State 12345-6789 P 216.123.4567 F 216.123.4567 clevelandcliffs.com

Color

PMS 7496	EMPLOYEE NAME
	Employee Position Title P 216.123.4567 M 216.123.4567 F 216.123.4567 employee.name@clevelandcliffs.com
PMS 294	CLEVELAND-CLIFFS INC.
	Name of Steel Business Segment (if required) Name of Operation 1234 Main Street, City, State 12345-6789 P 216.123.4567 F 216.123.4567 clevelandcliffs.com

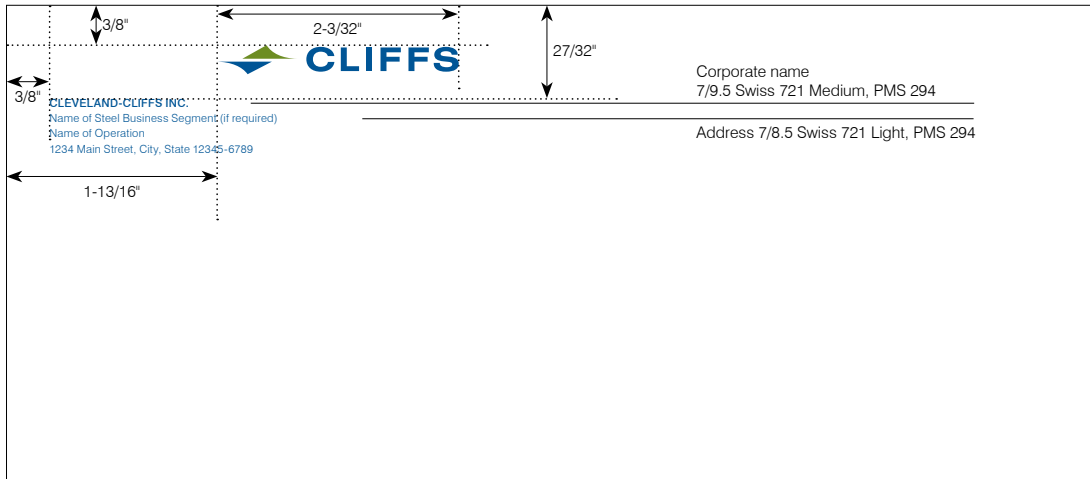
OPERATIONS LETTERHEAD

Measurements, Type Styles and Color

<p>2-1/2"</p> <p>1-11/32"</p> <p>3-31/32"</p>	 <p>13/16"</p>	<p>Corporate name 7/9.5 Swiss 721 Medium, PMS 294</p>
	<p>CLEVELAND-CLIFFS INC. Name of Steel Business Segment (if required) Name of Operation 1234 Main Street, City, State 12345-6789 P 216.123.4567 F 216.123.4567 clevelandcliffs.com</p>	<p>Address and contact information 7/8.5 Swiss 721 Light, PMS 294</p>
<p>Month 00, 20XX</p> <p>Name</p> <p>Title</p> <p>Company name</p> <p>1234 Main Avenue, Suite 0000</p> <p>City, State 12345</p> <p>Name,</p> <p>Ex etum vulluptat. Ut lore magna augiam, commy nullaore dolore min vendion ullaorero dolore dolore del etuerit illuapat lorper adignim exeril utpat lut la feu feugiam quat dio et vero odolumm odolessi blaoreet, conse autat nibh el dolore magnim delit el incliit nulputpat lan hendrer aessissi esto odiamco nsectem incidiupsum dit, sum in venit lan vulput la commolu ptatummy nisit, se dipsusto odoloreet velent at. Ut alis niam, con hent ing ex ea feum dunt nosto od diam, quisi exero con euissi.</p> <p>Giam irit lumsan vullan ullaorp eraese coreriureet wismodit duissi te dolor aut pratem vel do odio ex eros accum iriure ex exerosto consequatio odignit adit aut lortissi blaor iriliquisit am quamconsed mod tat lortie dolor autpat doloreril utpat. Is ero odiat la faccum irit ercipit lum velit augue con veliqui psustrud dignim dit nonum alismodo consectem vel ullaor si.</p> <p>Lissi enim eugiam elisi bla faciduis alit alit, consequ issequi ercidunt lore cortie magnisc ilisim vulpute molor sectem ilit, velit, consenim endit adiamco nsectet la faccumsan voloreet, commod magna alit do dolenim ver inibh ex el dionum zzriliqui et am ip ea con ex eugait ad miniamc onsequisim quismod dip exero del iriurem dolorbor sed ercilla facil duisci te tie del eugait ad tis nulland ionulput auguercidunt wiscin veliquisi.</p> <p>Adio dolore verci blan eu faci blaor se magnisi tatio od tem alisis ea alit vulput ullan ea aci bla ver alit, vulput alit adion velisi tionsecte exero conullamet nim velesto eniat. Elit, con volobor eraestio eum irilaoreet esectet nullaor erostio el dui eraessi.</p> <p>Regards,</p> <p>Name</p> <p>Title</p>	<p>1"</p> <p>1"</p>	<p>Body of letter 10/14 Arial</p> <p>1/2"</p>

OPERATIONS ENVELOPE

Measurements, Type Styles and Color



OPERATIONS E-MAIL SIGNATURE



One space between Cliffs logo and employee name

Name 10 Arial Bold

Title and contact information 10 Arial

One space between employee name and address

Corporate name 10 Arial Bold

Address and contact information 10 Arial

EMPLOYEE NAME
Employee Position Title
P 216.123.4567 M 216.123.4567 employee.name@clevelandcliffs.com

RGB Color
106/127/16

CLEVELAND-CLIFFS INC.
Name of Steel Business Segment (if required)
Name of Operation
1234 Main Street, City, State 12345-6789
P 216.123.4567 F 216.123.4567 clevelandcliffs.com

RGB Color
0/52/120



SIGNAGE

- Overview
- Elements
- Sign Types
- Vinyls
- Flags

SIGNAGE OVERVIEW

Signs provide an excellent opportunity to make a positive brand statement to customers and other visitors. Our signs can have many functions, from site identification to directional information, but they always should communicate the Cleveland-Cliffs name and present the image of a unified world-class company.

A range of components have been developed to suit all typical solutions. When applying signage make sure all local highway and statutory health and safety sign regulations have been considered.

Skyline Signs

'Skyline signs' refers to main building signs which may either sit on top of a building or be applied onto the architecture in a manner that identifies the building from a distance.

Site Markers

Entrance monuments refers to, either horizontal or vertical, that mark the formal entrance to a site. They may also include directional information.

Directional Signs

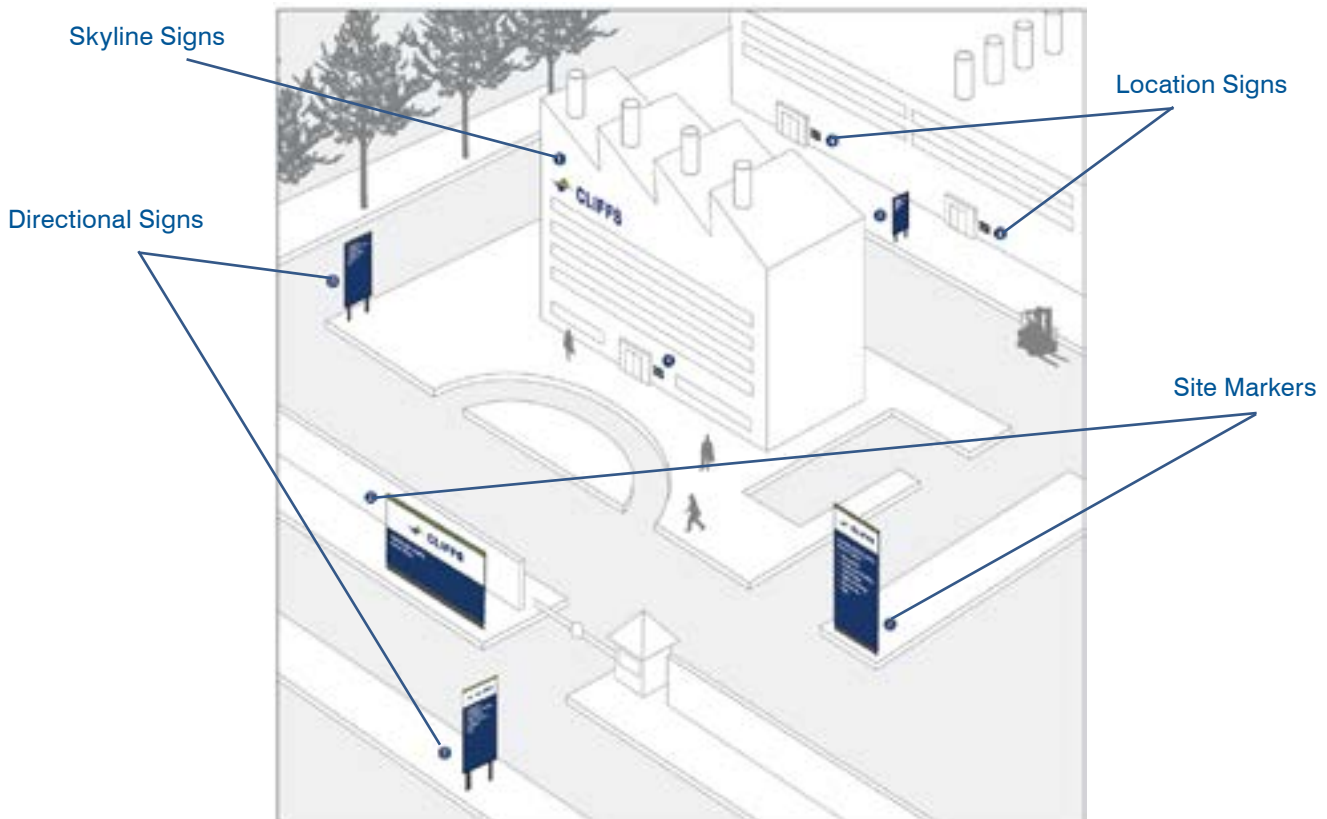
'Directional signs' refers to signage visible to vehicular or other activity coming off main roads and then directing the visitor or delivery towards particular Cleveland-Cliffs buildings or destinations, throughout the site.

Location Signs

These signs identify entrances to buildings within the site, denoting arrival. Additionally, they can be viewed for directional information in circumstances where a free standing directional sign is not practical.

When hiring sign fabricators, verify that they are reputable contractors. Signage vendors must comply with all applicable sign codes and submit applications for permits and respective submittals to local building and planning authorities. In the U.S., all signs must comply with the Americans with Disabilities Act.

For signage applications not covered by these guidelines, assistance working with sign fabricators, or if you have questions about the signage system, please contact Corporate Communications.



Color Palette

Primary Colors



PMS 294U
 CMYK 100/68/0/21
 sRGB 56/89/136
 Paint HEX: 365888

PMS 7496U
 CMYK 43/10/100/34
 sRGB 117/132/72
 Paint HEX: 748348

White
 CMYK 0/0/0/0
 RGB 0/0/0/0

Secondary Colors



PMS Cool Gray 11U
 CMYK 47/36/29/26
 sRGB 122/125/129

3M Scotchlite Reflective
 Graphic Film
 680-71 Yellow

Clear Space



When applying the Cleveland-Cliffs logo always make sure the minimum amount of clear space is adhered to. The minimum amount of clear space is defined by the overall height of logo.

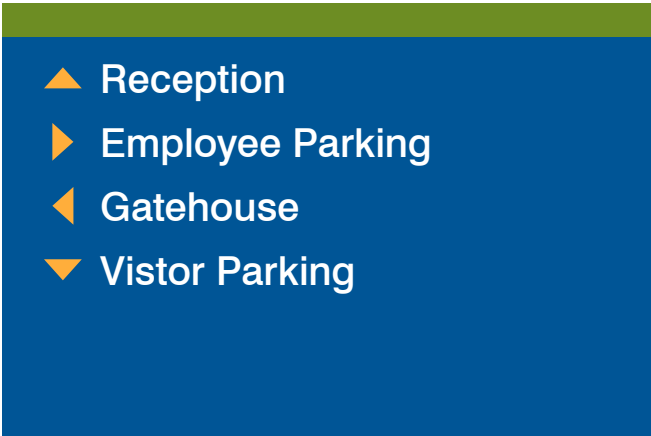
Directional Symbols

The arrow design reflects the style of the Cleveland-Cliffs signature symbol. Always use Cleveland-Cliffs Reflective Yellow vinyl

for arrows. Display arrows in 90 degree rotations as shown and never any other angles.

Symbol Hierarchy

Arrow angles should appear in the order shown, except for circumstances where the directional information takes precedence. Grouping together arrows that point in a similar direction makes signs easier to read.



SIGN TYPES: SKYLINE SIGNS

High-level skyline signs identify the site and serve as a landmark for the long range viewer. These signs will usually be internally illuminated to promote the Cleveland-Cliffs brand at night.

Options

- Non-Illuminated - Externally lit via floodlights
- Face Illuminated - Internally illuminated via LED to illuminate face only
- Halo Illuminated - internally illuminated via LED to illuminate back on white carrier panel



Surface Mounted

The standard way to display skyline signs is onto the surface of the building.

Roofline

In rare cases the logo can be positioned on the roof line using a steel lattice framework for support. Generally this will be due to insufficient room at a high level on the face of the building.

Custom Surface Mounted

When applying the sign to a dark surface which will make the logo hard to read, a custom white background panel will have to be used. Ensure that the clear space zone

Non-illuminated

Face Illuminated

Halo Illuminated



SIGN TYPES: SITE MARKERS

Site markers mark the formal entrance to the site. Where space allows, use the horizontal monument illustrated here. Wherever possible the larger sizes of monument signs should be used, particularly where skyline signs cannot be used, or to support building signs in promoting the Cleveland-Cliffs identity.

Entrance vertical monuments may be used where there is not enough space for the horizontal format.

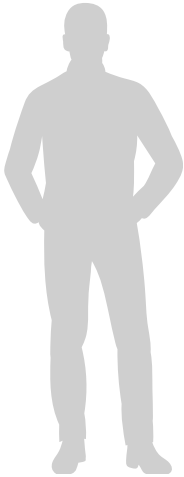
Site markers can be created in small, medium or large formats, depending on spacing. Medium sizing is used in the examples below. For recommended specifications, contact Corporate Communications.

Entrance Horizontal Monuments



Entrance Vertical Monuments

Vertical monuments can include directional information when necessary



SIGN TYPES: DIRECTIONAL SIGNS

Directional signage is either ground mounted, free standing or building mounted. Free standing and building mounted signs come in either primary or secondary formats. Choosing which to use will depend on where the signs are located on site.

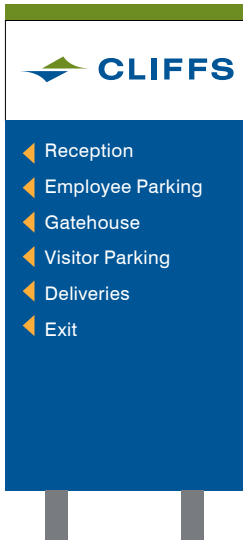
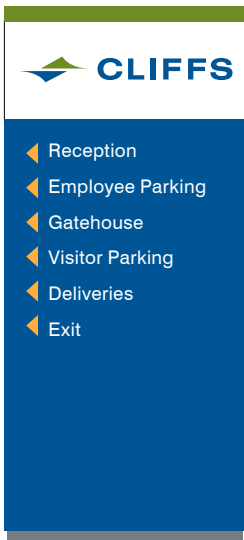
Primary versions have the logo present and identify the site as belonging to Cleveland-Cliffs. These should be used in areas that are public facing. Secondary versions

do not have a logo. Secondary level signage should not be public facing and should only be used in areas that are frequented by Cleveland-Cliffs employees on a day to day basis.

Site markers can be created in small, medium or large formats, depending on spacing. Medium sizing is used in the examples below. For recommended specifications, contact Corporate Communications.

Primary Directional Signage

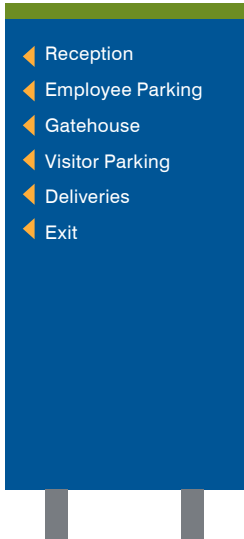
Used in public facing areas, can come in ground mounted or freestanding versions



Example of wall-mounted primary directional signage

Secondary Directional Signage

Should be used in areas frequented only by Cleveland-Cliffs employees on a daily basis. Freestanding style preferred.



SIGN TYPES: LOCATION, END POINT AND STATUTORY

Location

Determines the location of a department. Location signs come in both primary and secondary formats. Primary signs are located in areas that are customer-facing and so need to establish a brand presence, while secondary signs should be used in areas only occupied by Cleveland-Cliffs employees on a daily basis.

End Point

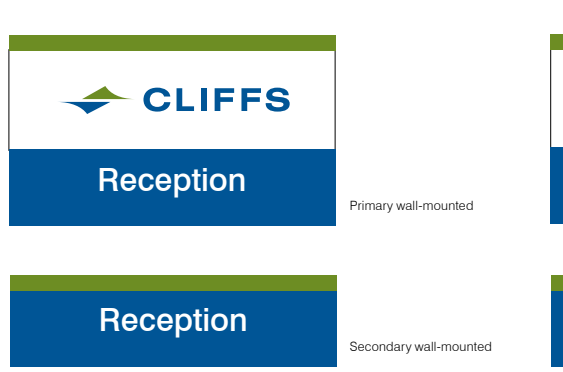
Gives specific end destination instructions at working areas within the site, e.g. parking information.

Statutory

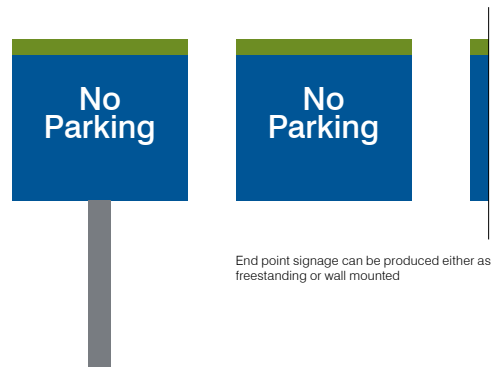
As part of the family of signs and to maintain a consistent brand look and feel, certain statutory signs such as vehicle instructions, speed signs etc will follow the standard sign design.

Standard hazard signs such as 'one-way' and 'no entry' will be determined by national legislation and sign systems.

Location



End Point



Statutory



Statutory signage can be produced either as freestanding or wall mounted. Standard hazard signs such as 'one-way' and 'no entry' will be determined by national legislation and sign systems.

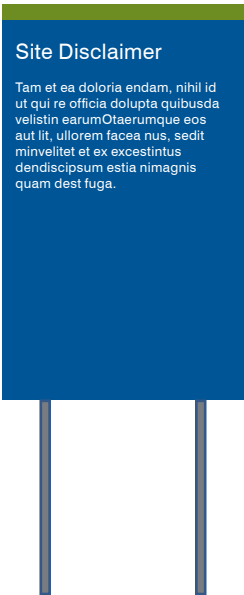
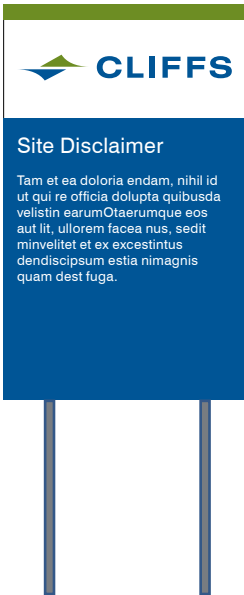
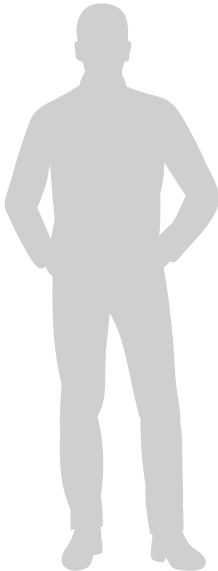
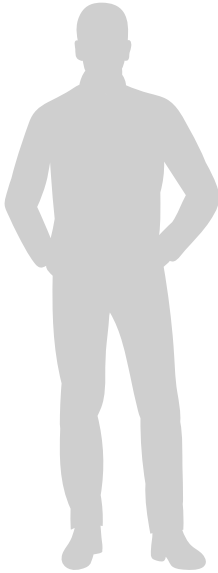
SIGN TYPES: SITE DISCLAIMERS

Signage that provides site disclaimers or warning notices can be produced in primary and secondary variations.

Primary signs are located in areas that are customer-facing and so need to establish a brand presence, while

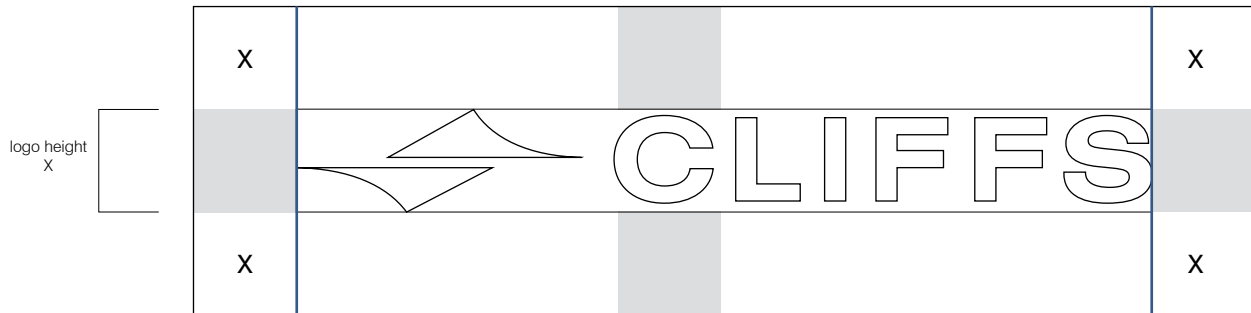
secondary signs should be used in areas only occupied by Cleveland-Cliffs employees on a daily basis.

Site disclaimers are provided in a primarily vertical orientation, in both wall mounted and free standing variations.

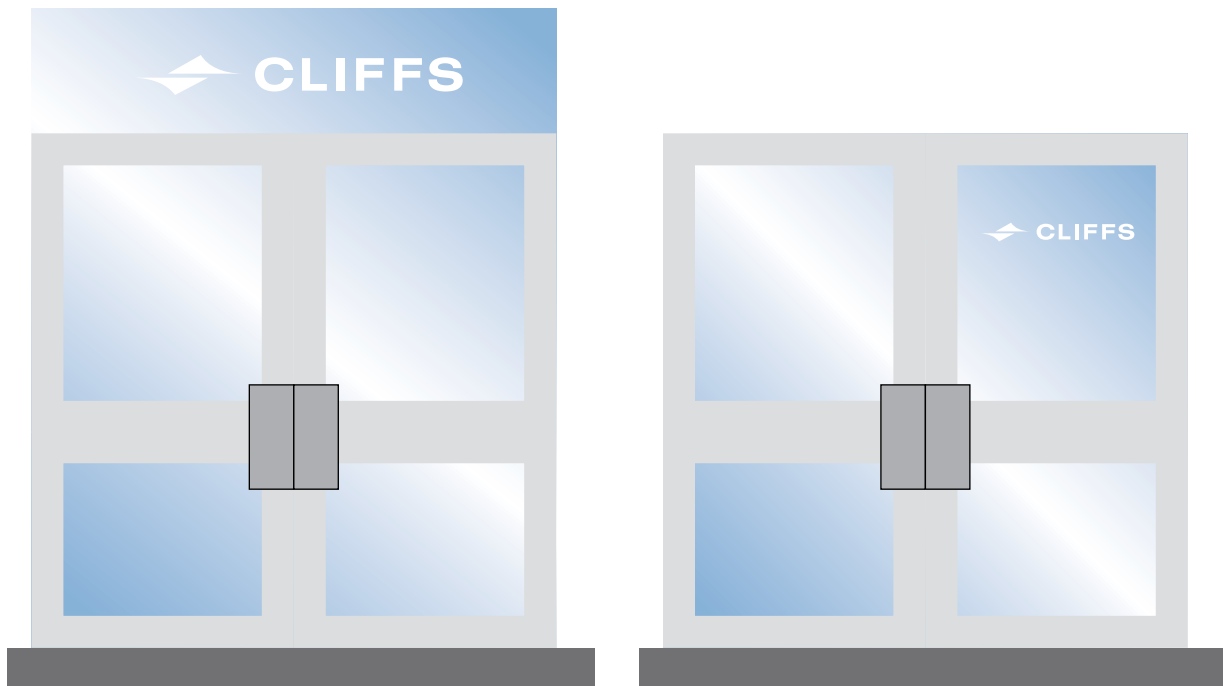


Vinyl signs are used to identify offices visible to public and customers. Vinyl signs apply themselves well to glass and other smooth and transparent surfaces.

Clear Space



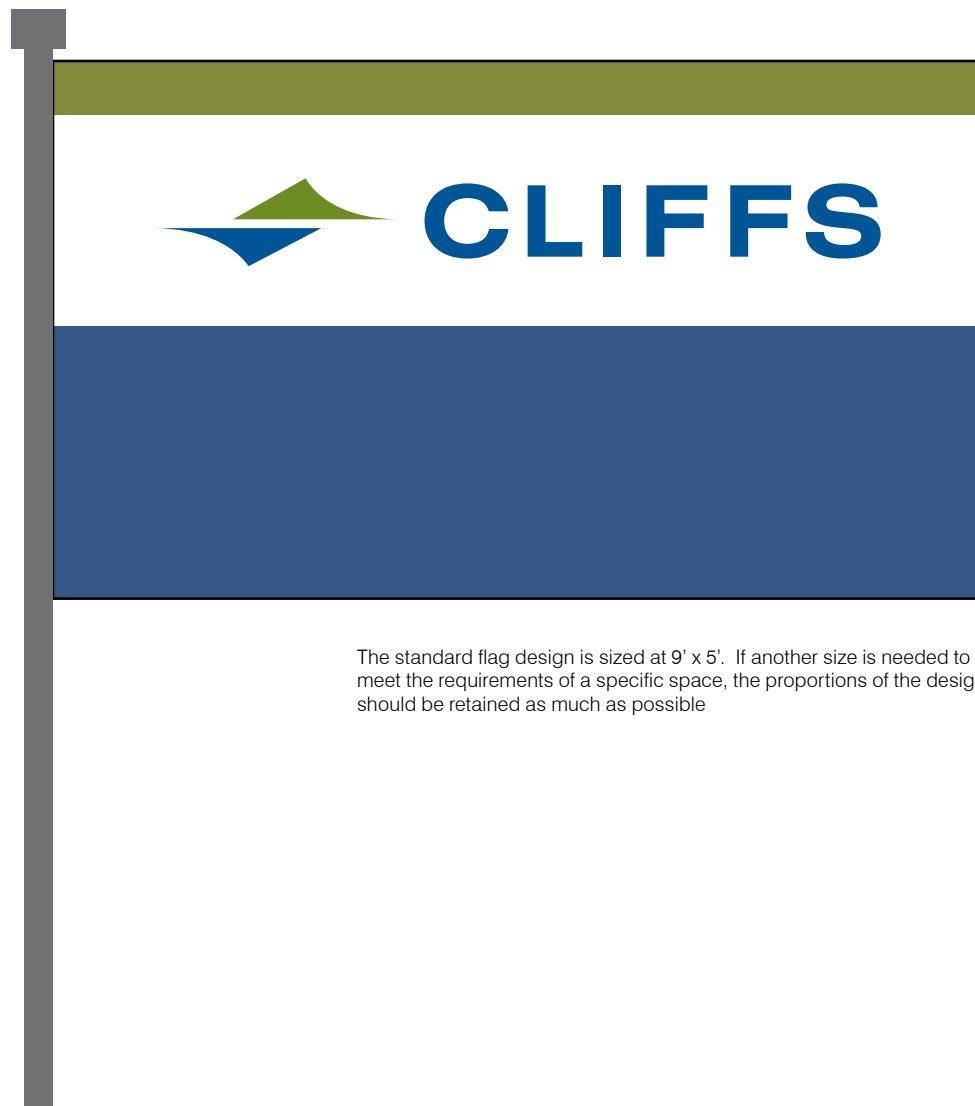
When applying the Cleveland-Cliffs logo as a vinyl sign, always make sure the minimum amount of clear space is adhered to. The minimum amount of clear space is defined by the overall height of logo.



FLAGS

Flags, particularly where used in groups, are a simple and economic way of creating a brand presence and a prestigious appearance at site entrances. To ensure longevity, flags should be specified to allow air movement to pass through. Always keep flags clean and well maintained, replacing them and any associated fittings as they wear out.

Cleveland-Cliffs branded flags can be ordered through the Cleveland-Cliffs Brand Store, which is covered in more detail in the next section of the Branding Guide



The standard flag design is sized at 9' x 5'. If another size is needed to meet the requirements of a specific space, the proportions of the design should be retained as much as possible



PROMOTIONAL MATERIALS

Cleveland-Cliffs Brand Store
Promotional Items - Logo Guidance
Promotional Items - Examples

The Cleveland-Cliffs Brand Store offers a variety of promotional items pre-designed with the Cleveland-Cliffs logo and visual identity.

<https://www.merchstore.us/cleveland-cliffs>

These items can be used for trade shows, community meetings, employee events, or other business-related needs. You can also order from the Brand Store on an individual basis, if you would like a Cleveland-Cliffs item or apparel for personal use.

Progressive Promotions, the Company administrating the Brand Store, is the official preferred vendor for employees who wish to order Cleveland-Cliffs branded promotional items. The use of any other vendor must first be approved by Corporate Communications.

For detailed information on the ordering process and shipping times, click “FAQ” and “How to Order” under the “Quick Links” category at the bottom of every page. Note that shipping charges are considerably lesser if you choose a commercial address for delivery vs. a residential address.

If you have any questions about logo usage or messaging on promotional items, please contact Corporate Communications.

Frequently Asked Questions

What is a “Just-in-Time” Brand Store?

The Brand Store is able to offer a wide selection of promotional items because it is based on a “just-in-time” production model. Under this type of model, there is limited pre-produced inventory. Instead, items are ordered and customized only after you put in a request. This “on-demand” production allows for increased flexibility in items, sizes and colors available without upfront costs and wasted inventory.

Some higher-demand items have pre-designated inventory levels to speed up fulfillment of orders.

What is a Minimum Order Requirement for Branded Items?

Because the Brand Store is based on a low-inventory, just-in-time model, some promotional items can only be ordered via a certain minimum quantity. Minimum quantities for items are listed beneath the “Add to Cart” button on the product details list.

If you wish to order individual items or smaller quantities, there is a separate subcategory of items, “One Piece Minimum,” that do not have minimum quantity requirements for orders.

I would like a promotional item not listed on the Brand Store, or create a special item for an event. Are custom orders possible?

If you want a promotional item not currently listed on the Brand Store, or if you are interested in creating something more customized for a particular event, team or project, the representatives at Progressive Promotions, the hosts of the Brand Store, are able to assist you in creating custom items. A “Contact Us” form is available under the “Quick Links” category at the bottom of every page.

I would like to use a PO for my order. Can I do that?

The Brand Store accepts all major credit cards. Currently, due to the separate invoicing and payment systems within our Company, if you would like to pay via Purchase Order, please contact the account manager for the Brand Store, Nicole Kushay, at 201.945.0500 X. 12.

Clear space

The absolute minimum amount of clear space is equal to the height of the logo in the size at which the signature is reproduced. Keep logo clear space in mind when choosing placement on promotional items.



Subsidiary/Plant/Unit Names

Please be cognizant of the required logo clear space when considering the addition of a subsidiary/plant/unit name to a promotional item. The subsidiary name should not overwhelm the logo or clash with branding guidelines.



Color Reproduction Preferences

Where possible, a full-color Cleveland-Cliffs logo is preferred. For one-color applications, the logo may be reproduced in black. If the item color is too dark to allow proper legibility of the full-color logo, the logo may be reversed out in white.



PROMOTIONAL ITEMS – EXAMPLES

Hat



← Logo Reversed Out of Black

Note: This is one basic option. You can choose to use different hat colors. The full-color Cleveland-Cliffs logo is preferred for lighter material.

Shirt

Use of 2-color Logo on White Shirt



Knit Fleece Pullover

Logo Reversed Out of Blue



Mug



Pen

Logo





CLEVELAND-CLIFFS INC.

200 Public Square, Suite 3300, Cleveland, OH 44114-2544

P 216.694.5700 clevelandcliffs.com