



## North American Steel Alliance Unveils New Identity

**May 1, 2018 – The North American Steel Alliance, Inc. (“NASA”)** unveiled its new logo and identity materials at the co-op’s Annual Meeting on April 24, 2018. “As our organization has evolved, it was important to present a Brand that reflects our current mission and in a manner that is suitable for today’s environment,” said Mike Wagner, President of the co-op.

“The new logo is just one aspect of our updated Brand, we are also streamlining our processes and refining our messaging—all to underscore the advantage of membership in our co-op. Membership in NASA delivers considerable value to our members and suppliers, some of which includes creating, enhancing, and sustaining connections with peers and customers. The new logo—with its sphere of connections—clearly highlights the ‘connected’ aspect of our organization,” Wagner added.

More than 450 people attended the Annual Meeting held outside Miami, Florida April 23-25. The conference agenda included an overview of the co-op’s activities for the next year, best practices, and industry keynote speakers. The Annual Meeting was also an opportunity for metals and operational suppliers to meet one-on-one with service center members—a popular feature of this event that started ten years ago.

The new identity materials and supporting visual identity manual were created by The Juniper Group, Inc., a NASA operational supplier since 2016. The Detroit-based marketing communications firm also provided overall Brand consulting for the co-op and publishes a quarterly newsletter on behalf of NASA.

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North American Steel Alliance is a member-owned, steel co-op with the buying power of more than \$9 billion. The co-op includes 120 member companies with more than 430 locations; mill suppliers; and operational suppliers. The co-op’s purpose is to add value to its members by providing communications and connections for growth, selection, and knowledge.