



BRAND STANDARDS **for Dealers**

Engines, Parts and
Power Generation Products

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The Cummins brand

The importance of consistent branding

The consistent representation of our brand is very important to assure that our customers will recognize Cummins' presence and quality wherever they go to receive authorized support or buy Cummins products.

The intent of this document is to provide Cummins brand standards for Cummins Dealers. Use this guide as a reference whenever you are developing communications for Cummins products or services, either hard copy or online, external or internal. By following these standards you will help to ensure the logo, typography, color palette and all visual elements used are consistent and representative of the Cummins brand.

Despite covering many aspects of the Cummins visual brand, there may be cases when you have a question not answered within this guide. For those situations please reach out to your local dealer support representative



While the Cummins brand is represented by far more than just the logo, it is important to note the logo was designed by the legendary 20th century designer, Paul Rand.

Rand famously said, "It is only by association with a product, a service, a business, or a corporation that a logo takes on any real meaning. It derives its meaning and usefulness from the quality of that which it symbolizes."

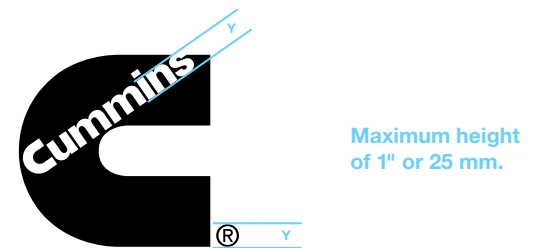
Registered trademark

The Cummins logo is a registered trademark and must include the registration symbol whenever possible to prohibit use of the logo by unauthorized parties. In the standard version, the size of the registration mark is $\frac{1}{2}$ the height of the lower-case letters in the word “Cummins.” A second version of the logo/registration mark relationship has been created for small applications and challenging reproduction methods such as embroidery.



STANDARD VERSION

In the small version, the Cummins logo is not changed, but the registration mark is twice as large as the standard version. The size of the registration mark equals the height of the lower-case letters. The registration mark may only be removed when it is too small to be reproduced. When using the small version for printed materials, a maximum size of 1" or 25 mm is allowed. For high-quality offset and digital printing such as brochures, the smaller version should never be used.



SMALL VERSION
Use **ONLY** for challenging
reproduction methods.

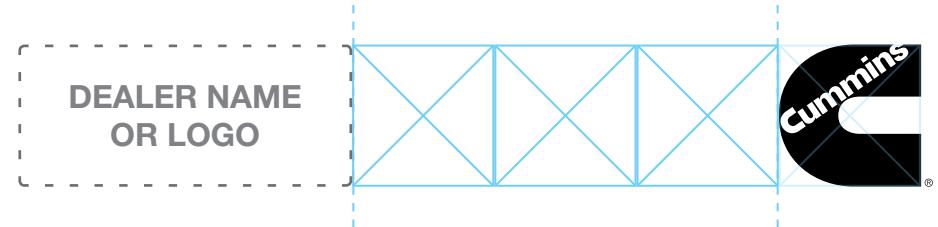
Logo lockups with dealer name or logo

Proximity Level 3

When pairing dealership names/logos, positioning items to the left of the Cummins logo is preferable. The preferred *minimum* distance should be three widths of the Cummins logo. This distance is defined as Proximity Level 3 and applies to dealership names/logos in order to avoid the appearance of a lockup similar to business units and distributors.

Cummins logo cannot be combined with dealer logo. Dealer logo cannot be placed to the right of the Cummins logo, unless it is required to fit existing formats structured to display the dealership brand on the right.

More information on displaying the Cummins logo in conjunction with a dealer name or logo can be found in the section starting on page 12.



Proximity level 3 refers to the preferred *minimum* distance of 3x the logo width.

Trademark integrity

- Do not place the logo inside a box.
- Do not condense, stretch, reshape, add to or alter the logo in any way.
- Do not use the logo in an outline form or fill with a pattern.
- Do not use a red logo.
- Do not fill the type in the logo with a color different from the background.
- Do not use the logo in a sentence or as the letter “C” in a word.
- Do not allow other graphic shapes to touch or overlap the logo.



See your  dealer.

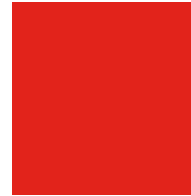


Color standards

Our brand color is Pantone 485.

Our primary colors are red, white and black. Red should only be used at 100% tint; no tints of red are acceptable. Tints of black may be used so long as legibility is maintained. Large amounts of light text should not be dropped out of a red or dark background.

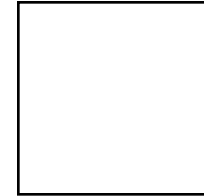
Cummins color palette



Pantone 485
CMYK 0 95 100 0
RGB 218 41 28
Hex #DA291C



Black
CMYK 0 0 0 100
RGB 0 0 0
Hex #000000



White
CMYK 0 0 0 0
RGB 255 255 255
Hex #FFFFFF

Use of metal and other substrates

Metal has an inherent beauty that suggests strength and dependability and may be used to render the Cummins logo without the use of additional color. Metallic applications include cab plates, grille badges, product badges and decals, belt buckles, lapel pins and commemorative coins. When using metallic finishes, silver is preferred over gold, brass, copper or bronze. Plastic made to look like metal and other reproduction methods that appear metallic is also acceptable.

Acceptable methods for rendering the logo are etching on glass or stone, embossing or debossing leather, and etching or carving the logo into stone or wood. Creating the logo in flowers, ice, chocolate or other food is not prohibited.



Logotype

The logotype, which is the word “Cummins” as it appears in the Cummins logo separated from the “C” shape, may be used as its own graphic in certain circumstances.

Acceptable uses of the logotype are on short, wide signs where the logo would not be readable from a distance and small or narrow items such as pens, where proper reproduction of the logo or trademark is not possible.

Specifically, if the Cummins logo cannot be reproduced due to size limits smaller than .25 inches (6.35 mm), the logotype can be used in its place if doing so means it would be more easily identifiable.

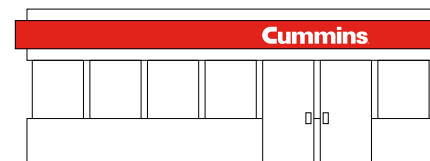
When using the logotype on merchandise or large format graphics be sure to include the registered trademark symbol.

When space allows, always use the standard Cummins logo.



Cummins®

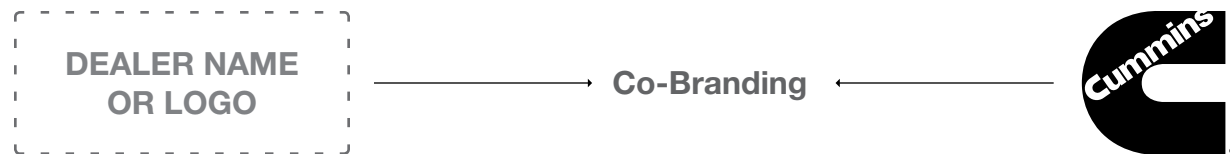
Examples



Co-branding:
your dealership and Cummins

Co-branding overview

While your business may work with many suppliers, there are often advantages to representing your dealership brand in conjunction with the Cummins brand. This co-branding approach allows you to leverage the equity of the Cummins brand for promoting custom service lines and selling genuine Cummins products.



Co-Branding is used when signage, advertisements, and other communication collateral is limited to featuring only your dealership brand and the Cummins brand.

Presentation

Proximity

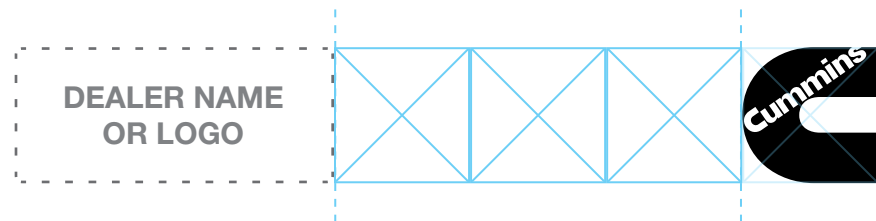
When co-branding with Cummins, the preferred *minimum* distance between the Cummins logo and your dealership brand identification should be three widths of the Cummins logo.

The two may only appear closer to each other if extremely small size restrictions require it, such as small advertising or signage space.

Orientation

Positioning your dealership brand identification to the left of the Cummins logo is preferred.

The item may be placed to the right of the Cummins logo only when required to fit existing formats structured to display the dealership brand on the right.

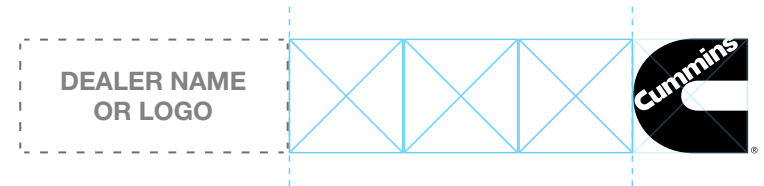


Proximity level 3 refers to the preferred *minimum* distance of 3x the logo width.

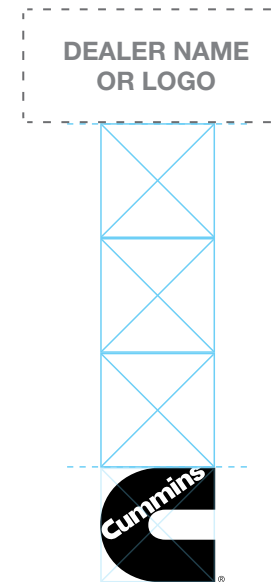
Signage

When exclusively representing the Cummins brand alongside your dealership brand on exterior signage, simply maintain the minimum distance of 3x the Cummins logo width (Proximity Level 3). This applies to signs in both horizontal and vertical orientations.

NOTE: Certified dealerships are required to display an official Cummins exterior sign as outlined on the following pages.



Proximity level 3 applies to both horizontally- and vertically-oriented signage.



Uniforms

Representing the Cummins brand on uniforms along with your dealership brand is an excellent way to reinforce your connection with Cummins quality through your employee apparel. The same Proximity Level 3 guide applies. In addition, the Cummins logo should appear on the right side (left breast) whenever possible.

Remember, the Cummins logo may only be reproduced in black or white. The Cummins logo in red is NOT permitted.



The Cummins logo should appear on the right side (left breast) whenever possible.



Uniforms (cont.)

Logo size and placement

The approved logo size for the Cummins logo applied to shirts, jackets, sweaters and vests is 1¼ in (31 mm). The Cummins logo size is consistent for all shirt sizes, male and female. The Cummins logo is embroidered on the left breast, centered over the pocket with the top of the logo 2¼ in (56 mm) above the top of the pocket.

Personalized uniforms

For uniforms personalized with both dealership identification and the employees name, the Cummins logo must remain isolated on the left breast. All dealership and employee information may be placed on the right breast.



Hats

The use of the Cummins logo on hats is optional for dealers. In case the dealer represents Cummins engines and Power Generation products, the logo to be used is only the primary Cummins logo. Specifications for applying the logo to your hats are pictured to the right.

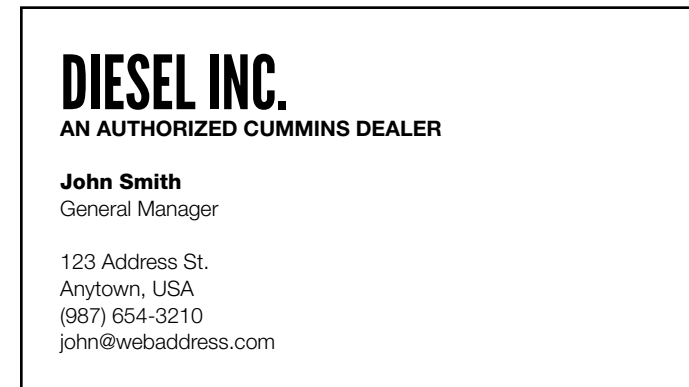
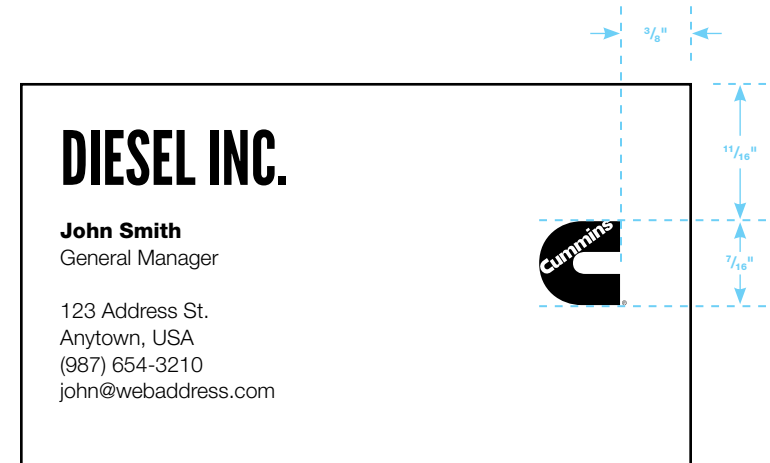
When the Cummins logo appears on the front of the cap it should be embroidered at a height of 1½ in. When appearing on the back, it should be embroidered to the right of the adjustable strap at a height of 1 in. The size may not be altered.



Business cards

The use of the Cummins logo on business cards is optional for dealers. Alternative to the logo, dealerships can mention they are an authorized dealer, or a certified dealer if it is the case. In case the dealer represents Cummins engines and Power Generation products, the logo to be used is only the primary Cummins logo. Specifications for applying the logo to your business cards are pictured to the right.

The Cummins logo prints solid black. The logo size is $\frac{7}{16}$ in tall and $\frac{11}{16}$ in from the top trim. The size may not be altered. The top edge of the logo aligns with the address copy to the right.

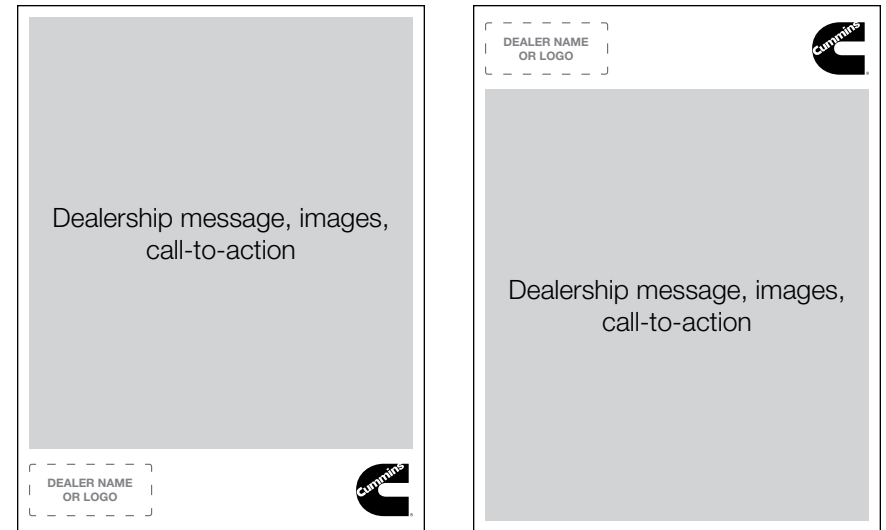


Advertising

Dealerships may wish to promote their status as a Cummins certified dealer in print advertisements. When creating advertisements, the Cummins logo may be added to your own artwork, or you may add your logo to a Cummins-branded advertisement.

Adding the Cummins logo

In cases where the dealer is creating their own artwork and wants to use the Cummins logo, the use of Cummins logo standards must be followed. This includes maintaining the appropriate minimum clear space around the logo as indicated on page 13.

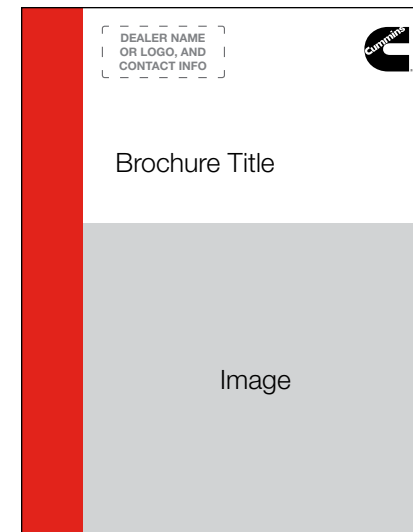


Brochures

Adding your logo to a Cummins brochure

Dealers may elect to use pre-created brochures that have been developed for Cummins business units and distributors. In most cases, dealer may add their logo and contact information into pre-formatted artwork.

There are guidelines for using these Cummins brochures. Dealers should work with their local Cummins distributor to utilize these brochures to ensure standards are followed correctly.



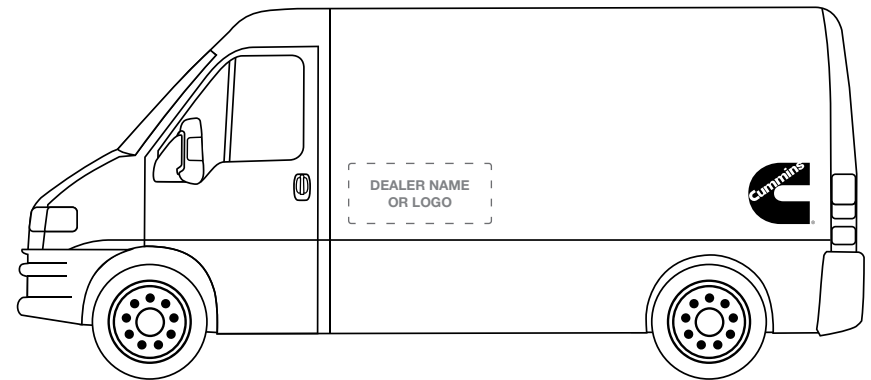
Vehicles

Dealerships may use the Cummins logo in conjunction with their own branding on company vehicles. Please be sure to maintain the Proximity Level 3 spacing whenever possible. Use a black Cummins logo on light-colored vehicles, and a white Cummins logo on dark-colored vehicles. Black and white are the only permitted colors for the Cummins logo.

Cummins logo sizing on vehicles

Maximum size: 30 in height

Minimum size: 10 in height

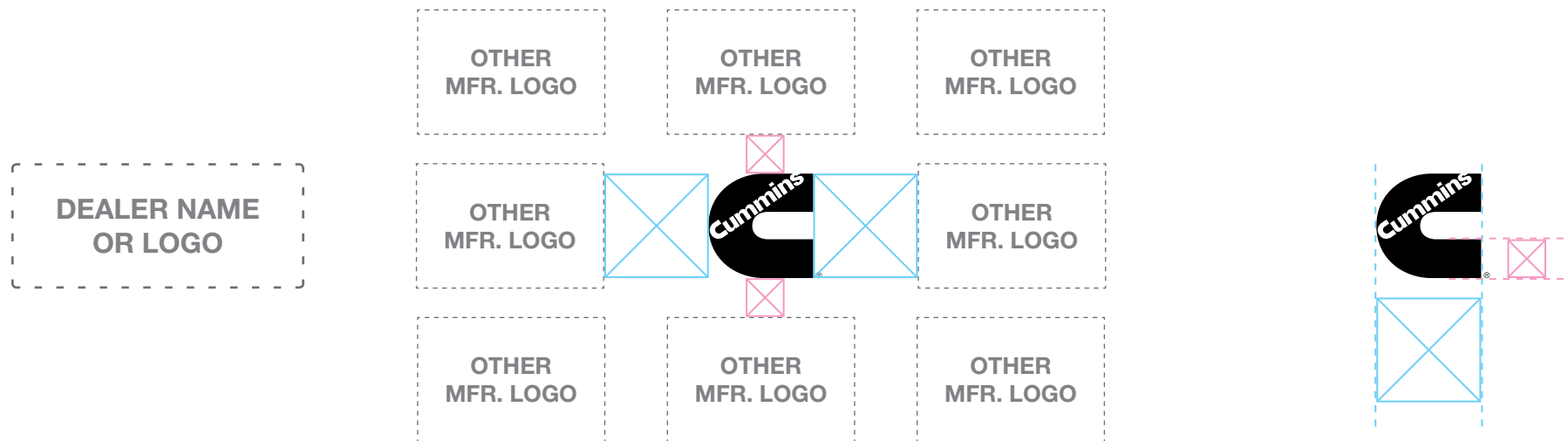


Multi-branding with Cummins

Multi-branding overview

As a dealership that sells and represents multiple manufacturers, it will often be necessary to present the Cummins logo along with several others (including your own logo). Cummins recommends you display the various manufacturers' logos in a grid, and requires the Cummins logo to be of relatively equal

size to the other logos. In addition, other logos or type placed beside the Cummins logo, on either side, must be a full Cummins logo width away. Other logos or type placed above or below the Cummins logo must be kept at a distance from the Cummins logo equal to the width of one leg of the logo.



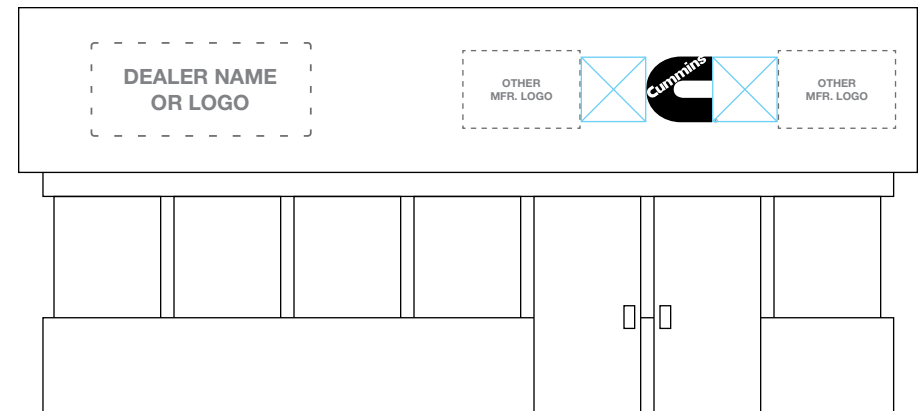
When multi-branding with Cummins, leave space on either side of the logo equal to the width of the logo, and space above and below the logo equal to the width of one leg of the Cummins logo.

Signage

Representing multiple brands on external signage can be challenging for dealerships due to space limitations, costs, and other factors. However, when dealerships choose to present multiple brands serviced at your business alongside the Cummins logo, Cummins only requires the logo be given appropriate clear space as defined on the previous page and be sized equally to other manufacturers' logo.

NOTE: Cummins certified dealers are required to display an official Cummins logo sign on the building's exterior. Please refer to section starting on page 30 for details.

In any situation, dealers should work with their local Cummins distributor to determine optimal size, placement and local ordering instructions.



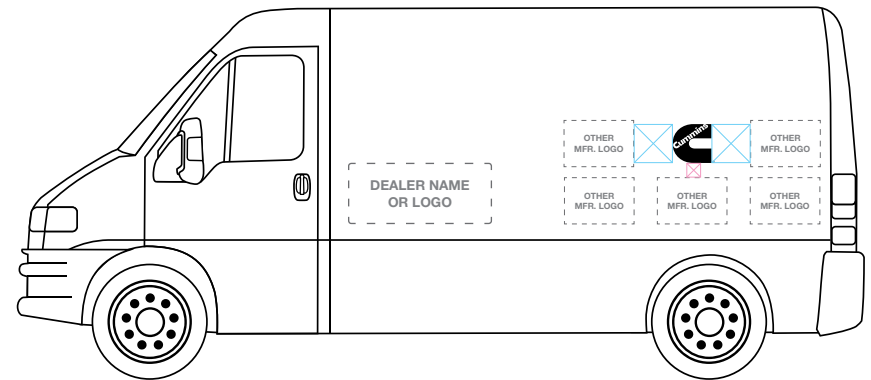
Vehicles

Dealerships often desire to display the many brands they service on their fleet vehicles. As with other multi-branding situations, Cummins requires the logo be given appropriate clear space as defined on page 23 and be sized equally to other manufacturers' logo. Use a black Cummins logo on light-colored vehicles, and a white Cummins logo on dark-colored vehicles. Black and white are the only permitted colors for the Cummins logo.

Cummins logo sizing on vehicles

Maximum size: 30 in height

Minimum size: 10 in height



Uniforms

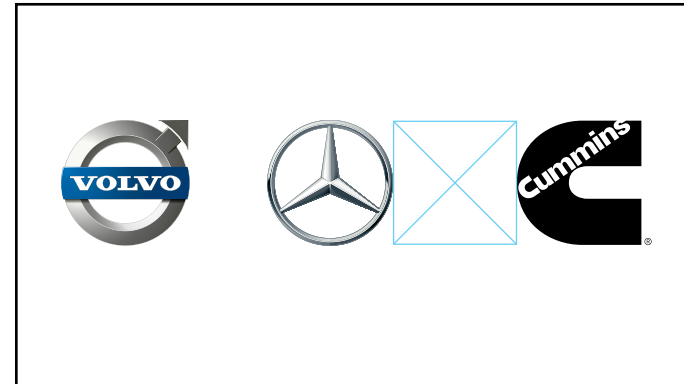
Due to limited space on uniforms, Cummins strongly discourages the use of more than one manufacturer's logo on your dealership's uniforms.

Please see page 15 for guidelines on adding only the Cummins logo to your uniforms. Please contact your local dealer support manager with additional questions.

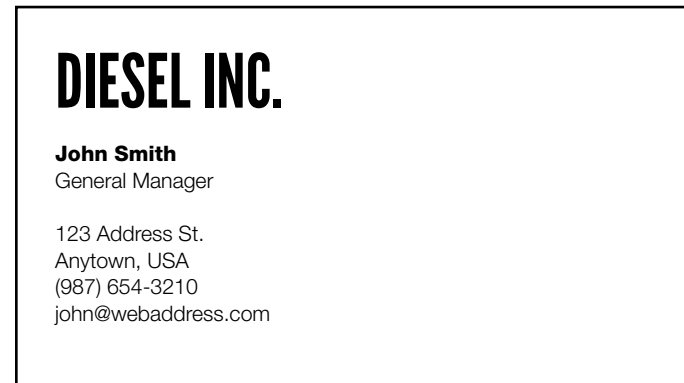
Business cards

The use of the Cummins logo on business cards is optional for dealers. Alternative to the logo, dealerships can mention they are an authorized dealer, or a certified dealer if it is the case.

A multi-brand dealer may include other logos on the business card, as long as minimum standard space is maintained as defined on page 23.



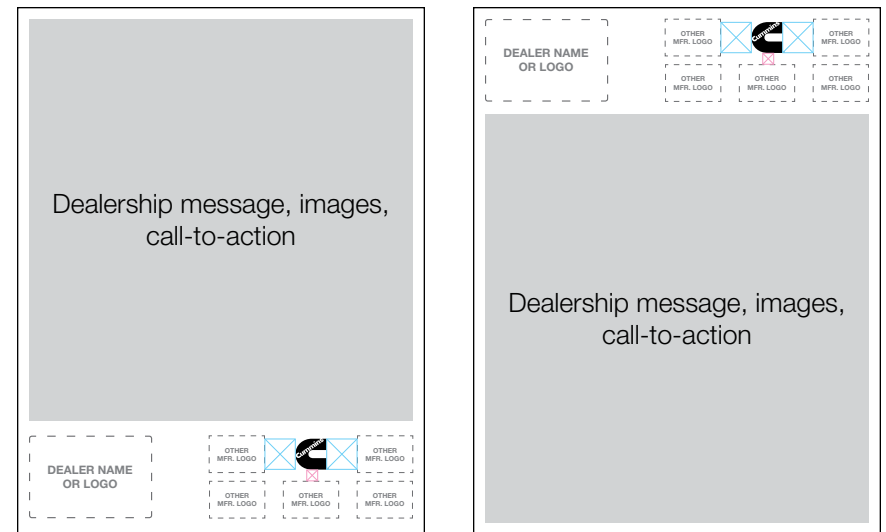
back



front

Advertising

While Cummins doesn't allow other manufacturers' logos to be added to Cummins-branded advertisements, it is permissible to add the Cummins logo alongside other logos on dealer-branded advertisements. Cummins only requires the logo be given appropriate clear space as defined on page 23 and be sized equally to other manufacturers' logo.



Certified dealer signage

Certified dealer signage

Cummins certified dealers are required to display an official Cummins logo sign on the building's exterior, visible to customers. There are optional formats and sizes of signs that may also be displayed in addition to required signage.

The following pages explain the minimal requirements for dealer signage, recommended sizes and examples of specific sign packages available for some markets.

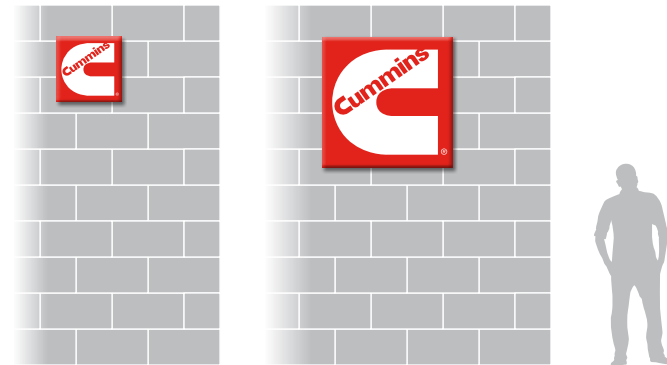
Please reach out to your local dealer support manager with any additional questions on dealer signage.



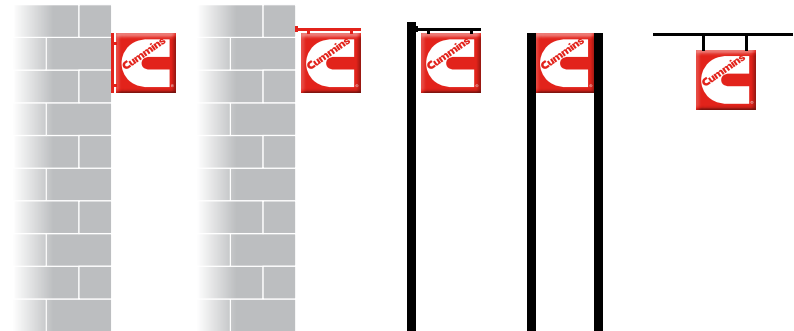
Certified dealer signage (cont.)

For the required external Cummins logo sign, there are two recommended sizes: 2 ft 1¼ in (.64 m) x 2 ft 1¼ in (.64 m) size or the 4 ft 1¼ in (1.25 m) x 4 ft 1¼ in (1.25 m) size.

These signs feature a radius design polycarbonate face in a cabinet. Additional options for this style of sign include: illuminated and non-illuminated single-face wall signs, double-faced rigid-mount signs, double-face mast arm signs, double-face pole-mount signs, double-face double-pole-mount signs and double-face interior hanging signs.



Scale drawings of the two available sizes for required external Cummins sign



Hanging and pole-mounting exterior sign options

Where to purchase

Where to purchase

Home and small business generator dealers please refer to contacts on next page

Truck decals

Vendor: OmniSource

Contact: Casey Kaplan

Email: ckaplan@omnisourcemarketing.com

Building signage

Vendor: ISF Signs

Contact: Eric Beckner

Phone: 317-251-1219, ext. 101

Email: ebeckner@isfsigns.com

Cummins Power Store

Website: bdasites.com/cummins

Items available: Cummins branded apparel, caps, gifts, tradeshow giveaways, pens, drinkware

Where to purchase

Home and small business generator dealers only

Truck/van decals

Vendor: Valley Screen Printing

Website: cummins.valleyscreengraphics.com

Username: cumminscorp

Password: VS16

Building signage

Vendor: ISF Signs

Contact: Eric Beckner

Phone: 317-251-1219, ext. 101

Email: ebeckner@isfsigns.com

Cummins Power Store

Website: bdasites.com/cummins

Items available: Cummins branded apparel, caps, gifts, tradeshow giveaways, pens, drinkware

Decal options from Valley Screen Printing



Dealer resources

Dealer resources

Circuit Portal for on highway dealers

<https://circuit.cummins.com>

- Engine Specs and Information
- Product Information
- Sales Support
- Cummins Product Presentation Library
- Brochure Library
- Dealer Literature Order Form
- News and Bulletins
- Customer Support
- Warranty & Extended Coverage
- Training

Channel 1 Portal for home and small business generator dealers

<https://channelone.cummins.com>

- Product Information
- Pricing Information
- Service Manuals
- Service Tools
- Training Information
- Remote Monitoring
- Marketing Materials